Special report: Broadcasting’s major contribution to corporate solvency

The emerging confrontation between Burch and Whitehead over cable

Telestatus: exclusive analysis of TV marketplace highlights spot targets

Still alive and well in advertising: discontent over ratings’ service

"ALL ABOUT FACES" IS SELLING BEAUTIFULLY

Already sold for prime-time telecasting to
WPIX-TV New York,
WJRT-TV Flint,
WRRI-TV Providence,
WEWS Cleveland,
WPVI-TV Philadelphia,
KTRK-TV Houston,
WKRG-TV Mobile,
WTVJ Miami,
WCSH-TV Portland,
WTNH-TV New Haven,
WVTI Milwaukee
and WTEN Albany.

"ALL ABOUT FACES" is the brand new, first-run series produced exclusively for syndication. It combines the visual excitement of a situation comedy with the fast pace and suspense of a game show. That's why it's a pretty hot selling series.

Beautiful.

"ALL ABOUT FACES" 130 Prime Time half-hours in color on tape from SCREEN GEMS.
"Earth Lab," a new program from Group W, depicts life as kids see it and live it in a kid's world. Not fantasy and frolic, but an in-depth look at what's important to them. Some of its problems and some of the ways they are being solved. From ecology to economics, aviation to oceanography.

Host Rex Trailer, pilot, horseman, photographer and musician, to name a few of his talents, translates his skills into curiosity-provoking experiences for kids 8 to 14 years. Rex has revealed his very special rapport with youngsters throughout his television career.

"Earth Lab" features trips to exciting locations, the kids performing scientific demonstrations, a musical recap and discussions of "when I grow up" with the in-studio audience. Providing comedy every week is "Philo," our talking computer with flashing lights, deep voice and quick answers to tough questions from the audience. Rex also brings in guests, from a 14-year-old pilot to an astronaut, to entertain and interact with the youngsters, making "Earth Lab" a series of involvements, rather than instruction. It's the answer to your programming needs for young people.

Find out more about "Earth Lab"...sixty minutes of life the way our kids see it and live it. Call us.
Ward's in a position to make things happen.

Schedules move around Ward Huey's desk. Traffic is another of his responsibilities. If you're considering a highly effective television flight in the Dallas-Fort Worth area, contact Ward for reservations. He's WFAA-TV's General Sales Manager.

WFAA-TV DALLAS-FORT WORTH
ABC, Channel 8, Communications Center. Represented by Edward Petry & Co., Inc.
Winners.
19th Annual
BMI Awards
to Student Composers

Bravo.

These talented young people bring to 163, the number of student composers aided by the BMI competition. The 1970 winners are:

JOHN ADAMS, 23
Norton, Massachusetts

WILLIAM ERIC BENSON, 22
Reidsville, North Carolina

MICKEY COHEN, 18
Montreal, Canada

DANIEL FOLEY, 18
Jacksonville, Florida

ANDREW FRANK, 24
Philadelphia, Pennsylvania

JOAN HARKNESS, 25
Ann Arbor, Michigan

DANIEL KESSNER, 24
Los Angeles, California

DAVID KOBIZT, 22
Cleveland, Ohio

GERALD LEVINSON, 19
Westport, Connecticut

PHILLIP MAGNUSON, 21
Toledo, Ohio

ROBERT P. MOUNSEY, 18
Granville, Ohio

DAVID NOON, 24
Pomona, California

EUGENE O'BRIEN, 25
Omaha, Nebraska

STEVEN SANBERG, 15
Brooklyn, New York

MICHAEL SEYFRIT, 23
Lawrence, Kansas

MICHAEL UDOW, 21
Elkins Park, Pennsylvania

HUGH M. WOLFF, 17
Washington, D.C.

For full information and entry blanks write Oliver Daniel.

Broadcast Music, Inc., 589 Fifth Avenue, New York, N.Y. 10017

BMI
All the worlds of music for all of today's audience
Of the many divisions listed by 29 diversified companies in their 1970 annual reports to the Securities and Exchange Commission, radio and television emerge as principle money makers in a BROADCASTING special report. See...

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**Broadcasting**

Aug. 2, 1971;Vol.81,No.5

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

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

Subscription orders and address changes: Send to Broadcasting Circulation Department. On changes include both old and new address plus address label from front cover of magazine.

BROADCASTING, August 2, 1971
Famed fado singer Amalia Rodrigues recently appeared on the WTEV Portuguese-language series, "Passport to Portugal." Internationally acclaimed musicians and entertainers are featured on this colorful weekly program, presented as a service to the estimated 400,000 persons of Portuguese heritage within the station's tri-state coverage area. Unique "Passport to Portugal" is an outstanding example of WTEV programming to meet the needs of its viewers.
Firing line
William F. Buckley Jr.'s Vietnam papers hoax in National Review (see editorial page 60) may have still further repercussions. Serious question is being raised in government circles about his fitness to continue as member of United States Advisory Commission on Information, civilian body charged with overview of United States Information Agency.

Added irony: Frank Stanton, president of CBS and engaged in journalistic controversy on his own (The Selling of the Pentagon, et al.), is chairman of Advisory Commission. He has often questioned validity of government's document classification methods, issue which triggered Mr. Buckley's journalistic adventure.

Bigger ticket
Some people gasped when three TV and six radio stations in Triangle group owned by Walter Annenberg and family commanded record $110 million when sold to Capital Cities (Broadcasting, May 3). Turns out station properties brought modest price compared with tag on ancillary publication, TV Guide, which Annenberg family is keeping. High executive who should know puts market value of TV Guide at half-billion dollars. Publication sells 17 million copies per week at 15 cents each for newstands sale, billed $76 million in advertising in 1970, according to Publishers Information Bureau.

GE's tomorrow
Tomorrow Entertainment Corp., New York, General Electric Co. subsidiary headed by former ABC-TV president Tom Moore, is understood to be placing heavy emphasis on syndicated programming. Company is underwriting development of eight to 10 series, including women's daytime strips, several weekly children's programs in both live action and animation and number of late-evening and early-evening series. They are to be offered to advertisers on trade-out basis through subsidiary company called Tomorrow Syndication. New programs are to be offered for mid-January 1972 start.

Broadcast Bureau shifts
FCC has appointed—finally—new chief of its renewal and transfer division. He is Joseph Zias, member of staff since 1963; he has been with opinion-writing office of opinions and review since 1966. When his assignment clears Civil Service Commission, Mr. Zias will replace Robert Rawson, whose appointment as deputy chief of Broadcast Bureau became effective in January. He has been performing both jobs ever since. Meanwhile, Francis Walsh, who resigned as Broadcast Bureau chief two weeks ago after less than year in job ("Closed Circuit," July 26), is planning to return to home in San Francisco in mid-August to resume teaching at San Francisco University law school and to practice law. Appointment of his successor, Wallace Johnson, now assistant chief of bureau, is working its way through civil service clearance procedures.

ARB deadline woes
Friday (July 30) was deadline for stations holding two-year contracts with American Research Bureau to send in protective cancellations. That's device that allows subscribers one extra month to negotiate any differences they may have with ARB and still retain their discount rates in case they change their minds and sign up by end of August. ARB officials had no firm data as of Friday but said earlier check indicated cancellations from about 15% of stations having two-year contracts. That, they said, was about normal level except for last year, when mass uprising against ARB rate increase led more than one-third to quit. Cancellation psychology works other ways, too. At least some stations are known to have advised ARB they would not cancel now—but probably would not renew year from now unless ARB by then makes changes they deem essential.

For the books
Whatever else may happen to FCC Chairman Dean Burch, he'll never forget Friday, July 23. After FCC special meeting that day he meandered to Washington's politically "in" golf links of which he's a new member—Burning Tree. On five par 16th hole using driver and a three wood he sank his second shot for double-eagle. With stroke handicap (he has 13 there; 11 at Congressional Country Club) he wound up with equivalent of hole in one on par five!

