They just gave us a special Alfred P. Sloan Award for highway safety.

But it doesn't mean a thing to Jerry Huyler.

Every year since 1948 the Alfred P. Sloan Foundation has been giving awards to promote safety on the nation's highways.

And in that time, WGN Radio and WGN Television have received 11 awards.

But this year, they gave us a special citation. The first one they've ever given anybody.

They gave it to us because of the special programs and announcements we've been running for over 20 years.

But no matter how many trafficopters we put in the air—or how many special programs on traffic safety we broadcast—or how many new safety laws we lobby for—there are still too many accidents. Still too many people being crippled. Too many people being killed.

So we're going to keep on doing what we can to make the streets and roads and expressways safer.

Because when you get down to it, we'd rather have one Jerry Huyler than a thousand awards. Wouldn't you?
Reluctantly, we made TV history in Oregon on the night of February 27th.
Hey, Norman, I think our tower is falling down.

On February 27th, a storm came up and knocked us right off the air.

It was another first for KOIN-TV.

We may never watch TV again.

I don't think the boss is going to like this, Harry.

I need some Alka Seltzer.

Our viewers were very sad.

Our competitors didn't exactly keep it quiet.

They've lost fringe coverage. Buy us.

But our friendly competitors kept saying unfriendly things about us.

They're all up to snuff anymore.

But the competition kept the rumors coming.

Koin isn't losing audience.

Compliments of a friend.

Koin is losing advertisers.

Advertisers are leaving.

Switch to us.

We even gave our advertisers a free 15% bonus.

May be we could start a 'we try harder' campaign.

Koin pooping.

But the competition kept the rumors coming.

There's nothing like tower power.

In the TV game, Harry.

Then, in July, we put up our bright and shiny new 1000 foot tower.

Now, we're back on top again, and everybody's happy. Everybody except our competition.

KOIN-TV is back on top in Oregon.

Represented by Harrington, Righter & Parsons.
While UPI Audio has been operating since 1958—it was only last May that we began providing hourly live newscasts. Here are some typical reactions:

"... format very good and easy to work with. Our listeners are happy and we're happy." (KEX, Portland, Oregon)

"... community comments have been great... sponsors are happy... staff is happy." (WEAC, Gaffney, South Carolina)

"Our listener response has been very gratifying." (WFGL, Fitchburg, Massachusetts)

"... on-the-street response to our news coverage has increased dramatically. We are hearing comments like 'more authoritative,' 'feel we're really in touch.'" (WNAM, Neenah, Wisconsin)

"... adds the dimension a contemporary radio station needs." (WNOX, Knoxville, Tennessee)

"... well presented, well written, concise—very good reports." (WL SH, Lansford, Pennsylvania)

"... quality good, voices good, we're very pleased." (WBAM, Montgomery, Alabama)

"We're 100% automated and your switching system working fine. Very pleased." (KNOB-FM, Los Angeles, California)

If your station hasn't yet begun to enjoy all the benefits of these popular UPI newscasts—isn't it about time you found out about them? Just get in touch with your UPI Regional Executive or nearest UPI Bureau.

UPI

The Broadcast News Service
220 East 42nd St., New York, N.Y. 10017
(212) MU 2-0400
Hearing of House Communications Subcommittee provides new forum for FCC to reaffirm determination to move quickly in formulating and implementing new cable rules—despite roadblocks that may still confront it. See . . .

The squeeze play comes up for cable . . . 14

John A. Schneider to president of CBS/Broadcast Group, Richard W. Jencks to CBS's Washington vice presidency. Shakeup undoes line of succession to CBS chairmanship and presidency, suggests status quo maintained. See . . .

The more things change at CBS . . . 18

Two public-interest law firms want the FCC to lift the traditional confidentiality of broadcasters' financial reports so citizen groups may better evaluate the performance of local stations. See . . .

Challengers seek station figures . . . 21

At its first meeting, the new National Association of Broadcasters executive committee names James H. Hulbert, NAB vice president and assistant to the president, to succeed Paul Haney as executive VP for public relations. See . . .

Hulbert will succeed Paul Haney . . . 24

Despite the hopes and best efforts of Democratic leaders, no political-spending bill is likely to reach either the Senate or House floor—let alone the White House—before next month's congressional recess. See . . .

Long, cold summer on political reform . . . 28

Participants in a television session at the New York State Broadcasters Association convention executive conference express fear that prime-time access rule will hurt rather than help crucial fourth-quarter sales. See . . .

A thorn in spot's side? . . . 30

Harvard study, funded by National Institute of Mental Health, finds preschoolers almost unable to distinguish programs from commercials. Teenagers, at opposite extreme, are found to be critical to the point of cynicism. See . . .

Watching children who watch ads . . . 39

Broadcast satellite allocations desired by the U.S. are adopted at World Administrative Radio Conference in Geneva. They include special authority for use of 7,125-7,125 mhz band for television program distribution. See . . .

U.S. gets space it wanted . . . 44

Office of Civil Defense is beginning construction of a new alert system aimed at linking civilian defense offices, warning sirens and the public with a central national warning center that might render present system obsolete. See . . .

New warning system for defense . . . 45

Broadcast stocks advanced at a substantially faster pace than the market as a whole during the first six months of 1971—and Wall Street analysts see continued, if less spectacular, gains in coming months. See . . .

Broadcast stocks on the move . . . 50
More people are now watching WLS-TV than any other station in Chicago.

WLS-TV Chicago, an owned station of The American Broadcasting Company.

ClosedCircuit

Center ring

There's no doubt now that White House intends to take central role in formulation of cable-regulation policy. Not only was that point made clear by Clay T. Whitehead, director of Office of Telecommunications Policy, to broadcasters, cable representatives and copyright owners at meeting he called Friday (see page 8). But FCC Chairman Dean Burch was summoned to more than one unannounced session at executive offices last week. Mr. Burch reportedly had audiences with Mr. Whitehead, Herb Klein, President's director of communications, and Charles Coulson, special counsel to President.

Johnson for Walsh

FCC will announce this week appointment of new Broadcast Bureau chief—Wallace Johnson, 52, now assistant chief of bureau. Mr. Johnson will succeed Francis R. Walsh, who resigned last week after holding post less than year. Mr. Walsh, who joined commission after leaving faculty of San Francisco law school, where he had served as dean, is said to have expressed desire to return to San Francisco to deal with personal problems. He is known to have expressed unhappiness over job that required numerous decisions in area with which he was not familiar and that did not afford him what he considered adequate opportunity to employ his training as lawyer.

Mr. Johnson, who is engineer, has been with agency since 1942. Chairman Dean Burch proposed him for chief's job at commission meeting Friday, and vote to appoint him was unanimous, 5-to-0. Commissioners Thomas J. Houser and Robert Wells were absent.

Executive suites

One measure of increased importance CBS is putting on new Washington operation under Richard Jencks (see CBS reorganization story, page 18) is fact company is looking for new office space to house expanded lobbying staff, outside present 2020 M Street headquarters, which will become primarily production center. Mr. Jencks likely will start from scratch in assembling new staff, looking for men with congressional backgrounds, as opposed to broadcasters.

Upgrading does not, however, elevate Washington to locus of power within CBS organization. Among insignia Mr. Jencks must leave behind in New York is seat on board of directors, reserved for company's most senior officers. Demand on executive space is just opposite at CBS's "Black Rock" headquarters in New York. Executive floor (35th) is now occupied only by Chairman Paley, President Stanton, financial Vice President Robert Rice and three staff officers. Vacant: one major suite—to be exited by Jack Schneider, who will move to Mr. Jencks's former quarters on 24th floor—and three corporate vice-presidential offices.

Color it color

Color television penetration is beginning to nip at 50% mark. Latest NBC quarterly estimate, due out shortly, puts total color-equipped households as of July 1 at 29.7 million, or 48.2% of all TV households. That's gain of 1.1-million color homes and 1.4 percentage points since April 1, and 2.1-million homes and 2.9 points since Jan. 1. NBC estimates are based on variety of data including retail sales of color-TV sets, which for first six months of this year were put at 2.8 million, record for any first half-year and 26% above total for comparable 1970 period.

Heat in Boston?

Sizzler may be in the making in 14-year-old license-revocation case against WHDH-TV Boston. FCC last Friday extended operation of channel 5 by WHDH Inc. pending investigations of qualifications of some officials of Boston Broadcasters Inc., to which FCC awarded facility some time ago (see page 8). FCC asked Securities and Exchange Commission for information on probe of Nathan David, BBI principal and one-time FCC lawyer. There are reports that SEC case could turn into sensation.

Uphost of FCC's action, on its own motion, to extend WHDH operation could result in reopening of case and perhaps new round of hearings, according to legal observers.

Holding back

Standard TV invoice forms and new billing procedures appear to be easing agencies' paperwork and speeding their payments to broadcasters (story page 34), but there's difference of opinion as to whether latter is in proportion to former. Some sales authorities feel it is; others say not yet. They basically agree, however, that broadcasters' over-all slow-pay problem is far from over. What use of new forms and procedures appears to be doing is (1) relieving to some extent that part of slow-pay problem that was honestly attributable to excessive paperwork and discrepancies, and (2) demonstrating, where collections are not materially expedited, that much more than paperwork and discrepancies is to blame—such as agency reluctance to part with money in tight economy or, as agencies often claim, same reluctance on part of their clients.

Some of those who claim agencies cited paperwork as cover-up contend, in support of that charge, that collections improved when interest rates went down, worsened when they went back up. They think best thing that could happen for collections right now would be another drop in interest rates.

Setback for lib?

Among FCC staffers there's some betting that conservative Charlotte Reid, Republican congresswoman from Illinois, may be taken into camp by all people, Nick Johnson, new-wave Democrat. Reasoning goes this way: Mr. Johnson can be charming, moustache, hair and all, and rhythmically persuasive. As one staff member said, with touch of male chauvinism: "She's a woman, isn't she?"

This view is shared outside FCC building too. Some practicing lawyers with broadcast clients are said to be so concerned about chance of Mrs. Reid's winding up as Johnson ally, they're planning facts-of-life-at-FCC sessions with her.

Gross up, net down

Average broadcaster in radio took in more in revenues in 1970 than year before, but his profits went down measurably. These are two of findings in annual survey made by Ron Itron, director of Broadcast Management Department of National Association of Broadcasters, expected to be issued this week or next.

At same time, NAB office will be issuing breakout by markets of average revenues and income in 1970 for TV stations, which is sequel to estimated national average TV station financial return issued last month and also showing higher revenues but decline in profit (Broadcasting, June 14). In addition there'll be special report on UHF television stations showing they lost less money last year than ever before. Reason, it is noted, is that fewer new U's went on air. It's in early stages of operation that heavy losses occur.
Administration again steps in on cable
OTP's Whitehead calls broadcaster-CATV-copyright meeting

White House has entered directly controversy over CATV, with director of Office of Telecommunications Policy taking charge of effort to bring warring parties into agreement on basic issues.

OTP Director Clay T. Whitehead called representatives of broadcasting and cable industries and of copyright owners to meeting in his office on Friday (July 23) to discuss "possibility of reaching an agreement acceptable to all parties concerning the future development of cable television," according to OTP spokesman.

White House interest was made additionally evident by presence at meeting of Peter Flanigan, presidential assistant.

Mr. Whitehead is said to have discussed possibility of agreement in context of work now being done by high-level administration committee—that President appointed and for which Mr. Whitehead serves as chairman—to develop long-range national policy on CATV.

That committee, whose working group held its first meeting on same day, is expected to complete report in two months. And Mr. Whitehead would like to be able to present report that would be acceptable to all parties. One of those attending meeting said Mr. Whitehead expressed the hope that across-board agreement—one copyright, legislation and regulation—could be reached in 30 days.

Meeting did not involve negotiation, and there was no discussion of substantive issues. However, Mr. Whitehead will confer again in separate meetings, with each of groups. Broadcasters may meet with him on Thursday.

Those attending 45-minute conference were among representatives of three groups who had held fruitless meeting on July 9 in effort to develop common approach to copyright legislation affecting CATV (BROADCASTING, July 12).

Broadcasting representatives were Vincent T. Wasilewski, president of National Association of Broadcasters; A. Louis Read (WDSU-TV New Orleans), chairman of NAB television board, and Jack Harris (KPRC-TV Houston), who was chairman of NAB committee that negotiated with representatives of cable industry and copyright owners without reaching agreement.

Cable interests were represented by John Gwin, chairman of NCTA; Alfred R. Stern (Television Communications Inc., New York), chairman of copyright committee of NCTA, and Gary Christensen, general counsel of NCTA. Attorneys Louis Nizer and Arthur Scheinman, vice-president and general counsel of Columbia Pictures Industries, represented copyright owners.

Mr. Whitehead is known to be interested in obtaining views from wide variety of sources for committee. And his effort to bring conflicting parties into basic agreement reflects view he expressed at National Cable Television Association convention in Washington, on July 8 (BROADCASTING, July 12).

Whatever policy committee develops, he said then, will have to be not only good but "timely and politically realistic."

However, efforts of President's committee to bring parties together is bound to be read as effort on part of White House to take CATV play away from FCC, which is working hard to finish work on its proposals for CATV regulation in time to present them to Congress before it recesses, on Aug. 6 (see page 14).

Mr. Whitehead has stressed committee's work does not conflict with commission's. However, some members of House Communications Subcommittee, at hearing Thursday (July 22) on commission's CATV package, made it clear they felt commission should delay its deliberations until President's committee completes its report. And commission is not expected to take final action on its proposals until sometime after President's committee now plans to issue its report.

Amenders appear for Senate's spending bill

Senate Republicans have been moving with proposed amendments to political-spending bill (S. 382) prior to floor debate on measure.

Senator Ted Stevens (R-Alaska) said late last week he has introduced amendment to eliminate provision that requires broadcast and nonbroadcast media to charge federal-office candidates their lowest unit rates. Amendment stipulates that candidates be assessed rates charged others for "same class and amount of time (or space) and same frequency of use." Aim is to prevent candidates from reaping "economic windfall," senator said.

One of many proposals advanced by Senator Charles McC. Mathias (R-Md.) would empower FCC to revoke licenses of stations that discriminate among candidates in regard to free time or charges for time. Under present bill, commission could revoke license only for failure to allow candidates "reasonable access to or to permit purchase of reasonable amounts of time . . .."

And, Senator Hugh Scott (R-Pa.) introduced amendment Friday (July 23) prohibiting businesses regulated by FCC, Civil Aeronautics Board and Interstate Commerce Commission from extending credit to candidates unless security is posted.

Senate sources are not taking bets on when political-spending measure will be scheduled for floor debate. One source, however, ventured that bill could come up early this week if cloture vote on loan-guarantee bill is successful (see page 28).

Another strange bounce in drawout WHDH case

FCC has asked Securities and Exchange Commission for report on its investigation of charges that principal of winning applicant in drawout Boston channel-5 case violated federal security laws, it was learned Friday (July 23). Commission is also said to have asked whether SEC intends to take any action against principal, Nathan David, who is 6.5% stockholder, director and vice president of BBI.

SEC development surfaced on same day that commission issued order authorizing WHDH Inc., which lost its license to BBI, to continue operating on channel until further notice. At same time, however, commission said stay of order denying renewal of license for WHDH-TV and granting BBI's application for permit is "automatically vacated" on that day.

Commission decision in case was handed down in January 1969, and affirmed on July 23, 1969. At that time, commission stayed effectiveness of order until 30 days after final disposition of judicial review. U.S. Court of Appeals in Washington affirmed commission's action in decision that became effective on June 23. Supreme Court refused to review case.

Charges against Mr. David were aired in commission proceeding by WHDH, in pleading in which it asked commission to reopen case (BROADCASTING, April 26). It cited law suit that had been filed in Massachusetts accusing Mr. David of
misrepresentation, fraud and violation of Massachusetts and federal security laws.

FCC reportedly became aware of SEC's involvement in case several days after filing ("Closed Circuit," May 3).

Commission, in its order Friday, did not refer to letter to SEC, nor did it cite specifically charges contained in WHDH pleading. It said only that it intends "an early date to act on those pleadings which relate to the continued operation on Channel 5 by WHDH Inc."

BBI had asked commission to expedite specification of termination date and said it would be prepared to begin operating on Sept. 12. That petition is still pending.

Commission said it was authorizing WHDH to continue operating on channel 5 because neither public interest nor private interests of WHDH or BBI would be served by abrupt termination of WHDH-TV's service on July 23.

It said that public is entitled to continued service from station and that WHDH should be allowed "reasonable time" to wind up its affairs. It also noted that BBI "is not prepared to commence operation" when station stays.

WHDH, in last effort to stave off effectiveness of commission’s January 1969 order, on July 8 asked Supreme Court to reconsider its refusal to hear case. However, commission said filing of that petition “does not operate to further stay the effectiveness of the commission’s decision.”

FCC rejects Youngstown, Omaha denial petitions

Licensees have no obligation to divide their programming coverage according to racial, ethnic or religious composition of their communities, FCC ruled last Friday (July 23), in dismissing petition to deny license renewal for WKBK-AM-FM-TV Youngstown, Ohio. Commission on same day threw out denial petitions for KETV(TV) and KMVT(TV), both Omaha.

In ruling on Youngstown renewal challenge by Black Broadcasting Coalition, commission said while "we believe the problems of minority groups should be covered in a meaningful manner, we do not consider it necessary to require a broadcaster to devise programs specifically for these groups," BOC had accused WKBK of failing to design programing specifically oriented to needs of black community, of proposing to reduce its public-affairs programming. of unfair employment practices and of questionable commercials policy at FM station. In rejecting BOC's petition, commission said WKBK stations had broadcast number of programs dealing with issues of public importance as well as numerous public-service messages during preceding 12-month period.

In dismissing Omaha challenge commission said petitioner Harry Lobel, local science instructor, had failed to submit evidence against KETV and KMVT "sufficient to raise a substantial or material question of fact." It said Mr. Lobel's complaint of alleged personal attack against him by stations in 1961 was not "relevant to the consideration of a pending renewal application," and that his other accusations (raising questions about stations' programing on drug problem) were "extremely general."

In another action last Friday, commission set for hearing renewal application of KANI(AM) Wharton, Tex., on number of grounds, including alleged fraudulent billing and logging practices.

Mattel, Topper bow to FTC

Two toy manufacturers have agreed to stop using special camera techniques in their TV advertising, according to consent order announced today (June 26) by Federal Trade Commission. Two manufacturers, Mattel Inc. (Hot Wheels racing car and Dancerina doll) and Topper Corp. (Lightning racing cars), were subject of complaint by FTC last year. Order also includes advertising agencies of both firms (Carson/Roberts for Mattel, and Dancer-Fitzgerald-Sample for Topper), as well as agreement to cease other complained-of practices.

Sold in Neenah-Menasha

Sale of WNAM(AM) Neenah-Menasha, Wis., from Kimball Broadcasting Inc. to Allan H. Cummings for $800,000 was approved by FCC last week. Kimball, subsidiary of national mail-order firm Miles Kimball Inc., will retain WMKC-FM Oshkosh, Wis. Mr. Cummings has major interest in WRRI(AM) Rockford, Ill. WNAM operates on 1280 kHz full time with 5 kw day and 1 kw night.

Week's Headlines

John A. Schneider, executive VP of CBS Inc., named president, CBS/ Broadcast Group, post he occupied from 1966-69. Richard W. Jencks relinquishes CBS presidency to become CBS VP, based in Washington, succeeding Theodore F. Koop. Schneider appointment was effective on day of announcement (Tuesday, July 20). Mr. Jencks assumes Washington post Sept. 1. Mr. Koop remains in post of corporate VP until retirement at yearend. (See story page 18.)

William B. Lodge, CBS-TV VP, affiliate relations and networking, plans to retire Jan. 1, 1972, after 40 years with CBS, last 14 in charge of affiliate relations and before that in charge of engineering for CBS Inc. 1944-51 and for CBS-TV 1951-67. Mr. Lodge, 64 next month, will divide time between New York and St. Croix, Virgin Islands.

Carl S. Ward, CBS-TV VP and director of affiliate relations, is expected to take over Mr. Lodge's responsibilities.

Mr. Jencks  Mr. Schneider  Mr. Hulbert  Mr. Petersmeyer

C. Wrede Petersmeyer, elected executive VP of Dun & Bradstreet, New York, and he continues as chairman president of Corinthian Broadcasting Corp., acquired by D&B in May (Broadcasting, May 27). Mr. Petersmeyer also will devote time to over-all future planning as director of corporate planning and development of D&B. He has been with Corinthian since 1957 and was elected chairman in 1967.

James H. Hulbert, 45, VP and assistant to Vincent Walsheki, president of National Association of Broadcasters, named executive VP for PR, effective Aug. 15, succeeding Paul Haney, resigned (see page 24).

Robert G. Berry, VP-products director, Glenbrook Laboratories division of Sterling Drug, named chairman of television advertising committee of Association of National Advertisers. Mr. Berry succeeds E. P. Genock, director of broadcast advertising, Eastman Kodak, who remains on committee.

For other personnel changes of the week see "Fates & Fortunes."
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Datebook © A calendar of important meetings and events in communications

This week:
July 27—Regional meeting, ABC-TV executives and network affiliates. New York.
July 28—Regional meeting, ABC-TV executives and network affiliates. Chicago.
July 29—Regional meeting, ABC-TV executives and network affiliates. Atlanta.
July 30—North and South Carolina Associated Press Broadcasters Association, in conjunction with AP-sponsored Site Seminar for all stations in Carolinas, Guest speakers include: Tom White, writer, AFTRA, and Gerald Trapp, general broadcast news editor, AP. 825 Coliseum, Charlotte, N.C.

August
Aug. 2—New deadline for reply comments in FCC's inquiry into children's TV programs (Doc. 19142). Previous deadline was June 1.
Aug. 2—New deadline for reply comments in FCC proceeding involving formulation of rules and policies relating to renewal of broadcast licenses (Doc. 19153). Reply comments due Sept. 15.
Aug. 3—Regional meeting, ABC-TV executives and network affiliates. Los Angeles.
Aug. 5—Regional meeting, ABC-TV executives and network affiliates. Los Angeles.
Aug. 18—New deadline for filing reply comments in response to FCC's further notice of proposed rulemaking on one-to-one-market rule (Doc. 18110) and crosstownship of CATV and local newspapers (Doc. 18991).
Aug. 22-23—54th annual meeting, Association for Educational Communications. Meeting concurrently with AEJ is American Association of Schools and Departments of Journalism and American Society of Journalism School Administrators. University of South Carolina, Columbia.

September
Sept. 2—New deadline for filing comments in FCC proceeding involving formulation of policies relating to broadcast renewal applications (Doc. 19154). Reply comments due Oct. 4.
Sept. 9-11—Fall convention, Louisiana Association of Broadcasters. Monteleone hotel, New Orleans.
Sept. 12—Hearings by Federal Trade Commission to explore impact of advertising on consumers with special attention to TV advertising. FTC building, Washington, D.C.
Sept. 15-17—Fall convention, Michigan Association of Broadcasters. Featured speaker will be former FCC Commissioner Lee Loewinger, now Washington lawyer, Hidden Valley.
Sept. 21—Public hearings of Canadian Radio-Television Commission on the PA Top, Toronto.
Sept. 26-28—Meeting, Nebraska Association of Broadcasters. The Villager motel, Lincoln.

October
Oct. 1—New deadline for filing comments for FCC inquiry into performance of television receivers and location of FM transmitters to alleviate interference in TV reception (Doc. 19181). Deadline was extended from July 1.
Oct. 3—Fall convention, New Jersey Broadcasters Association. Elbert Hotel, Atlantic City.
Oct. 3—110th technical conference and equipment exhibit, Society of Motion Picture and Television Engineers (SMPTF). Queen Elizabeth hotel, Montreal.
Oct. 4, 12—Hearings by Senate Commerce Committee's Subcommittee for Consumer on Truth-in-Advertising Act (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753). Location to be announced.
Oct. 6-8—Meeting, Tennessee Association of Broadcasters. Sheraton hotel, Nashville.
Oct. 7-9—Meeting, Massachusetts Association of Broadcasters. Sheraton-Boston hotel, Boston.
Oct. 14-15—First fall conference, National Association of Broadcasters. Hyatt House, Orlando. (For complete conference dates, see BROADCASTING, June 29, 1970.)
Oct. 17-19—Annual convention, Nevada Broadcasters Association. Lake Tahoe. (For complete conference dates, see BROADCASTING, June 29, 1970.)
Oct. 18-19—Regional meeting, National Association of Broadcasters. Pick Congress hotel, Chicago.
Oct. 21-22—Regional meeting, National Association of Broadcasters. Statler Hilton hotel, Boston.
Oct. 22-30—Meeting, International Film, TV Film and Documentary Market (MIFED). Contracts will be made for negotiating agreements in any branch of film production, co-production, financing and issue of import and export licenses made. Advance booking should be made to MIFED before Sept. 25. Largo Domodoscolo 1-29145 Milan, Italy.
Books For Broadcasters

Color Television

The Business of Colorcasting edited by Howard W. Coleman

A thoroughgoing and authoritative exploration of the components that make colorcasting a vital communications force. Covers the techniques of color television, producing for color TV, the color television audience, doing business in color and color TV systems. 288 pages, color illustrations, diagrams, charts $8.95

The Technique of Documentary Film Production

Revised Edition by W. Hugh Baddeley

Now revised and updated throughout, this practical guidebook deals with all aspects of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution. 288 pages, 63 diagrams, glossary, index $10.00

Understanding Television

An Introduction to Broadcasting edited by Robert L. Hilliard

Six well-known educators present a basic understanding of the major areas of television broadcasting. Informative examples serve as bases for practice exercises and projects. 256 pages, 75 illustrations, notes, index $6.95

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Bob Sinnette, vice president, engineering
"Superior service demands superior equipment like our radar weather system, full color studio and control rooms, film labs and complete backup equipment."

Bud Nelsen, national sales manager
"Our philosophy of advertising investment, as opposed to just time sales, makes staff involvement in community affairs the keystone to media service."

WHBF
CBS for the No. 2 market in Illinois-Iowa (Rock Island, Davenport, Bettendorf, Moline)
OpenMike

Unwinning them all
EDITOR: First, as a CATV man, I would like to thank you for your fine coverage of the National Cable Television Association convention in your July 12 issue. Next, I would like to focus your attention to page 19 therein, and the picture concerning the various panels. Picture No. 3 shows Jack Gault [of American Television & Communications Corp., Denver] and myself, Mark Van Loucks. However, your caption shows Jack Gault and Charles Dolan [of Manhattan Cable Television, New York].—Mark L. Van Loucks, president, CATV Marketing Inc., Walnut Creek, Calif.

Readership study
EDITOR: You might be interested to know that I've had many comments since the "Monday Memo" feature ("Down to earth about advertiser syndication," BROADCASTING, July 12), which tends to support your statement regarding 120,000 interested readers.—Joseph W. Ostrow, senior vice president, Young & Rubicam, New York.

Calling all networks
EDITOR: Read with interest your special report on radio (BROADCASTING, June 21). I have just one question. If people like John Gambling [of WOR(AM) New York] are so super great, then why are they not on the networks? Of course he wouldn't get clearance from every station on the line, but I bet he'd get a lot of them. I've sort of given up on reviving the radio play to any great extent, but there is no reason in the world why, say, the Johnny Cash Show shouldn't be on radio. It's music. It's a great radio format. It would get clearance from every one of a network's "country" stations.—Michael Fred Pierce, KOWL Spanish Fork, Utah.

Collector's item
EDITOR: Last Friday I was sitting on the patio with Carl Haverlin [retired president of Broadcast Music Inc.] discussing the Haldeman-Julius Little Blue Books and lamenting that America's most complete collection of Little Blue Books at Porter Library of Kansas State College does not have a copy of the "1927 Directory of Radio Stations." Carl suggested that you might be willing to put a note in broadcasting asking if anyone had a copy of this Little Blue Book which he might be willing to donate to this Kansas collection. I am kind of a shill for the Haldeman-Julius collection since I helped found it.

Norman E. Tanis, director and college librarian, San Fernando Valley State College, Northridge, Calif.

Equal space
EDITOR: Here at the School of Journalism we are fixing up our placement office. One of the two rooms has been wallpapered in newsprint, newspaper ads, etc. Not to sell broadcasting short, we want to do the larger outer office with draperies that somehow reflect broadcasting. Do you know of any source of such a fabric?—Robert W. Haverfield, placement director, School of Journalism, University of Missouri, Columbia.

(Does any reader?)