When Commissioner-designate Charlotte Reid takes office next October, FCC will acquire fourth avid golfer—all Republicans. Illinois Congresswoman Reid, serving her fifth two-year term, has 23 handicap (as of five years ago). Chairman Burch is best FCC golfer (see above). Commissioner Robert E. Lee sports 20 handicap at Congressional Country Club, and Commissioner Robert Wells, who claims he's off his game, has 15 handicap at Congressional.

Wizard vanquished
FCC concern over commercialization may have boomeranged in one instance involving effort to encourage production of quality children's programming. Commission last week indicated it would not relax ruling on advertising on Mr. Wizard program scheduled for NBC next fall. As result, manufacturer of Mr. Wizard science toys is understood to have stopped taping show, feeling program is no longer viable advertising vehicle. However, contractual problems with NBC remain.

Problem involves use of Mr. Wizard in name of program and in names of products to be advertised. Several months ago, FCC notified NBC that if more than one 60-second spot per half-hour program were devoted to single Mr. Wizard product, entire show would have to be logged commercial. Later Owens Illinois asked if ruling would apply if several products were advertised on rotating basis but with no more than 60 seconds per program devoted to them. Commission indicated last week that it would, that even under those circumstances entire program would have to be counted commercial.

SOS for EBS
CATV isn't other area in which there's dispute between executive branch and FCC. Showdown approaches between FCC and Office of Telecommunications Policy on jurisdiction over Emergency Broadcasting System and related EBS functions (Broadcasting, July 26). FCC has been primary agency involved in emergency communications, but six months ago OTP's Clay T. Whitehead intervened as White House policy adviser, and since then meetings have taken place with FCC, Office of Civil Defense, Office of Emergency Preparedness, broadcasters and other non-government communications representatives.

FCC position is that it has statutory responsibility for emergency communications in non-government field; OCD and others maintain that it is inefficient to separate warning notification and messages to public, in addition to providing facilities for President to talk to nation over broadcast stations.

BROADCASTING, August 2, 1971
KOVR’s “Community Needs” luncheons. A chance for Stockton’s community leaders and KOVR’s program personnel to get their heads together. About just one thing: making their community better.

During these luncheons, the leaders express their thoughts on the major problems facing the community.

The KOVR personnel decide which of these problems they can do something about. And then they do it.

Every McClatchy TV and radio station has hosted one or more of these special community luncheons in their local areas.

This may mean a few long lunches. But we think getting involved in community affairs is not such a bad thought.

KOVR • CHANNEL 13
STOCKTON/SACRAMENTO
CALIFORNIA

McCLATCHY BROADCASTING
Basic ABC Affiliate
Represented Nationally by Katz Television

KOVR STATION INFORMATION
STOCKTON/SACRAMENTO
CALIFORNIA

KOVR • SACRAMENTO
STOCKTON
CALIFORNIA
New music-license contract, embodying
terms tentatively agreed upon four
months ago, was to be mailed by Broad-
cast Music Inc. last Friday (July 30) to
all U.S. television stations.

Robert H. Smith of WBB-TV Bristol,
Va., who was chairman of All-Industry
TV Station Music License Committee
that negotiated agreement with BMI,
preceded mailing with letter telling
stations that committee "strongly and
unanimously" recommended they ac-
ccept new contract.

It provides that stations shall pay to
BMI 58% of amount they pay to
American Society of Composers,
Authors and Publishers, or at present BMI
rate, whichever is less. Mr. Smith esti-
mated that agreement, first disclosed at
National Association of Broadcasters
convention (Broadcasting, April 5),
could save TV stations $9 million in
BMI payments over its projected seven-
year term, assuming 6% average annual
industry growth rate.

Explanatory note from BMI Presi-
dent Edward M. Cramer accompanied
contracts. They are due to run from last
Jan. 1 to Dec. 31, 1977, subject to right
of either side to terminate at end of

Mr. Smith has retired as chairman
but remains a member of the All-Indus-
try committee, now headed by Leslie
Arries of WGEN-AM-FM-TV Buffalo, N.Y.

Representative Harley O. Staggers
(D.

W. Va.) has asked for transcript of
NBC-TV's Today show following
incident Friday (July 30) in interview be-
tween NBC newsmen Edwin Newman
and comedian George Jessel.

Mr. Newman terminated interview
with Mr. Jessel after comedian referred
first to New York Times and then to
Washington Post as Pravada.

"You are a guest here," Mr. Newman
interrupted. "But I don't really think
very much of this talk about 'Pravada—
excuse me, the New York Times;
Pravada—excuse me, The Washington
Post.' I think that's silly, I do. Thank
you very much, Mr. Jessel."

Then followed a colloquy in which
Mr. Newman said that "what you're say-
ing, if you mean it, is extremely seri-
ous"; Mr. Jessel said he "didn't mean it
quite that way" and wanted to "say one
thing before I leave." Mr. Newman
said "please don't" and finally ended it
with "I think we have a message com-
ing up." But Mr. Jessel had last words:
"Good. I'm sorry."

Mr. Staggers requested transcript
through Investigative Subcommittee, of
which he is chairman. A subcommittee
spokesman said full details of incident
were not known when request was made,
however it was thought that copy of
script would prove "informative." Script
would probably not have been requested
if full details of incident been known
at time, he said. He added that requests
of this nature were "fairly routine"
matters.

Reuven Frank, president of NBC
News, issued statement saying: "Edwin
Newman handled an unfortunate occur-
rence with dignity and dispatch and NBC
News feels he acted wisely and in the
best possible taste to correct a live
broadcast situation which seemed to
be getting out of hand."

KHJ-TV oral argument set

RKO General Inc.'s fight to hold on to
license for KHJ-TV (ch. 9) Los Angeles,
will go before FCC on Oct. 12 for oral
argument. RKO will plead its case
against testimony from Fidelity Tele-
vision Inc., competing applicant for chan-
nel 9 which was victor in comparative
hearing. RKO has filed exception to
hearing examiner's initial decision pro-
posing denial of KHJ-TV's license.

In designating KHJ-TV for oral argu-
ment, commission also denied request
by staff to reopen hearing for admission
of further evidence against RKO stem-
ing from antitrust suit brought by Jur-
stice Department against General Tire
and Rubber Co., RKO's parent com-
pny. That litigation, in which General
Tire was accused of making illegal re-
ciprocal purchasing agreements in vio-
lation of Sherman Antitrust Act, was
terminated last year by consent judg-
ment after RKO reached accord with
Justice on its complaints (Broadcast-
ing, Aug. 31, 1970). Commission said
last week there is no reason to reopen
KHJ-TV hearing since hearing examiner
has already recommended that RKO's
license be denied.

RKO is also involved in comparative
hearing against two other applicants
vying for channel 7 Boston, which is oc-
cupied by its WNAC-TV.

Code member backs down
on Preparation H threat

Broadcaster who started campaign to re-
vote procedures on handling product
categories under code of National Asso-
ciation of Broadcasters, has agreed that
if it comes down to carrying Prepara-
H or resigning from code, he would
drop product.

H. Ray McGuire, vice president and
general manager of WALA-TV Mobile,
Ala., said Friday (July 30) that he is
"not going to do anything to jeopardize
the industry" in which he has spent 32
years. Earlier, Mr. McGuire said in let-
ters to NAB and code officials, that he
would take Preparation H advertising,
notwithstanding continued ban voted by
TV board of NAB at its June meeting
(Broadcasting, July 26).

Purpose of his letters to TV Board
Chairman A. Louis Read, WDSU-TV
New Orleans, and others, was, accord-
ing to Mr. McGuire, to register his dis-
satisfaction with fact that TV Code
Review Board had unanimously en-
forced action permitting stations to carry
Preparation H, hitherto banned, but
that TV board had turned review
board's recommendation down by one
vote. There should be no product
banned, Mr. McGuire said last week;
each advertisement should be judged
on its own merits.

One of his problems, Mr. McGuire
said, is that another TV station in Mob-
ile, which he declined to identify, not
member of code but member of NAB,

Dill-White law that established first Fed-
eral Radio Commission was to get
"American money into radio." And, he
continued, "I want radio and TV to
make money." But, he added, their first
obligation is to serve the public. Public
interest, he said, "is the Magna Carta
of the Communications Act. . . ."

Senator Dill's comments were made
during interview while visiting National
Association of Broadcasters headquar-
ters in Washington.
understood

Under well
carries

Advertising Agencies study
"record"
Walter Thompson, New York, claimed
month reports Friday (July 30)

10

resolved.

March

of franchise
by
WNYN(AM)

ald

of Susquehanna
Pa.,
come of

Susquehanna Broadcasting Corp.'s pur-
tion,
ging
Net income 477,000 1,058,000
Gross

Earned per share

JWT reported
In granting

six

months ended June 30:

Net income

representing

seven

months ended June 30:

Net income

AM sale approved—but

Susquehanna Broadcasting Corp.'s purchase of WNYN-FM Canton, Ohio, has been authorized by FCC, subject to out-
come of antitrust litigation in Hanover, Pa., in which partially-owned subsidiary of Susquehanna is defendant.

Susquehanna, whose purchase of WAEP(FM) Cincinnati was announced last week (see page 26), is paying Don-
ald and Carleton Keys $212,500 for WNYN-FM. Messrs. Keys are retaining WNYN(AM) Canton.

Hanover antitrust suit was brought by Radio Hanover Inc. (licensee of WHVR(AM)-WYCR(FM) there and holder of franchise for cable system in that city) against Penn-Mar CATV Inc., in which Susquehanna holds one-third inter-

est, in March 1967 (BROADCASTING, March 20, 1967), and has yet to be resolved.

In granting Canton transfer, commis-

Week's Headliners

Mr. Katz
Mr. Rauch

Oscar Katz, who was VP, network programs, CBS-TV, from 1959 to 1962 and recently was with General Artists
Corp., and Desilu Productions in executive

capacities, returns to CBS-TV effective Aug. 2, as VP, programs, New
York. Mr. Katz succeeds Paul Rauch,
named VP, daytime programs. Michael
Fileman, director, daytime programs, appointed to new position of director, late-night and summer programs. Messrs. Rauch and Fileman report to Mr. Katz, who in turn reports to Irwin Segelstein, VP, program administration, CBS-TV.

Representative Charlotte Reid (R-III.), President Nixon's nominee for seven
year term as FCC commissioner, was
confirmed by Senate for that post (see page 27).

For other personnel changes
of the week see "Fates & Fortunes"

WEESLADERS

Fairness for fairness, etc.

NBC has been advised it faces demand for time if it complies with FCC ruling that it violated fairness doctrine in con-
nection with carriage of three spots con-
cerning Standard Oil Co. of New Jer-
sey's drilling operations in New Jersey. Demand would come from Alyeska Pipeline Service Co., which plans to build Alaskan oil pipeline and which is partially owned by ESSO.

Commission last month held that spots promoted interests of those interested in drilling and transporting by pipeline Alaskan oil. Commission said issue was controversial one of public importance. It also said NBC did not appear to have presented full view of other side (BROADCASTING, July 5).

But Alyeska, in letter to NBC, said ESSO spots did not refer to Alyeska pipeline. Accordingly, it said, if time is
given for response to ESSO ads and it
is used to oppose construction of pipe-
line, "Alyeska requests a reasonable oppor-
tunity to present its contrasting view-
point."

Another Texas TV hit by denial petition

FCC has been asked to deny Doubleday Broadcasting Co.'s application for re-
newal of KROD-TV El Paso, Tex. Petition
was filed last week, almost month after
cutoff for such petitions, by two citizen
groups—Committee for the Develop-
ment of Mass Communications and Con-
ference on Unity and Action. They
alleged that station failed to guard
against discrimination in employment
on basis of national origin and had not
certained needs of public, particularly
of Mexican-American community. Peti-
tion to deny another Doubleday station, KITE(AM) San Antonio, was filed month
go by Mexican-American group. And
third Doubleday station in Texas, KOSA-
(AM) Odessa, was expected to be hit
with petition to deny this week.

State control of cable urged

Nonprofit New Jersey consumer-re-
search organization recommended late
last week that cable television be regu-
lated by state's Public Utilities Commis-
sion because municipalities are more
interested in share of profits than in pro-
tecting public interest in granting of
cable franchises.

Center for Analysis of Public Issues,
Princeton, N.J., said franchises are often
issued in matter of weeks without bid-
ding or public hearings and that forth-
coming FCC rules will be insufficient to
fully regulate cable operations.

Richard C. Leone, center's director,
wrote report. Mr. Leone is visiting lec-
turer at Princeton University and was
aide to former New Jersey Governor
Richard Hughes.

WGN subsidiary quits NCTA

National Cable Television Association "increasingly devotes its time and its
members' funds to attacking broadcast
television from which it has been pirat-
ning programs since its inception," ac-
cording to company that has terminated
its NCTA membership.

WGN Electronic Systems Co., sub-
diary of group broadcast owner WGN
Continental Broadcasting Co., made that
comment in letter to NCTA Chairman
John Gwin, announcing end of its
eight-year association with cable group.

Company owns four cable systems
with total of 8,000 subscribers.
This week:

August 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 comments in FCC proceeding involving formulation of rules and policies relating to renewal of broadcast television licenses (Doc. 19153). Reply comments due Sept. 15.

Aug. 3—Seminar on radio commercials, sponsored by Chuck Blore and Don Richman, Chuck Blore Creative Services, in conjunction with Australian Radio Advertising Bureau (ARAB), Sydney, Australia.

Aug. 3—Regional meeting, ABC-TV executives and network affiliates, Phoenix.

Aug. 5—Seminar on radio commercials, sponsored by Chuck Blore and Don Richman, Chuck Blore Creative Services, in conjunction with Australian Radio Advertising Bureau (ARAB), Melbourne, Australia.

Aug. 5—Regional meeting, ABC-TV executives and network affiliates, Los Angeles.

Aug. 6—Seminar on radio commercials, sponsored by Chuck Blore and Don Richman, Chuck Blore Creative Services, in conjunction with Australian Radio Advertising Bureau (ARAB), Brisbane, Australia.

Aug. 8—Seminar on commercial sponsored by Chuck Blore and Don Richman, Chuck Blore Creative Services, in conjunction with Australian Advertising Bureau (ARAB), Adelaide, Australia.

Aug. 12—Seventh Hollywood Festival of World Television, Wpner Video Center, Hollywood. Screening of award-winning TV program entries from 18 countries in competition including 16 U.S. markets. (P.O. Box 4048, Hollywood, Calif. 90222.)


Aug. 18—New deadline for filing reply comments in response to FCC's further notice of proposed rulemaking involving Form 1-A market rule (Doc. 18110) and crosstown-swapping of CATV and local newspapers (Doc. 18119).


Aug. 22-25—54th annual meeting, Association for Education in Journalism, meeting concurrently with ASB American Association of School Broadcasters and American Society of Journalism School Administrators, University of South Carolina, Columbia.

Aug. 22-25—Joint regional meeting, Mid-America and Rocky Mountain CATV Association, Antlers plaza, Colorado Springs, Colo.

Aug. 24-27—Western Electronic Show and Convention, Civic auditorium, San Francisco.

September

Sept. 2—New deadline for filing comments in FCC proceeding involving formulation of policies relating to broadcast renewal applicants (Doc. 19154). Reply comments due Oct. 4.

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

Sept. 13—Hearings by Federal Trade Commission to explore impact of advertising on consumers, with special attention to TV advertising. FTC building, Washington.

Sept. 13-15—Fall convention, Michigan Association of Broadcasters, Featured speaker will be former FCC Commissioner Lee Loevinger, now with Washington Valley.