BookNotes


This is the first book in the National Academy of Television Arts and Sciences series on "Television and the American Culture." Messrs. Averson and White are general editors of the series. The nine dramas in this volume have been selected to "show the variety of content, themes, and creative directions" of TV drama in the past decade. Criteria for selection were excellence and factors such as author, year of broadcast, source (originals and adaptations) and production technique (video tape and film). Included are also technical notes and short biographies of each playwright.


Although some might doubt the designation "golden years," here they are: Speedy Alka-Seltzer, the dancing Old Gold cigarette packs, Arthur Godfrey and Lipton's "Zoop," and so on. Taking 69 commercials from the first ten years of television—all deemed "classic" by the American Television Commercials Festivals—this book is an advertising-trivia goldmine. Each commercial is illustrated, the script is provided and commentary and notes are added. Included at the end of the book are a general history of TV commercial advertising and a glossary of broadcast advertising terms. The author is president of the Spots Alive Inc. agency.
UCB banks on its tellers for awareness

United California Bank's favorite teller, Sandy Duncan, is leaving UCB this fall. This would hardly deserve note, except that Sandy starred in a TV advertising campaign credited with doubling awareness of UCB in the highly competitive market of California. Sandy is leaving to star in a Paramount movie, "Star-Spangled Girl," and in her own TV series this September. The series is called Funny Face and will give the network audience the chance to delight in her charm and vitality as Californians have done—watching her in UCB commercials perplexedly coping with a masher, choking on cigar smoke, figuring out that the $100 bill the lady customer can't find is in her shoe, and trying to spell the surname of a mustachioed Greek named Nick:

"... and now your name, please?"

Sandy, the teller, asks, pencil poised over a Master Charge application.

"Nicholas H. Janopropopolus."

"Now let's see, that's Nicholas H. Janpop. I'm sorry. J-a-n-o-p-o-p-o-p—two 'ops'!"

"Three 'ops.' With one 'or' after the second 'o-p.'"

"So that's Jan-o-p-o-p-o-r-o-p—"

"O-l-u-s. There. Now Mr. Janopropopopopopu—uh—do you mind if I call you Nick?"

Voice over: The tellers at United California Bank will do their best to remember your name. Whatever it is.

UCB logo and super: We have the best tellers in town. Or your money back.

To increase awareness 100% in California is remarkable. California is a branched banking state, and several strong banks compete. They all offer basically the same rates and services, and people have difficulty differentiating one bank from another.

Despite low ability to discriminate between banks, customers still regard their own bank as the best and develop attachments and loyalties to it that over-ride most problems they may experience. The explanation is that when people select a bank, their primary reason is image. They apparently think it important to be affiliated with the "right" bank. If the general image is one they like and personal experience does not contradict it, then loyalty develops. They overlook wrongs. They have little interest in what other banks do or offer. Even if a competitor comes out with a clearly superior service, bank switching is unlikely. If they're comfortable with their bank, the majority of customers are not easily motivated to change. Even when they move, they frequently transfer to another branch of their old bank.

All this makes a distinctive message hard to find. Yet, distinctive messages have been found. Ten years ago you could take a batch of commercials and put any bank's name on it. It all seemed to be the same old puffery. Not so, now. The California banks are doing some of the best advertising around.

The fierceness of this competition made the assignment to build UCB's awareness and image a tough one for our advertising agency, Doyle Dane Bernbach/Los Angeles. For months, they went through everything, then came back with a couple of things to tell us. First, people largely perceive their relationship with their bank as a personal one. Although a refused loan or a series of clerical errors could shatter the relationship, the most serious offense would be impersonal treatment by bank personnel. Customers don't like being unknown or being treated like potential check bouncers. They deposit their money and trust.

Second, all this comes across, in most cases, at the teller's window. That is the stage on which a bank really unfolds its image—thousands of times a day. A strong image here might get people who have problems with their current bank to consider UCB when changing residence.

Based on this, DDB told us the one thing to focus on is the teller, and they developed the "best tellers in town" campaign, which projects an image of competence and interest in people, rather than numbers, as hopefully can be seen from the commercial excerpt above.

The campaign has won numerous awards. General appeal, however, doesn't always mean impact on business and to learn about impact, we conducted awareness surveys in Los Angeles, San Francisco, and two other cities before and after the campaign ran.

Not surprisingly, the pre-study showed that people automatically think of Bank of America, by far the largest bank and largest bank advertiser. Advertising awareness of UCB was 10.9%, approximately our share of the market. And in retail banking, share of market seldom exceeds share of mind.

We hoped the post-study would show a 10% increase in awareness. Unaided recall more than doubled—from 10.9% to 23.5%. We found we had strength among professionals and high-income groups. We found we were perhaps not as strong in the young-adult market, but this is where we showed our greatest gain between surveys.

We also showed a consistent improvement in image over a whole range of attributes. UCB's greatest improvement occurred in the number of people considering it to be the best bank overall, to have the friendliest tellers, and to be the most modern.

One final note: The success of this campaign has not only benefited UCB. It stimulated us to revise our training program to make sure our tellers live up to the promise of our advertising. Thus, the public benefits, too.

Ed Wilson has been vice president and director of marketing for the Los Angeles-based United California Bank since 1968. For 18 years prior to then, he was with the Los Angeles office of Foote, Cone & Belding, where he was a vice president and management supervisor. He is a native and resident of Pasadena, Calif., and currently serves as treasurer of the Tournament of Roses Association. He will be president of the Rose Parade in 1973.
The squeeze play comes up for cable

The FCC is running full tilt to deliver to Congress before summer recess the long-awaited rulemaking

Pushed by cable advocates and pulled by broadcast protectionists, the FCC tried manfully last week to fix a schedule for the delivery of its new CATV regulations. At week's end the plan called for a tentative decision to be submitted to the Congress before it leaves on vacation Aug. 6, for a final order before the end of the year, perhaps in November, and for an effective date later on, perhaps March.

But it could all be scrambled by action in the Congress, where committees in both houses have asserted their rights of prior restraint, or in the executive branch, where a White House committee is working on high-level cable policy.

FCC Chairman Dean Burch, facing sometimes hostile questioning at a hurriedly arranged hearing of the House Communications Subcommittee on Thursday (July 22), reaffirmed the commission's determination to present its proposals to the Senate and House Commerce Committees before Congress goes home. "We’d welcome hearings," on the proposals, the chairman added. "But we can’t extend implementation of them indefinitely. As an outside figure, we must complete action by the end of the year." He indicated that every member of the commission is anxious to avoid undue delay.

Later it was learned that the commission has November in its sights as the month in which to adopt a final order, and March as the one in which to make the rules effective.

That timetable would afford Congress time to review the commission's plans. And considering the feeling of many broadcasters that the proposals, to the extent they have been disclosed, afford them too little protection against CATV competition, it is certain that Congress will be urged to direct the commission to take a more conservative approach.

Conceivably, the special high-level administration committee that President Nixon appointed last month to formulate CATV policy could also have an impact on the commission's plans. The committee is expected to complete its report in two months. However, Clay T. (Tom) Whitehead, director of the Office of Telecommunications Policy, who is chairman of the committee, has stressed that its function is not to frustrate the FCC in its CATV proceeding "but to provide a different perspective."

Some broadcast-industry representatives appear to feel that a stop-action, as such, by Congress or the Whitehead committee may not be necessary—that time itself is on their side. For they see one and possibly two new commissioners taking office this year.

Commissioner Thomas J. Houser, whom they regard as pro-cable, is scheduled to leave the commission in October, to be replaced by Representative Charlotte Reid (R-III.) (see page 22). Her views on cable are not known, but broadcast-industry representatives appear to feel she would take their side.

In addition, Chairman Burch, who has taken the lead in liberalizing the commission's CATV rules, is generally expected to leave the commission this year—despite his repeated denials of such speculation.

With a more broadcast-oriented commissioner in Mr. Burch's place, the theory goes, the cable regulations could be redrawn along more conservative lines. Commissioners Robert E. Lee and Robert Wells, who have been away from Washington during the past several weeks when the commission was working intensively on the CATV rulemaking, are known to take a dim view of what their colleagues were doing. Mr. Lee was attending an international conference on space communications in Geneva, while Mr. Wells was vacationing and making appearances at broadcaster association meetings. Both are due back in their offices this week.

The commission's commitment to give Congress an advance look at the CATV proposals was made last month in response to a request from Senator John O. Pastore (D-R.I.), chairman of the Senate Commerce Committee's Communications Subcommittee (BROADCASTING, June 21). Senator Pastore made it clear he felt Congress has a responsibility for overseeing the commission's activities in cable. However, he did not indicate whether or to what extent he would attempt to influence the commission's action.

One member of Congress who makes no secret of his view that the commission's proposals pose a danger to over-the-air television and that the commission should defer action, at least until the views of the President's committee are available, is Representative William Springer (R-III.), ranking Republican of the House Commerce Committee. Representative Springer, who participated in last week's hearing, warned that the commission was taking a step that would permit CATV to develop into a "modified form" of pay television and to siphon off sports events and entertainment programs now available on over-the-air television.

With "free TV wiped out," he said, the impact would be particularly great on rural areas that, he added, would not be wired for CATV. "Before you do anything about pay TV I want you to be sure free TV is with us," he said.

However, the hearing ended on a high note for the commission: Subcommittee chairman Torbert H. Macdonald (D-Mass.) urged the commission to press on with its work on CATV without delay. He, too, expressed concern about television's possible loss of sports events. But, he said, "Don't wait for any report from the President's committee."

The commission, he said, has been working on the problem "long enough." "Everyone who has wanted to be heard has been heard. You are to be commended for that," he told Chairman Burch, adding that there is no more reason for delay. "We better bite the bullet now, and you can do whatever
you want to do.” Representative Macdonald made that remark as he was gaveling the hearing to a close at 2:45 p.m. over the objections of Representative Springer, who indicated he had additional questions to ask. “We’re not through with these hearings,” Mr. Springer had said.

Chairman Burch, in response to Representative Springer’s comments, said that the commission would amend its rules if it appeared they were permitting the kind of development the congressmen feared. In his prepared statement he said that “independent studies from reputable economists . . . suggest that UHF will be likelier helped than hurt by cable” because UHF’s reception problems will “disappear with carriage” on the cable. He added that the commission’s own study indicates “that it would be wrong to halt cable development on the basis of its conjectured impact on UHF stations.”

He also said the commission had been studying the CATV issue for 17 years and that one rulemaking had been given more extensive study than any other issue since he joined the agency almost two years ago.

Furthermore, he said, he had discussed the commission’s plans with Mr. Whitehead. “If there’s anything relevant” that the Presidential committee provides, “we’ll feed it in” to the commission’s plan, he said, “But we can’t wait.”

Representative Macdonald on Monday had summoned the commission to the hearing for briefing on its CATV deliberations. He said he had heard that the commission was preparing to issue its findings soon and did not want the subcommittee to be faced with an accomplished fact.

The commission’s “progress report” followed in the main the one it gave when it appeared before the Senate subcommittee last month. However, one important new detail was the standard the commission has agreed on for determining whether a signal is “viewed significantly”—and could therefore be considered local—in a particular market. Network stations will meet the standard if they have either a net weekly circulation figure of 25% or a viewing share of 3%; independents, if they have either a net weekly circulation of 5% or a viewing share of 1%.

CATV systems in the top-50 markets would be entitled to carry whatever distant signals are needed to provide a minimum service of three network and three independent stations; those in markets 51-100, three network and two independent outlets. In addition, systems in all of those markets would be entitled to two bonus distant signals, regardless of local availabilities.

Systems in smaller markets, where local stations would be defined (as they are under present rules) in terms of Grade B signals, would be entitled to minimum carriage of three network and one independent stations. And all systems could carry the signals of as many educational stations as they wish, subject only to objections of local educators.

Application of the viewing standard indicates that CATV systems in a number of cases would be permitted to carry more signals than was indicated in Chairman Burch’s Senate testimony, which dealt only with signals actually in a market, minus three of the educational stations, and the two bonus signals. (see table, page 16)

It was also learned the commission is considering other proposals that would permit additional importations. One would allow a system to import a foreign-language station if none is available locally; another would allow it to import any station below the top-100 markets that puts a Grade B signal over the CATV community.

The chairman indicated the proposed rules present some problems that will have to be faced. The proposed viewing standard might have to be made more “rigorous,” or the allowable imports cut back in some areas, he said. He cited specifically the San Diego, Youngstown, Ohio, and Salinas-Monterey, Calif., markets.

He also noted, as he did in his testimony before Senator Pastore, that the minimum-service concept would result in anomalous situations in some 51-100 markets that are now served by two independent stations and where systems, therefore, would be free to carry three or four independent signals. The commission is considering permitting those systems to carry only one distant signal, or even none.

He also confirmed that the commission is considering adopting a leapfrogging rule designed to promote UHF by requiring that one of the distant signals brought in be from the nearest UHF station, an in-state outlet if possible. (The rule would not apply if the nearest UHF was beyond a certain distance, say, 100 miles.)

However, the second distant signal would be a “wild card”—one brought in from anywhere. Chairman Burch said such a rule might lead in time to the emergence of a fourth national network.

Chairman Burch outlined these other aspects of the commission’s proposed plan:

* Minimal channel, two-way capacity, technical standards—The commission, determined that CATV should provide the “new and diverse services unique to cable,” has “agreed” to require systems to match every broadcast signal it carries with a nonbroadcast channel.

The commission feels channels should be made available for use by the public, by government for educational and civic purposes, and by private interests for commercial purposes. However, it is known to have been divided over the kind of detailed regulations it should adopt to govern the use of the access channels.

Commissioners Nicholas Johnson and H. Rex Lee are said to be urging that the channels to be used by members of the public and for educational purposes be made available “on a cost basis” and that the CATV operator be given no control over them. Other members of the commission are said to be balking at that proposal.

However, a related suggestion by the
two commissioners appears to have made some headway, one designed to assure a situa-
tional capacity for the public's use. It would require a CATV operator to add a new "soap-
box" channel once his public-access channel has been filled to 80% of ca-
pacity over a six-month period. (Commissioner Johnson is also said to have suggested this so-called "X-plus-one formula" to be applied to educational channels as well.)

Chairman Burch said the commis-
sion is considering requiring that "some capacity for two-way nonvoice communication" be built into all new systems. He said "even rudimentary" two-way communication can be useful in a variety of ways—for surveys, marketing services, and burglary-alarm devices, among others.

He also said the commission is "in the process of framing technical stand-
ards to insure adequate quality of service for all cable subscribers.”

* Federal-state relationships. The commission believes it has the legal au-
thority to pre-empt the entire field of CATV regulation on a licensing basis—but does not think it wise to do so. Chairman Burch said it lacks the staff and resources to hold comparative hearings to pick the most qualified CATV franchise applicant in each community.

Instead, it plans a partnership ap-
proach. The commission would lay down guidelines—covering character and financial qualifications and con-
struction plans—for local authorities to follow in granting franchises. In addition, the local government would assure the fairness of rates and would deal with complaints, and the commis-
sion would lay down policies governing CATV programing and nondis-
criminatory access to leased channels.

Chairman Burch also made it clear the commission regards the problem of federal-state relationship as likely to be a continuing one. He said a com-
mittee to be composed of federal, state and local authorities would be created to deal with it.

* Sports. In view of the national policy that permits football team to impose local blackouts on their games, the commission is prepared to propose a rule that would prohibit systems from importing coverage of a sports event into an area where it is blacked out. However, it would permit systems to televise sports events on local chan-
nels, including those that are local under the significant-viewing test.

Chairman Burch expressed the hope that Congress enacts "an appropriate copyright law." Congress has been attempting to do just that for the past several years.

The copyright question troubled two members of the subcommittee, Repre-
sentative Harley O. Staggers (D- W. Va.) who is chairman of the parent Commerce Committee, and Representative Fred B. Rooney (D-Pa.). Both ex-
pressed the view that the commission should await congressional action on the copyright issue before acting on CATV.

Chairman Burch, in response to Representative Rooney, said that, "in an ideal world, the commission would wait. But, he said, "if we wait for Con-
gress, we may get into the 1980's be-
fore we act."
Minnesotans are great people. Meet ours. They make “The World Today” news great!

There's something new and exciting in Twin Cities' television. It's "The World Today!"—featuring all-pro anchorman-journalist-reporter Ted O'Brien (above, center), Barry ZeVan, twinkle-in-the-eye meteorologist-weatherman (left center) and grand-slam sportscaster Tom Ryther (right center), plus an expanded team of dynamic reporters! "The World Today" is a unique experience in news! It's provocative, comprehensive and entertainingly interesting! It's what the great people of the great Twin Cities' area want in news! And, approximately 350,000 more great people will be "talking 5" when our new 1427-ft. tower goes into operation later this summer (covering more than 3 million people in total.) Reach the great people. Take 5!

TAKE 5 IN THE TWIN CITIES KSTP-TV

A Division of Hubbard Broadcasting Inc., WTOG-TV, Tampa-St. Petersburg, KOB-TV, Albuquerque. Contact your nearest Petry office or Jim Dowdle at 612-645-2724.
The more things change at CBS...

...the more they may stay the same; that's among prominent prospects in wake of latest management reordering

Since March 1, 1965, the Columbia Broadcasting System—step-by-step, promotion-by-promotion, firing-by-firing—has been advancing a second echelon as the evident, eventual and presumably inevitable replacements for William S. Paley, chairman of the board and chief executive officer, and Frank Stanton, president and chief operating officer. Last Tuesday (July 20) it rubbed out and started over.

To hear CBS tell it, the news was not at all that spectacular. John A. Schneider, executive vice president of the parent CBS Inc., was returning to his first love, broadcasting, as the principal line executive to whom report the television and radio networks, the company's owned television and radio stations and CBS News. Not exactly consignment to oblivion. Richard W. Jencks, who had exercised those responsibilities as president of the CBS/Broadcast Group, was being transferred to the Washington vice presidency (being vacated by the retirement of Ted Koop), which under him would be given far wider dimensions in the governmental arena which has so important an impact on all CBS's operations. Not exactly Siberia.

But if you could find no one at CBS to confirm the fact that, successionwise, it was a new ball game, neither would any deny it. Since that date six years ago, when he replaced James T. Aubrey Jr. as president of the CBS Television Network in the first of a series of wrenching corporate maneuvers, Jack Schneider was the man to bet on, first to succeed Dr. Stanton as president upon the latter's presumed retirement in 1973, and then Mr. Paley, if he should decide to pack it in as chairman. It would be premature to close the books on the Schneider candidacy—he remains, after all, responsible for the predominant portion of CBS's revenues and profits. But if anyone was betting last week, he was taking odds, not giving them. The post Mr. Schneider held was being left vacant.

The Jencks ascendance was of more recent vintage, and—because it was far less logical—perhaps more spectacular. He wasn't even at CBS when the Aubrey firing occurred in 1965 (although he had been there earlier, from 1950 to 1959), and, as a skillful lawyer who had made his mark as an advocate rather than salesman, programer or administrator, was never expected to end up in the line in the first place. When he did—first as executive vice president of the television network in October 1968, and then, four months or (2) that CBS might try to duplicate in a Schneider-Jencks combination what had been its long-running hit in the Paley-Stanton team. One show business-sales oriented, the other a master administrator and champion of the Washington wars.

It might even have worked. But what was meant for the future didn't compute now. It looked good on the organization chart to have an executive vice president, but at CBS there was no executive vice presidency for him to fill. And if Mr. Jenck's forte was ultimately to be with Washington, line responsibility for a $600-700 million broadcast operation wasn't the place to display it. Hence at least a rationale for the switch in assignments.

Whatever the straightforwardness of the reasons going in—and the seeming logic of the explanations coming out—too much had gone into creating the situation that existed before last Tuesday to think that things on Wednesday weren't significantly changed.

For one thing, there was on Tuesday
a known, named successor to Frank Stanton. On Wednesday there were these—restricting the horizon to the CBS executive roster—to pick from:

- Goddard Lieberson, who heads the list from the standpoint of rank and seniority, having been made senior vice president of the parent CBS Inc. two weeks earlier (and who still retains operating responsibility for the two Columbia groups, as well as Cinema Center Films). But Mr. Lieberson may be erased from the list in the same motion that puts him on it. At 60 he is a Stanton contemporary, and thus rule-out as a contender.

- Clive Davis, newly named head of the CBS Records Group, whose tenure as president of the records division was marked by dramatic performance in revenues and spectacular performance in profits. Among his assets: He is a lawyer, and thus presumably understanding of the intricacies of corporate life in today's highly regulated, highly law-surrounded corporate life. He knows how to make money. Principal impediment: He is from the Columbia side of the family, which historically has had little to do with the broadcast side, where CBS has traditionally looked for its leaders.

- Harvey Schein, now head of the CBS/Columbia Group, to whom falls responsibility for Creative Playthings, Columbia House (the direct marketing organization, including the Columbia Record Club), CBS Musical Instruments Division and a growing number of international operations (including Hallmark in Mexico). His credentials are less prominent than Mr. Davis's, but similar. Also a lawyer. Also a successful P&L operator. He shares the Columbia negative.

- Ross Sackett, president of the CBS/Holt Group, which includes the Holt, Rinehart & Winston publishing company and CBS's other ventures in that field. Mr. Sackett is given high marks for his performance on that side of the fence, virtually no chance to advance to command of a broadcast-show business oriented company.

- Ralph Briscoe, president of CBS/Comtec, whose diminishing jurisdiction still includes CBS Laboratories, CBS-EVR (the electronic video recording operation) and, nominally, CBS Television Services. EVR is a loss operation. CBS Television Services, which once was the shelter for all the profit in the group—from CATV and film syndication, now spun off into Viacom—is engaged primarily as a capital venture organization. CBS Labs is Peter Goldmark's research and development principalcy and an inconspicuous money-producer.

Mr. Briscoe was the corporate financial vice president before going into the line with Comtec, and was probably a more prominent contender from that vantage than from the one he now holds. Robert M. Rice, who succeeded him in the financial post, and who now has responsibility for acquisitions and planning as well, may well be the only CBS executive below group rank whose name should figure in succession speculation. He has the advantage of knowing numbers, a major corporate prerequisite. He is on the 35th floor and in frequent contact with both Mr. Paley and Dr. Stanton. He's also relatively new in CBS, and thus relatively free of any stigma that might bar a reach in his direction should the occasion warrant. His prior record in finance at Ford Motor and International Telephone and Telegraph, and his familia-arity in general with the world of business, could make him a popular choice from a Wall Street point of view.

- And Jack Schneider, who if no longer the officially sanctioned successor, has yet to be officially renounced. Mr. Schneider's credentials for the job on Wednesday were the same as those he offered on Tuesday. He now suffers, however, from having been forced a rung downward on the executive ladder. In the rituals of corporate assignments, executives are rarely accorded a second chance up.

For a company as large as CBS, not to mention a business as large as communications, that relatively short list does not begin to exhaust the possibilities. Having gone through the exercise, however, it's hard not to be forced back to the starting point. First there was a line of succession. Now there is no line of succession. Why?

It may be that none is needed just now.

Bill Paley is a vigorous 69 (he will be 70 on Sept. 28). The chairman was scheduled to retire in 1966, but at the last minute reversed his field. Since then he has shown no inclination to relinquish active command over—or at least veto power concerning—the company he founded and in which he has played so conspicuous a role. It's hard to imagine him out of the game. He might relinquish the chief executive designation one day, but it's unlikely that, given continued good health and the want-to, he'll soon step aside as chairman.

Frank Stanton is an equally vigorous 63 (a corner he turned on March 20). He has been president since 1946. The script calls for him to retire on reaching 65 in March 1973. But that was the Paley scenario too, and precedents, once set, are easily followed.

The process may have begun. Mr. Paley has every evidence of disengaging up to the moment he discovered no pressing need to depart the scene. Dr. Stanton has been on a similar course. Now, fresh from still another successful campaign in behalf of broadcasting and the First Amendment—his combat with the House Commerce Committee over a subpoena to produce outtakes of The Selling of the Pentagon (BROADCASTING, July 19)—he is back in line control of all the major components of the company. A call to the bench may be a long time in coming.

Challengers seek station figures
They want FCC to reveal financial data as aid in decisions on petitions to deny

The financial reports that broadcast networks and stations file with the FCC annually are, by regulation and tradition, among the commission's most closely guarded secrets. But the commission last week was asked to adopt rules that would permit public inspection of the reports, revealing revenues, expenses and profits. What's more, it was asked to expand the reporting form (Form 324) to require a listing of expenditures on specific types of programming.

The request was made in a petition aimed at facilitating the role of citizen groups seeking to evaluate the performance of their local stations at license-renewal time with a view to filing challenges.

The petition was filed by two public-interest law firms that have represented citizens groups before the commission, the Stern Community Law Firm and the Citizens Communications Center, and by the National Citizens Committee for Broadcasting, which serves as a resource center for study of broadcast media.

Broadcasters invariably request and expect confidentiality for their financial reports for competitive reasons. But the petition notes that the commission and the courts have held that a station's performance at renewal time should be measured in part by the extent to which the station reinvests its profits in locally originated programing. Accordingly, the petition adds, it is "anomalous" for the commission to withhold from citizen groups the financial information that
would enable them to make that measurement.

The programing categories on which the petition asks that licensees be required to list their spending are news, public affairs, "other programs" (exclusive of entertainment and sports), and all local programing. The present form requires only that broadcasters report on "broadcast expenses"; the petition says that the information generated by that question is too imprecise "for an accurate evaluation of programing expenditures, profits and revenues."

The petition recalls that the commission recognized an "essential link between programing and profits" in denying the proposed sale of KTVH-TV Hutchinson, Kan., from the Minneapolis Star & Tribune Co. to Wky Inc., owner of WKX-TV Oklahoma City. The commission found that KTVH-TV had devoted 33% of its gross revenues to programing, and WKX-TV 26%. The transfer was turned down on a number of grounds, including concentration of control of media (Broadcasting, Dec. 15, 1969).

And the U.S. Court of Appeals in Washington recognized the "link" in its decision invalidating the commission's policy statement on comparative hearings involving renewal applicants, the petition points out. Asserting that the commission could reward the "superior service" of licensees being challenged at renewal time, it said that "one test" of such service should be the extent to which the incumbent has reinvested profits in service to the public (Broadcasting, June 14).

The commission is authorized by law to keep confidential the financial information it obtains from broadcasters. However, it has on occasion made individual reports public in response to petitions showing a need to know.

The petition contends that the "persuasive showing" required for disclosure "is often difficult for the average citizen group to make"; three separate rounds of pleadings may be required. Even when the prescribed procedures are followed, it adds, the commission often denies access to the information.

The petition asserts that a station's financial position may hold the key to whether a citizen group files a petition to deny a renewal application. It notes that a group may be faced with applications "from dozens of local stations" and should not be forced to proceed against all of them, "only to find at some later date that many were devoting adequate percentages of revenue to local programing."

In a proceeding that was a factor in inspiring the petition for rulemaking, the Stern firm has petitioned the commission to disclose the financial reports of three Albuquerque, N.M., television stations for the years 1969-71.

The firm, as counsel for the Alianza Federal de Pueblos Libres, says the information is critical to a decision to oppose the renewal applications for the stations—KOAT-TV, KOAT-TV and KGOM-TV. New Mexico licenses are due for renewal on Jan. 1, 1972, and the deadline for petitions to deny them is Sept. 1.

The Alianza says its principal purpose is to eliminate discrimination against Mexican-Americans and that Albuquerque television stations "have not devoted an adequate portion of their time, or resources," to their problems.

Only good words for Mrs. Reid
Nomination hearing is pro forma for future commissioner

Representative Charlotte T. Reid (R-Ill.) appearing before the Senate Communications Subcommittee last Thursday (July 22) on her nomination to the FCC, received unqualified endorsement from some of her colleagues and a reminder from subcommittee Chairman John O. Pastore (D-R.I.) that the commission will be dealing with a number of important problems in the months to come.

Mrs. Reid has been nominated by President Nixon for a seven-year term on the FCC, replacing Commissioner Thomas J. Houser, whose six-month term ended June 30 (Broadcasting, July 5).

Senator Pastore noted that the FCC is working on its package of CATV proposals and he urged Mrs. Reid to familiarize herself with the problem. And, he pointed out, the domestic-satellite issue and the commission's large backlog of cases are other major tasks confronting the FCC.

Senator Pastore cited those same problems earlier this year at the confirmation hearing on the nominations of Commissioners Houser and Robert Wells to new FCC terms (Broadcasting, March 1).

"I realize the tremendous responsibilities on the FCC and I assure you that I will give these problems serious and prompt attention," Mrs. Reid said.

Senator Pastore repeated another concern that he expressed at the Wells-Houser hearing—that he hoped the Nixon administration would consider appointing a black FCC commissioner. He added, however, that this has nothing to do with Mrs. Reid's nomination.