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

Sept. 25—Meeting, Nevada Association of Broadcasters. The Villager hotel, Lincoln.

Sept. 28—New deadline for filing comments in FCC proceeding involving proposed amendment of rules pertaining to field-strength curves for FM and TV stations, and field-strength measurements for same (concluded proceeding). Previous deadline was June 28 (Docs. 16004, 18052).

October

Oct. 1—New deadline for filing comments in FCC inquiry into performance of television receivers and location of FM transmitters to alleviate interference with other communications. (Docs. 19156.) Deadline was extended from July 1.

Oct. 3-5—Fall convention, New Jersey Broadcasters Association, Hotel Dennis, Atlantic City.

Oct. 3-8—110th technical conference and equipment exhibit, Society of Motion Picture and Television Engineers (SMPTE). Queen Elizabeth hotel, Montreal.

Oct. 4, 13—Hearings by Senate Commerce Committee's Subcommittee for Consumers on Truth-in-Advertising Act (S. 1461) and National Institute of Advertising, Marketers and Society Act (S. 1733). Location to be announced.


Oct. 6-8—Meeting, Tennessee Association of Broadcasters, Sheraton hotel, Nashville.

Oct. 7-9—Meeting, Massachusetts Association of Broadcasters, Sheraton-Hyannis, Hyannis.


Oct. 10-12—Meeting, Mississippi Cable Television Association, Broadwater Beach hotel, Biloxi, Miss.


Oct. 16-19—First fall conference, National Association of Broadcasters, Hyatt Hotel, Atlanta. (For complete list of NAB's 1971 fall conference dates, see Broadcasting, June 29, 1970.)


Oct. 17-20—Annual convention, National Association of Educational Broadcasters, Fontainebleau hotel, Miami Beach.

Oct. 18-19—Regional meeting, National Association of Broadcasters. Pick Congress hotel, Chicago.


Oct. 17-20—Annual convention, National Association of Educational Broadcasters. Fontainebleau hotel, Miami Beach.

Down-home sales prove right in Dallas

Every advertising campaign has to be individually tailored to the product and the market—that's a fact. But by doing everything the experts say not to, and on a country radio station, a growing medium that the experts are just beginning to become aware of, Buckner Chrysler-Plymouth in Dallas has consistently increased its sales over the last year.

At Buckner, we use the "180-degree advertising theory"—observe other advertisers' approaches and then ask: "What would happen if I did the exact opposite?" The answer in our case is increased sales.

In the last fifteen years, advertisers bought primarily metro stations because, they reasoned, outlying areas represent a small percentage of sales. Advertisers have sought the youth market because, they said, youth is where the dollars are. And regional advertisers said a Fort Worth radio station cannot sell a Dallas product. As an advertiser, Buckner proved these premises to be wrong.

Buckner dispels these three hypotheses by purchasing $8,000 of time each month on WBAP (AM), a country-music station which appeals to all age groups, reaches the outlying areas (in the daytime it is billed as a regional station, extending to national clear-channel coverage in the evening) and is located in Fort Worth. Since May of last year, when WBAP first introduced country music, the station has met with amazing success, eventually leading to the changeover to full time country music in August.

Our product is not designed for the youth market, although youth can be named among our customers. Country music cuts across all age groups, a trend that advertisers are increasingly discovering. If a product appeals to the 18-34 age group, for instance, the country-music radio stations cannot be overlooked as a medium for advertising. Our success also cancels out the misconception that country-music listeners don't have buying power.

Knowing how to attract sales from outlying areas, covered by your advertising, is an important feature of any ad campaign. Buckner takes advantage of the thousand-mile market of the 50 kW WBAP by urging listeners to fly to Dallas at our expense and have a holiday at a local motel on the dealership, whose showrooms are open until 10 p.m. for out-of-town customers. In fact, Buckner, which doesn't place a single line of newspaper classified advertising—unheard of in car sales—is using its previous ad budget for intensive advertising on WBAP, for entertaining out-of-town buyers and for giveaways.

The widespread coverage of our ad campaign has really paid off. Approximately one third of Buckner customers live 100 miles or more from the showroom. And two or three car sales a month are made to people from San Antonio, 300 miles away. Customers have come from as far away as Gordon, Colo., and Cortez, Iowa.

Buckner Chrysler-Plymouth, named for the street where it is located in a low-income section of the city, previously was advertised as "the unhappiest location in Dallas." But that doesn't matter when the United States is your marketing area.

Because of radio's "fractioned market," advertisers—especially local advertisers—are wise to use different advertising approaches for different radio formats. Buckner's commercials are done by its own advertising department with assistance from WBAP in the vernacular of the WBAP country personality who cuts the spot. Grammar is never allowed to get in the way of an effective commercial and sentences ramble. A WBAP personality says: "Hi friends, this is Bill Mack and I want to tell you that driving a Chrysler is like driving a living room—plus carpet, comfortable seats, beautiful surroundings and the amazing thing is that you can own a new '71 Chrysler." Pure country. Country-music lovers are a together group of people. If you want to sell them, you've got to get with them and talk their language.

Buckner's ad campaign began last August with the placement of 1,000 spots on WBAP just as the station went to a 24-hour country format and adopted its "Country Gold" tag. Until that time Buckner had everything but traffic. In the first two months of WBAP advertising, the dealer sold 200 new and 200 used cars, peaking all previous sales records. In the last year we have boosted our dribble of sales to a record sales position, making Buckner the number one new and used car dealer in the Southwest.

Buckner places 15 to 20 sixty-second spots a day on WBAP exclusively. A salesman from another local radio station got out his slide rule and tried to convince us that we're oversaturating the market.

But advertising is not an exact science. It's an empirical science. What works is best. And what works for Buckner is an unorthodox flair with long-distance selling to country-music listeners on WBAP.

Charles Meeks is president of his own agency, Charles H. Meeks Co., which he established in Dallas in 1954. He also co-founded in 1952 with his brother an audio-production firm, PAMS, which is still specializing in commercial production. Prior to forming his own agency, he worked in sales at KRLD-AM-FM Dallas. The Meeks agency today concentrates in automobile and automotive advertising.
Sold on 'Selling' story

Editor: We want to be among the first to congratulate you and Rufus Crater on his penetrating analysis of The Selling of the Pentagon in your issue of July 19. It is three months ago now that Air Force magazine first called attention to how CBS had handled such stories as the Henkin interview. The details of the Peoria seminar and Colonel MacNeill's speech, the Jerry Friedheim press conference, right down to such details as the number of offices in the Pentagon. We share with you, and Mr. Crater, the conviction that "the public, both as taxpayer and as viewer" will benefit from our mutual journalistic efforts to improve the standards of television news broadcasting.—John F. Loosbrok, editor, Air Force magazine, Washington, D.C.

Two points of view

Editor: I’d like to compliment you on the great story that Rufus Crater wrote for the current issue of Broadcasting. It delineates the whole thing exceedingly well.—George Comte, general manager, WTMJ-AM-FM-TV Milwaukee.

... you have indeed done your magazine an injustice by airing your personal attack on Mr. Staggers in a rather underhanded manner. Perhaps you will offer Mr. Staggers the opportunity of a reply on your Editorial Page. Otherwise I suggest you retitie the page from "Week's Profile" to "Week's Target."—Joy Harper, media consultant, Newport Beach, Calif.

Editor: Words cannot express my deep appreciation for your note of July 7 together with the tear sheets of my "Profile." I do appreciate your sending along the copies of the article... and I do hope I shall continue to merit your good words and confidence.

Again thanking you, and with kind regards, I am—Harley O. Staggers, U.S. Congress, Washington.
Broadcasting: conglomerates' bright penny

Industry contribution shines through as SEC requires many-divisioned companies to break down fiscal operations

If your company had a division that contributed only 20% to revenues and 55% to profits, or 52% to revenues and 83% to profits, or 34% to revenues and 252% to profits, how would you treat it? Very tenderly, and with great respect, one would guess.

Wometco, Capital Cities and Storer, respectively, are three such companies. Each is a major American business enterprise which includes an important broadcasting subsection. They are three among many—and specifically among 29—American businesses whose financial figures are analyzed in this Broadcasting magazine special report. The consensus: there may be many trials and tribulations in the broadcasting business, but there remains a buck to be made there.

Broadcasting's research came as a follow-up to a revision of the Securities and Exchange Commission's rules requiring that publicly-owned companies must include in their annual reports a summary of their different operations and a breakdown of the contributions of each to total revenues and gross income (before taxes and extraordinary items). The specific reporting form is called a 10-K. The first companies to be affected by the SEC's new rules—effected last October—were those whose fiscal years ended in December 1970. Broadcasting has analyzed the 10-K's of 29 group broadcasters. While the information supplied the SEC by these companies varies considerably, one basic conclusion is supported in almost every case: Broadcasting, of all the various divisions operated by these firms, brings in the most profit. The total revenues of 27 of the 29 companies that supplied figures (Schering-Plough and ASI Communications did not disclose the contribution of their broadcast stations to revenues and gross income) were $10,876,723,302. Broadcasting's contribution to this amount was $2,569,071,210 (23%). But at the same time, while total gross income amounted to $684,736,649, broadcasting contributed $335,969,641 (49%).

On an individual basis, this ratio was sometimes greater, sometimes less, but almost always applicable. For instance, broadcasting contributed only 12% to Liberty Corp.'s total revenues in 1970, but it accounted for 29% of its gross income. Broadcasting's contribution last year to Capital Cities Broadcasting Corp.'s revenues was 52%, but it contributed 83% to the firm's gross revenue.

Special Report

Broadcasting analysis of company reports highlights busy week in financial quarters; see also "Focus on Finance," page 43.

Businesses whose financial figures are mingled produced the following: And while Bartell Media's newspaper business lost money last year, its broadcasting division (which contributed only 12% of the company's revenues) had a large enough profit to keep the firm in the black.

It was the same story at the networks. ABC's broadcast division in 1970 contributed 70% of the total revenues and 84% of gross income. RCA included the NBC network and the NBC owned-and-operated stations in the same category with other communications media, but this category accounted for only 23% of RCA's revenues while it had a 50% contribution to gross income. CBS placed its CBS/Broadcast Group and CBS/Comtec Group together for its SEC report, but this group had a combined contribution of 55% to revenues and 84% to gross income.

Some of the companies surveyed failed to give a clear picture of the contribution of broadcasting to their financial returns. In some cases, broadcasting was grouped in with such other related businesses as CATV, radio rep firms and wire services. This is permissible under the SEC's rules, which state that "management, because of its familiarity with company structure, is in the most informed position to separate the company into components on a reasonable basis for reporting purposes." The SEC left the definition entirely up to the individual companies.

Also, some of the companies surveyed failed to include contributions to gross income. This omission is, apparently, also permissible to the SEC. The agency had indicated in implementing the 10-K revision that in cases where a firm's lines of business are so complexly intermingled that a breakdown of income contributions would be impossible, such figures are not required.

The following information on 29 individual companies (1) with broadcast interests and (2) fiscal years ending in December is based on 10-K forms on file at the SEC and several companies' annual reports:

ABC, which had consolidated revenues of $748,262,000 in 1970, derived the major part of this figure from its broadcasting interests—the owned-and-operated stations and the ABC television and radio networks. Broadcasting last year accounted for 70% of ABC's total revenues—$523,221,000. ABC's theater division contributed 13%, or $99,918,000: ABC Records 11%, or $78,074,000. The remaining 6% came from motion pictures, publishing and other services ($47,049,000).

Broadcasting was also ABC's major revenue source in the four-year period 1967-70. In 1967, when revenues totaled $574,952,000, broadcasting accounted for 75% of that amount; theaters, 15%; records, 6%, and remaining interests added 4%. The company attained $633,994,000 in revenues in 1968, with broadcasting contributing 72%; theaters, 15%; records, 8%, and all others, 5%. Respective contributions...
of these divisions in 1969 were 70%, 13%, 10% and 7% of total revenues of $720,924,000.

For the purpose of measuring income, ABC grouped broadcasting, theaters, program production and film into one category; records, publishing and all other activities in another. The first category accounted for 84% of the total gross income in 1970 ($29,462,000) while the second made up 16% ($5,668,000). In 1967, the respective categories broke down 72% ($16,441,000) and 28% ($6,496,000); 1968: 78% ($21,145,000) and 22% ($5,835,000); 1969: 83% ($32,981,000) and 17% ($6,675,000).

ASI Communications (formerly Atlantic States Industries) operates in two categories: broadcasting and radio-sales representation. It owns several radio stations as well as the McGavren-Guild-PGW rep firm. In its report to the SEC, however, ASI said it considers these two businesses to be interrelated, and did not, consequently, separate the revenues and gross income contributions of each. Revenues in 1970 amounted to $8,945,000, and gross income, $1,512,112. ASI reports that a large portion of its