Senator Charles Percy (R-Ill.) and House Minority Whip Leslie C. Arends (R-Ill.) testified to Mrs. Reid's qualifications. Senator Percy said her "diligence and attention to detail in her committee work should serve her well" on the commission. He added that Mrs. Reid has a keen interest in the problem of violence on television. Mr. Arends told the subcommittee she will make an "excellent" FCC member, praising her "conviction and good judgment."

Mrs. Reid's nomination is expected to be favorably reported out of the Commerce Committee and approved by the Senate. She does not plan on joining the FCC until October, however, because she wants to complete her Appropriations Committee duties.
In the Dallas-Fort Worth market KDFW-TV is first choice among the daytime women viewers.

Channel 4 reaches more women per average quarter-hour, 9:00 a.m.-6:30 p.m., Monday thru Friday than any other station in the market...leading the second station by *9.3%.

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

*January 1971 ARB TELEVISION AUDIENCE ESTIMATES DAY-PART AUDIENCE SUMMARY, TOTAL SURVEY AREA
Hulbert will succeed Paul Haney
First meeting of new NAB executive committee names Wasilewski assistant to PR post

The appointment of James H. Hulbert as executive vice president for public relations was announced by Vincent T. Wasilewski, president of the National Association of Broadcasters last week.

Choice of Mr. Hulbert, who for the last seven years has been vice president and assistant to the NAB president, was confirmed by the new seven-man executive committee of NAB at its first meeting in Washington on July 22.

The executive committee also instructed the NAB staff to commence action to persuade Congress to enact legislation to protect broadcasters from "harassment" at renewal time. The move is considered a change of priority; last month the joint board told the staff to work with the FCC to recoup the commission's policy statement on renewals that had just been overturned by a federal court.

Naming of Mr. Hulbert to the public relations post seems to be contrary to speculation that the association would restructure its organization to place public relations under Grover Cobb, now executive vice president for station relations ("Closed Circuit," July 12). Although both Mr. Wasilewski and Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., NAB chairman, insist that the move does not deny that speculation, neither would agree that additional moves are in view. But other sources at NAB and among broadcasters see the Hulbert move as required at the present time, because a reorganization so soon after the establishment of the three executive vice presidencies earlier this year would be considered an admission that the original reorganization was a mistake.

Mr. Hulbert succeeds Paul Haney, who is leaving NAB Aug. 15. Mr. Haney joined NAB last February as part of the executive triumvirate that includes Paul A. Comstock as executive vice president for government relations, as well as Mr. Cobb.

A resident of Washington since infancy (although born in St. Joseph, Mo.), Mr. Hulbert is a 1948 graduate of Harvard University with a masters degree in 1950 from Harvard Graduate School of Business Administration. He was an editorial assistant in the White House during President Truman's last year there, and for two years thereafter was with NBC's WRCB-AM-TV (now WNBC-AM-TV) New York, working as producer and director, production manager and then as assistant to the station manager. He joined NAB in 1954 as assistant manager of the association's Broadcast Management Department, becoming manager of the department in 1960. He was named assistant to then NAB President LeRoy Collins in 1963 and became a vice president in 1967, continuing in the same post for Mr. Wasilewski.

In its resolution on license-renewal policy, the NAB executive committee urged Congress to enact laws "to provide that broadcast stations with a record of service in the public interest will not be subjected to procedural harassment or erosion of journalistic freedom." This last relates to reported harassment of renewal time directed at stations that take vigorous editorial positions in their communities.

Mr. Wasilewski noted that NAB had no hope that Congress would act this year, but he expressed the hope that it would in 1972.

The NAB move came after it became known that the FCC had decided not to try to overturn the court decision that held illegal a policy statement by the agency in early 1970 that stated that where a licensee demonstrated that he had provided "substantial service" to his community he would be virtually assured of renewal notwithstanding any challenge (BROADCASTING, June 14).

The NAB executive also approved the holding of "mini-conferences" of radio stations similar to the successful TV meetings that have been held by William Carlisle, NAB vice president for TV, during the past year. The committee noted, however, that these meetings, as well as further TV meetings, should take place after the October-November regional meetings.

Approved:
The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 37).

* WLEW-AM-FM Bad Axe, Mich.: Sold
by John F. Wisner and James B. Muehlenbeck to A. Arthur Aymen and Nancy P. Aymen for $350,000 plus 50% of accounts receivable. Ten-year covenant not to compete is included in the consideration. Mr. Aymen has been an employee of WNJR(AM) since 1962. Mrs. Aymen is a housewife. WLBW(AM) is full time on 1340 kHz with 1 kW day and 250 w night. WLEF-FM operates 92.1 MHz with 3 kW and an antenna 210 feet above average terrain.

- Katr(AM) Eugene, Ore.: Sold by Genevieve de Dampierre Casey, Diana Crocker Redington and William H. Crocker II to Westone Broadcasting Inc. for $225,000. Mrs. Casey has a 50% interest in KSHA(AM) Medford and a 25% interest in KAPT(AM) Salem, both Oregon. Mrs. Redington has a 25% interest in those stations and Mr. Crocker has a 25% interest in KSHA only. The principals of Westone Broadcasting include Phillip W. Zonne and Willard A. Hargan (general partners) and John F. Marten Jr., Mavis Marten Parrish and Margery M. Richard (limited partners). Mr. Zonne has an interest in various CATV, microwave and land development businesses. Mr. Hargan is a one-third interest holder in a media consultancy and has interests in a CATV firm now procuring franchises in three California cities. Mr. Marten has a majority interest in a securities brokerage firm. Mrs. Parrish and Mrs. Richard are housewives. Katr operates on 1320 kHz with 1 kW day.

- KMND-AM-FM Mesa, Ariz.: Sold by C. W. Pratt to Dwight Tindle, Rick Muth and Eric Hausenstein for $195,120. Mr. Hausenstein is a salesman for WBN-FM Cincinnati, Mr. Tindle is making an initial broadcast venture. Mr. Muth is sales manager of WBN-FM. KMND(AM) is a daytimer on 1510 kHz with 10 kw. KMND-FM is on 103.3 MHz with 100 kW and an antenna 1,550 feet above average terrain.

- KPOA(FM) Honolulu: Sold by George M. Mardikian and others to John Hunton Corp. for $130,000. John H. Weiser Jr., is president of John Hunton Corp., which also is the licensee of Kumu(AM) Honolulu. KPOA operates on 94.7 MHz and has a construction permit for 60 kw. It has an antenna 140 feet above average terrain.

Newark finds funds to run WNJR temporarily

The city council of Newark, N.J., last Thursday (July 22) appropriated a $250,000 budget to permit the city to operate black-oriented WNJR(AM) for 120 days, beginning last Friday.

The station had stopped broadcasting after the FCC had ordered revocation of its license, held by Continental Broadcasting Inc., subsidiary of Rollins Inc., Atlanta, because of WNJR's alleged "gross misconduct and fraud" through misrepresentation of advertising contracts. On July 16 the FCC granted Newark temporary authority to operate WNJR for 120 days on a nonprofit basis pending choice of an interim operator (Broadcasting, July 19).

The city then was not able to begin operations of the station immediately, a spokesman said, because it did not have the necessary funds. City officials went before the Newark city council on Wednesday night (July 21) but that session adjourned without a commitment for funds. The council scheduled a meeting on Thursday (July 22) with Mayor Kenneth A. Gibson to obtain more specific information on the budget and how it would be spent.

City officials then said that any "slush fund" approved by the council to operate the station would be paid back out of profits from station operations.

Breather on affiliates rule

The FCC's ruling governing the relationship of unaffiliated television networks with unaffiliated stations in three-station markets will not go into effect until Aug. 1. The commission has extended the effective date of the rule, which was to have gone into effect July 15, in response to several petitions for reconsideration. The rule, released April 1, specifies that the networks with no primary affiliation in a three-station market must give first-call right to the unaffiliated station (usually a UHF) in the market for the first 15 hours of prime-time and weekend and holiday sports programs, before the two-affiliated stations are given access to the remainder of the unaffiliated network's programs.

Media alternative in Washington

Video tapes experiment with putting communications in the 'hands of the people'

A fledgling alternative-media group in Washington is developing a program of software for social change. In a demonstration on a downtown street corner last Thursday (July 22), the Community Video Center displayed the results of its first attempts at placing "media communications in the hands of the people." Most attention focused on the showing of a video tape made during the May Day demonstrations in Washington this spring. Viewers were exposed to
scenes not shown on the network cou-

vage, such as inside a bus on the way
to a detention center, or interviews with
demonstrators while in police custody
(the camera crews were also under

arrest).

Began in October 1970 in coopera-
tion with Federal City (Washington)
College’s division of community edu-
cation, CVC was invited by Partners of
the Americas to tape its fifth inter-
American Conference in Costa Rica
earlier this year. A series of programs
were produced to aid in training handi-
capped and retarded persons for useful
roles in Latin American society.

The Costa Rican minister of labor
and social affairs also asked CVC to
prepare a half-hour program on needed
prison reforms. It included interviews
with inmates bitter about prison con-
tions and poor treatment not so much
by guards but by other prisoners. The
program was broadcast on a Costa
Rican TV network and, a CVC spokes-
mansaid, was received very well by
the population at large.

The Central American/Panamerican
Nutrition Institute requested CVC tapes
of its food programs in operation to
improve mental health in Guatemala.

Such programs demonstrate the pos-
sibility for “sharing exercises in self-
expression and problem solving across
cultural and linguistic barriers,” CVC
said.

On the local level, CVC plans to
initiate the First National Video Bank,
in cooperation with the District of Co-
lumbia public library system. Designed
to involve the greatest number of people
in the communication process, the
FNVB will catalogue and store for play-
back the results of experiments with
portable VTR equipment, much the
way libraries store and retrieve infor-
mation today.

This ABM makes little headway

Members of the California Broadcasters
Association found their annual meeting
in Monterey picketed by a group warn-
ing them to pay more attention to ser-
vice to their communities and less to
profits—and offering to help, at no
charge, make their programing “more
community oriented.”

The Alternative Broadcast Manage-
ment Group, composed of representa-
tives of commercial and noncommer-
cial radio stations, said in a statement
handed to the CBA delegates that poor
blacks, chicanos and Indians regard the
American “donation” of frequencies to broad-
casters “for the sole purpose of making
a million bucks” for those broadcasters
“is outrageous, ominous, and cause for
violence.”

The statement said ABM members
had the experience to provide broad-
casters with the techniques needed to
make public-service programing “rich
and thoughtful, and meaningful and
involved.” The statement also said
ABM members would not charge for
such assistance, adding: “We want to
give you no excuse to refuse.”

One of the ABM members, Lorenzo
Milam, of commercial KTAQ(FM) Los
Gatos, Calif., said broadcasters attend-
ing the meeting “engaged us in dialogue
...amazed us.”

Any requests for help, though? “Ab-
solutely none.”

WGCA renewal appeal finds no court favor

The FCC’s denial of license renewal for
WGCA(AM) Calhoun, Ga., licensed to
Gordon County Broadcasting, has been
upheld by the U.S. Court of Appeals
for Washington.

The commission denied renewal on
grounds that Gordon County had con-
sistently failed to file financial reports
and had ignored commission corre-
spondence on the matter, and had par-
ticipated in a strike application aimed
at blocking the emergence of a new
station in Calhoun. The commission had
noted the 1 kw daytimer was at the
time on a one-year probationary license
for failure to file financial reports.

Gordon County had appealed in re-
sponse to the commission’s refusal to
allow it to introduce new evidence to
contradict the charges relating to the
strike application.

The court, in a brief, unsigned
opinion, said the commission’s decision
was justified on the basis of Gordon
County’s “repeated and willful disre-
gard of commission’s regulations, as
well as Gordon County’s consistent
failure to answer inquiries relating to
these failures to file.” The strike issue
did not have to be considered, the court
said.

The commission’s decision on Oct.
31, 1969, came in a comparative hearing
in which a competing applicant, John C.
Roach, sought a construction permit for
a station on the frequency on which
WGCA is operating, 900 kHz. The com-
mission originally denied Mr. Roach’s
application on the ground that Mr.
Roach had failed to ascertain com-
munity needs. Mr. Roach appealed that
decision, but he and the commission later
asked that the case be remanded to
permit him to amend his application
in conformity with the commission’s
primer on ascertainment of community
needs.

P&S moves to Denver

Pacific & Southern Broadcasting Co.
announced last week it has moved its
operational headquarters from New
York to Denver, effective July 15, and
has located in the Denver Technologi-
cal Center (“Closed Circuit,” April 5).

Arthur H. McCoy, president, said
Denver is “geographically well situated”
for the company, which also will main-
tain facilities in New York, Los Angeles
and other cities. Pacific & Southern’s
stations are KJIN(AM) Denver; WXXI-
AM-FM-TV Atlanta; KHON-TV Honolulu;
WSAI-AM-FM Cincinnati; WWDJ(AM)
Hackensack, N.J.; KYXI(AM) Portland,
Ore.; and KXJJ-FM Los Angeles.

Media notes:

Religions resources * Applications for
financial grants are being accepted by
the Catholic Communications Foun-
dation, New York, from individuals and
organizations serving the broadcasting
apostolate of the church. The Most
Reverend John A. Donovan, bishop of
Toledo, Ohio, board chairman of the
CCF, said the foundation has given
grants totaling $174,000 over the past
two years. A panel of communications
executives will review all applications,
which must be received by the CCF at
405 Lexington Ave., Suite 4200,
New York 10017, Mr. Lowell L. Sammons,

Lexington changes* Two Lexington,
Ky., radio stations have switched net-
work affiliations: WLPK(AM), formerly
an NBC affiliate, joined CBS Radio, and
WVLK(AM) moved from CBS to ABC’s
American Information Network. WLPK,
owned and operated by Illinois Broad-
casting Co., broadcasts with 5 kw power
daytime and 1 kw nighttime on 630
kHz. WVLPK operates with 5 kw daytime
and 1 kw nighttime on 590 kHz and is
owned by Bluegrass Broadcasting Co.

New home* Noncommercial WTVS(TV)
Detroit has acquired the former studio
and office facility of WDEE(AM) and
WJBK-TV, same city, from Storer Broad-
casting Co. The building will be used
as a new public broadcasting center,
beginning in the fall of this year. The
$750,000-purchase was made possible
by grants from the Kresge Foundation
of Detroit and the Ford Foundation.

More for MBS * The Mutual Broad-
casting System reports it has signed 11
new affiliates. The additions include:
WRRC(AM) Jacksonville, Fla., KLMS-FM
Lompoc, Calif., WVAM(AM) Altoona
and WBUFX(AM) Doylestown, both Penn-
sylvania, WLG-AM-FM Logan, Ohio,
WMN(AM) Aurora, Ill., WLBH(AM)
Gary, Ind., WSHL(AM) and WWL(AM)
Wilmington, N.C., and KOKY(AM) Little
Rock, Ark.
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A long, cold summer on political reform

The forecast is dim for any measure to emerge from either side of the Hill before Congress goes on vacation

The hopes of House and Senate Democratic leaders that a political-spending bill would get to President Nixon's desk before the summer recess faded last week as the Senate bogged down in other legislation, and it became apparent that the House Commerce Committee would not report its bill to the floor until after that month-long recess which begins Aug. 6.

Meeting last Monday (July 19), the Senate Democratic leadership decided to move the political-spending bill ahead of another piece of legislation (a bill guaranteeing loans to failing major corporations) for consideration on the floor. The Democrats were fearful that Republicans wanted to kill the campaign-reform measure—or at least stall it. The Republicans were anxious to take up the loan-guarantee measure that the administration wants passed by the recess. Subsequently the party leadership decided on a compromise. In return for placing the loan bill ahead of the campaign-spending measure, the Democrats asked for unanimous support of a "consent agreement" involving the political-spending bill.

That agreement, approved last Wednesday (July 21), stipulates that when the bill (S. 382) comes to the floor, it will "be considered as having been amended in the form as reported by the Committee on Rules and Administration, and that the bill as thus amended [will] be treated as original text for the purpose of further amendment...." Also under the agreement, Senator John O. Pastore (D-R.I.) would be entitled to immediately offer a substitute for the entire bill. Senate sources said last week that such a substitute would probably be identical to the political-spending bill reported out by Senator Pastore's Communications Subcommittee. Any motion to table Senator Pastore's amendment would not be permitted.

The consent agreement goes further. Other bills could be considered "at any time during the consideration of S. 382" at the discretion of the leadership. And, the agreement limits debate on S. 382 to 16 hours (to be divided equally between the leadership or their signees) and with a few exceptions limits debate on any one amendment to 30 minutes.

One of those exceptions limits debate to three hours on each of two amendments that may be introduced by Senator Winston L. Prouty (R-Vt.). A spokesman said last week that introduction of the Prouty amendments hinges on whether Senator Pastore is successful in substituting the Commerce Committee's version of the bill for the Rules version for floor consideration. He added that Senator Prouty's amendments would probably be identical to some of those he offered during the Rules markup of S. 382.

Here is a summary of the principal provisions of S. 382 as amended:

* Imposes separate limits on broadcast and nonbroadcast spending by federal-office candidates—five cents per eligible voter or $30,000 whichever is greater. However, a candidate could combine the limits and allocate them as he chose.
* Suspends Section 315 of the Communications Act for all federal-office candidates, provided they are given flexibility in choosing program formats.
* Empowers FCC to revoke licenses of stations that fail to allow candidates "reasonable" access.
* Authorizes General Accounting Office to handle financial reports.
* Places no limit on individual contributions.
* Requires media to charge candidates their lowest unit rates.

Those attending the Democratic leadership meeting included House Ways and Means Committee Chairman

Quaal wants ban on political spots

A prominent Midwestern broadcaster has called on the National Association of Broadcasters to ban the use of 30- and 60-second spots by political candidates.

Ward L. Quaal, president of WGN Continental Broadcasting Co., said he wants the NAB TV and radio codes amended to prohibit stations from accepting any political statements that are less than five minutes in length in time for the 1972 election.

"I am fearful that unless such a plan is implemented," he told members of the San Diego Advertising Club last week, "we will have the same misunderstanding, distortion of issues and confusion" that occurred in the 1968 election campaign. Spot announcements by political candidates in 1968, Mr. Quaal said, "represented a pitiful reflection upon political leaders and a demonstration of total irresponsibility."

No candidate, Mr. Quaal said, can address himself adequately to his program in the course of a 30- or 60-second announcement. Also, he added, a candidate with heavy financial backing can saturate TV and radio in his area by buying spots.

"It is rather silly," Mr. Quaal said, "if we apply certain standards for shaving creams, dentifrices, gasoline, detergents, pharmaceutical products and intimate apparel and ignore an area which involves the election to office of the man who will lead this great Republic in the month and years to come and who is really the most powerful man on earth."

Mr. Quaal noted that he instituted this policy in 1952 at what is now Avco Broadcasting Corp., and in 1956 at the WGN Continental stations (wgn-am-tv Chicago, xdal-am-tv Duluth, Minn., and kwn-tv Denver).

Mr. Quaal's recommendation is not the first along these lines. A number of congressmen and senators, as well as political analysts, have expressed the view that 30- and 60-second spots should be banned in political campaigns. The latest was Senator Vance Hartke (D-Ind.) during the political-spending bill hearings by the Senate Communications Subcommittee last spring (Broadcasting, March 8).

The subject is expected to come before the NAB's TV and radio code boards—the radio board on Sept. 21 in Denver; the TV board, Dec. 9-10 in Phoenix.
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Wilbur Mills (Ark.), Senate Finance Committee Chairman Russell B. Long (La.), Senate Communications Subcommittee Chairman John O. Pastore (R.I.) and House Communications Subcommittee Chairman Torbert H. Macdonald (Mass.).

At the meeting, they argued that some of the Commerce Committee's provisions that were changed in the Rules Committee should be put back in the bill—principally the strict spending limits of five cents per eligible voter for broadcast and nonbroadcast media, and suspension of Section 315 of the Communications Act only for presidential elections.

And, according to one Hill source, it was agreed that once the Senate and House bills were passed, differences between the two measures could be ironed out in conference.

Senate sources were reluctant to speculate on when S. 382 might come to the floor, explaining that it is difficult to tell how long the Senate will be tied up on the loan-guarantee legislation.

And the chances that the House political-spending measure will get to the floor appear even dimmer. The bill (H.R. 8628) was reported out of Mr. Macdonald's subcommittee to the parent Commerce Committee virtually unchanged (Broadcasting, July 12). It is likely to stay there until after the recess. Reportedly, Committee Chairman Harley O. Staggers (D-W.Va.) is holding up action on the bill because he still nurses resentment against the House leadership for voting to recommit to Commerce his proposed contempt citation against CBS and its president, Frank Stanton (Broadcasting, July 19). However, Mr. Staggers last week denied this. He told Broadcasting that the committee will be tied up with other matters until after the upcoming recess.

H.R. 8628, sponsored by Mr. Macdonald, would repeal Section 315 for presidential and vice-presidential candidates, and limit to 10 cents per eligible voter the amount a federal-office seeker could spend for a primary or general election. The bill stipulates, however, that no more than half that amount can be spent on the broadcast media. In addition, it requires the media to charge candidates their lowest unit rate. And, if the nonbroadcast media make space available to one candidate, they must make it available to the opponent at the same rate.

Meanwhile, the House Elections Subcommittee under Chairman Watkins M. Abbitt (D-Va.) last week wound up its hearings on political spending. At the hearing last Tuesday (July 20), Representative Jonathan Bingham (D-N.Y.) told the subcommittee that S. 382 is "a good start toward comprehensive campaign reform legislation." He indicated, however, that he favors an expanded version of that bill.

Last Wednesday (July 21), Mr. Bingham introduced a bill that is identical to the Senate's measure, except for three changes. The spending limits are five cents per eligible voter, or $15,000, whichever is greater, for broadcast spending. The same limit applies to nonbroadcast spending including all other expenses connected with the campaign (such as postal, travel, telephones) rather than just print media spending.

In addition, Mr. Bingham's bill provides for a Federal Election Commission to handle financial reports, and imposes limits on individual contributions ($5,000 for House candidates; $5,000 to $15,000 for Senate candidates, depending on size of state, and $25,000 for presidential candidates).

Representative Les Aspin (D-Wis.) has also introduced a campaign-spending bill based on the Senate measure. His bill (H.R. 9768) would give challengers 50% more campaign funds than incumbents. Challengers for the House or Senate could spend 15 cents per eligible voter or $90,000, whichever is greater. Incumbents would be limited to 10 cents or $60,000, whichever is more. All presidential candidates would be limited to 10 cents per eligible voter.

A spokesman said last week that the House Administration Committee, parent of the Elections Subcommittee, will be considering the campaign-reform measures before it and, hopefully, will report a bill to the floor before the recess. One of the measures under consideration is the bill (H.R. 8284) introduced by Mr. Abbitt and Representative Wayne L. Hays (D-Ohio), chairman of the parent committee. It places a ceiling of $30,000 on contributions and expenditures by House candidates. Senate or "at-large" House candidates could spend $30,000, or six cents per person in their state, whichever is greater. Presidential candidates and their running mates could spend six cents per person in all the states with no restriction on how funds are to be used.

A thorn in spot's side?

New York broadcasters hear that freed prime time may be more bane than boon to sales

Warnings were sounded last week that TV stations banking on a strong fourth quarter in spot this year to snap them out of the economic doldrums (Broadcasting, July 19) may have an additional sales burden, courtesy of the FCC.

Participants in a TV session at the New York State Broadcasters Association's executive conference in Cooperstown aimed their fire at the FCC's prime-time access rule, which gives them additional periods to sell locally in prime time next fall.

Spokesmen for major-market stations especially noted a resistance they are encountering from advertisers. They said advertisers have gone so far as to point out that the half-hour returned to stations in early evening time is no longer considered by them as 'prime time,' as contrasted to network programming, and say they believe they ought to receive rates usually reserved for fringe time.

But, said the station operators, "we are paying prime-time rates for product and are entitled to prime-time rates from advertisers."

One participant, Larry Gershman, general sales manager of WNBC-TV New York, said experience thus far would appear to indicate that a mixture of barter and purchased programs is the healthiest approach to programming the new prime-time periods.

Leslie G. Arries Jr., vice president and general manager, WBEN-AM-FM-TV Buffalo, however, disagreed with a policy of accepting advertiser-syndicated shows saying they serve to divert advertisers' money that otherwise would be allocated to conventional spot buying.

According to spokesmen for both large-sized and medium-sized markets, there is a possible trend in the making of local sponsors buying whole shows (including shows in the new prime-time periods available). This buying is a return full-cycle, they said, to advertisers seeking identification with shows.

Also discussed in the informal session was a move by some broadcasters toward selling four positions instead of six in the new prime-time periods, a course generally agreed to be preferred.
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but only if stations obtain the same total money for the four as they would for six. They also concurred that "too many commercials in a program are antagonizing advertisers," but said the "big, major-market stations must take the lead" in reducing the number of spot positions in a show.

Morris S. Kellner, managing director of the Station Representatives Association, who led a session on creative selling, warned that some national ad agencies in opening up more branch offices appear to be doing so "in order to deal directly with stations. Why? At least one reason is the thought that they can get better rates from you that way, retail rates, or local rates." The move of various major ad agencies to set up regional offices and buy locally for products to be advertised in those markets has been of increased concern to some station representatives. Among the agencies mentioned: J. Walter Thompson, Young & Rubicam, Dancer-Fitzgerald-Sample and McCann-Erickson, with markets affected said to include Los Angeles, Atlanta, Washington-Baltimore, San Francisco, Seattle and Portland ("Closed Circuit," July 19).

Mr. Kellner questioned the validity of stations continuing to quote local rates to advertisers locally.

He suggested that stations revise their thinking by coordinating their sales effort into a "single sales team located all over the country." "When you allow the life blood of part of your sales force to be diluted," he said, "you're in danger of having no sales force, or for sure a weaker sales force, at the decision making levels."

The thrust of Mr. Kellner's presentation was that traditional boundaries between national and local advertising—particularly in the national retailing field—have become "blurred." He said stations must "refocus and get a new sighting on the real target—the new marketing structure of the nation."

As an example of changes under way, Mr. Kellner reviewed differing methods by which various retailing chains and discount houses buy the bulk of their advertising. He noted that with growth of chains, there has been a directly related centralization of operations with advertising decisions made increasingly "at levels and distances beyond the reach of local media salesmen."

In stressing new modes of station selling to keep up with changes, Mr. Kellner cited a station approach that integrates the sales-force efforts of both the station and its rep. He said all of the salesmen in this method are compensated on the station's total, nonnetwork sales volume with selling coordinated on all levels without bickering as to who earned the commission. Under the new arrangement—assuming that the station's business had been half local and half national—the rep and the local salesman get paid at half their prior rate of commission.

During this discussion, Mr. Kellner drew attention to Penney's which, he said, has acknowledged that its store managers use radio and TV to advertise selected items but not if this means a cutback on newspaper budget. The store managers, he said, think broadcast is something to use with new money, when increased advertising dollars are available. "That's not an encouraging word for us," he said.

Penney's, he said, in centralizing its buying, is now relying on its agency, LaRoche, McCaffrey & McCall, New York, to provide the information it needs in radio and TV. He noted figures estimating Penney's newspaper budget at $80 million as against an estimated $2.4 million in radio and $3.1 million in TV.

In another session—largely technical—during the July 19-21 conference, John B. Summers, general counsel of the National Association of Broadcasters; Egmont Sonderling, president of group-owner Sonderling Broadcasting Co., New York, and Richard Shiben, of FCC's renewal branch in the Broadcast Bureau, discussed problems for stations in preparing for FCC license renewal. Mr. Sonderling at one point put aside his prepared remarks to plead for a "well-paid lobby in Washington and a big public relations effort to show that broadcasters are not the scum of the earth."

**Noncommercial TV buys commercials**

PBS plumps its programs in prime-time news, on ABC, CBS and NBC

The Public Broadcasting Service, in its second year as a network for the nation's 205 noncommercial television stations, announced last week that it will become a commercial television-network advertiser this fall.

An extensive network, spot-TV and print campaign is set to begin Oct. 3 and run through Oct. 17. Twenty-six spots will be placed on the commercial network's nightly news broadcasts—the Howard K. Smith-Harry Reasoner report on ABC-TV, Walter Cronkite news on CBS-TV and NBC Nightly News. In addition, there will be spots Sunday on CBS's Face the Nation and on NBC and CBS sports programming. The 30-second commercial will be run Sunday through Thursdays, PBS's broadcast week, and advertise the network's offerings for the evening they appear. PBS will supplement the network-TV buy with 32 spot buys in New York during the two-week period. An extensive print campaign will run simultaneously in the top-10 broadcast markets.

Edward L. Morris, director of public information for PBS, said this will be the first time that public television has purchased commercial time to advertise its own program offerings. The spots were sold to PBS at "tremendous rate breaks," according to Lawrence K. Grossman, who heads PBS's advertising agency, Lawrence K. Grossman Inc., in New York. He said $625,000 had been allocated for the campaign.

PBS last week also unveiled its logo, to be used in all commercial spots (see above). The new logo, using a stylized human head for the letter P in PBS, is aimed at stressing the "public" in public broadcasting service, according to Mr. Morris. The design, created by Ernie Smith of Lubalin, Smith & Carnase, will be used in all PBS advertising.
URGENTLY NEEDED: JOBS
TV-NEWS CAMERAMEN

Under the watchful eyes of seasoned TV-news professionals thirteen students of The Community Film Workshop Council’s Careers Training Program funded by the Office of Economic Opportunity (OEO) have just completed an intensive course in Broadcast Journalism. They have been well grounded in the techniques of TV-News-filming/reporting, editing, sound, lighting, and TV-News writing.

Former graduates of The Careers Training Program have been hired by stations throughout the country including, WSOC-TV, Charlotte, N.C., WOR-TV, New York, WCPO-TV, Cincinnati, WMAL-TV, Washington, D.C., WCCO-TV, Minneapolis, Minn., KTVU-TV, Oakland, Cal., KAIT-TV, Ft. Smith, Ark.

Contact:
Charles Jefferson
The Community Film Workshop Council
112 West 31st Street
New York, N.Y. 10001
[212] 239-4420
Cheerleading for standard invoices

WCIA(TV) has much praise for TVB-AAAA forms, claiming high efficiency

WCIA(TV) Champaign, Ill., which adopted the new Television Bureau of Advertising-American Association of Advertising Agencies standard invoice form three months ago, lauded the system last week for speeding up collection of national spot billings and making spot easier and more economical to buy.

Guy F. Main, executive vice president of Midwest Television Inc., which owns and operates the station, said that in the first three months WCIA "billed nearly 400 national spot invoices—and had to revise and rebill just one, because of a minor, human error."

He reported that payment of current bills is up 10% and collections in the second month have increased even more, and he said he expects both features "to continue to improve as agencies become increasingly familiar with the system." He pointed out that agencies appear to be making "a genuine attempt to process the standard invoice forms first, as we were assured would be the case."

WCIA produces the form on a National Cash Register billing machine programmed for TV billings and closing application. The NCR system also enables the station to produce a sophisticated, aged accounts-receivable trial balance by agencies, showing what the various agencies owe for each individual client.

"National spot buying is a complicated process at best, and the cost of processing spots has risen over the years more than many of us realize," Mr. Main said. "But the new standard invoice system increases efficiency, reduces handling costs, speeds collections, ties into traffic via a standardized numbering system for commercials and fits in well with final Sunday billing. With it, there is no longer the danger that a very valuable advertising medium will be priced out of the market."

Other TV sales executives last week tended to feel that while WCIA's results with the standard forms and final Sunday billing may look exaggerated to some stations, they probably appear conservative to others, probably depending on the agencies involved. More and more big agencies, they said, are giving priority to bills submitted on the standard invoice forms.

The standard forms were introduced more than a year ago but acceptance received its biggest impetus with this year's introduction of the practice of making each month end, for billing purposes, on its final Sunday. TVB officials say that more than 300 stations now use final-Sunday billing and that approximately 140 have already adopted the standard invoice form and another 140 are committed to do so, indicating that more than half the commercial TV stations are simplifying accounting via this new method.

Newest from TVB: Spot values up

Latest 'Planning Guide' cites spot buying as better bargain than ever

Figures from a new study to be released by the Television Bureau of Advertising this week show that spot TV offers "greater efficiencies" than a year ago because of growing audiences and declining costs to advertisers.

The study, being released in conjunction with the second edition of TVB's Spot Television Planning Guide, cites a typical 30-second campaign in the top 50 markets and compares it with one a year ago in terms of audience delivered, costs and cost-per-thousand.

It shows that the audience delivered ranges from about the same in late evening and weekend daytime to an increase of 6.3% in early evening and up to 13.9% in nighttime. Costs run from a 5.4% increase in nighttime to a 20.8% decrease for late evening. TVB said that the cost-per-thousand ranges from a 7.4% decline in nighttime to a 21.2% decrease in late evening.

The TVB study is based on typical schedules and costs provided by station-representative members of the bureau and on audience estimates obtained from Nielsen Station Index data.

The second edition of the Spot Television Planning Guide (formerly called the Spot Television Buying Guide) will...
Minor uprising against TV board

Preparation H restrictions prompt open defiance by one code subscriber

A smoldering revolt over the action of the TV board of directors of the National Association of Broadcasters last month when it refused by one vote to approve the carriage of hemorrhoid-preparation advertising by TV stations (Broadcasting, June 28) burst into flame last week.

H. Ray McGuire, vice president and general manager of WALA-TV Mobile, Ala., announced that he was going to accept Preparation H advertising notwithstanding the board's action. WALA-TV, an ABC affiliate on channel 10, is a member of the TV code. The station is owned by broadcast group owner Universal Communications Corp., the broadcast arm of the Evening News Association (Detroit Evening News).

In two letters to A. Louis Read, WSU-TV New Orleans, chairman of the TV board of the NAB, Mr. McGuire noted that acceptance of hemorrhoid-preparation ads had been recommended by the TV code review board. The TV board has no right to overrule that decision, he contends.

"It is the prerogative, obligation and responsibility of each individual station to decide either to accept or reject anything and everything that is televised over its facilities," Mr. McGuire wrote. "With this thought in mind, plus the fact that our station agrees with the code board's original decision to clear these two Preparation H commercials, we are prepared to accept advertising for these products."
This is the center spread of the best b
read businessweekly in the world.
INA in a big way buys on NBC Radio

What was said to be the largest individual purchase of radio network time in recent years took place last week. Insurance Co. of North America, Philadelphia, has signed an agreement with NBC Radio to sponsor all NBC News specials and instant-news reports and several regularly scheduled news shows for 16 months, starting Sept. 6, at a cost of $2.5 million to $3 million.

The total cost will be contingent upon the number of news specials and instant-news reports NBC Radio originates over the 16 months. Included in the package are NBC News's coverage of radio of the 1972 political campaigns, starting with key state primaries to election night 1972, and the Apollo 16 and 17 moon missions.

INA will begin to sponsor the 8-8:05 a.m. News On The Hour each Monday, effective Sept. 6; David Brinkley Reports (Mon.-Fri., 6:20-6:25 p.m.), effective Sept. 6; two Monitor News On The Hour on Saturday (3-3:05 p.m. and 6-6:05 p.m.), effective Sept. 11; two additional Monitor News On The Hour on Saturday (11-11:05 a.m.) and on Sunday (2-2:05 p.m., effective Jan. 1 and Jan. 2, 1972.

In addition, the insurance company will become sponsor of broadcast of the five-minute News On The Hour each weekday night, starting Jan. 3, 1972, at varying times between 5 p.m. and 7 p.m.

N. W. Ayer & Son, Philadelphia, is the agency for INA.

I want to inform you, the NAB and the code board that we intend to air these commercials over our station if and when we are successful in securing an order. . . .”

Mr. McGuire said last week that he understood that his station would be given an order shortly.

Mr. McGuire's is not the first code station that is known to be carrying the hemorrhoid advertising; at least six are said by code authority sources to be carrying the commercials, placed and accepted after the code-review board's affirmative action last May. Sources at the John F. Murray Advertising Agency, New York, the agency for Preparation H, reported last week that 55 TV stations are carrying the commercials. The account is spending at the rate of $800,000 annually, the agency reported. If the commercials had been accepted by the NAB television board, an additional $750,000 would have been spent in spot purchases, the same source reported.

Agency spokesman emphasized that it is not seeking spot placements; when stations offer adjacencies, he said, the agency gives it consideration without regard to whether or not the station is a member of the code or not.

Code authority headquarters in New York is aware of the situation, it was understood, but has taken no action yet. This action would be a request for the station to resign its code membership. One reason for this lack of action, it was noted, is that Stockton Helfrich, director of the code authority, is on vacation.

NBC wants pipeline case out in the open at FCC

NBC asked the FCC last week for oral argument on its ruling that three TV commercials the network carried for Standard Oil Co. of New Jersey dealing with Esso's drilling operations in Alaska created fairness-doctrine obligations (Broadcasting, July 5). And in a rare move, the organization that first challenged the Esso commercials—Friends of the Earth—joined NBC making the request for an oral argument on the ruling.

The ruling, NBC contended, has industry-wide impact in that it creates great uncertainty regarding the application of the fairness doctrine to all institutional advertising and therefore should be subject to oral argument before the commission.

In addition, NBC argued that in the context of the Esso case broadcasters would be required to take into account the kind of print ads their clients use.

NBC's bid was filed in connection with a petition for reconsideration of the ruling. NBC argued, among other things, that the FCC erred in holding that the commercials discussed a controversial issue; that its ruling ran counter to a court of appeals decision upholding the commission's refusal to apply the fairness doctrine to Army recruitment ads (Broadcasting, June 21), and that the commission was mistaken in holding that NBC had not maintained adequate program balance on questions which related to the development of Alaskan oil reserves (Broadcasting, July 5).

Business briefly:

Philip Morris, New York, through Leo Burnett, Chicago-New York, will sponsor one-half of CBS-TV's coverage of the U.S. Open Tennis Championships, Saturday, Sept. 4 (4-6 p.m. EDT), Saturday, Sept. 11 (4-6 p.m. EDT) and Sunday, Sept. 12 (3:30-6 p.m. EDT) from Forest Hills, N.Y. Participating sponsors include AT&T for Yellow Pages, through Cunningham & Walsh, both New York; Colgate-Palmolive through Ted Bates & Co., both New York; STP Corp., Minneapolis, through Media Buyers Inc., Des Plaines, Ill.; Ford Marketing Corp., through J. Walter Thompson Co., both Detroit; Monroe Auto Equipment Co., Monroe, Mich., through Aitkin-Kynett, Philadelphia, and Bank of America, San Francisco, through D'Arcy-MacManus-Intermanco, New York.


Kinney Shoe Corp., through Frank Sawdon, both New York, plans to in-
Watching children who watch ads

NIH-backed study finds the youngest gullible and the older ones critical and disbelieving

A Harvard professor and a group of associates have determined that preschool children find it difficult to determine when a TV program ends and a commercial begins, and that teenagers are pretty cynical about TV commercials.

The study, under the direction of Scott Ward, assistant professor at the Harvard Graduate School of Business, also found that 7-year-olds already are aware that the purpose of TV commercials is to sell goods and they indicate a "concrete distrust" of commercials often based on experience with advertised products.

The Ward study was funded by a $25,000 grant from the National Institute of Mental Health, Washington, that is coordinating the $1-million surgeon general's study of TV and violence. That report, generated by Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, is expected to be delivered to Congress in October.

A preview of some of its conclusions is expected to take place Sept. 4 during the convention of the American Psychological Association in Washington.

Among other findings of Professor Ward and his group, principally research associates of the nonprofit, Harvard University-affiliated Marketing Science Institute, Cambridge, Mass.:

* Highest attention is paid to programs and commercials by 5-to-7-year-olds; least attention by 11-to-12-year-olds.

* Children under 10 make the most comments about a product being advertised; children above 10 begin to comment on the commercial itself rather than the product specifically. Older children also pay less attention to commercial's than the younger children.

* Among older children, the least attention is paid to 10-second commercials and the most attention to 60-second commercials. For all age groups, the greatest attention is paid to commercials at the beginning of a program. The attention to commercials drops off rapidly among older children during clusters of commercials.

* All children pay attention to relevant commercials (food, toys), but older children pay less attention than younger ones to irrelevant commercials (like those for cleaning products or cosmetics).

* The greatest drop in the attention paid to commercials occurs in 11-to-12-year-olds, when they get up, talk, and engage in other activities.

* Distrust of commercials begins to occur among 10-year-olds; total distrust is wide among 12-year-olds, who, although they may enjoy humor in commercials, generally are contemptuous.

* Among adolescents, the most liked commercials were those for drugs and patent medicines, automobiles and soft drinks. Black adolescents, however, liked best food and gum commercials. All adolescents seem to like best those commercials that were characterized as funny and/or straightforward.

* The most disliked commercials by adolescents were cigarette commercials (they were still on the air during the study), with deodorants and cosmetics as the second most disliked. Criticisms...
of these commercials referred to such labels as "stupid," "insult to intelligence," "false," "hypocritical." Adolescents in senior high school also cited "bad acting" or other stylistic characteristics of the commercial in their criticisms.

Other criticisms by adolescents referred to commercials being too long, by 75%; and in bad taste or annoying, by 70%.

Professor Ward noted, however, that adolescents do acquire consumer attitudes and skills from TV advertising. Adolescents, he said, "do learn from TV advertising and this learning is related to developing skills and attitudes relevant to consumer roles."

The project consisted of six studies. The adolescent study was made with 1,094 junior and senior high school students of Prince Georges county, Md. (a Washington suburb) in April 1970. The pre-teenage studies were made in Boston in the spring of this year and involved 134 mothers of 5-to-12-year olds who observed their children's TV viewing over a 10-day period, as well as a clinical study of kindergarten, second, fourth and sixth grade children, also in the Boston area, and a mail questionnaire to each of the 134 mothers seeking information on the relationship between the influence of TV commercial viewing and demands to purchase the products advertised.

Among the six researchers who worked with Professor Ward on the year-long study was Professor Daniel B. Wackman, director of the research division, School of Journalism, University of Minnesota.

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**Programming**

**Javits defends journalistic role**

He says broadcast news, 'exactly like press,' deserves same independence

Senator Jacob Javits (R-N.Y.) urged broadcasters last week to editorialize more and "continue to be bold and as muckraking as you wish to be."

He referred to broadcasting as an arm of the press and specifically to the controversy surrounding CBS-TV's showing of the Selling of the Pentagon and to publication by several newspapers of classified Pentagon papers. Radio and TV, he said, are entitled to full freedom in their reporting role.

Senator Javits was a key speaker at the New York State Broadcasters Association's executive conference, held in Cooperstown (also see page 30). He said that "the issues of secrecy and executive privilege touched off by publication of the Pentagon papers—and including the freedom-of-the-press issue so directly involved—must be resolved." He said he included in this frame of reference the controversy over the CBS program, The Selling of the Pentagon.

Several times Senator Javits departed from the text of his speech—dealing mainly with foreign policy—to take note of the broadcasters' role in reportage. "Broadcasting," he said, "is a news medium exactly like the press and entitled to the same privileges and emoluments."

"I don't believe government licensing means government control, even indirect control. The reason for licensing is to see that one channel doesn't cross another up. News media must be treated all alike."

Said the senator: "I encourage you in fulfilling your role in the projection of news and of information. There is the need of the people to know. Broadcasting has a vast influence on life."

Of the publication of the Pentagon papers, with which he coupled CBS's action in producing and telecasting The Selling of the Pentagon, the senator, a member of the Senate Foreign Relations Committee, said:

"We must strip secrecy from what ought not to be secret and reveal what need no longer be secret. Never again must the Congress allow itself and the public to know so little about such a life-and-death issue."

**Nixon's planned trip spurs sale of China film**

Reacting quickly to President Nixon's announcement of his plan to visit Red China, Time-Life Films wired TV stations throughout the country last Monday (July 19) of the availability for telecast of a one-hour BBC-produced documentary, Red China. Officials said that within 24 hours, 14 stations signed for the program.

Time-Life's selling point was that U.S. networks and producers have not been able to send their camera crews to Red China. The BBC program covers many facets of life there, including an examination of scientific and industrial progress, sports, the arts, education, agriculture and politics.

The documentary has been bought by KPRC-TV Houston; KSTP-TV Minneapolis-St. Paul; KBTV(Denver) KETV(Omaha, Neb.); WANE-TV Fort Wayne, Ind.; WSPD-TV Toledo, Ohio; WTMJ-TV Milwaukee; WAGA-TV Atlanta; WBAY-TV Green Bay, Wis.; WTVG(TV) St. Petersburg, Fla.; KOB-TV Albuquerque, N.M.; KOLD-TV Tucson, Ariz.; KZRA-TV Sacramento, Calif.; KSHO-TV Las Vegas.

**Airing pollution reports courtesy of Oak Ridge**

Broadcasters who want to give their public an indication of the quality of the air in their communities will soon have a scientifically-designed system that is being developed by a group of federal environmentalists.

The group, headed by William A. Thomas, is at Oak Ridge Laboratory in Tennessee. It is developing environmental indicators, under a grant from the National Science Foundation.

Just as many broadcasters now fur-
lish weather information, and some such other indicia as pollen counts. The new system, due to become available in mid-September, will permit broadcasters to announce a factor for air quality. The need for such an environmental index was confirmed by a survey conducted by the National Association of Broadcasters.

In essence, the Oak Ridge group is preparing a chart that will permit broadcasters to deduce a single number from information indicating the amount of six pollutants in the air—carbon monoxide, particulates, sulphur oxide, hydrocarbons, nitrogen oxides and photo-chemical oxidants. This information will be supplied to broadcasters by local environmental agencies. At present most broadcasters who air pollution information identify the amount of some of the pollutants in the atmosphere, but do not provide sufficient information for their audiences to understand the potential total effect.

The single-number index, on a scale from 0 to 100, it is hoped, will allow the public to make a judgment on the level of pollution.

The federal Environmental Protection Agency is working to have pollution monitoring devices in all cities with populations of 50,000 or more.

No chance for lottery news

A station may not broadcast the winning numbers in a public lottery, even if the information is treated as a news item, the FCC has ruled. In handling down that ruling, the commission said such broadcasts are reasonably necessary or helpful to the promoters of the lottery and are therefore in violation of the commission’s rules and federal criminal statutes.

The ruling came at the request of WCMC-AM-FM-TV Wildwood, N.J., which said it had contemplated presenting the winning numbers in the weekly New Jersey state lottery on their newscasts. The commission said the distinction between information directly promoting a lottery, which is prohibited by law, and news information pertaining to a lottery but not promoting it, which is permitted, has been defined by the courts in past cases of a similar nature—notably in a suit brought by the New York State Broadcasters Association against the federal government, in 1969, in reference to broadcasts of New York state lottery information.

The commission said it had conferred with the Justice Department in defining the applicability of the WCMC stations’ request with the criminal statute.

In another decision two weeks ago, the commission imposed a notice of apparent liability for a $2,000 fine on

Mother may it? * Ken Wong (l) and Jake Jacobson take part in a discussion of machines on NBC-TV’s newly unveiled children’s series. Take a Giant Step, NBC-TV previewed its newest children’s programming entry in New York last week. The program will begin Saturday, Sept. 11 (10:30-11:30 a.m. NYT) and run for 40 episodes concurrent with the

KDON(AM) Salinas, Calif., for broadcasting information about a lottery. The station admitted broadcasting commercial announcements last October promoting a musical show at which a $25 door prize was given away to a ticket holder. Although the station licensee contended that the broadcasts were an oversight and precautions had been taken to guard against a recurrence, the commission said a rule violation had taken place because the winner was selected through a drawing, and contestants had to buy a ticket in order to be eligible.

Michelson warns on pirated programs

Charles Michelson Inc., New York, program distributor, served notice last week on radio stations that various taped programs of copyrighted drama series under Michelson’s exclusive control have been broadcast illegally on some outlets.

Charles Michelson, president, said about 300 radio stations are broadcasting series to which they have bought rights and some have notified him that other stations in their markets have also been carrying them without authorization. Mr. Michelson said that certain record collectors and other individuals are selling the programs illegally.

Mr. Michelson warned that he would start legal action against stations broadcasting the following series without authorization from his firm: The Shadow, Nick Carter, Gangbusters, The Lone Ranger, The Green Hornet, Sherlock Holmes, Chick Carter, Boy Detective and Blackstone, Magic Detective.

Lyrics, lyrics, who’s got the lyrics?

Broadcasters who want to see the lyrics of records they receive from record manufacturers will have to ask the music publishers for them, not the record makers, the National Association of Broadcasters announced last week.

Earlier, the NAB board had adopted a resolution that required record manufacturers to supply printed copies of the lyrics of all recordings released after May 1 of this year.

But the record makers, through the Recording Industry Association of America, objected that they had no right to supply lyrics since lyrics are copyrighted material under the control of the copyright owners—in this case the music publishers.

Following a meeting among the National Music Publishers Association, the RIAA and the NAB, it was decided that the NAB-RIAA liaison committee, on request, will provide broadcasters with the names and addresses of copyright owners to whom requests for lyrics may be addressed.

It was stressed that such demands
will be handled on a case-by-case basis; there will be no blanket distribution of
lyrics.

The issue of questionable words in recordings has concerned some broad-
casters for the last few years. The sub-
ject came to a head last March when the FCC issued a notice calling broad-
casters' attention to the fact that they
are responsible for the lyrics of record-
ings that are broadcast by their stations
(CASTING, March 8). The notice
stirred a tempest that caused the com-
misson to modify the statement to re-
move any threat that was inferred from
its notice.

Timetable set for
music-license case

First on judge's agenda:
ASCAP members' motion
to dismiss CBS lawsuit

The first knot to be untangled in the
snarl of television music-license issues
pending in the U.S. Southern District
Court in New York will be the latest
addition to the skein—a motion to dis-
miss the suit that started it all.

That is the motion filed by four mem-
bers of the American Society of Com-
posers, Authors and Publishers (BROAD-
CASTING, July 12) for dismissal of the
CBS suit that demands, on antitrust
grounds, that both ASCAP and Broad-
cast Music Inc. grant its request for a
new form of license under which CBS-
TV would pay only for the music it
actually uses (BROADCASTING, Jan. 5,
1970, et seq.).

If the motion to dismiss is denied,
the next issue to be decided will be
BMI's motion for an early and separate
trial on the single issue of whether BMI
may indeed be required to issue such a
license. (If the dismissal motion is
granted, the BMI single-issue motion
will become academic—subject of
course to appeal by CBS to higher
courts.)

That order of priorities was indicated
last week by Judge Morris E. Lasker,
who is presiding over the complex case.
He outlined the step-by-step approach
in a memorandum scheduling the order of
"discovery"—pre-trial interrogation,
exchanges of evidence and the like—to
be followed. These extend through Dec.
31, indicating—as Judge Lasker had
suggested earlier—that the actual trial
will not start before next year.

Arguments on the four ASCAP mem-
ers' motion to dismiss the CBS suit has
been set for Sept. 14.

ASCAP has contended that all of the
issues were so intertwined that they
could not be separated and hence should
all be tried at once, but Judge Lasker
held that the step-by-step approach at
this stage would be efficient, might save
time and would not prejudice any
party's case. Other issues include sweep-
ing counter-claims by BMI against CBS,
NBC and by ASCAP against CBS and
NBC.

New news format at NBC;
Chancellor lone anchor

NBC is scheduled to abandon its 15-
year-old practice of using news anchor
teams on NBC-TV's main evening
newscast, and will switch in August to
a single anchorman, John Chancellor.
NBC spokesmen last week confirmed
this major change but would not pro-
vide other details pending an official
announcement in a few weeks.

David Brinkley, a mainstay of the
team system from the beginning, is
slated to break precedent for NBC-TV
by offering regular, personal com-
mentary. He also will undertake special
feature assignments. The 7-7:30 p.m.
news program has been conducted as a
team effort since 1956, following the
success scored by Chet Huntley and
Mr. Brinkley at the national political
conventions that year. The Huntley-
Brinkley team continued on the air
until last summer, when Mr. Huntley
retired to his home state of Montana.
Since then the evening news has fea-
tured a combination of Mr. Brinkley
in Washington, Frank McGee in New
York and Mr. Chancellor alternating
between the two cities.

Though NBC would not give a rea-
son for the change, sources close to the
company said that research has indi-
cated the audience prefers a newscaster
with whom it can identify on a regular
basis. They also cited the competitive
ratings battle with CBS-TV's evening
newscast featuring Walter Cronkite.
Nielsen figures indicate that the CBS-
TV early-evening news program has
outdrawn both NBC-TV and ABC-TV
this year. From December 1970 through
June 1971, according to Nielsen data,
the CBS-TV news period averaged a
16.5 rating (32% share), as against a
14.8 (29% share) for NBC-TV and an
8.5 (18% share) for ABC-TV.

Another factor mentioned was Mr.
Brinkley's desire to be free from the
rigors of preparing and participating in
a daily TV newscast. NBC an-
nounced recently that Mr. McGee
would become host in October of the
early-morning Today Show. He is re-
placing Hugh Downs, who is leaving
to lecture and to write.

Changing Formats

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

* KOIL(AM) Grand Junction, Colo.—
Mesa Broadcasting Co. has altered sta-
tion's format from up-tempo middle-of-
the-road to modern country and west-
ern. KOIL has also expanded its broad-
cast day to 24 hours. Station operates
on 1340 kHz with 250 w.

* WNDU-FM South Bend, Ind.—MIchi-
gan Telecasting Corp. has modified its
middle-of-the-road programing to "Hit
Parade '71," effective July 16. Station
operates on 92.9 mhz with 20 kw and
an antenna 490 feet above average ter-
rain.

* WIBW(AM) Topeka, Kan.—Stauffer
Publications altered station's talk, infor-
mation and music format to modified
all-news, effective July 5. Station broad-
casts on 580 kHz with 5 kw day and
directional antenna night.

* WLBJ(AM) Bowling Green, Ky.—
Bowling Green Broadcasters has
changed station's format to predomin-
antly rock and middle of the road to
full-time country, effective May 1. The
modification has affected WLBJ-FM
which until that time had broadcast easy
listening music. It now duplicates AM
programming 13 hours daily, with gospel music occupying the remainder of its day. WLBK operates on 1410 kHz with 5 kW day and 1 kW night and a directional antenna during night-time hours. WLBK-FM operates on 96.7 mHz with 3 kW and an antenna 195 feet above average terrain.

* WJIM(AM) Lansing, Mich.—Gross Teletcasting Inc. has changed station’s format from pop standard and middle of the road to a top-40 schedule, effective June 14. Station operates on 1240 kHz with 1 kW day and 250 w night.

* WADE(AM) Wadesboro, N.C.—Caro-

linas Advertising Inc. has altered station’s format from a blend of middle of the road, country and western and top-40 to five days country-and-western programing and top-40 on the weekend. Change went into effect May 3. WADE operates on 1210 kHz with 1 kW day.

* KAKC-FM Tulsa, Okla.—KAKC of Tulsa Inc., has changed station’s format from classical music during the evening hours to contemporary music programing, effective July 3. KAKC-FM operates on 92.9 mHz with 97 kW and an antenna 680 feet above average terrain.

* WWOD(AM) Lynchburg, Va.—Cy N. Bahakei, licensee, anounces station has modified its format from predominantly contemporary rock music with country and western and middle of the road to an entirely country-and-western format. Station operates on 1390 kHz with 5 kW day, 1 kW night.

'Mike Douglas' lives on

Group W's nationally syndicated Mike Douglas Show was assured at least two more years on the air, when a new contract was signed last week with the show's host, Mike Douglas. The 90-minute talk and entertainment series has been telecast since December 1961. Westinghouse also has announced that it will develop, in association with Mr. Douglas, other television programs including a prime-time half-hour program for the 1972-73 season.

Record selection probed

BF/Communications Services, Glen Head, N.Y., has released a special report on the current record-selection practices of radio stations in the top-100 markets.

Based on returns from 558 AM and FM stations, BF/Communications, which publishes Radio Programming Profile, said that six out of 10 AM stations reported they use all or mostly all singles as opposed to LP cuts, while 75% of the FM stations program all or mostly all LP cuts. Half of the AM station respondents said they broadcast from six to 15 new record selections in an average week, while many FM outlets indicated a generally higher number of new records every week.

The report contains a listing of the 558 station respondents and their individual replies and provides information on record selection by format types.

Program notes:

New children's TV rep * Schnur Appel Television Corp., Short Hills, N.J., has appointed Alan Enterprises Inc., Pacific Palisades, Calif., as exclusive sales representative for its children's TV programs in most major TV markets in U.S. Sales for the programs, which include Felix the Cat, Speed Racer, The Mighty Hercules, Gigantor and Mack and Myer for Hire, will be under the direct supervision of Alan L. Gleitsman, president of the rep firm.

First Tuesday, fourth Friday * The new name of NBC News's monthly two-hour television magazine program is Chrono-

dog, effective Oct. 2. It will be carried on the fourth Friday of each month in the 8:30-10:30 p.m. period, pre-empting NBC World Premiere Movie. The show continues under its present title, First Tuesday, on Aug. 3 and Sept. 7 (Tues., 9-11 p.m.). NBC News correspondent Garrick Utey is the program anchorman.