**Broadcasting more than fair share**

<table>
<thead>
<tr>
<th>Company</th>
<th>Consolidated gross income</th>
<th>Broadcasting contribution to gross income</th>
<th>Per cent of gross income</th>
<th>Consolidated gross income</th>
<th>Broadcasting contribution to gross income</th>
<th>Per cent of gross income</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$31,740,000</td>
<td>$23,221,000</td>
<td>73%</td>
<td>$31,740,000</td>
<td>$23,221,000</td>
<td>73%</td>
</tr>
<tr>
<td>Bartell</td>
<td>37,494,548</td>
<td>20,573,781</td>
<td>54%</td>
<td>37,494,548</td>
<td>20,573,781</td>
<td>54%</td>
</tr>
<tr>
<td>Boston Herald-Traveler</td>
<td>48,530,929</td>
<td>20,928,423</td>
<td>43%</td>
<td>48,530,929</td>
<td>20,928,423</td>
<td>43%</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>31,500,000</td>
<td>581,700,000</td>
<td>19%</td>
<td>31,500,000</td>
<td>581,700,000</td>
<td>19%</td>
</tr>
<tr>
<td>CBS</td>
<td>21,930,240</td>
<td>82,000,000</td>
<td>63%</td>
<td>21,930,240</td>
<td>82,000,000</td>
<td>63%</td>
</tr>
<tr>
<td>Combined Communications</td>
<td>29,187,576</td>
<td>7,831,016</td>
<td>27%</td>
<td>29,187,576</td>
<td>7,831,016</td>
<td>27%</td>
</tr>
<tr>
<td>Cowles</td>
<td>145,832,000</td>
<td>8,749,900</td>
<td>6%</td>
<td>145,832,000</td>
<td>8,749,900</td>
<td>6%</td>
</tr>
<tr>
<td>Cox Broadcasting</td>
<td>49,434,000</td>
<td>44,497,000</td>
<td>90%</td>
<td>49,434,000</td>
<td>44,497,000</td>
<td>90%</td>
</tr>
<tr>
<td>Gannett</td>
<td>156,812,171</td>
<td>4,062,410</td>
<td>2%</td>
<td>156,812,171</td>
<td>4,062,410</td>
<td>2%</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>4,979,090</td>
<td>4,474,483</td>
<td>91%</td>
<td>4,979,090</td>
<td>4,474,483</td>
<td>91%</td>
</tr>
<tr>
<td>Liberty</td>
<td>98,330,000</td>
<td>42,120,000</td>
<td>43%</td>
<td>98,330,000</td>
<td>42,120,000</td>
<td>43%</td>
</tr>
<tr>
<td>UTA</td>
<td>18,300,000</td>
<td>2,011,912</td>
<td>11%</td>
<td>18,300,000</td>
<td>2,011,912</td>
<td>11%</td>
</tr>
<tr>
<td>Metromedia</td>
<td>158,892,000</td>
<td>7,986,000</td>
<td>5%</td>
<td>158,892,000</td>
<td>7,986,000</td>
<td>5%</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>13,966,365</td>
<td>4,109,600</td>
<td>29%</td>
<td>13,966,365</td>
<td>4,109,600</td>
<td>29%</td>
</tr>
<tr>
<td>Post</td>
<td>16,195,137</td>
<td>3,183,431</td>
<td>19%</td>
<td>16,195,137</td>
<td>3,183,431</td>
<td>19%</td>
</tr>
<tr>
<td>Publishers broadcasting</td>
<td>1,600,525</td>
<td>506,031</td>
<td>32%</td>
<td>1,600,525</td>
<td>506,031</td>
<td>32%</td>
</tr>
<tr>
<td>RCA</td>
<td>3,235,562,000</td>
<td>274,879,260</td>
<td>14%</td>
<td>3,235,562,000</td>
<td>274,879,260</td>
<td>14%</td>
</tr>
<tr>
<td>Raehll Communications</td>
<td>31,000,321</td>
<td>3,916,768</td>
<td>15%</td>
<td>31,000,321</td>
<td>3,916,768</td>
<td>15%</td>
</tr>
<tr>
<td>Reeves Telecome</td>
<td>10,820,419</td>
<td>2,813,356</td>
<td>26%</td>
<td>10,820,419</td>
<td>2,813,356</td>
<td>26%</td>
</tr>
<tr>
<td>Ridder Publications</td>
<td>31,964,360</td>
<td>5,416,305</td>
<td>17%</td>
<td>31,964,360</td>
<td>5,416,305</td>
<td>17%</td>
</tr>
<tr>
<td>Rust Craft</td>
<td>39,878,648</td>
<td>9,059,194</td>
<td>23%</td>
<td>39,878,648</td>
<td>9,059,194</td>
<td>23%</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>23,200,000</td>
<td>9,048,923</td>
<td>39%</td>
<td>23,200,000</td>
<td>9,048,923</td>
<td>39%</td>
</tr>
<tr>
<td>Soderling</td>
<td>22,793,619</td>
<td>12,308,544</td>
<td>54%</td>
<td>22,793,619</td>
<td>12,308,544</td>
<td>54%</td>
</tr>
<tr>
<td>Storer</td>
<td>187,391,803</td>
<td>7,453,848</td>
<td>4%</td>
<td>187,391,803</td>
<td>7,453,848</td>
<td>4%</td>
</tr>
<tr>
<td>Timel</td>
<td>612,618,013</td>
<td>4,143,687</td>
<td>0.5%</td>
<td>612,618,013</td>
<td>4,143,687</td>
<td>0.5%</td>
</tr>
<tr>
<td>Westinghouse</td>
<td>3,216,347,000</td>
<td>173,718,000</td>
<td>5%</td>
<td>3,216,347,000</td>
<td>173,718,000</td>
<td>5%</td>
</tr>
<tr>
<td>Wometco</td>
<td>95,982,448</td>
<td>19,022,533</td>
<td>20%</td>
<td>95,982,448</td>
<td>19,022,533</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>$16,878,723,302</td>
<td>$2,568,071,210</td>
<td>15%</td>
<td>$16,878,723,302</td>
<td>$2,568,071,210</td>
<td>15%</td>
</tr>
</tbody>
</table>

1 Included CATV and other communications-related operations in the broadcasting category.
2 A large loss from magazine and three-dimensional printing operations accounted for a loss in Cowles' consolidated gross income.
3 Raehll's tax service subsidiary and other expenses in corporate operations accounted for a loss; essentially all of the company's gross income came from broadcasting.
4 Storer experienced a loss from its Northeast Airlines and Storer Leasing Corp. subsidiaries.
5 NA-Not announced.
Radio also sells more, profits less

It’s the same story as it was for television in latest NAB study

The typical radio station's revenues and profits were up 5.6% and 1.9% respectively in 1970 over 1969, but profit margins slid by two-tenths of a percentage point, the National Association of Broadcasters reported last week.

Based on returns from 1,400 AM and AM-FM radio stations, the NAB's broadcast management department found that last year the median radio station took in $162,200, up from the $153,600 reported in 1969; time sales, peaked at $162,300 in 1970, 4.3% rise over the $155,600 in 1969; operating expenses in 1970 rose 5.9% to $151,700 compared to 1969's $143,300, and profits before federal income tax in 1970 up 1.9% to $10,500 compared to 1969's $10,300.

But, the NAB noted, the profit margin (gross profit divided by total revenue) slipped in 1970 to 6.5%, compared to 6.7% in 1969, a drop of 0.2%

The NAB management office reported typical TV station financial figures for 1970 last month (BROADCASTING, June 14). This showed higher revenues but lower profits than the year before. A report showing typical TV station revenues, expenses and profits by markets—as well as a special UHF television station calculation due from NAB this week. Later this summer, a breakdown of typical radio figures by markets will also be issued.

A typical financial report for 1970 from the NAB radio station survey follows:

<table>
<thead>
<tr>
<th>1970</th>
<th>Typical dollar figures</th>
<th>Typical percent figures</th>
<th>1969</th>
<th>Typical dollar figures</th>
<th>Typical percent figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue and expense items</td>
<td></td>
<td></td>
<td>Revenue and expense items</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Profit margin</td>
<td>$162,200</td>
<td>6.5%</td>
<td>$153,600</td>
<td>6.7%</td>
<td></td>
</tr>
<tr>
<td>Total broadcast revenue</td>
<td>$162,200</td>
<td>100.0%</td>
<td>$155,600</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>Total time sales from</td>
<td>$162,200</td>
<td>0.0%</td>
<td>$155,600</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>Networks</td>
<td>20,300</td>
<td>12.5%</td>
<td>19,900</td>
<td>12.8%</td>
<td></td>
</tr>
<tr>
<td>National &amp; regional</td>
<td>14,700</td>
<td>8.7%</td>
<td>13,700</td>
<td>8.5%</td>
<td></td>
</tr>
<tr>
<td>Total broadcast expense</td>
<td>$151,700</td>
<td>100.0%</td>
<td>$143,300</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>from:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical</td>
<td>12,600</td>
<td>8.3%</td>
<td>12,300</td>
<td>8.6%</td>
<td></td>
</tr>
<tr>
<td>Program</td>
<td>46,700</td>
<td>30.8%</td>
<td>44,700</td>
<td>31.2%</td>
<td></td>
</tr>
<tr>
<td>Selling</td>
<td>28,100</td>
<td>18.1%</td>
<td>27,000</td>
<td>18.8%</td>
<td></td>
</tr>
</tbody>
</table>

1 Derived from each station's gross profit divided by total revenue.

2 Time sales plus incidental broadcast revenue minus agency and rep. commission and payment to networks for sale of time.

3 Includes all promotion; excludes agency and rep. commission.

4 Includes salaries, wages, and bonuses of officers and station employees.

BROADCASTING, August 2, 1971
its best year, 1968, and almost $1 million from 1969.

Broadcasting also ranked first in 1970 in contribution to total gross income, with $13,034,000 out of a $14,947,000 total. Publishing contributed $1,618,000; services, $826,000, and program production, $611,000. Broadcasting has supplied the major portion of Cox's gross income during the last four years. In 1967, when the company had a consolidated gross income of $13,829,000, broadcasting accounted for $10,039,000; program distribution, $2,661,000, and publishing, $1,129,000. The services division has been in existence only for the past two years.