Consumer Conscious * Beginning Satur-

day, July 31, NBC Radio will present a 13-part series of five-minute weekly broadcasts dealing with consumerism. The series, Hugh Down’s Report to the Consumer, features authorities on consumer affairs interviewed by the air personality and will be heard on the network's Monitor. Sponsor is National Rural Electric Cooperative Association, through Mauer, Fleisher, Zo & Associates, both Washington.

What's your problem too? * NBC Radio will begin a daily series of Emphasis broadcasts on Aug. 2 titled "Everyday Living," featuring syndicated columnist Ann Landers. The segment will be broadcast Monday through Friday at 10:30 a.m., with Miss Landers giving her well-known advice.

Happy time special * Nightclub entertainers Fred and Mickie Finn have been signed to star in 20th Century-Fox Tele-

vision's new syndicated special, Happy Times Are Here Again!! The show is a follow-up to the Happy Time special which was licensed in over 100 markets last season. The special is a nostalgic salute to America and her heritage. Guests signed for the 60-minute color special include: The New Kingston Trio, Snooky Lanson, Dave Garaway and David Frye. The program will be taped at Cinema/Victronics Studios in
Hollywood for syndication release this fall.

**Tunes on tap** - Service First Studios, Lafayette Hill, Pa., has been formed to develop a series of musical programs suitable for FM radio automation stations. Service First will offer a series of programs featuring the recordings of the 1920's and 1930's and will include artists such as Paul Whiteman, Ruth Etting and Fred Astaire. Programs are available in single recording lengths of five minutes each or in quarter-hour or half-hour lengths. A projected series of programs will feature classical music, show music as well as record and book reviews. Principals of the new firm are Ralph Paul and Robert Campbell. Service First Studios may be contacted at Box 96, Lafayette Hill, Pa. 19444.

**San Francisco — doomed?** - *Time-Life Films has sold the one-hour BBC TV documentary, The City That Waits to Die, to KPIX-TV San Francisco; KLAS-TV Las Vegas; KCRA-TV Sacramento, Calif.; KBTU(TV) Denver; KSD-TV St. Louis; KPRC-TV Houston, and the Tyson, Deitch & Wilson agency, Reno. The program explores the possibility that the city of San Francisco could be destroyed by an earthquake within the next 20 years.**

**Health hints** - The University of Illinois Medical Center is presenting fifty just-completed public service half-hour shows. Designed to inform on topics of health vital to viewer, Consultation utilizes a discussion-documentary format. The free programs, offered year round, are in color.

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**Equipment & Engineering**

**U.S. gets space it wanted**

World conference allocates requested frequencies for broadcast feeds by satellite in Americas

A series of frequency assignments for space-satellite broadcasting services, including special authority for the use of 6,625-7,125 mhz for TV program distribution in the United States, were among the authorizations agreed upon by the six-week World Administrative Radio Conference that ended July 17 in Geneva.

The conference, attended by more than 700 delegates representing 100 countries that are members of the International Telecommunications Union, specified that the 6,625-7,125 mhz band be used for worldwide fixed and mobile satellite service. But at the urging of the U.S. and other western hemisphere delegations (principally Canada and Brazil) the conference agreed that these frequencies could be used for program distribution in the Americas. It was also specified that the ITU call a conference soon to establish details on the use of these frequencies for that purpose.

TV broadcasters were anxious to persuade the conference to permit the use of that band for TV program distribution because, reportedly, it would allow construction of receive-only earth stations at half or a third of the cost for higher frequencies.

Earth-station costs for TV stations, according to a filing earlier this year with the FCC by three Phoenix TV stations, will run about $200,000. The Phoenix application, filed last April, specifies a 32-foot receiving antenna, as well as the use of 3,700-4,200 mhz.

At present the 4,000 and 6,000 mhz bands are assigned for the transoceanic international satellite-communications system that is operated by the Communications Satellite Corp. These frequencies remain assigned for that purpose.

The conference also adopted, at the urging of the U.S., the assignment of 11,700-12,200 mhz for domestic-satellite space communications.

In another move, the conference approved the use of 620-790 mhz for use as a broadcast satellite service, but with the requirement that only frequency modulation be used and limiting the power flux density at reception areas to avoid "flooding" neighboring countries. This band, which encompasses the mid-section of the UHF television spectrum in the U.S., is meant to be used for reception by community-type receivers that would be specially built to accommodate the FM video signal. Both the USSR and India were particularly interested in this assignment.

The conference also agreed with a U.S. recommendation that called for the assignment of 2,500-2,690 mhz for community-type broadcast. These frequencies, now assigned in the U.S. for instructional television fixed service (ITFS), presumably would continue to be used for that purpose in the U.S.

Other assignments: 22,500-23,000 mhz for broadcast satellite service as well as for fixed and mobile use; 41,000-43,000 and 84,000-86,000 mhz broadcast satellite service.

The U.S. failed to get the conference to agree to the use of 88-108 mhz (the present FM broadcast band) for broadcast service.

Some of the assignments, particularly those specified for broadcast service, require agreements with neighboring nations before they can be used. Some also specify power flux densities in order to mitigate against interference.

The new space-telecommunications assignments, which also include allocations for other fixed, mobile, maritime and aeronautical services, become effective Jan. 1, 1973. The treaties, however, must be ratified by the U.S. Senate before they become effective in the U.S.

Chairman of the conference was Gunnar Pedersen of Denmark; co-vice chairman were Robert C. Tyson, U.S.
New warning system for defense
First installation is under construction; broadcast system may become obsolete

After seven years and $7 million spent in research, the Office of Civil Defense is putting up its first low-frequency transmitter aimed at linking all civilian defense offices, warning sirens, and ultimately the public with a central, national warning center.

Part of the prospective future expansion of the Decision Information Distribution System (DIDS) calls for the placing of special receivers in broadcast stations, as well as the inclusion of a special circuit in TV receivers that would trigger the set on receipt of a special transmission. Other uses of DIDS are being studied by both the Office of Telecommunications Policy and the FCC.

Ultimately, the full-scale DIDS, reportedly capable of becoming operative in 30 seconds, could supersede the broadcasting industry’s present volunteers, Emergency Broadcasting System, although OCD officials belittle that concern on the part of broadcasters and others.

Speculation that the ultimate aim of OCD is a system that is designed to “seize” TV and radio transmitters continues. The goal of OCD, according to some broadcast sources who are close to considerations being debated at the OTP, is threefold: (1) establishment of a national warning system for civil-defense units, state and local governments, and control of sirens and notification to broadcast stations; (2) a “seize-key” capability to capture control of TV and radio transmitters, especially at those times that stations are off the air, and (3) a mandatory requirement that all TV receivers include a DIDS circuit, to permit capture of those receivers on signal from OCD.

For radio, the present feeling is that alerting tones from radio stations would have to be used.

So serious is this prospect considered by broadcasters that the executive committee of the National Association of Broadcasters, at its meeting last week in Washington, voted to oppose any move to seize either station transmitters or receivers.

The first contract, announced by Civil Defense Director John E. Davis on July 16, is for a prototype DIDS transmitter at Edgewood Arsenal, Md., to be built by Westinghouse Electric Corp. at a cost of $2.7 million. It calls for the construction of a 50 kw, 179.0 kzhz transmitter and a 700-foot antenna by July 1972, to transmit voice, teletype or triggering tones over a 3 kzhz channel. The contract also calls for the installation of 500 special DIDS radio receivers in eight states—Virginia, West Virginia, Maryland, Delaware, Pennsylvania, New Jersey, New York and Connecticut—with 1,600 additional receivers installed next summer in those and two other states, Rhode Island and Ohio.

The first DIDS station, designed to withstand a modest nuclear hit, is expected to serve 65 million people, not only as a national attack warning system but also to convey warnings of severe storms, hurricanes and other disasters.

The national DIDS is projected to cover the entire nation with 10 transmitters. Two other stations, one in Colorado and the other in Arkansas, are also planned to serve as network control installations.

Estimated cost for the total system is $49 million.

Additional construction, at the rate of two per year, is subject to congressional authorization and appropriations.

Part of the national plan calls for the inclusion in TV sets of a special circuit, estimated to cost about $8.70 at the factory under mass production, that will respond to special alerting tones broadcast from DIDS stations, even when the TV set at home is turned off.

OCD’s telecommunications technical chief, Robert B. Martin, said last week that ultimately it is hoped to devise a triggering unit for radio sets, but at present the cost would be prohibitive for low-priced units. The FCC’s Emergency Communications Division has been testing an alerting system for radio sets for the last year, but after several tests has not yet officially sanctioned a system.

Under existing plans, DIDS receivers could be placed in TV and radio stations to serve as another channel of alerting broadcasters to a nuclear attack.

Potentially, the DIDS network could provide virtually complete coverage for all 48 contiguous states. Special arrangements would have to be made for Alaska and Hawaii.

Ultimately, the system could save from 10 to 17 million additional lives in the event of a nuclear attack, OCD officials say; further expansion and refinement could increase this to as many as 27 million.

One of the significant factors in the system, according to OCD officials, is its ability to transmit warnings to selected groups, either by address or by geographic area.

Presently, OCD uses leased wire lines from AT&T to transmit warnings from its centers to state and local OCD offices. These warnings are also messaged to the Associated Press and United Press International which send them on to their broadcast clients over the regular news-wire circuits.

This is one method of alerting broadcasters who are joined together in the Emergency Broadcasting System. Another alert channel goes from the White House to network bureaus in Washington and thence to affiliates. Independent stations that are members of EBS are required to monitor key network affiliates in their communities. The volunteer EBS serves principally as a vehicle to permit the President to talk to the nation in the event of an attack. After that, EBS can be used by state and local officials. The EBS cannot be called into operation, however, except by direct White House orders.

Early this year, EBS received a black eye when a false emergency-action order was transmitted from the Colorado warning center. The order was disregarded by most broadcasters. The occasion was the transmission of a live, actual emergency notice instead of the
test message that was scheduled for that time. Broadcasters received the message over their news tickers, but because it came exactly when the test was scheduled, most declined to switch to emergency operation until they confirmed the warning, ultimately learning that it was in error.

EBS was revised forthwith to provide the central desks of both news services with authority to check emergency action notification messages with the White House before transmitting them to their station customers.

BIAS adds more TV's, aims at radio

Data Communications Corp., Memphis, has announced that it has seven additional TV stations under contract for its automated communications system and is developing a similar system for radio stations.

The stations to be converted to the system are Hubbard Broadcasting's KSTP-TV Minneapolis-St. Paul and KOBR-TV Albuquerque, N.M.; Cowles Communications' WESH-TV Daytona Beach-Orlando, Fla., KRNT-TV Des Moines, Iowa, and WREC-TV Memphis; WIBR-TV Wilkes-Barre-Scranton, Pa.; WWL-TV New Orleans, and KIRO-TV Seattle. WMC-TV was the first to use BIAS (Broadcasting, Jan. 25).

BIAS uses a teletypewriter at a TV station, linked by telephone lines to a central computer in Memphis. Using DCC's specially designed computer program, a station can instantly retrieve traffic, accounting and sales information stored in the computer.

Nootfleet R. Turner, president of DCC, said the company has been working on a similar system for radio stations since last May, and predicted it would be available by late fall.

Ampex VTR sales brisk

Ampex Corp., Redwood City, Calif., reports the sale of more than 100 of its AVR-1 "third generation" broadcast video-tape recorders since its introduction to the industry in the spring of 1970. Officials said the recorder sells at approximately $15,000.00.

Ampex cited the sales figures as it began on July 16 in New York a series of demonstrations to be held in major cities throughout the U.S. this summer.

Shown was the ability of the machine to yield broadcast quality color from improperly recorded tapes considered unplayable on a conventional tape recorder. Donald V. Kieffman, marketing manager, Ampex Video Products Division, said the automatic-correction feature permits broadcasters and producers to eliminate the need to make good on commercial commitments and production footage.

The demonstration used what Ampex calls "the world's worst video-tape"--a tape especially produced to include all the errors that commonly occur in improperly recorded programs and commercials. Officials said the company had determined that the best way the machine's versatility could be dramatized was to put it on the road and show it to both commercial and agency producers.

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International

CRTC policy statement to meet the people

The Canadian Radio-TV Commission expects to hold public hearings this fall, probably late in September, on its policy statement on cable TV that included among other things a requirement that CATV operators pay TV broadcasters for the programs that are picked up and supplied to cable customers ("At Deadline," July 19).

The CRTC statement did not specify exactly how much would have to be paid to TV broadcasters, but did suggest that the figure be a percentage of gross income related to miles of cable. The exact contribution that would be exacted from CATV owners and the method of payment would be one of the subjects to be considered at the public hearings. It estimated that this payment might amount to $2 million annually.

The CRTC said that if cable TV is permitted to grow as it has, the existence of Canadian TV is in danger.

The agency also suggested that that country's income tax laws be changed to deny business expense deduction for sums spent by Canadian firms on buying advertising on U.S. television stations. Many Canadian firms, it is understood, purchase time on American stations along the border, not only to reach Canadian viewers watching these stations off the air, but also to those on CATV systems. The CRTC said it would recommend such legislation to the Canadian parliament.

Among other recommendations, the CRTC suggested that Canadian local TV stations be given the option of requiring the CATV system to substitute commercials of the local station for those of a "non-Canadian" distant station where both are carrying the same program. This would apply, it was suggested, on both a simultaneous or a delayed basis.

RFE funding measure clears Fulbright unit

The Senate Foreign Relations Committee voted last week to provide Radio Free Europe and Radio Liberty with a year of straight government funding.

The vote, taken last Wednesday (July 21), was on Senator Clifford Case's (R. N.J.) bill authorizing a one-year appropriation of no more than $35 million for the two stations. Hearings were held on the bill (S. 18) last May (Broadcasting, May 31).

The committee rejected the Nixon administration's proposal to create a public-private corporation to finance RFE and Radio Liberty.

Both plans were aimed at removing the Central Intelligence Agency's sponsorship of the stations. Although RFE and Radio Liberty receive funds from private sources, several hundred million dollars of CIA money has gone into their operation over the past 20 years, according to Senator Case.

Committee Chairman J. William Fulbright (D. Ark.) said that approval of the case measure will allow time for studies of the stations' operations. The Senator has requested such information
on their operations from the General Accounting Office and the Library of Congress.

The stations are the principal outlets for U.S. propaganda. RFE beams programming to Eastern European countries except Yugoslavia; Radio Liberty broadcast only to the Soviet Union. Both have transmitters in Munich, West Germany.

Promotion

The Reverend Billy Graham is shown displaying a congratulatory letter from President Nixon on receiving the "Salute to America" award from WSB-TV Atlanta. The presentation was made prior to the station's 11th annual "Salute to America" parade, witnessed by approximately 400,000 people. Past winners of the award have been Bob Hope, Raymond Burr, John Wayne and Vietnam veteran Captain Johnny Thomas. With Rev. Graham in the above picture are (l to r): J. Leonard Reinsch, president of Cox Broadcasting, parent of WSB-TV; Jimmy Carter, governor of Georgia and Senators David Gambrell (D-Ga.) and Herman Talmadge (D-Ga.).

Promotion tips:

Elephant tale * KNZU(AM) Houston listeners went ape last month to raise money for a new baby elephant for its local zoo. Charlie Brown, KNZU air personality, was "captured" by Houston Zoo personnel and held in "captivity" until the $4,000 elephant ransom was raised. The project took three days, but its results weren't peanuts.

Pooling resources * WKZO-AM-FM Kalamazoo, Mich., is making it possible for local citizens to enjoy a portable swimming pool this summer. To supplement the city's recreational facilities, the stations donated the 30 foot long, eight foot wide unit, along with a companion cabana trailer. The WKZO Swimobile will tour the city bringing its benefits to those who would not otherwise be able to reach a permanent pool location.

Presentation of the unit was made by Carl E. Lee, executive VP and general manager of Fetzer Broadcasting, stations' licensee.

In memoriam * A scholarship fund has been established in the memory of Samuel Mort Rosenman, senior program manager of Kaiser Broadcasting Corp., and program manager of WKBS-TV Burlington, N.J.-Philadelphia who died June 3. The S. M. Rosenman Memorial Fund will provide an annual scholarship to a needy and deserving student in the Anneberg School of Communications of the University of Pennsylvania Wharton School of Business. Contributions should be made to the University of Pennsylvania, The S. M. Rosenman Fund in care of WKBS-TV, 3201 South 26th Street, Philadelphia 19145.

Call Gates for the most complete line of radio broadcast equipment . . . available from three separate centers.

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N.Y., N.Y. 10016
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MARRIS
GATES
A DIVISION OF HARRIS-INTERTYPE

BROADCASTING, July 26, 1971
“I can’t think of a better time to come on big and bold”

The two men principally responsible for generating profitable advertising volume for KIOA, discuss the realities of sales communication in today’s volatile market; pinpoint the unique contribution of KIOA’s Standard Rate ads to a successful sales effort; discuss ways to make these ads still more interesting to SRDS users, correspondingly more productive.

Boyle: “There are so many reasons for being well-represented in Standard Rate; it amazes me that more major radio stations don’t use it or, if they do, don’t use it in more dramatic fashion.

“I wonder if these stations understand how ads in Standard Rate can help them with today’s selling problems. There’s less time to sell or pre-sell. With the turnover of agency personnel at higher levels you’re working with buyers who do not have the experience. Not that they’re any less intelligent than the people who were there before, but they just haven’t been at it long enough. They certainly need more definitive information on a radio station than some of the people they replaced did. One of the sure ways I know of to accomplish this is by putting definitive information in Standard Rate.”

Jacobson: “When we faced up to the realities of the recessionary period, I found it very easy to increase our space in Standard Rate to the full page Tell-All, rather than cut back. I don’t think I made a mistake. Things have picked up considerably for us since early Spring. At a time when everyone else in our market was dropping out of Standard Rate I felt it was a good time to beef up what we were doing.”

Boyle: “I can’t think of a better time to come on big and bold. The impression, when anyone looks at Des Moines in Standard Rate, should be that you own the market.”

Jacobson: “The only question is, are we giving buyers everything we could to build the best possible impression?”
Boyle: "I believe there is one more thing you could do. Most of the information you have in your ad is the kind a buyer can use. He buys day parts and he buys demographics. But I'd like to see a qualitative factor go into these ads; a description of the programming that produces your boxcar numbers and your demographics in the key day parts—the reasons that generate these desirable numbers. You know what these reasons are. Buyers would find it useful to know."

Jacobson: "This is good. We're not discussing whether or not Standard Rate is the place to advertise. Nobody has to sell us on that. What we're trying to do is to learn how to harness the full potential power of being in Standard Rate; how to use it more effectively."

Boyle: "Standard Rate is the book of record. As such it is used whenever and wherever there's buying going on."

Jacobson: "In our budget for sales promotion, SRDS has to take the highest priority. The basic reason is very simple. The people who buy use Standard Rate. We have something to say to them. So it makes sense to say it in Standard Rate."

Boyle: "Yes, and you want to be there with something that will have a desired effect. As I see it, an ad in Standard Rate can do one of three things. It can provoke interest and curiosity. It can provide supporting data to confirm a judgment of your station. Or it can turn the man off."

Jacobson: "What we have in Standard Rate can't be too far off the track because we actually got calls from people who have acted to buy us because of what they found in our Service-Ads. "Of course, I don't judge the really big value of our ads in Standard Rate by these occasional direct-result orders. The people your men call on use Standard Rate and we have things to say to them that they'd like to know about. Having it there for them, every time they look at Des Moines, has got to pay off in the long run."

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In 

you are there
selling by helping people buy

5201 Old Orchard Road, Skokie, Illinois 60076
Broadcast stocks on the move

Wall Street analysts see continued gains after dramatic recovery in first half of '71

Broadcast stocks performed like blue chips in the first half of 1971 and for the second half are given a good chance of maintaining that growth if not the growth rate that produced it.

An analysis of the 15 TV-radio broadcasting issues in Broadcasting’s stock index shows that, as a group, their prices advanced 28%, net, in the first six months, as against an 8.9% rise in the Standard & Poor industrial average over the same period. Sixteen TV-radio manufacturing issues in the index rose 21% while 18 cable-TV issues managed an 11.7% advance despite the uncertainties that still hung over the CATV regulatory outlook.

A study of 1,305 (virtually all) common stocks traded on the New York Stock Exchange shows, meanwhile, that broadcasting issues listed on the big board fared even better than broadcasting stocks generally.

This study, by the brokerage firm of Hornblower & Weeks-Hemphill, Noyes, put the first-half rise in prices of Big Board broadcasting issues at 50.4%, largest of 58 industries covered in the study. The radio-TV manufacturing group took second place with a 43.7% rise. The average gain in the over-all study was put at 11.57%.

Wall Street analysts tend to credit the strong first-half showing of broadcasting issues primarily to two factors.

First: As a group, their prices were heavily depressed to begin with, burdened by the industry’s loss of cigarette advertising, its growing regulatory problems and continuing criticism from governing officials and others, all on top of an already distressed general economy.

Second: The sharp upturn in network-TV sales in March brought a prompt response on Wall Street, creating for broadcasting issues a rally that one analyst called “a bull market of their own, before there was a bull market.”

Some specialists contend that upsurge in broadcasting stock prices late in the first quarter and early in the second was responsible for most if not all of their strong showing for the full six-month period. A number of issues did tail off between then and the end of the quarter; others moved only slightly and some that continued to advance, such as ABC, Capital Cities and CBS, did so at a reduced pace.

For the six months (Broadcasting’s index’s closing prices as of June 29 versus Jan. 7), the biggest gainer in percentage terms was ASI Communications, whose rise from 2½ to 3½ put it 82% ahead.

In higher-priced issues, other above-average increases were recorded by ABC, up 69.5%; Taft Broadcasting, 63%; Starr Broadcasting, 52.8%; Capital Cities, 47.8%; CBS, 42.7%; Metromedia, 41.6% and Cox Broadcasting 37.6%. Declines were registered by Mooney, Rahall Communications, Reeves Telecom and Scripps-Howard Broadcasting.

Having out-performed the general market in the first half, the broadcasting group is currently expected to depend primarily on trends in the over-all economy and in the market generally for its movement in the second. The issues, as one specialist put it, “could go down 5-10% but they would still be ahead of the market, and they also could go up.” Either way, he felt that at the end of 1971 “they should still be one of the years’ best performers—unless something catastrophic happens.”

Strong year for Viacom—despite it all

Viacom International Inc., which following months of litigation, finally became an independent entity on June 4, reported record income and revenues during fiscal 1971 in the businesses now under its corporate wing.

Viacom, which administers the program-syndication and CATV businesses formerly controlled by CBS, but spun off in accordance with an FCC directive, experienced a 41% increase in pro-forma net income and per-share earnings. The fiscal year’s returns were compiled by the company on a pro-forma basis to reflect performance that would have been achieved had Viacom been operating as a separate company.

Of the $19,779,000 in revenues reported in fiscal 1971, $12,075,000 was attributed to the program distribution business and $7,704,000 to the CATV operations.

The company also announced its annual meeting, to take place on Aug. 19 in New York. And in an accompanying proxy statement, Viacom disclosed the salaries to be paid to its three major officers during the current fiscal year. Ralph M. Baruch, president and chief executive officer, will receive $70,000 in regular salaries and $29,727 under a pension plan. Richard A. Forstling, board chairman, will be paid $55,000 in salary and $23,450 in pension funds, and James M. Leahy, vice president, finance and administration, will receive $45,000 in salary and $17,663 from the pension plan.

For the fiscal year ended June 2:

1971 1970
Earned per share $0.48 $0.34
Revenues 19,779,000 16,900,000
Net income 1,803,000 1,275,000
Note: All figures are pro forma.

Another drop for Filmways

Filmways Inc., New York, reported a continued loss in earnings and a decline in revenues for the nine months ended May 31. Included in the losses are extraordinary charges of $367,000 for 1971 and $1.9 million for 1970, relating to dispossession of various operating divisions.

Income losses were attributed primarily to reserves for the termination of United Bindery Inc., Jersey City, N.J., a book-binding subsidiary.

For the nine months ended May 31:

1971 1970
Earned per share $0.79 $1.37
Revenues 47,714,000 68,831,000
Net income (1,829,000) (1,834,000)

Sound 1971 start for Taft

Taft Broadcasting’s first fiscal quarter showed a 14% increase in net earnings and an increase in revenues—$12,405,862 to $12,675,624—for the comparable period in 1970. Good performances were noted by Taft for Cinemobile Systems and Rhodes Productions, syndication and distribution divisions, and for operations of its broadcasting division. At the firm’s annual meeting, a quarterly dividend of 15 cents per share payable to stockholders of record August 16, was declared.