Gannett Co., whose revenues have climbed 41.5% in the last three years, experienced continued success with its newspapers. But broadcasting, which plays a relatively minor role in the general economy of the company, experienced a drop in revenues in 1970. The company's annual report shows that newspaper advertising contributed $106,926,238 to the firm's consolidated revenue figure last year ($158,812,171), up from the $102,421,999 accumulated in 1969. Newspaper operations brought in $4,149,429 in 1970, compared with $36,583,117 in 1969. But broadcasting and CATV, which were grouped together into one category, registered a decline in revenues of about $1.4 million: $6,062,410 in 1970, compared with $5,423,011 in 1969. The remaining revenues were attributed to minor operations and interest on various investments. No figures on gross income for these respective interests were reported.

Broadcasting is Gross Telecasting Inc.'s major enterprise. The company said that in the last two fiscal years, no other service has contributed more than 15% to operating income. Gross operates with Liberty Lansing, Mich., and WCKT-TV LaCrosse, Wis. The only nonbroadcast interest it listed in its report to the SEC was a restaurant at the Lansing airport. The company had total revenues in 1970 of $4,979,090, of which its television operations contributed $4,647,683. This represented about a $1.2-million increase over 1969's total revenues—$3,790,889—of which television contributed $3,314,494.

Liberty Corp. divides its business pursuits into five categories: broadcasting (Cosmos Broadcasting Corp.), insurance (Liberty Life), real estate, beauty products and a catch-all category for its other investments (including data-processing equipment leasing, transportation and landscaping). In 1970, Liberty Life made the largest contribution to revenues, $68,323,000, followed by broadcasting, $12,113,000; real estate, $9,562,000; beauty products, $7,053,000, and other services, $1,179,000. These businesses have ranked in this order for the past four years.

While Liberty Life contributed more to the company's consolidated gross income than the other divisions combined in the past four years, its financial return in relation to its associated revenues was far less than the broadcasting division. Liberty Life last year had a gross income totaling $7,796,000, while broadcasting registered $3,571,000. Real estate in 1970 attained $434,000 in gross income, and the beauty division, $397,000.

LIN Broadcasting Corp.'s major business is its 10 radio and two television stations. It is also involved in private communications (a telephone-answering service and mobile-radio service) and a music publishing and recording business. Broadcasting contributed $10.2 million to LIN's 1970 revenues, which totaled $18.3 million. Private communication, in the same year, brought in $3.6 million; music $4.3 million and miscellaneous interests made up the remaining $200,000. The ratio between these lines of business has remained basically the same in the past four years, although revenues have increased about $14 million since 1967.

Broadcasting also makes up the bulk of LIN's gross income: $3.5 million of LIN's total $3.8 million revenues in 1970; $2.8 million of $3.5 million in 1969; $1.9 of $3 million in 1968, and $900,000 of $1.2 million in 1967.

Metromedia Inc. broke down its business concerns into four categories: television, outdoor advertising (Foster & Kleiser Inc.), radio and Metromail, its mailing-list service. In 1970, when the company had consolidated revenues totaling $138,892,000, television contributed 34% of that total; Foster & Kleiser, 22%; radio, 13%, and Metromail, 9%. In 1969 these divisions' respective contributions to revenues were 35%, 21%, 13% and 9% (out of total revenues of $160,478,000), and in 1968, 37%, 20%, 14% and 11% (out of $160,390,000).

During this three-year period, Metromail was the only losing enterprise. In 1970, when Metromedia's total consolidated gross income was $117,600,000, television contributed 58%; Foster & Kleiser, 28%; radio, 10%, and Metromail, 11%. The two broadcast enterprises also made a strong contribution to gross income in 1969, a bad year for Metromedia (gross income in that year was $5,146,000, down $14.5 million from 1968), when television contributed 58%; Foster & Kleiser, 24%; radio, 17%, and Metromail, 15%. The respective contributions in 1968, when gross revenue was $19,607,000, were 63%, 16%, and 18% and (3%).

Broadcasting is Pacific & Southern's...
Co.'s only business. And the company has found it to be a very viable occupation. Pacific & Southern's revenues increased 12% last year over 1969, and net income rose 27%. Revenues and net income have risen constantly in the past three years: revenues going from $10.5 million in 1968, to $12.3 million in 1969, to last year's record $14 million; net income has risen from $2.7 million, to $3.3 million, to $3.6 million in the same period.

Post Corp. now operates in three major lines of business—broadcasting, newspaper publishing and insurance—following the acquisition of All-Star Insurance Corp. in May 1968. All three divisions have, within the past few years, shown a profit. Last year, the publishing business contributed $6.594,708 in revenues; broadcasting, $4,905,031, and insurance, $4,695,326. Publishing has made the largest contribution to the firm's consolidated revenues during the past four years.

The ratio between contribution to revenues and contribution to gross income of the publishing and broadcasting businesses were relatively close last year, with a slight edge to the former (about 6:1 for publishing and 7:1 for broadcasting). The insurance business was a distant third. Publishing contributed $1,008,333 in 1970: broadcasting, $769,748, and insurance, $233,831. Gross income from both broadcasting and publishing declined last year from 1969's totals—$178,000 and $91,000, respectively—while the insurance division increased its contribution by $176,000.

1970 was the first full year of operation for Publishers Broadcasting Corp., which has three major business concerns. In broadcasting, it owns W.W.-AM (AM), W.W.-FM (FM) Tallahassee, Fla. It also operates a sports arena and ice plant in Washington. Of the three basic business concerns, the arena contributed the largest portion to the firm's consolidated revenues ($625,701). Broadcasting brought in $506,051 and the ice plant, $468,773. Of the total consolidated revenues of $1,600,525, the arena accounted for 39.1%; broadcasting, 31.6%, and the ice plant, 29.3%.

Publishers had a consolidated gross income of $208,070 in 1970. The arena accounted for the largest portion of this figure, with 70.4%. The ice plant contributed 20.3% and broadcasting had 9.3%.

Rahall Communications Corp. operates in two areas: broadcasting and tax services. In addition to four radio and one television station, it owns EBS Tax Service and two CATV systems in Florida. Revenues and gross income attributed to the cable interests are incorporated into the broadcasting contribution.

Last year, when Rahall had consolidated revenues totaling $5,180,321, broadcasting's contribution was $3,916,768; the tax service accounted for $1,093,626, and other miscellaneous revenues contributed the remaining $169,927. In the same year, Rahall's consolidated gross income was $1,093,047. Broadcasting, however, accounted for approximately $1,293,047. The discrepancy between the two figures is a result of a $65,000 loss from the tax service and various losses arising from corporate operations.

RCA broke its diversified business pursuits into four categories. Its broadcasting interests, including NBC and its owned-and-operated stations, were included in the broadcasting, communications and publishing category, along with RCA Global Communications, Random House publishing company and RCA Industries. Between 1967 and 1970, the company contributed the largest portion of its consolidated revenues to the category that included home products, computer systems and other commercial products and services. Of the $3,325,562,000 attained in revenues in 1970, that category accounted for 47%; broadcasting, communications and publishing, 23%; vehicle renting (Herz) and related services, 17%, and space, defense and other government businesses, 13%. In 1967, these four respective categories contributed 49%, 21%, 13% and 17% to total revenues of $3,187,559,000. In 1968, they had, respectively, 48%, 22%, 14% and 16%, of a total of $3,288,727; in 1969, 48%, 22%, 15% and 15%, of a $3,409,853 total.

Last year the broadcast, communications and publishing category accounted for 50% of RCA's total gross income. This was the only year in the 1967-70 period in which broadcasting surpassed the home-products division in income. Total 1970 gross income was $154,135,000, of which home products contributed 29%; vehicle rentals, 17% and space and government, 4%. The figures were significantly different in 1967, when home products accounted for 54% of the $282,523,000 gross income; broadcasting, 30%; vehicle rental, 9% and space and government, 7%. In 1968, the four categories contributed, respectively, 59%, 29%, 9% and 3% of the $310,053,000 total: in 1969, 55%, 33%, 10% and 2% of a total of $303,797,000.