For the three months ended June 30:

1971 1970
Earned per share* $0.57 $0.34
Revenues 12,675,624 12,405,862
Net income 1,240,349 1,877,782
* Based on the weighted number of shares outstanding for each period.
Trading in May by the insiders

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

- Allied Artists—H. M. Pearlman sold 500 stock warrants, leaving him 1,500.
- Ampex Inc.—B. Merrill sold 12,000 shares, leaving him with 669,633 personally and 40,735 in trusts.
- Avco Corp.—K. R. Wilson Jr., in order to meet income-tax payment, sold 1,000 shares of cumulative convertible preferred stock, leaving him with 8,500 shares of such stock.
- Bartell Media Corp.—R. S. Evans, officer and director, liquidated his present common-stock holdings by selling 200 shares.
- Burnup & Sims—C. W. Cox, through Walscot & Co. trading account, bought and sold, respectively, 12,492 and 12,475 shares (during February), and 3,423 and 6,298 (during March), leaving him 875 shares short by end of May.
- Capital Cities Broadcasting Corp.—W. O. Dwyer sold 100 shares on Feb. 8 (late report), leaving him none.
- Chris-Craft Industries Inc.—V. Oristanio sold total of $200,000 worth of 6% convertible debentures, leaving him none of this stock.
- Citizens Financial Corp.—D. S. Clarke bought 100 shares, giving him 200.
- CBS—W. S. Paley, through trusts, sold 2,957 shares, leaving him 20,662 shares in trust, 1,660-995 personally, 93,702 in partnership and 71,641 held by wife.
- Columbia Pictures Industries—J. R. Mitchell bought 866 shares, giving him 14,534; B. Karp sold 2,100 shares, leaving him with 302 shares personally, 674 in retirement fund and one share held by wife, C. J. Lappin sold $32,000 worth of 44% debentures and $50,000 worth of 5% debentures, leaving him with no holdings of either type of stock.
- Combined Communications Corp.—B. A. L. Bogan Jr. bought 100 shares, giving him 100.
- Communications Properties Inc.—R. W. Hughes bought $5,000 worth of convertible subordinate debentures, giving him $28,000 worth of such stock.
- Conrac Corp.—D. R. Putnam sold total of 300 shares, leaving him 33,291.
- Cowles Communications Inc.—C. C. Sible sold total of 1,500 shares, giving him 1,563.
- Cox Broadcasting Corp.—S. G. Mouse sold 300 shares, leaving him 12,300; J. L. Reinsch, pursuant to SEC registration, sold 120,000, leaving him 112,000.
- Cox Cable Communications—J. L. Reynolds bought 100 shares, giving him 600.
- Doyle Dane Bernbach—H. H. Becker and wife each sold 200 shares, leaving them none (class A); W. Taubin sold 1,000 (class A), leaving him 9,488 personally and 40 through daughter.
- Entron Inc.—J. Ross sold 1,000 shares, leaving him 50,976.
- Foote, Cone & Belding—Wife of A. W. Schultz sold 1,187 shares, leaving her with 4,250. Mr. Schultz holds 20,651.
- Fuqua Industries—R. H. Brethen bought 200, leaving him 1,240 personally and 900 through wife. J. B. Fuqua sold 120,000 shares, leaving him 288,025 personally and 4,879 in trust. J. A. Geese bought 100 shares, giving him 3,607 personally, 266 jointly with wife and 270 through wife as custodian. H. M. Nowlan Jr. bought 500, giving him 1,010 (purchased as restricted stock). N. Strawbridge sold 4,600, leaving him 66,215.
- General Electric—D. E. Craig bought 3,192 shares, leaving him 3,212 personally and 11 through wife. J. B. Davis bought 648, giving him 648. B. M. Estes sold 110, leaving him 300 personally and 121 through wife. F. H. Hoit bought 335, giving him 1,357 personally and 94 through savings plan. Wife of G. W. Humphrey bought 900, giving her 4,000; Mr. Humphrey owns 200 personally and 804 through trust. H. B. Miller sold 818, leaving him five shares personally and 3,400 in trusts. J. R. Mudge sold 715, leaving him 341. L. E. Pankin sold 439, leaving him 1,971 personally and 135 in savings plan. D. D. Scharff bought 2,356, giving him 4,430 personally, 61 in savings trust and 146 through wife. H. L. Stehle, through incentive corporation plan, bought 189 shares, giving him 1,517 shares acquired through this plan, 610 personally and 79 in savings plan. P. C. Van Dyck sold 400, leaving him 168 personally, 102 in joint tenancy and 121 in savings plan. E. Woll bought 508, giving him 2,779.
- Kansas State Network—L. C. Waller bought 200 shares, giving him 26,674 personally and 200 as custodian.
- Kinney Services Inc.—S. Berger sold 2,000, leaving him 40,143. A. Golden sold 400, leaving him 4,324. Wife of S. L. Lewis sold 2,500, leaving her none; Mr. Lewis owns 7,500 shares. J. S. Liebowitz, as co-trustee, sold 39,000, leaving co-trusteeship 576 shares; Mr. Liebowitz owns 82,622 personally; M. Rosenthal sold total of 3,000, leaving him 163,404 personally; he also sold 590 through trusts, leaving trusts with 79,155; his family owns 14,320. Wife of S. J. Ross sold 1,000, leaving her 28,600; Mr. Ross owns 83,000 per-
The Broadcasting stock index

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

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing July 21</th>
<th>Closing July 14</th>
<th>Net change in week</th>
<th>1971 High</th>
<th>1971 Low</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>45%</td>
<td>44%</td>
<td>+1</td>
<td>48</td>
<td>25</td>
<td>7,089</td>
<td>$317,233</td>
</tr>
<tr>
<td>ASI Communications</td>
<td>ASIC</td>
<td>O</td>
<td>3%</td>
<td>3%</td>
<td>-14</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CCB</td>
<td>N</td>
<td>43%</td>
<td>43%</td>
<td>-3</td>
<td>43%</td>
<td>6,256</td>
<td>300,887</td>
</tr>
<tr>
<td>CBS</td>
<td>N</td>
<td>48%</td>
<td>45%</td>
<td>+3</td>
<td>49%</td>
<td>30%</td>
<td>27,065</td>
<td>1,228,892</td>
</tr>
<tr>
<td>Cox</td>
<td>N</td>
<td>29%</td>
<td>29%</td>
<td>+1</td>
<td>31%</td>
<td>17%</td>
<td>5,002</td>
<td>171,855</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>GDG</td>
<td>A</td>
<td>13%</td>
<td>12%</td>
<td>+1</td>
<td>13%</td>
<td>800</td>
<td>10,000</td>
</tr>
<tr>
<td>LIN</td>
<td>N</td>
<td>15%</td>
<td>13%</td>
<td>+1</td>
<td>15%</td>
<td>6%</td>
<td>2,294</td>
<td>32,890</td>
</tr>
<tr>
<td>Mergersmedia</td>
<td>MEL</td>
<td>N</td>
<td>29%</td>
<td>14%</td>
<td>+16</td>
<td>30%</td>
<td>6,756</td>
<td>166,924</td>
</tr>
<tr>
<td>Mooney</td>
<td>N</td>
<td>7%</td>
<td>6%</td>
<td>+1</td>
<td>6%</td>
<td>4</td>
<td>250</td>
<td>1,500</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>PSOU</td>
<td>N</td>
<td>14%</td>
<td>15%</td>
<td>-1/2</td>
<td>17%</td>
<td>1,657</td>
<td>24,555</td>
</tr>
<tr>
<td>Radiocomunications</td>
<td>RAHL</td>
<td>O</td>
<td>10</td>
<td>11</td>
<td>+1</td>
<td>23%</td>
<td>1,037</td>
<td>11,407</td>
</tr>
<tr>
<td>Reeves Telecom</td>
<td>RBT</td>
<td>A</td>
<td>2%</td>
<td>2%</td>
<td>-1/2</td>
<td>3%</td>
<td>2,292</td>
<td>5,157</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>SCRPR</td>
<td>O</td>
<td>23%</td>
<td>23%</td>
<td>+1/2</td>
<td>25</td>
<td>2,589</td>
<td>60,642</td>
</tr>
<tr>
<td>Soleding</td>
<td>SDB</td>
<td>N</td>
<td>28%</td>
<td>28%</td>
<td>+1/2</td>
<td>34%</td>
<td>967</td>
<td>28,564</td>
</tr>
<tr>
<td>Starr</td>
<td>BFB</td>
<td>M</td>
<td>19%</td>
<td>17%</td>
<td>+1/2</td>
<td>17%</td>
<td>496</td>
<td>8,804</td>
</tr>
<tr>
<td>Teft</td>
<td>N</td>
<td>43</td>
<td>40%</td>
<td>+3</td>
<td>44%</td>
<td>23%</td>
<td>3,707</td>
<td>149,652</td>
</tr>
</tbody>
</table>

Total 69,887 $2,826,224

The Broadcasting with other major interests

- A voco
- Barlett Media
- Boston Herald-Traveler
- Chris-Graf
- Combined Communications
- Cowles Communications
- Faux
- Gannett
- General Tire
- Gray Communications
- ISC Industries
- Lamb Communications
- Lee Enterprises
- Liberty Corp.
- McGraw-Hill
- Multimedia Inc.
- Oyster Co
- Post Gaming
- Ridder Publications
- Rollins
- Rust Craft
- Scharling-Plough
- Smoker
- Time Inc.
- Trans-National Communications
- Turner Communications
- Wometco

The CATV

- American Electronic Laba
- American TV & Communications
- Burnup & Sims
- Cablecom-General
- Cable Information Systems
- Citizens Financial Corp.
- Columbia Cable
- Communications Properties
- Cox Cable Communications
- Cypress Communications
- Eastern Communications
- General Instrument Corp.
- Sterling Communications
- Telecommunications
- Telecommerca
- Television Communications
- VideoCom
- Viakas

leaving him 5,429. He also liquidated shares held in trusts by selling 9,090.

- Official Industries—L. C. Lerner, through Lerner & Co, trading account, bought total of 8,432 shares and sold 2,700, leaving him with 11,880 in account. 648,695 personally, 915,000 in corporation, and 2,000 through wife. Mr. Lerner, through trading account also bought 18 and sold 979 shares of 415% class A preferred stock, leaving him with 18 such shares in account, 40,633 personally and 64,895 through corporations. He also bought 39,100 shares of 415% convertible class C preferred stock through trading account, giving him 39,100 in account and 26,900 personally.

- Ogilvy & Mather International—M. J. Ball bought 1,000 shares, giving him 392,1. Elliot Jr. bought 5,000, giving him 23,075.

- Outlet Co.—M. J. Berks bought total of

52 FOCUS ON FINANCE

BROADCASTING, July 26, 1971
1,700 shares, giving him total of 37,000.

- Post Corp.—J. V. Loewi, through Loewi & Co.
- RCA—E. B. Gorin sold 3,096, leaving him 5,000. His wife owns 204.
- Rahall Communications Corp.—N. J. Rahall, through trusts, purchased 100 shares and subsequently sold 200, giving him balance of 240,000, none personally.
- Reeves Telecom Corp.—E. L. Glockner sold total of 2,100 shares, leaving balance of 77,702.
- Republic Corp.—C. F. Bourland sold 2,000 shares, leaving him 11,000.
- Rollins Inc.—R. R. Rollins sold 6,300, leaving him 140,755 personally, 87,744 through family, 61,600 as co-trustee and 4,000 in estate. J. W. Rollins sold 22,000, leaving him 700,920 personally and 9,544 through family.
- Rust Craft Greeting Cards Inc.—J. J. Laux sold 7,300 shares, leaving him 27,709. H. S. Mont-”

**Programming**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing July 2</th>
<th>Closing July 14</th>
<th>Net change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPS</td>
<td>N</td>
<td>10%</td>
<td>10%</td>
<td>—</td>
<td>17%</td>
<td>10%</td>
<td>6,342</td>
<td>$59,001</td>
</tr>
<tr>
<td>DIS</td>
<td>N</td>
<td>106½</td>
<td>112%</td>
<td>—</td>
<td>77%</td>
<td>77%</td>
<td>12,503</td>
<td>$12,426,116</td>
</tr>
<tr>
<td>PLY</td>
<td>A</td>
<td>1%</td>
<td>1%</td>
<td>—</td>
<td>1%</td>
<td>1%</td>
<td>1,754</td>
<td>11,840</td>
</tr>
<tr>
<td>Four Star International</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GRW</td>
<td>N</td>
<td>27½%</td>
<td>27½%</td>
<td>—</td>
<td>3%</td>
<td>3%</td>
<td>11%</td>
<td>6,586</td>
</tr>
<tr>
<td>KNS</td>
<td>N</td>
<td>33½%</td>
<td>34½%</td>
<td>+</td>
<td>19%</td>
<td>19%</td>
<td>14,964</td>
<td>411,070</td>
</tr>
<tr>
<td>MCA</td>
<td>N</td>
<td>23½%</td>
<td>23½%</td>
<td>—</td>
<td>3%</td>
<td>3%</td>
<td>11,200</td>
<td>368,973</td>
</tr>
<tr>
<td>MGM</td>
<td>N</td>
<td>20½%</td>
<td>20½%</td>
<td>—</td>
<td>15%</td>
<td>15%</td>
<td>5,686</td>
<td>125,155</td>
</tr>
<tr>
<td>MUSC</td>
<td>N</td>
<td>2%</td>
<td>2%</td>
<td>—</td>
<td>3%</td>
<td>3%</td>
<td>569</td>
<td>1,696</td>
</tr>
<tr>
<td>NGC</td>
<td>N</td>
<td>20%</td>
<td>20%</td>
<td>+</td>
<td>15%</td>
<td>15%</td>
<td>4,977</td>
<td>126,266</td>
</tr>
<tr>
<td>TA</td>
<td>N</td>
<td>17½%</td>
<td>17½%</td>
<td>—</td>
<td>19%</td>
<td>19%</td>
<td>63,841</td>
<td>1,101,257</td>
</tr>
<tr>
<td>TF</td>
<td>N</td>
<td>11½%</td>
<td>11½%</td>
<td>—</td>
<td>15%</td>
<td>15%</td>
<td>5,662</td>
<td>92,024</td>
</tr>
<tr>
<td>WCO</td>
<td>A</td>
<td>7½%</td>
<td>7½%</td>
<td>+</td>
<td>8%</td>
<td>8%</td>
<td>2,164</td>
<td>16,490</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>145,810</td>
<td>$3,876,845</td>
</tr>
</tbody>
</table>

**Service**

<table>
<thead>
<tr>
<th>Company</th>
<th>President</th>
<th>Shares owned</th>
<th>Approx. (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Blair</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ConSat</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Creative Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doyle Dane Bernbach</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elkins Institute</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FCB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grey Advertising</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marvin Josephson Assoc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Laffer, McCaffrey &amp; McCall</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Resources &amp; Applications</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Movieland</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MPG VideoTelcos</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nielsen</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ogilvy &amp; Mather</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PKL Co.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>J. Walter Thompson</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Translantic International</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wells, Rich, Greene</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>38,581</td>
</tr>
</tbody>
</table>

**Manufacturing**

<table>
<thead>
<tr>
<th>Company</th>
<th>President</th>
<th>Shares outstanding</th>
<th>Capitalization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admiral</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amax</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CCAE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collins Radio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Computer Equipment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Concox</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Electric</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harris-Intertype</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magnox</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MMM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Motorola</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RCA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reeves Industries</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telenimation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Westinghouse</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zenith</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grand total</td>
<td></td>
<td>887,030</td>
<td>$41,530,281</td>
</tr>
</tbody>
</table>

**Standard & Poor Industrial Average**

<table>
<thead>
<tr>
<th>Average</th>
<th>109.39</th>
<th>109.30</th>
<th>0.09</th>
</tr>
</thead>
</table>

Shares outstanding and capitalization as of July 14.

Degaussers

- **Bulk Tape** - **Tape Head**

**BULK TAPE ERASERS|** Assure clean, rustless tape - on cartridges, reels or cassettes. Our new Model 300C is a heavy-duty table-top unit with spindle that even erases 10%/dia. 1" wide tape reels (and everything smaller), video tape, etc. $44.95. Model 200C is hand-held, push-button operated eraser, $22.60. Similar Model 220C for 230 VAC/50 Hz use is $24.60.

**HEAD DEMAGNETIZER** is indispensable for proper tape head maintenance, maximum frequency response, low tape noise. Pole piece will not damage head. Only $8.00.

Order direct of write for details.

**BROADCAST ELECTRONICS, INC.**

A Plimway Company

8810 Brookville Rd., Silver Spring, Md. 20910

---

**Teletypewriter set for offering**

Multiple-CATV owner Teletypewriter Corp. has filed a registration statement with the Securities and Exchange Commission for outstanding common stock to be offered for sale at a time to be set by the respective stockholders. Of the 310,939 shares covered in the registration, 83,000 may be sold by Jack Kent Cooke, who currently owns 463,964 shares. The company said that much of the stock to be sold relates to acquisitions made by Teletypewriter in the past. The SEC estimated the maximum selling price per share at $77.25. The actual figure will come at sale time.

**Credit information for CATV**

Credit executives representing 12 manufacturers and suppliers of cable television systems have established the National CATV Credit Group. Paul D. Askos of Ameeco Inc., president of the new group, explained its purpose in a statement: "Due to the tremendous growth and future of CATV, it was felt that a credit association was needed to facilitate the fair and timely exchange of reliable credit information." Officers of the group are Mr. Askos, president; Sol Hirschkorn, Vikoa Inc., vice-president; Chester Jandzio, AEL Communications Corp., secretary-treasurer.

**UA parent firm income up**

Transamérica Corp. last week reported a 26% increase in first half operating earnings over the previous year. Operating earnings for the six months ended June 30 amounted to $29,107,000, or 45 cents per share, compared with the same 1970 period. Second quarter operating results advanced to $15,766,000 or 24 cents per share, from the $11,998,000, or 19 cents a share recorded in the second quarter of 1970, and the $13,341,000, or 21 cents a share for the first three months of 1971.

Capital gains, principally from security portfolios of Transamerica's insurance companies, totaled $3,178,000, or five cents per share, substantially less than the $10,798,000, or 17 cents a share realized in the first six months of 1970. Consolidated net income, therefore, for the first six months totaled $32,285,000, or 50 cents per share. These results compare with $33,906,000, or 53 cents a share for the corresponding 1970 period.

The business of United Artists, Transamerica's major leisure time operation, continued to show profit improvement during the second quarter.

**Financial notes:**

- Ogilvy & Mather International Inc., New York, declared a regular quarterly dividend of 20 cents per share, payable Aug. 31 to shareholders of record Aug. 9.

- Wells, Rich, Greene Inc., New York, reported that its common stock will be listed on the New York Stock Exchange beginning Aug. 17. The stock is currently listed on the American Stock Exchange. Stock closed last Wednesday (July 21) at $20.

- ABC has filed with the Securities and Exchange Commission for registration of 300,000 outstanding common shares to be included in a secondary public offering. The stock, which may be offered during the time to time by the Edward John Noble Foundation, will be sold at a price coinciding with market trends at the time of offering. The SEC estimated the stock's current value to be $46 per share. Shearson Hammill & Co. and Merrill, Lynch, Pierce, Fenner & Smith Inc. will underwrite.

---

**Company reports:**

- **Gross Telecasting Inc., Lansing.** Mich.-based group broadcaster, reported a 9% increase in revenue and a 19% increase in net income for the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>$2,457,808</td>
<td>$494,843</td>
</tr>
<tr>
<td>1970</td>
<td>$2,281,852</td>
<td>$415,967</td>
</tr>
</tbody>
</table>

- **CineCorporation, Cincinnati.** Group station owner, reported a rise in revenues and net earnings for the first quarter, ended June 30. Increases were attributed to improved conditions in the broadcast division and strong performances by the company's Cinevision Systems and Rhodes Productions subsidiaries.

  For the three months ended June 30: 1971 1970
  
<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per Share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>$0.51</td>
<td>$12,675,824</td>
<td>$1,404,867</td>
</tr>
<tr>
<td>1970</td>
<td>$0.40</td>
<td>$12,000,552</td>
<td>$1,071,882</td>
</tr>
</tbody>
</table>

- **Gannett Co., Rochester, N.Y.-based group station owner, reported a 33% rise in net income and a 10.7% increase in revenues for the six months ended June 27:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per Share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>$0.91</td>
<td>$8,730,415</td>
<td>$630,012</td>
</tr>
<tr>
<td>1970</td>
<td>$0.79</td>
<td>$8,500,510</td>
<td>$548,571</td>
</tr>
</tbody>
</table>

- **Cincinnati-based group station owner, reported a dip in revenues and net income for the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per Share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>$0.91</td>
<td>$11,000,552</td>
<td>$650,012</td>
</tr>
<tr>
<td>1970</td>
<td>$0.91</td>
<td>$11,000,552</td>
<td>$650,012</td>
</tr>
</tbody>
</table>
Broadcast advertising

Thomas F. Leahy, director of daytime sales since June 1969, for CBS-TV New York, appointed to newly created position of VP-sales, CBS-TV stations division. Mr. Leahy joined CBS in 1962 as member of WCBS-TV New York sales staff, advancing to account executive in New York and Chicago offices of CBS-TV network sales.

Larry G. Kingen, president, Kingen & Feleppa O'Dell, New York agency, joins Lennen & Newell/Pacific, San Francisco, as VP and assistant general manager.

Robert R. Cormier, supervisor of advertising and promotion, BBDO, Chicago office, named VP and Midwest-area account supervisor.

Alan Pake, VP and creative director, Detroit office, Grey Advertising, joins Leo Burnett, Chicago, as associate creative director.

Norman C. Sabee, VP and creative director, Dancer-Fitzgerald-Sample, Dayton office, appointed manager of that office. D. James Hughery, agency VP, appointed account supervisor, Dayton office. John Jakes, with creative staff, succeeds Mr. Sabee as creative director.

John Maughan, VP, Bloom Advertising, Dallas, joins Louis Hertz Advertising, Atlanta, in similar capacity.

Edward Eskandarian, VP and account supervisor, Humphrey Browning Mc Dougall, Boston agency, elected senior VP.

Eugene H. Kummel, president, McCann-Erickson Corp., elected director, The Interpublic Group of Companies, New York, McCann-Erickson parent.

James T. Rhodes, account supervisor, Gross, Peri & Rocket, San Francisco, agency, named VP.

Daniel B. Aron, national sales manager, No Soap Radio, radio-commercial and commercial-soundtrack production house, New York, named VP.

David A. Blocker, with ABC Television National Spot Sales, Chicago, joins Evans Broadcast Sales Corp., St. Louis, as midwestern sales manager. He will be responsible for Chicago, Detroit, Milwaukee and Minneapolis areas for KHNL-TV St. Louis and Evans-represented station WRET-TV Charlotte, N.C.

Fred Delano, with Foote, Cone & Belding, New York, appointed account executive.

Burton J. Pierce, assistant account executive, Tatham-Laird & Kudner, Chicago, joins Needham, Harper & Steers, there, as account executive.

Barry Sullivan, account executive, BBDO, San Francisco, joins Hoefer, Dieterich & Brown, there, as account manager.

Don J. Plumridge, director of creative service, Post-Newsweek stations, Washington, joins Earl Palmer Brown & Associates, agency there, as director of TV and radio.


Nina Narston, head of PR and promotion for San Diego shopping center, joins Barnes-Carey Advertising there as media director.

Eugenie L. Martin, independent marketing and publicity consultant, Nassau, Bahamas, joins Grant Advertising, Miami, as marketing and research director.

Hal Griffin, VP and account supervisor of Helena Rubinstein domestic, Kenyon & Eckhardt Advertising, New York, appointed account supervisor of international account.

King Patterson, local sales manager, WKRD-TV Detroit, appointed general sales manager.

Charles A. McFadden, general sales manager, WLWD(TV) Dayton, Ohio, joins WTMJ(TV) Milwaukee, as KIRO-TV there as sales development director.

Brian Byrnes, with sales staff, WENW-TV Syracuse, N.Y., appointed national sales manager.

Harold Rosenberg, with sales staff, RKO Radio Representatives, New York, appointed Eastern sales manager, FM sales division.

Robert A. Skolnik, with programing department, WIND(AM) Chicago, appointed advertising and sales promotion manager.

Robert D. Mikkelson, general manager, WGEZ(AM) Beloit, Wis., appointed general sales manager, WIBA-AM-FM Madison, Wis.

Armond Akey, manager, Montgomery Ward department store, Streator, Ill. appointed sales manager, WRRB-FM Monmouth, Ill.

Maxine Johnson, account executive, Chapman/Spittler Productions, Omaha-based production firm specializing in multimedia presentations, joins KABC-AM-FM Los Angeles as retail sales coordinator.

Allen R. Shaw, with sales staff, WLYF(FM) Miami, joins WENW(AM) Richmond, Va., as general sales manager.

Media

James W. Brady, publisher, Women's Wear Daily, New York, joins Hearst Corp., diversified publications firm with broadcast interests, as VP with responsibilities in publishing and broadcasting. Hearst stations include: WBBM-AM-FM-TV Chicago; WINS-AM-FM-TV Milwaukee; WTAE-AM-FM-TV Pittsburgh; and WAPA(AM) San Juan, Puerto Rico.

James Coppersmith, VP and general sales manager, KTTV(TV) Los Angeles, joins WNEW-TV New York, in same capacity, succeeding William Carpenter, who moves to WTTG(TV) Washington as VP and general manager (Broadcasting, July 19). All are Metromedia stations.

Nicholas deB. Katzenbach, former U.S. attorney general, and currently director, VP and general counsel, International Business Machines Corp., Armonk, N.Y.-based information processing system, and Arjay Miller, dean, Graduate School of Business, Stanford University, Stanford, Calif., elected directors, Washington Post Co. Post Co. is parent of Post-Newsweek stations, licensee of WTOP-AM-FM-TV Washington; WJXT-
(TV) Jacksonville, WPLG-TV Miami, both Florida, and WCKY(AM) Cincinnati.

Jim Simon, news director, KCBS-AM-FM San Francisco, named VP of parent CBS Radio, and general manager, WBDB-AM-FM Chicago, also CBS stations.

Tom Gleba, public affairs director, WBNZ-TV Columbus, Ohio, leaves after 20 years service, to become president, Communications Consultants, media consultants, San Diego.

Al Miladenich, director of administration and finance, KIXO Inc., Seattle, named VP of finance and administration and treasurer.

Roger D. McLean, general manager, Funk & Wagnalls, trade book publishing division of Reader's Digest, New York, named VP and director of sales, Sterling Manhattan Cable Television there.

Sidney A. Abel, formerly general manager, WASH-FM Washington joins WJMD-FM Bethesda, Md., as VP and general manager. Mr. Abel earlier in his career was member of sales staff at Broadcasting.

Mr. Abel

Patrick H. Driscoll, assistant to treasurer, Taft Broadcasting Co., Cincinnati, elected assistant treasurer.

Ray Colie, general sales manager, WLWT-TV Cincinnati, appointed general manager, WLWD-TV Dayton, Ohio. Both are Avco Broadcasting stations.

Dale Smith, general sales manager, WSN-TV Atlanta, appointed assistant general manager.

Loren B. Stone, general manager of noncommercial KCTS-TV Seattle, retires. He was twice board chairman of Educational Television Stations, division of National Association of Educational Broadcasters, Washington-based association, and twice chairman of Affiliates Council of stations associated with National Educational Television, New York.

Charles DeVault, broadcasting instructor, Youngstown State University, Youngstown, Ohio, joins The Pennsylvania State University division of broadcasting, University Park, Pa., and its associated noncommercial WPSX-TV Clearfield, Pa., as assistant director of broadcasting for operations and services.


Programing

Harvey J. Schein, president of CBS International Division, named president of CBS/Columbia Group.

Don Menchel, VP of programming for Telcom Associates Inc., New York, consultant to agencies, advertisers and producers, appointed executive VP, replacing Jerome R. (Tad) Reeves, who has resigned. Mr. Reeves is returning to R Associates, Cincinnati and New York, production and consultancy company he formed several years ago.

Norman Horowitz, VP in charge of sales, Screen Gems International, international production and distribution arm of Screen Gems, New York, named VP and general manager.

Lutrelle Horne, senior producer, Children's Television Workshop, New York, appointed production director for foreign-language versions of children's program, Sesame Street.

Fred Cutts, VP and account executive, Tucker Wayne & Co., Atlanta, agency, appointed general manager of Atlanta branch, Trans-World Productions, closed-circuit TV company, Atlanta.

Nevin Lyerly, continuity director and operations manager, KDFW-TV Dallas, appointed program director.

Robert T. Sutton, director of advertising and promotion, WXYZ-TV Detroit, appointed assistant programing director.

Richard H. Miner, production manager, WNBC-TV New Haven, Conn. (now WTNH-TV), appointed production manager, WNAC-TV Boston.

Carl Petre, with WLWC-TV Columbus, Ohio, joins WGLW-TV Indianapolis as producer-director. Both are Avco Broadcasting stations.

Joe Thompson, VP and general manager, KTUP(AM) Tempe, Ariz., KNX(FM) Phoenix, KUZZ-FM Bakersfield, and KZIN(AM) Yuba City, both California, appointed to additional duties of sales manager, Buck Owens Enterprises, stations' licensee. Mr. Thompson will be responsible for syndicated TV sales of Buck Owens Ranch Show and other company enterprises.

News

Bernard Shusman, assistant news director, WNBC-TV New York, appointed news director. He succeeds Richard Fraf, who becomes director of NBC news program services, news and feature syndication operation serving approximately 120 stations.

Chuck White, assistant public affairs director, WBNF-TV Columbus, Ohio, appointed as director of public affairs.

Ken Baugh, general manager, KQEO(AM) Albuquerque, N.M., elected president of New Mexico Associated Press Broadcasters.

David M. Adams, newsmen, KTK(AM) Tuscon, Ariz., appointed news director.

Promotion

Martin H. Shantz, publicity director WIFE(AM) Philadelphia, appointed promotion director, WTAF-TV there.

Equipment & engineering

Thomas P. Einstein, general attorney, ABC International Television and ABC Merchandising, New York, named executive VP, ABTO Inc. there. ABTO is affiliated with ABC and Technical Operations, New York, and was formed last year to develop and market color process in which TV programing is photographed with low-cost monochrome film and then televised in color.

Howard Dempsey, in private business, Denver, joins CCA Electronics, Glouver city City, N.J.-based broadcast equipment manufacturer, as firm's Western regional sales manager, operating out of CCA's Denver and Fresno, Calif., offices.

Scott H. Kane, producer-director, Tele- motion Productions, Glensview, Ill., appointed operations director. Paul J. Minadeo, video engineer, appointed director of engineering. Telemotion Productions provides video tape production services to commercial agencies, industry, CATV and other firms.

Elmer Smalling, chief engineer, Transmedia International, TV commercial producer, New York, appointed director of engineering, Pictronic, tape duplicating and trafficking division of Columbia Pictures Industries there.

Allied fields

Earl D. Hilburn, president of Western Union Telegraph Co., New York-based communications service, named chairman, Communications Committee for 1971-72, Chamber of Commerce of the U.S. Mr. Hilburn succeeds Frank P. Fogarty, president, Mid-Continental Communications Inc., Omaha, group owner, who remains committee member. Communications Committee develops policy proposals in areas that include TV-radio, CATV and common
carriers on continuing basis, matters affecting nation's communications systems.

Dean Salter, legal assistant to FCC Commissioner Robert Wells, Washington, rejoins Holme Roberts & Owen, Denver law firm which he left to join Mr. Welle's staff in January 1970.

Dr. Eugene R. Bertermann, executive director, Lutheran Laymen's League, and president of National Religious Broadcasters, has joined Far East Broadcasting Co., with headquarters in Whittier, Calif., as executive director. Far East is evangelical broadcasting operation beamng mostly to Orient.

J. Arthur Stober, director of public information, PMC Colleges, Chester, Pa., appointed head of radio-TV section of department of public information, The Pennsylvania State University, University Park, Pa.

Deaths

David H. Glickman, 72, retired special projects editor of Broadcasting, died July 16 at Alexandria nursing hospital, Los Angeles, of cancer. From 1934 to 1954 Mr. Glickman was head of magazine's Hollywood bureau. From 1954 until his retirement in 1960 he was at Washington headquarters, primarily engaged in supervising production of the Broadcasting Yearbook. He returned to Hollywood upon retirement and was active in broadcasting-related affairs. In 1966 he helped found Pacific Pioneer Broadcasters and was its historian at time of death. In 1940's he was among founders of Academy of Television Arts and Sciences. Surviving are his mother, Mrs. Lena Glickman, three brothers, Samuel, Harold and Louis, and sister, Mrs. Gertrude Vederoff, all of San Francisco.

Leroy Bremmer, 71, co-owner of WLDB-AM ( asciiat City, N.J., died June 14 on arrival at Atlantic City hospital. He established station in 1955 with his wife as co-owner. Mr. Bremmer is survived by his wife, Dorothy, and two stepsons.

Leon Bernard, 69, retired account executive for United Artists Television, died July 16 in Pittsburgh. First with Ziv and later with UA-TV, he was engaged in radio and TV program sales for some 20 years before his retirement two years ago. He lived at Butler, Pa. Survivors include his wife and three children.

Blevins Davis, 68, producer and playwright, died July 16 in Independence, Mo. Mr. Davis joined dramatic staff of NBC in New York in 1930's, and later directed "Rhapsody," "A Joy Forever" and "Skipper Next to God." In 1952 he achieved success with revival of George Gershwin's "Porgy and Bess" which, with State Department backing, went on tour in Europe. Mr. Davis has no immediate survivors.

Bill Thompson, 58, original radio cast member of Fibber McGee and Molly, died July 15 in Hollywood. Mr. Thompson spent his early days in vaudeville and during heyday of Chicago radio appeared in shows such as: Myrna Loy, I Love a Mystery, First Nighter and Grand Hotel. In addition to his radio roles in Fibber McGee and Molly, he appeared in series' adaptations. In recent years Mr. Thompson provided voices for MGM and Walt Disney cartoons and feature-length animated films. He is survived by his brother, Donald.

For The Record

As compiled by Broadcasting, July 13 through July 20 and based on findings, authorizations and other FCC actions.


New TV stations

Action on motion

Chief, Office of Opinions and Review, in Los Angeles (Los Angeles Unified School District, Viewer Sponsored Television Foundation), TV program, granted request by Viewer Sponsored Television, and extended through July 14 time to file opposition to application for review and adjourns to application for review filed by Los Angeles Unified School District (Docs. 19100-01). Action July 8.

Other action

Review board in Anaheim, Calif., TV proceeding, denied appeal by Orange Empire Broadcasting Co. from examiner's ruling that no comparable advantages would be accorded any applicant who elected to file amendment in its showing of community survey efforts, as provided for in Primer on Ascertainment of Community Problem by Broadcast Applicant. Action July 15.

Existing TV stations

Final actions


WMAQ-TV Grant of application for WMAQ-AM and WMAQ-TV, Winnetka, Ill., granted by FCC for station to operate at 750 kHz (AM) 1050 kW to 51.3 kw. Action July 15.

WBBM-Channel 2—Board granted license to WBBM-Channel 2, Chicago, Ill., to operate electrical power 1050 kW to 51.3 kw. Action July 15.

WBBM-Channel 9—Board granted license to WBBM-Channel 9, Chicago, Ill., to operate electrical power 1050 kW to 51.3 kw. Action July 15.

WBBM-Channel 26—Board granted license to WBBM-Channel 26, Chicago, Ill., to operate as a Class A television station. Action July 14.

WBBM-Channel 26—Board granted license to WBBM-Channel 26, Chicago, Ill., to operate as a Class A television station. Action July 15.

FCC found, in response to complaints by J. Allen Carr against WMAQ-TV (NBC) and WBBM-TV (CBS), both Chicago, and Harrison A. Moyer against NBC and CBS, that neither networks, nor their stations, violated fairness doctrine, or any rule or commission policy, in presentation of material on Arab-Israeli conflict, and said no further action on complaints was warranted at this time. Action July 14.

Actions on motions

Hearing Examiners Jay L. Kyle in Norfolk, Va. (WTAR Radio-Television Corp., WTAR-TV, Hampton Roads Television Corp.), TV proceeding, denied petition by Hampton Roads Television for recon-
Summary of broadcasting
Compiled by FCC, July 1, 1971

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air STA</th>
<th>CP's Total on air</th>
<th>Not on air CP's</th>
<th>Total authorized</th>
</tr>
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<tbody>
<tr>
<td>Commercial AM</td>
<td>4,328</td>
<td>3</td>
<td>12</td>
<td>4,343</td>
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<td>Commercial FM</td>
<td>2,216</td>
<td>3</td>
<td>33</td>
<td>2,250</td>
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<tr>
<td>Commercial TV-VHF</td>
<td>668</td>
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<td>10</td>
<td>512</td>
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<td>Commercial TV-UHF</td>
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<td>Educational AM-FM</td>
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<td>467</td>
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<tr>
<td>Educational TV-VHF</td>
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<td>0</td>
<td>5</td>
<td>85</td>
</tr>
<tr>
<td>Educational TV-UHF</td>
<td>101</td>
<td>0</td>
<td>13</td>
<td>114</td>
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<tr>
<td>Total educational TV</td>
<td>181</td>
<td>0</td>
<td>18</td>
<td>199</td>
</tr>
</tbody>
</table>

* Special Temporary Authorization.
† Includes 25 educational AM's on nonreserved channels.
‡ Indicates 4 educational stations on nonreserved channels.
§ Does not include six commercial UHF TV's licensed but silent.

Actions on motions
- Hearing Examiner Frederick W. Denniston in Homewood, Ala., TV proceeding, granted motion by Alabama Television Inc., to file its renewal application to show good cause for reconsideration of its application to conform to application to its hearing exhibits; accepted amendment, and closed record (Doc. 19115). Action July 7.
- Hearing Examiner Arthur A. Glaspode in Freeland and West Haltom, both Pennslyvania (Summit Broadcasting, et al.), AM proceeding, granted request of BMI Inc. and Broadcasters 7 Inc., and extended certain procedural dates; hearing date of Sept. 29, remains the same (Doc. 18449-91). Action July 13.
- Hearing Examiner Chester F. Naumowicz Jr. in Jacksonville, Fla. (Berk Broadcasting Co. of Florida Inc.), to file its renewal application to show good cause for reconsideration of its application to conform to application to its hearing exhibits (Doc. 18204). Action July 13.
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New FM stations

Actions on motions

- Hearing Examiner Basil P. Cooper in Bangor, Me., granted license covering new FM; ERP 3 kw; ant. height 185 ft. Action May 13.
- WMFG-FM Hibbing, Minn.—Broadcast Bureau granted license covering new FM; ERP 600 w, ant. height 270 ft. Action July 13.
- WWDV-FM New York—Broadcast Bureau granted CP to install new translator on 91.1 MHz to be used as aux. and main trans. to be used at a different location. Action July 13.
- KON-FM Portland, Ore.—Broadcast Bureau granted CP to change to trans. and ant.; add vertical polarization; ERP 1,640 ft; remote control permitted. Action July 13.
- WRFY-FM Reading, Pa.—Broadcast Bureau granted CP to install new translator on 90.9 MHz to be used as aux. and main trans. to be used at different location. Action July 13.
- KDTX-FM Dallas—Broadcast Bureau granted CP to change trans. location to Beltline Road, 1.0 mile west of Cedar Hill, Tex.; install new trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 1,570 ft.; remote control permitted. Action July 12.
- WSHF-FM Chilton, Wis.—Broadcast Bureau granted CP to install translator on 89.9 MHz to be used as aux. and main trans. to be used at WRFY-FM; ant. height 900 ft. Action July 12.

New FM stations

Final actions

- WAFF-FM Birmingham, Ala.—Broadcast Bureau granted CP to install new ant.; ant. height 980 ft; ERP 100 kw. Action July 15.
- WSUB-FM Groton, Conn.—Broadcast Bureau permitted to install new trans.; ant. height 790 ft; remote control permitted. Action July 15.
- WMYL-FM Miami—Broadcast Bureau granted CP to install new trans. and new ant.; ERP 100 kw; ant. height 980 ft; remote control permitted. Action July 15.
- WPSC-FM Pensacola, Fla.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 510 ft. Action July 13.
- WKLX-FM Atlanta—Broadcast Bureau granted CP to install new trans. and increase height and relocate trans. location at Bracken and Shepherd Lane, N.E., North Druid Hills, near Atlanta; ant. height 930 ft; remote control permitted. Action July 13.
- KCKN-FM Kansas City, Kan.—Broadcast Bureau granted license covering new FM; ERP 100 kw; ant. height 450 ft. Action July 13.
- WQRC-FM Barnstable, Mass.—Broadcast Bureau granted CP to make changes in ant. system; ERP 50 kw; antenna height 330 ft.; remote control permitted. Action July 16.

Other actions

- Review board in Williamson and Matewan, both West Virginia, FM proceeding, granted request by Broadcast Bureau Corp. for extension of time to July 26 to file reply to responsive pleadings to its petition to enlarge issues. On February 17, a preliminary order set for hearing a mutually exclusive application of Harvitt Broadcasting, Williamson, and Three States Broadcasting Co., Matewan, for CPs for new FM to operate on 96.5 MHz (Docs. 18456-7). Action July 14.
- Call letter actions
  - *Plymouth Community School District, Plymouth, Mich.—Granted WSDP-FM (FM).*
  - *Jackson County Broadcasting Inc., Wellston, Ohio—Granted W205FM.*

Existing FM stations

Action on motion


Fines

- KTC-RFM Minneapolis—Broadcast Bureau notified its licensee that it incurred apparent liability for forfeiture in amount of $25.00 for violation of rules, by failing to file its renewal application within time specified. Action July 14.

Call letter action

- KRFW-FM Topeka, Kan.—Granted KSJT-FM (FM).
- WBND-FM Catonsville, Md.—Granted WKT-FM (FM).
- WPQOL-FM Glen Falls, N.Y.—Granted WBZ-FM.

Renewal of licenses, all stations


Other actions, all services

- FCC extended effective date of commission rule designed to make television network programs more readily available to the public in three-station markets, to Aug. 2 (Doc. 19827). Action July 14.
- FCC proposed rules to limit amount of radio frequency radiation permissible from television antennas under certain conditions. Action July 14.
- FCC granted license covering new FM; ERP 3 kw; ant. height 185 ft. Action July 13.
- WMFG-FM Hibbing, Minn.—Broadcast Bureau granted license covering new FM; ERP 600 w, ant. height 270 ft. Action July 13.
- WWDV-FM New York—Broadcast Bureau granted CP to install new translator on 91.1 MHz to be used as aux. and main trans. to be used at a different location. Action July 13.
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- WSHF-FM Chilton, Wis.—Broadcast Bureau granted CP to install translator on 89.9 MHz to be used as aux. and main trans. to be used at WRFY-FM; ant. height 900 ft. Action July 12.

Translator actions

- K1131 Flagstaff, Ariz.—Broadcast Bureau granted license of VHF translator station covering new FM. Action July 14.
- Brookings, Ore.—Oregon Broadcasting Co. Broadcast Bureau granted CP for new VHF translator station to serve Brookings, operating on ch. 7 by rebroadcasting programs of KOB-TV Medford. Action July 15.
- K11AD Port Orford, Ore.—Broadcast Bureau granted mod. of license covering change of primary station of VHF translator to KVQ-TV Eureka, Calif. Action July 13.
- KQOL Radio, Wyo.—Broadcast Bureau granted mod. of license covering change of VHF translator's primary TV station to KHUT-TV Hay Springs, Neb. Action July 13.

Modification of CP's, all stations

- K13KD Wawona, Calif.—Broadcast Bureau granted mod. of CP of VHF translator to change frequency from 210-216 mhz to 204-210 mhz; make changes in ant. system; change call sign to K121FF. Action July 14 (Continued on page 66)

CCA ELECTRONICS

Announces a 25 KW FM AIR COOLED TRANSMITTER WITH INDEPENDENT 3 KW DRIVER AND ONE POWER AMPLIFIER TUBE

BROADCASTING, July 26, 1971 59

prohibited by the criminal statute and FCC regulations. Action was in response to request by Jersey Cape Broadcasters Assn. to remove license of stations WCMC-AM-FM-TV at Wildwood, N.J., for declaratory ruling. Action July 14.
Radio Help Wanted

Management

Wanted—General Manager for small university station beginning FM broadcasting, part time, some professional experience in station management, metropolitan New York area. Contact Box G-92, BROADCASTING.

Wanted immediately—mature announcer ready for management training, has experience and small staff, FM operation. Heart of vacationland—Maine. Box G-171, BROADCASTING.

General manager with sales ability and knowledge of all phases of business, please reply. Send resume and sales record with letter. Box G-175, BROADCASTING.

Ownership—growing New England suburban chain will give ownership without investment to person selected as manager. Will consider person currently selling in small market. Box G-256, BROADCASTING.

Wanted: Me, 20 years ago. Young, ambitious, program director with an eye for the future, "hot" box and "hots" to run good small market station, Midwest. Start, operate and manage when ready. Box G-265, BROADCASTING.

Stations manager, East. Must be dynamic. Minimum 3 years successful on-the-street radio selling with monthly figures proving progress. Proven knowledge of FCC rules, programming, engineering. Beautiful office, good working environment. Box G-266, BROADCASTING.

Stations manager, new AM east coast metro area. Maryland sales oriented, familiar with FCC rules. Please send tape and complete record to Box G-271, BROADCASTING.

16mm Film Laboratory Manager. Experienced all phases color/B/W operation. To include complete knowledge of quality control processes, processing, printing, single and double system editing. Good salary and benefits. Please send resume and references. Washington, D.C. Needed immediately—report to Box 91, BROADCASTING.

General manager for two radio stations WRGS-AM and WVSL-FM. Must have experience as general manager, salary ideal. We have beautiful new equipment, a suburban of New Orleans. Send resume and picture to W. C. Garrett, 3401 Pontchartrain Drive, Baton Rouge, Louisiana 70805.

Sales

Immediate opening—Top-fifty market. Send resume. Box G-37, BROADCASTING.

Aggressive four-station group in North Central Ohio has immediate need for self-starter, with existing contacts to market one of the country's most unique coverage plans, and a chance to be part of a fast growing network. Fringe benefits. Wishing to advance to a company that's really on its way up. Send complete resume to Box G-199, BROADCASTING.

Hard working sales ready to move up to a major medium market with professional midwest broad cast group. Interested in order taker, forget it! Send resume and track record to Box G-230, BROADCASTING.

Creative, experienced sales manager for upscale New York AM/FM operation. Must be dependable pro who can generate league revenues with four man sales staff, Great opportunity for right man. Box G-253, BROADCASTING.

Exceptional opportunity for proven salesmen who wants sales management. We're looking for a creative man who can prove himself on the street and guide sales team at the same time. Better than average compensation, including stock options. Send resume and billing records. Box G-278, BROADCASTING.

Sales manager & salesman—experienced, professional, creative. Small market near Pittsburgh. Draw vs. commission, no charge-backs. Good salary and benefits. Reply in writing, with recent employment and location. Box G-279, BROADCASTING.

Display ads. Situations Wanted (Personal ads)—$25.00 per inch. All others—$40.00 per inch, 1/2 or over billed at run-of-book rate—Stations for Sale. Wanted to buy, sell or exchange. Employment Agencies Business Opportunity advertising require display space. Agency commission only on display space. Applicants: If tapes or films are submitted, please send $1.00 for each package handling charge. Forward all resumes, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20033.

Anuncios continued

Announced

Professional announcer—son, employs automatic. Wanted in major group. Box G-253, BROADCASTING.

Immediate opening, Versatile morning man. Send resume and references. Box F-121, BROADCASTING.

Night job for New England contemporary station. Salary $85 with chance to grow. Many benefits. Not a race. A good place to work. Box G-110, BROADCASTING.

Immediate opening. Experienced contemporary disc jock for prestigious medium market. Salary, benefits. Send resume and references to Box G-93, BROADCASTING.

Mid-Atlantic suburban station has opening for experienced announcer who can also handle local news, MOR-contemporary MOR-station in mid-Atlantic class. If you are a warm, friendly personality sincerely interested in people, send non-returnable tape, resume and photo. We need beginners, no experience, not necessarily important. Box G-252, BROADCASTING.

Sales continued

Progressive rocker in Phoenix—on the air soon. If the thought of living in the amazing Southwest doesn't excite you, then you're not for us. We need two bright-hip salesmen. You must understand the "counter-culture," and the rest of the world. You'll be working with (not for) a group of young manager/owners. Guarantee of $600+700 and above. Include contact information. If you're more impressed with your past achievements than with the chance of selling a 100,000 watt "in the Valley of the Sun"—then forget it. Send resume and account list to P.O. Box 4227, Mesa, Arizona 85201.

Effective with the September 6, 1971 issue

Box Number & Reply Service will carry a $1.00 charge. See Classified heading above.

Annonce continué

annonceurs continus

annonceur-annonceuse, vente directe, agence de publicité. Métro de Paris, France.

WANTED: A young and dynamic sales person to develop our new product in the United States. The position is in the New York metropolitan area. Must have college degree and at least 3 years' experience in sales and marketing. Excellent salary and benefits.

Professional announcer—son, employs automatic. Wanted in major group. Box G-253, BROADCASTING.

Immediate opening, Versatile morning man. Send resume and references. Box F-121, BROADCASTING.

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annonceurs continus

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Help Wanted

Technical continued
Competent chief engineer needed. Responsible position with commensurate salary. Telephone Mr. Hucksba, 317-965-1925.

News
Wanted immediately—medium size market in northeast. Box G-38, BROADCASTING.

Equal opportunity employer desires experienced full time newsman to run any type of show. 1st time position in medium-size market contemporary station. Salary open to qualifications. Send resume and air check to Box G-228, BROADCASTING.

Newman. East. Must be stable, experienced pro. An exciting job in a modern up to date studio with all the responsibility, position called for. Write Box G-21, BROADCASTING.

We are building the best small market local news operation in the USA. If you are experienced and can dig, write and report objectively; if you are politically independent; if you truly believe you can help us reach our goal, send tape, pix, salary requirements and complete resume to Bob Sellmeyer, 531 Ohio. We demand loyalty, integrity and a professional attitude. We offer you the same.

Programing, Production, Others
Genius needed for copy, production and talk program. Actual time, thirty minutes from Detroit, Lansing, Ann Arbor.

Situations Wanted

Management
Soul P.D. or operation manager production, first phone. Box G-84, BROADCASTING.

Objective management, Decade + multi-media experience with heavy on-air background. Former Armed Forces officer; 28; married; expecting first child; immediate, with Box G-134, BROADCASTING.

Need δ producing mgr. 18 yrs. exp. MOR, rock, country. Jock, sales; you name it! 31 yrs. old, with family of 6. Active in community from Shriners to PTAL. Currently employed. Ready to move for offer to Box G-160, BROADCASTING.


Experienced manager—salesman—programmer. Looking for final move. Let’s talk grow old together. 30 years present station. Box G-218, BROADCASTING.


Mature manager. 10 years experience, includes creative station; small/MOA. Man manages sales management 150 mile radius. Fr. Lauderdale, Florida. Reference. Phone 1-305-933-9100.

25 years experience in all phases. Station has grown significantly. Can make you money, but desire management only. Call 704-233-1101 or 704-235-9167. Will relocate almost anywhere.

Sales
I want to sell and run your sports department. Five years experience—1st phone. Box G-234, BROADCASTING.

Sales leading to sales management. Small, medium market. Now billing 100 annually top 50 market. 150 minimum desired. Please reply to Box G-263, BROADCASTING.

Announcers
Female DJ, experience, versatile, creative, tight board control and third endorsed. Box G-117, BROADCASTING.

First phone . . . . four years experience . . . audience pleaser. Stable, high ratings—previously employed Box G-138, BROADCASTING.

Black jack, rock or soul. N.Y. experience. Available. Box G-145, BROADCASTING.

Announcers continued
Disc jockey-newsminer. Young experienced announcer, top 40, MOR with third endorsed. Mili
tary obligation completed. Creative and very versatile. Can do anything. Call and reserve upon request. Dependable. Box G-192, BROADCASTING.

Aust. disc jockey, 28 yrs. exp. wants job in large D.A. station. Box G-193, BROADCASTING.

Disc jockey/sports caster, two years experience, third endorsed, available immediately. Box G-194, BROADCASTING.

Seven years experience P.D., C.E., announcer. I’ll do all I can for you. Box G-196, BROADCASTING.

Family man, 25, yrs. exp. in sm. market, seeks MOR or country position, with medium market station. Other experience included, with Box G-197, BROADCASTING.

Experienced 1st phone who lives for announcing, production, sales. Has military complete presently in radio but management complete. Will relocate. Box G-198, BROADCASTING.


Exciting play-by-play announcer has 11/2 years commercial experience. Can also do news and DJ, 3rd ticket, degree and college radio, Box G-203, BROADCASTING.

1st phone—experience personal voice jock for rockin’ in the night time. Box G-204, BROADCASTING.

Female, third phone good news—events announcing, copy and or news. Box G-205, BROADCASTING.

Rock jockey newscaster announcer, aggressive sales, dependable, versatile, tight board. Experienced. Box G-207, BROADCASTING.

Experienced first phone announcer. Call 714-426-5081, or write Box G-210, BROADCASTING.

Good broadcaster with five years experience and 1st phone wants to join a good operation. Bright MOR personality, strong market and good news. Deliver. Prefer medium or major market. Box G-214, BROADCASTING.

1st phone, available now, anywhere, hard rock. More music format. Heavy on production. 4 years experience. Box G-216, BROADCASTING.

Big-voiced personal voice seeks medium or large market. MOR station. Nine years radio and television experience, some play-by-play sports background. B.A. degrees.@mailing address. Eager. Will relocate. Box G-202, BROADCASTING.


25 years experience in all phases. Station has grown significantly. Can make you money, but desire management only. Call 704-233-1101 or 704-235-9167. Will relocate almost anywhere.

Announcers continued
We demand to automation—one of the best soul—rock personalities—programs on the loose. 12 years expe-

Whatever happened to the innovative radio I grew up with? If you’re still in the big ticket hat, a MOR/Top personality with a college degree and a couple of years experience, and I’m waiting. Prefer west coast. Box G-246, BROADCASTING.


Announcers continued
15 yrs. experience, 12 in Christian radio. Miles, 50,000,000 in radio. Director, copy writer, excellent voice, warm personality, $12,000. Box G-257, BROADCASTING.

One-eyed Jack is wild. Full house here, nobody left to bump, everybody folded. When the chips are down, I’m your best bet. If you’re in a hot game and will raise the ante, I’ll fill your hand, and cut you a better deal. If rock is your game, I’m a Maverick but still . . . your best call—One-Eye Jack. Box G-259, BROADCASTING.

D.J., 1st phone board, good news, commercials, 3rd endorsed. Box G-270, BROADCASTING.


Now working 5 KW medium market up-tempo MOR. Seeking medium market top 40 personality rock, not screamers! Much top 40 experience, 3rd, smooth, young, experienced, want to work and produce, will take orders well. Will travel anywhere for the right job. Box G-275, BROADCASTING.

Draws Drake with Jack Daniels, 100% proof entre-
tainment . . . . 5 years, veteran, 1st, college. 301-332-2352.

C & W first phone dj B.S.—journalism. News/ DJ background. Sought after for experience, relax-
ed delivery; imaginative copy/produc-
tion; authoritative news. Good voice. Will travel and does medium market top 40/medium market top 40 as well. Former DJ, 2nd endorsement. Marry, 24, draft deferment. Box G-277, BROADCASTING.

Available August, references—Rollin Astra, 450 South Lafayette Park Place, Detroit, MI 48221, Los Angeles, 90037, California. (213) 383-5034.

Number one rated, top 20 market, middle of road personality desires return to broadcasting—preferably in combination on-air plus sales situation. 513-825-5472.

Experienced, dedicated, knowledgeable broadcaster w/first—B.S. degree—management background. Im-

Experienced, 1st phone, top 40 or soul, wants to work. Markets in 34,000 Cal., Calif., Georgia, Florida, Michigan, Missouri and the Carolinas, Georgia, Florida, Michigan, Missouri. (404) 617-1712.

Eager, ambitious, 3rd, 29, relocate. Extremely capable, my blindness not handicap. Country-know-
ledgeable, try anything. Willing to try me? Won’t be sorry! Ken Shipman, 94 Sunnydale, Columbus, Ohio 43214.


Air personality . . . ten years experience . . . wants position in Illinois or area contiguous. Call . . . Dean Golliher 217-925-0000.

Vibrant personality—available immediately. Begin-
ner with a lot of potential opportunity. DJ, 3rd endorsed, loves top 40, tight board, can do news. Will give me a chance and we’ll both benefit. For tape, resume, and other information, write Todd Vawtrecq, 106 Ladner Avenue, Buffalo, New York 14220 716-
822-4720.

Young teacher/graduate student desires return to DJ work. Two years previous college experience plus one year as Army TV producer-director. Mature sound, enthusiastic. Knows music, can comm. Jeff Benton, 215-MU 1787 or 565-4378.

Announcer—college, Bill Wade Broadcasting grad, military completed. 25, rock, DJ. 1st phone, will relocate, Alan Zurawski, 22108 Joliet Ave, Hawaiian Gardens, Calif. 90716 (215) 425-1546.

BROADCASTING. July 28, 1971
**Programming, Production, Others continued**

Exp., trained, P.D., FM Marq. Religious background and strong production and programming experience seeks top multi-market position. Box G-209, BROADCASTING.

Contemporary programmer seeks competitive large secondary or mid-size market. Box G-217, BROADCASTING.

Predac-director, experienced, creative, hard working, married, veteran. Box G-264, BROADCASTING.

Midwest 30 KW MOR morning man seeks P.D. and air position. Medium or small market. Only well west only. Family man, under 30. 319-290-1105.

**TELEVISION**

**Help Wanted Management**

Two CATV General Managers to assume full P & I responsibility for two of our systems. CATV operational experience at General Manager level preferred with previous line responsibility in either technical, marketing, construction or finance areas required. Our company is small but rapidly growing MSO operating systems in New York, California and Colorado. Write President, FCB Cablevision, P.O. Box DC, Irvine, California 92664.

**Announcers**

Opening August 1st for staff announcers. Must be able to handle evening weather shows and taped on-camera commercials. V.T. audition and personal interview required. Salary/tenure needed list letter. Box G-187, BROADCASTING.

Radio-TV-host-producer-writer needed at Penn State University for college and soccer market. Box Q-212, BROADCASTING.

$25,000 plus vacation, medical, educational, other benefits. Requires degree, experience, on-air personality drive, and drive resume and SOP or VTR to Cornell Hatch, 13 Amesbury, Park, Pa. 16092. An equal opportunity employer.

**News**

News director wanted for medium size midwest market. Must have anchor ability and strong news background. Must know writing, directing and how to lead people. Must be a pro. Send VTR, resume and salary requirements to Box G-255, BROADCASTING.

Anchorman-producer for midwest medium-market net VHF with young, enthusiastic staff. Tape, resume and salary requirements to Box G-255, BROADCASTING.

**Producing, Programming, Others**

Medical Communication Production Supervisor. Administer and coordinate all activities related to production. Excellent writing and speaking background. Experience with large production/experience with large market. Excellent communication and negotiation skills. Must be self-motivated and able to work independently. Excellent writing and speaking background. Experience with large production/experience with large market. Excellent communication and negotiation skills. Must be self-motivated and able to work independently.

**Technical continued**

Chief engineer, administrator, broad experience, mature, expensive. Box G-191, BROADCASTING.

**News**

Award-winning reporter (Los Angeles Press Club) American Political Science Association) . 32, NJ. Looking for direction in TV or radio, seeks TV-news, field-reporting challenge. Single, will relocate. Box G-83, BROADCASTING.

News director at top 25 station with number one ratings seeking new challenge. 22 years experience, last 10 as news director of a fully professional news operation. Box G-193, BROADCASTING.

TV news or sports. Need a real pro to bolster your live strip. Superb voice with professional delivery. Extensive news and/or sports experience. Best play-by-play around. If you need it, I’m your man. Married 30 years old, 11 yrs. experience with references. No moves to west to locate a position. Box G-212, BROADCASTING.

Anchorwoman, reporter. Currently anchoring prime time cast in top 15 market. Would like to relocate for fall. Box G-213, BROADCASTING.

TV sports director, top 50 market, college graduate. Box G-225, BROADCASTING.

**Wanted To Buy Equipment**

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No local. Please call Norelco Corp., 1314 Hurbide St., Laredo, Texas 78040.

Wanted: High band VHF-TV-VTR, 5 KW or more. Advise price and condition. Box G-246, BROADCASTING.

Video tape. Wanted—used equipment—particularly Ampex recorders (2000, 1200B & 3000 with or without editing). Hires RCA F30 A, $1,000 plus accessories and miscellaneous video tape apparatus. Write and tell us of your video tape equipment and all accessories or substitutes for above. Box G-247, BROADCASTING.

**Wanted**

We need used 121/2 KW UHF television transmitter and antenna on or near channel 16. Carolina Christian Broadcasting, Inc. P.O. Box 4157, Greenville, South Carolina 29605.

**For Sale Equipment**


For sale, extremely reasonable, 200 foot insulated, lighted Tropos tower now for sale. Available August 1971. Box E-287, BROADCASTING.


3 KW FM transmitter RCA BT-38 used on 107.1. Spare tubes included. New final 3 mos. before retirement from service. Old engineer doesn’t want to make your station a winner! Box G-195, BROADCASTING.

Top 15 market P.D. desires new challenge with congenial gen. All forms considered. All replies answered. Box G-170, BROADCASTING.

Top rated P.D.-O.J. looking for opportunity with station in 100,000-250,000 market. Will relocate. Will relocate. To make your station a winner! Box G-195, BROADCASTING.

**Situations Wanted Technical**

Transmitter engineer 5 KW AM directional and FM stereo station looking for station with future. Will consider Boulder, Reno, Nampa, Alaska and Punta del Fuego, South America. Engineering and Air-checking experience. Box G-177, BROADCASTING.

BSEE married, 6 years experience, FM, AM directional, automation RF and AF proofs, equipment studies, the design and construction PCC rules and applications, engineering management, other X-bands. Commercial work group—5 figures. NYC-NJ but willing to relocate for right position. Box G-227, BROADCASTING.


Experienced engineer wants permanent transmitter and/or assistant chief position at stable station. Steve Burgess, 624 Oakley, Topeka, Kansas 66606.

**News**

Sportscaster, experience includes New York area expos, leading harness track caller, director of basketball, color, production, writing ability. Box G-112, BROADCASTING.

Newsfilm cameraman looking for spot after August degree completion. Send resume. Experienced. Inexperienced. Inexperienced. Box G-117, BROADCASTING.

Top rated experienced sports reporter. Play-by-play baseball, football, all sports. Excellent background and professional. Radio and TV, including network broadcast and telecast. Available as new owner wants to move. Box Q-209, BROADCASTING.

Experienced young sportscaster—college basketball and football play-by-play Los Angeles area. Excellent sports background. Box G-182, BROADCASTING.

Gifted PBP. Experienced. Major university basketball, football, baseball. Also writing reporting news. Box G-210, BROADCASTING.

News. Eight years as station manager looking for stable, permanent position as newsmanager. 20 year radio veteran willing to share station responsibility. Presently employed, write and deliver daily news casts. Married. Box G-215, BROADCASTING.

Dyanic sportscaster, top radio and TV experience in Midwest for top sports. Excellent sports background and knowledge. Going to top. Available immediately. Box Q-213, BROADCASTING.

Young, 23, extremely knowledgeable sportscaster with B.A. and experience desires challenge, V.T. or studio on request. Box G-256, BROADCASTING.

3 years experience, first phone available immediately. Northeast preferred. Box G-265, BROADCASTING.

Experienced news director—football-PBP—talk show—married 34 available. southerm or south. Box G-268, BROADCASTING.

Experienced news and sports play-by-play man available immediately to right station in Midwest or far west. Broadcast school graduate with experience in New York and Ohio, large and small markets. Write, Mark Rodenfels, 139 S. Westmore, Columbus, Ohio 43215.

PGA pro golf coverage…can feed reports to couple more stations, radio, TV of the $200,000, Laurel Valley Tournament last weekend July and Nats match play $200,000, tournament, Pinehurst, Aug. 25-29. Reports include up-to-the-minute standings, highlights, and interviews with leaders. Almost 20 years golf coverage experience major tournaments, including Masters. Reports fully professional, any length desired. Call Lew Heflinburger (601) 672-9589 thru July 28, or set up press box at Laredo Club Championship, Lupiter, Fla.

Programing, Production, Others continued

Top 15 market P.D. desires new challenge with congenial gen. All forms considered. All replies answered. Box G-170, BROADCASTING.

Top rated P.D.-O.J. looking for opportunity with station in 100,000-250,000 market. Will relocate. Will relocate. To make your station a winner! Box G-195, BROADCASTING.
Radio station transmitters: Dallas-Fort Worth Regional Airport extends the date for opening proposals for 50 transmitters from March 20, 1970, to September 20, 1971. Both transmitters in operating condition and are surplus due to relocation. AWE Combo or FCS transmitter. For more information, contact Mr. Falstaff, Jones Transmitters, P.O. Box 37264, Fort Worth, Texas 76163.

FOR SALE EQUIPMENT continued

Instructions continued

ELKINS in Colorado, 430 South Broadway, Denver, Colorado 80209. Phone 303-744-7711

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, Florida 33139. Phone 305-532-0242

ELKINS in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30312. Phone 404-282-8444

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60643. Phone 312-280-0210

ELKINS*** in Louisiana, 1337 Common Street, New Orleans, Louisiana 70110. Phone 504-581-4740

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1867

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63111. Phone 314-867-2000

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-721-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73107. Phone 405-524-1790

ELKINS* in Tennessee, 1352 Union Ave., Memphis, Tennessee 38104. Phone 901-274-7120

ELKINS* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37203. Phone 615-255-5284

ELKINS* in Texas, 4810 Vision Blvd., El Paso, Texas 79925. Phone 915-779-9831

ELKINS* in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-0699

ELKINS* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-2211

ELKINS in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848

ELKINS in Washington, 401 Aurora Ave., North Seattle, Washington 98103. Phone 206-634-1355

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukew, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, production, newscasting, sportscasting, console operation, disc jockeying for broadcasting. All taught by highly qualified professional teachers. One of the nation's most successful first class FCC Licensed Broadcasting in 18 weeks. Approved for veteran's, 2nd. You call the date. (FCC) Write or phone for detailed plans. Write ELKINS** in Dallas; Phone 214-787-3219, Chicago; Phone 312-339-2900, Santa Monica; Phone 310-345-6300, New Orleans; Phone 504-591-4740, and Richmond; Phone 703-371-3200.

Elkay Electronics—6100 South Avers Avenue, Chicago, Illinois 60636. Phone 312-394-1571

Ad. No. 13,976

Addressed May 14, 1970. Accredited by the Accrediting Commission, NAAB. Reference to: 6141 Tissue Street, Cleveland, Ohio 44111.

New York-based radio syndicate with proven product seeks the sales representative whose enthusiasm can expand our show from the fifteen stations it's on to the 500 stations it ought to be on! Write:

Sales Manager, SFI, P.O. Box 121
Times Square Station
New York, N.Y. 10036

Instructions continued

Don't take time off to prepare for your F.C.C. License. Learn by correspondence, at home. Get complete preparation (from foundations thru tests) and our money-back warranty. G. B. Ill, approved. For catalog, Pathfinder Division of Gramatan Schools, 1509 N. Western, Hollywood, California 90027.

Need 1st phone fast? Then the Don Martin School Intensive Theory Course (five weeks) is the one you need approved for (Available for verification only). Learn from the finest instructional Staff in the country. Utilizing animated films in addition to other visual aids you are assured of obtaining your 1st phone as well as a strong base for groundwork in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best at .5.48. Your next Intensive Theory Course will begin August 2, 1971, for additional information, write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, H 2-5821.

Help Wanted Management

GENERAL MANAGER
Top 30 Market
800.000 Plus

Send confidential resume to
Dr. White, Mgmt. Consultant
Box G-189, BROADCASTING

Announcers
$100 REWARD
We're seeking North America's biggest morning man and will pay $100 cash to the first person providing us with the tip that leads to the success of a candidate. We're a top rated 50,000 watt chain operation in a major market. . . one of the few major markets left with clean air and little violence. Our format is contemporary MOR. The man we're seeking is probably in a medium or major market and has a proven rating record. He can follow a format, but can effectively communicate his own style and ideas in that format. If you think you qualify . . . or if you know someone who does call us immediately for a reference, and a recent snapshot. If we're interested, a personal interview will be arranged.

Box G-262, BROADCASTING

Programming, Production, Others

New York-based radio syndicate with proven product seeks the sales representative whose enthusiasm can expand our show from the fifteen stations it's on to the 500 stations it ought to be on! Write:

Sales Manager, SFI, P.O. Box 121
Times Square Station
New York, N.Y. 10036

WWVA's "Jambarre USA" is expanding. Needs top-flight man with show business background to help produce weekly live broadcast show from stage of Capitol Music Hall and book talent for that show. Other Jambarre activities include record- ing studio, record label, music publishing, TV and radio syndication, road shows, tours, etc. This is a big opportunity. Don't phone—send complete resume of background, experience, references, and a recent snapshot. If we're interested, a personal interview will be arranged.

Jambaree USA
Director, Bob Finnegan
Capitol Music Hall
1615 Main Street
Wheeling, West Virginia 26003
**Situations Wanted**

**Announcers**

Creative, humorous, dedicated MAJOR MARKET MOR PERSONALITY DJ can entertain, communicate, sell. Best references. Resume and tape.

Box G-256, BROADCASTING

**Technical**

**POSITION CHIEF ENGINEER**

Seeking Chief Engineer's position in Southern United States with major independent or new enterprise. Experienced in all phases of television, radio, and communications broadcasting, fifteen years with major independent. Excellent background.

BOX G-144, BROADCASTING

**NEWS**

**RADIO-TV NEWSMAN**

This veteran, mid-30's on the air journalist now affiliated with one of the country's leading broadcast groups is ready to change his base of operations. His credits and awards are of a national stature. If you can offer a major challenge he would appreciate discussing it with you. Your reply will be held in the strictest confidence.

Box G-277, BROADCASTING

**Programing, Production, Others**

**CLIP AND SAVE... TIME AND MONEY!**

This coupon good for a Production Manager and #1 Rated Radio Entertainer! (with 1st phone)

**MOR or Rock**

Redeem by writing Box G-222, BROADCASTING

OR by calling (301) 371-5511

**TELEVISION**

**Help Wanted Technical**

**CHIEF ENGINEER**

**KNBC—LOS ANGELES**

Opening for experienced engineer. Responsibilities include TV transmitter as well as all other technical facilities. Submit resume and salary requirements to

**STATION MANAGER, KNBC**

3000 West Alameda Avenue
Burbank, California 91505

An Equal Opportunity Employer M/F

**Television Help Wanted—Programing, Production & Others**

**TELEVISION PRODUCTION EQUIPMENT**

**REGIONAL MANAGER**

Immediate ground floor opportunity for an exceptional man with strong motion picture/broadcast television production background to spearhead broad gauge marketing effort for an entrepreneurial subsidiary of major company.

The advent of a breakthrough electronic device, which may have a profound impact on the entertainment industry, requires the talents and acumen of a uniquely qualified regional manager to penetrate major markets in the Western U.S., Latin America, and the Pacific Basin. Prime responsibilities include developing wide ranging market strategies, then actually selling the concept of this sophisticated equipment at highest management levels. Ideal profile includes a BS/BA or equivalent, plus at least 8-10 years experience in motion picture and television production with recent management exposure. Since you will be interfacing with both major film studios and electronic production houses, you must literally know both worlds. Exceptional compensation and fringes include salary plus appropriate incentives, stock purchase plans, profit sharing, full insurance portfolio.

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Sheila Barish, Director

**For Sale Stations**

Fulltime long established Texas high successful AM station. Cash flow near $100,000 a year. Excellent equipment. $600,000. 26% down. Owner financed.

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**NORTH CAROLINA FULLTIME**


Box G-211, BROADCASTING

**Broadcasting, July 26, 1971**
FOR SALE Stations continued

ADVERTISEMENT OF PUBLIC SALE OF ASSETS OF TV STATION
IN THE MATTER OF CHANNEL 26, INC.,
D/b/a WONDERFUL WORLD OF MOVIES,
AND D/b/a WWOM-TV;
NO. 70-1968 IN BANKRUPTCY
UNITED STATES DISTRICT COURT
EASTERN DISTRICT OF LOUISIANA
Notice is given to all interested parties that the
assets of Channel 26, Inc., d/b/a Wonderful
World of Movies, and d/b/a WWOM-TV, in
bankruptcy, shall be sold in bulk (with the
exception of one IVC Model 500 Color Camera),
with attachments by sealed bid, as is, where
is, to the highest bidder for cash. The sale shall
be free and clear of all liens, mortgages,
etc., and all mortgages and liens, etc., shall
be referred to the proceeds. Sealed bids shall
be addressed to Dorothy R. Cowen, Trustee,
and shall be received up to and including 2:00 P.M.
on August 5, 1971 at 712 American Bank Build-
ing, New Orleans, Louisiana. All bids are to be
accompanied by a ten (10%) percent deposit in
the form of cash, certified check or cashier's check.
The Trustee reserves the right, in its
discretion, to reject any and all bids. The
acceptance of the highest bid by the Trustee
shall be subject to the approval of the Refer-
ee. All interested parties are invited and solicited
to submit sealed bids. Any inquiries for addi-
tional information should be addressed to
Dorothy R. Cowen, Trustee, Room 402, 82 Perdido
Street, New Orleans, Louisiana 70112.
DOROTHY R. COWEN, TRUSTEE

FOR IMMEDIATE SALE
TELEVISION STATION
Central/West-Central Illinois
UHF—ABC Affiliation
23 Months on the Air
Contact
A. W. APPLEBEE
(217) 245-4111
(No Brokers Please)

| Tennessee small | $100M | 29% | South small | $85M | 29% |
| Tennessee small | AM-FM | 445M | Penn small | profitable | 225M | 29% |
| NE medium AM-FM | 265M | 100M | West medium | profitable | 97.5M | 25M |
| N.Y. metro | 285M | 25% | SW medium | AM-FM | 350M | 250M |
| East metro | 525M | 28% | Mo. metro | AM-FM | 350M | SOLD |

(Continued from page 59)

FOR SALE Stations continued

1. CALIFORNIA. Full time, AM-FM.
   Highly desirable market, $675,000.
2. SOUTHWEST. AM-FM, profitable.
   Real estate, $325,000, Terms.
3. SOUTH WEST CENTRAL. Full time.
   Profitable, $550,000, Terms.
4. PACIFIC NORTHWEST. Full time.
   $120,000, Terms.

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AND ASSOCIATES
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Los Angeles, California 90028
Area Code 213-464-7279

If you have the scratch, we have the
gem. Small single AM station market.
edge of metro in southeast. A bargain for
cash and a good group buy. It has all
the markets. Write
Box G-230, BROADCASTING
No tire kickers.

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LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-2430

Ownership changes
Applications
- KRLC(AM) Lewiston, Idaho—Seeks transfer
  of control from Donald A. Thomas (76.65%)
  to Douglass Alan Mackenzie (33.35% before,
  100% after). Consideration: $18,500.
- WTKN-AM-FM Kent, Ohio—Seeks assignment
  of license from Kent-Ravenna Broadcasting Co.
  to Media-Com Inc. for $275,000. Sellers: Ray-
  mond E. Dix, treasurer, et al. Buyers: Richard
  M. Klaus (37.5%), president-treasurer; Leonard
  B. Scharfeld (37.5%), executive vice president
  and secretary; Alvin L. Gray (12.5%), vice
  president; and R. Robert Klein (12.5%), vice
  president. Mr. Klaus has 9.5% interest in WREB(AM)
  Cleveland, and KFAC-AM-FM Los Angeles. Mr.
  Scharfeld and Mr. Gray are attorneys. Mr. Klein
  is associate editor and publisher, Ann.
  July 9.

CATV
Final actions
- Flint, Mich.—FCC approved agreement between
  Flint Cable TV Co. and Poole Broadcasting Co.,
  licensee of WIRT-TV, Flint, providing for car-
  rying CATV system of signals of 4 Detroit
  Mich. TV stations and Windsor, Ontario station.
  Action July 14.
- Newport News, Va.—FCC, in response to re-
  quest by Hampton Roads Cablevision, denied
  period of seven days to its decision ordering firm
to stop carriage of Richmond stations WTVR-
  TV and WWBT(TV), and Peterburg-Richmond
  station WXXV-TV, in violation of mandatory
  stay provision of rules (Doc. 18841). Action
  July 12.

Cable actions elsewhere
The following are activities in community-

(Continued from page 59)

- K12ER Andersen Air Force Base, Guam—
  Broadcast Bureau granted mod. of VHF
  translator station to change frequency from
  204-210 mhz to 82-88 mhz; change type trans.;
  make changes in ant. system; change call letters
  to K06HA. Action July 13.
- KXNL Clayton, Mo.—Broadcast Bureau granted
  mod. of CP to extend completion date to Nov.
- KCBF-TV Columbia, Mo.—Broadcast Bureau
  granted mod. of CP to change ERP to 542
  kw; aur. 112 kw; change ant. site approximately
  100 ft.; change type trans. and ant.; make
  changes in ant. structure; ant. height 1130 ft.
  Action July 14.
- KRBB Sullivan, Okla.—Broadcast Bureau
  granted mod. of CP to extend completion date
- KCPW-TV Salt Lake City—Broadcast Bureau
  granted mod. of CP to extend completion date

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  station WXXV-TV, in violation of mandatory
  stay provision of rules (Doc. 18841). Action
  July 12.

Cable actions elsewhere
The following are activities in community-

(Continued from page 59)

- Cedar Rapids, Iowa—Communications Propri-
  eties Inc. (multiple-CATV owner), Austin, Tex.,
  has applied for a franchise.
- Madison, N.J.—Blonder-Tongue Laboratories
  (multiple-CATV owner), Old Bridge, N.J., has
  applied for a franchise.
- New Paltz, N.Y.—Video Control, Cliftondale,
  N.Y., has applied to town board for a non-
  exclusive franchise.
- Westhampton Beach, N.Y.—Village board has
  received a franchise application from Suffolk
  Cable TV Inc.
- Mansfield, Ohio—Lodi Cable Service Inc., Lodi,
  Ohio, has applied for a franchise.
- New London, Ohio—Lodi Cable Service Inc.,
  Lodi, Ohio, has applied to city council for a 20-
  year exclusive franchise.
- Littlestown, Pa.—Telecable Communications
  Corp., Baltimore, has applied to borough council
  for a franchise.

FOR SALE Stations continued
Ambitious protege of Bill Buckley makes it on his own

With less than seven years in the TV-radio business, 29-year-old Peter H. Starr is president and chief executive officer of the fast-stepping Starr Broadcasting Group Inc. and it's fair to say: "Somebody up there likes him." That "somebody" is the erudite and wealthy publisher-columnist-television personality, William F. Buckley Jr.

Mr. Buckley has known Mr. Starr for 18 years: as his newspaper boy, as a boat boy and sail-boat skipper in Stamford, Conn., and more recently, as his associate in Starr Broadcasting. Messrs. Starr and Buckley are the largest stockholders in that company, and it was Mr. Buckley who provided the initial financial resources to launch the groups in late 1966.

But it's equally fair to say that the youthful broadcast executive has not merely hitched his wagon to the Buckley star. His aggressive leadership has been the key factor in Starr's expansion from two stations owned principally by Mr. Buckley's National Review into a complex that includes eight radio stations and a TV outlet. The company has also bought, subject to FCC approval, three additional radio facilities and a TV station.

Even Mr. Buckley confesses that he was surprised at Mr. Starr's penchant for sales, finance and management. "I had never thought of Peter as a businessman," he said. "I had known him since he was 11 or 12 and knew that he was bright and industrious. When he finished college, I offered him a job as a salesman with our station in Omaha—KOWH(FM). He accepted."

"Peter kept sending me letters with comments on the operation. After five months, I realized he had a better grasp of what was going on than any of the general managers we had had. I promoted him to general manager."

Mr. Starr, a tall, lean young man with a brisk but friendly manner, considers himself a specialist in sales and finance, though he had no strong working background in these areas. (He majored in English and classical studies at Georgetown University in Washington and had never been involved in sales or studied finance.)

"But I learned all I could about sales and finance because it was necessary," he said matter of factly. "After a few months as general manager, the station's ratings and billing grew considerably. In fact, there isn't a station we have acquired that we have not at least tripled the billings."

Mr. Starr is a self-assured and avowedly ambitious person. Despite his initial success at KOWH, he considered leaving in 1966 after less than two years there. "Bill [Buckley] asked me what it would take to keep me," he recalled. "And I told him I would like participa-

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**Week's Profile**


(AM) Memphis; KYOK(AM) Houston; WJOK(AM) Little Rock and KOZK(FM) Dallas and a television station, WCBY(TV) Bristol, Va.

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In addition, Starr Broadcasting has bought, subject to FCC approval, KARB-FM Oakland-San Francisco; KBHH-TV Honolulu and WCAM(AM) Camden, N.J. Starr also purchased in 1970 Arlington House (book publisher), the Conservative Book Club and the Nostalgia Book Club.

Starr Broadcasting makes its headquarters in New Orleans and Mr. Starr, a bachelor, estimates he spends one day a week there, one or two days in New York and the remainder in various parts of the country, visiting the other stations and discussing new acquisitions and financing.

"We have had to borrow considerable sums of money, of course, to finance our acquisition program," Mr. Starr said, "but we don't consider our debt position burdensome at all."

Mr. Starr appears to be headed for his first million. His approximately 58-500 shares in Starr Broadcasting, traded on the Midwest Stock Exchange, have a market value of almost $900,000. The company went public a year and a half ago, with shares sold at $9 each and now selling in the vicinity of $15-16.

He indicated that Starr Broadcasting's growth period is far from over and that the announcement of another purchase can be expected in a few weeks. He mentioned that Starr is particularly high on FM and the company is seeking the right property at the right price in the top-10 markets.

Three of the Starr stations are black-oriented: KYOK, WJOK, and WJOK. He was asked if Mr. Buckley's political conservative orientation posed any problem in the black communities of Houston, Memphis and New Orleans. "Not at all," Mr. Starr replied. "We have an excellent rapport in those communities because we are serving them well. We have added significantly to the news departments there and have opened up our microphones to black spokesman. Our stations there are responsive and responsible to the communities they serve."

Mr. Starr sidestepped a question as to whether he himself is a conservative. But he made it very evident that he is a fervent admirer of Mr. Buckley, period.

He has traveled extensively in this country and in Europe and the Far East, and often accompanies Mr. Buckley on skiing vacations abroad. Like his senior associate, he enjoys sailing, skiing and reading, and hopes some day to find the time to take a stab at writing (he was an editor of his college newspaper at Georgetown).
NAB outlook
A new team, both appointive and elective, is off and running at the National Association of Broadcasters. Paul Haney, one of the three recently designated executive vice presidents, leaves for personal reasons after a trial run but is succeeded by Jim Huibert, who moves up after extended service on the staff. The other two executive vice presidents, Grover Cobb and Paul Comstock, are taking command of their assignments. The aim is to free the NAB president, Vincent T. Wasilewski, for performance on the policy level.

The newly elected command, headed by Richard D. Chapin, Stuart Stations, Lincoln, Neb., as joint board chairman, is determined to shake things up.

Some broadcasters have been sold on the merits of a federation of trade groups with a hard-hitting top lobbying echelon. We think this is the answer at the right time.

A desirable first step would be to cut back an unwieldy 44-man board to one perhaps half that size. It could meet four times a year in Washington and get more done at far less expense than two 44-man (plus executive staff) meetings a year, one of which is a junket to some exotic resort.

Improvement is needed in the political-action area. While there have been stabs in that direction, with good work done in putting out some fires, continuing and coordinated planning is needed with the outlook what it is.

Thought should be given to an appointed national legislative council of perhaps 30 members—one from each state to work in conjunction with the state associations.

Such a changed structure with more frequently scheduled meetings in Washington, rather than hit and miss, could lay the foundation for an effective federation.

Right to know
Last week's issue of this newsweekly (July 19) carried the House roll-call vote blocking the frenzied effort of Chairman Harley O. Staggers (D-W. Va.) of the Interstate and Foreign Commerce Committee to deny broadcasters their First Amendment rights.

But the 226-181 tally (with 27 members absent or not voting) was no vote of confidence in broadcasters or a conclusive test of the applicability of the First Amendment to the broadcast press. Mr. Staggers lost his battle but he had support from both sides of the aisle and will have again if a new conflict erupts.

A hitherto reluctant printed-page press, perhaps for the first time, recognized that in the effort to cite CBS for contempt it could happen to them too. Most big newspapers rallied to the support of CBS Inc. President Frank Stanton.

Broadcasters are still in imminent danger. They need to know where they stand. They have a right to know why their elected representatives voted as they did. And they should know what motivated those who did not vote at all.

What is wrong in a free society about a constituent asking his elected representative why he voted as he did on any issue, let alone one that affects his very survival? It is not unusual for a congressional incumbent to seek air exposure or campaign contributions. Did he vote against the proposal to recommit the Staggers contempt citation because of the "club" and the archaic seniority system, or did he do so because he honestly felt broadcast journalism is not covered by the First Amendment?

We have no doubt that some members of Congress (and particularly the committee staff zealots) will regard such polite confrontation as an audacious attempt to intimidate, or otherwise ascribe ulterior motives. Nonsense.

And while dealing with games that congressmen play, the broadcaster should ask his elected representatives to give honest and forthright consideration to repeal of Section 315, the roadblock in the path of broadcast journalism on a parity with the printed page. Within the last fortnight the Nixon administration, through Deputy Attorney General Richard Kleindienst, has reaffirmed its espousal of total repeal. This should not be a partisan issue.

It can only get worse
The destructive consequences of the recent court reversal of the FCC's orderly treatment of challenges to license renewals have already begun to take shape. In Dallas a local group, hastily organized, has applied for the facility occupied by WPAA-TV (Broadcasting, July 19). In Washington, the Stern Community Law Firm, representing a Mexican-American group in Albuquerque, N.M., has petitioned the FCC for release of financial reports of stations it wants to attack and for a rulemaking to open all such reports to public scrutiny (see story elsewhere in this issue).

In both cases the applicants took their cues from the appellate-court decision overturning the FCC's 1970 policy statement that gave incumbents an edge against competing applicants upon a showing of substantial service.

The Dallas challengers, who are without other media ties, are attacking the crossownership of WPAA-TV, its AM and FM counterparts and the Dallas Morning News. The court had told the FCC to pursue a policy of decentralization of media ownerships in the comparative hearings its decision would precipitate.

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The court had told the FCC that incumbents could be given a merit only on a showing of "superior" service and had added that one way to measure superiority was to determine how much of a station's profit it had put back into programming. The Stern petition, if granted, could lead only to the establishment of government standards for profit retention and program expense.

Again the need for legislative remedy is emphasized.

"I say they're parking there on purpose!"

Drawn for Broadcasting by Sid Hix

BROADCASTING, July 26, 1971
The Security Station.

Poor you. The dubs were late, the coffee cold, and even man's best friend growled at you this morning. And to top it off, all day long the whole world's been trying to get right to your eyes.

Lucky for you you're advertising on a station that will get to theirs. The Security Station, KPRC-TV in Houston.

We telecast in all colors, and the way you feel advertising on KPRC-TV, you'll never feel blue. We're the solid kind you can depend on.

With availabilities in a stylish blend of spot announcements, programs, and participations. Featuring Perma-View material so the channel never needs changing. The Security Station.

In total color, with the Madison Avenue collar. KPRC-TV, Channel 2, Houston. When an advertiser needs a friend.

KPRC-TV
National representatives: Edward Petry & Co.

From KPRC-TV, the color Television Station.

Courtesy: Arrow Shirts
The 11th Annual WSB-TV Salute to America Parade: Largest Independence Day Spectacular in the Nation.

WSB-TV's Don Elliot Heard presents a letter from President Nixon congratulating the WSB-TV Salute to America Award Winner, Dr. Billy Graham.

Award presentation: Leonard Reiner, President Cox Broadcasting; Georgia Gov. Jimmy Carter; Sen. David Gambrell; Dr. Graham; Sen. Herman Talmadge.

Billy Graham salutes the largest crowd ever to watch the WSB-TV Salute to America. Gov. Carter's daughter takes a short nap on Peachtree St.

T. V. Motion picture star Burt Reynolds was on hand, and so was sports immortal, Rosie O'Grady.

Gloria Loung, "Miss Salute to America" in behalf of City of Hope.

Mitch Vogel of Bonanza appeals for UNICEF.

Emmy Award winner Karen Valentin.

Kathy Gaver appealing for March of Dimes.

Lisa Todd of Hee-Haw and singing star Tony Fontane.

The Fourth of July is star-spangled in Atlanta. Hundreds of thousands turn out on the parade route. While mom tune to the station which began, and each year conducts the largest Independence Day Spectacular in the Nation.