In addition to broadcasting, Reeves Telecom Corp. operates in production services (video tape and sound studios) and real estate (land development in North and South Carolina). Of the firm's total consolidated revenues in 1970 ($10,820,619) production services accounted for 47%, broadcast, 26%, and real estate, 27%. The production and broadcasting businesses have declined in their revenue percentages in the past four years. In 1967, production accounted for 55% of the $8,413,487 total; broadcasting contributed 31% and real estate, 14%. In 1968, they contributed 48%, 26% and 26%, respectively, to the total of $11,108,371, and in 1969, 54%, 22% and 24%, of a total of $13,576,767.

Reeves has in the past two years experienced considerable losses, and the only line of business that showed a profit in 1969 was broadcasting. With 1970's consolidated gross loss of $2,454,715, production services contributed 80%, broadcasting, 22% and real estate, 2%. This differs sharply from 1967's returns, in which a $1,252,496 profit was experienced. In that year, production services contributed 66%, broadcasting 17% and real estate 17%. The company had a gross income of $1,384,090 in 1968, when production services accounted for 36%, broadcasting, 32%, and real estate, 32%. Reeves lost $2,244,911 in 1969, as evidenced by the 203% negative factor attributed to the production businesses. Broadcasting, however, profited in that year, with 24%, as did real estate, with 79%.

Newspapers are Ridder Publication's principal business concern. In reporting the contribution to consolidated revenues of its various enterprises to the SEC, Ridder listed broadcasting, a wire-service business and all other business pursuits in one category, and newspapers separately. In 1970, when the firm had total revenues of $118,945,360, it said newspaper advertising made a $87,333,-957 contribution; newspaper circulation, $26,195,098, and broadcasting and wire services, $5,416,305. The company did not list the contribution to gross income of these interests.

In 1970, Rust Craft Greeting Cards Inc.'s broadcasting and CATV interests (which the firm consolidated in its SEC report), contributed 23% of the firm's total consolidated revenues ($39,387,848). Its other business enterprise, printed products, accounted for the major portion of consolidated revenues during the past four years. In 1967, 80% of Rust Craft's revenues came from printed products; broadcasting contributed the other 20% of the $35,585,255 in total revenues. The two lines of business were responsible for 78% and 22%, respectively in 1968, when Rust Craft took in $37,632,637, and 77% and 23% in 1969, when revenues were $38,603,105.

In contrast, broadcasting last year contributed 39% of the company's total gross income ($6,028,307). It accounted for 28% of the $3,208,543 total in 1967; 47% of $4,151,722 in 1968, and 43% of $5,510,052 in 1969.
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How do you capture the nightmare of pollution? Or the geometric purity of a snowflake? Use the freedom of film, and the unique power of animation.

Animation lets you exaggerate without losing the attention or belief of your audience. And with today’s new techniques, and the elimination of on-camera talent, you can often produce an animated commercial for less cost than a live-action spot.

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This fall's will be a television season with a difference—the difference made by hundreds of network-affiliated stations faced with the problem, and the opportunity, of programming an extra three-and-a-half hours of prime time each week.

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There will be a difference to the creators and distributors of television programs, who have a new arena in which to compete, and a wide-open new chance to prove their skill.

Each of those differences, among a score of others, will be the subject of depth reporting by Broadcasting in its August 23 issue.* The editors believe it will be the most important single television programming story they'll tell in 1971.

Do you have a story to tell?

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time-only AM station, the Plough Inc.
chain of 10 major-market radio stations
might seem a formidable enterprise in-
deed. But to Schering-Plough Corp.,
which was formed last January follow-
ing the merger of Schering Corp. and
Plough, broadcasting is but a small
piece of timber in a very large forest.
Prior to the merger, Schering's chief
occupation was the manufacture of
pharmaceutical products, and Plough's
was cosmetics, toiletries and household
goods. Now Schering-Plough manu-
factures all of these, and the relatively
minor role that broadcasting played in
Plough's financial domain became even
more obscure—so obscure, in fact, that
the company relegated it to its "other"
category in breaking down its various
enterprises in its SEC report. Accord-
ingly, no accurate figures reflecting
broadcasting's contribution to Schering-
Plough's revenues and income last year
are available.

After the disposal of its 50% interest
in Won Continental Productions Inc.
in 1970, Scripps-Howard Broadcasting
Co. has devoted itself almost entirely
to its broadcast-station ownership. The
company is independent of its parent, the
E. W. Scripps Co., a major newspaper
publisher. Apparently, Scripps-Howard
Broadcasting is experiencing quite
favorable returns from its broadcast
properties. It reported the highest rev-
ues in its history last year—$23.2
million—and net income was surpassed
only by 1966. Revenues have been
steadily on the incline, having jumped
from $18.9 million in 1966, to $19.3
million in 1967, to $22.0 million in
1968, to $22.2 million in 1969, to the
current record level. The company also
has a 49% interest in Telerama Inc.,
which operates four CATV systems in
Cleveland suburbs. In its SEC filings,
Scripps-Howard reported that television
accounted for 95% of its total revenues
in 1970.

Sonderling Broadcasting Corp.'s op-
erations are in four basic categories:
radio (it owns four black-oriented sta-
tions), television, advertising-serving
(Bernard Howard & Co., a station rep,
and Modern TeleService Inc., a com-
mmercial distribution business) and
theater operation. The company's SEC
report revealed only these divisions' contribution to revenues. No compara-
tive figures on gross income were given.

In 1970, when Sonderling's revenues
totaled $22,793,619, radio accounted
for 38%; television, 21%; advertising-
serving, 16% and theaters, 22%.
1970 was the first full year of operation
of the theater division. In 1969, radio
brought in 45% of the total consoli-
dated revenues of $18,776,780; tele-
vision contributed 25%, advertising
serving, 19%, and theaters, 7%. The
respective contributions of radio, TV
and advertising in 1968 were 55%,
15% and 25% (out of a total of $13,-
674,196). The television division did
not exist in 1967, when the company
registered revenues of $11,313,155. Ra-
dio accounted for 57% of this figure
in 1967; theaters, 39%.

Storer Broadcasting Co.'s broadcast
interests continue to show favorable
returns, although revenues and gross in-
come from their operation in the past
two years have not been up to par with
the record returns of 1968. Storer's prin-
cipal profit business, affiliated with its
66%-owned subsidiary, Northeast
Airlines, which has been experiencing
losses for several years. Northeast is
attempting to merge with Delta Air-
lines. A merger with Northwest Airlines,
contemplated earlier this year, fell
through. In 1970, Storer's broadcast
operations attained revenues of $64,-
533,427. Northeast brought in $122,-
838,766. But in the same year, broad-
casting showed a gross income of $18,-
827,460, while the airline lost $10,-
021,141, and Storer Leasing Corp., an
airline leasing arm, lost $1,324,671.
Conditions were basically the same in 1969, when broadcasting brought in $64,641,454
and Northeast $122,088,610 in rev-
ues. In that year, the broadcast opera-
tions showed a gross income of $19,-
779,087, while the airline lost $21,056,-
564 and the leasing company, $1,815,-
012.

Time Inc., in breaking down its busi-
ess into three categories, placed its
broadcasting and CATV outlets in the
same group, although it referred to that
group as "broadcasting" in its SEC re-
port (although Time is in the process
of disposing of all its broadcast prop-
erties, in favor of cable.) The broadcast-
ing category accounted for less revenues
and income than the other two—pub-
lishing and paper products. In 1970, Time's publishing businesses were
responsible for 75% of the firm's total
revenues of $632,618,013. The paper
businesses accounted for 14% and
broadcasting, 5%. Broadcasting was
responsible for 5% of Time's revenues
in 1968 and 1969, when the totals were
$567,811,748 and $618,488,875, re-
spectively.

Broadcasting contributed 13% to the
company's 1970 gross income, which
totaled $36,143,667. Publishing had
39% and paper had 46% in the same
year. In 1969, when total gross income
was $38,649,355, broadcasting was
responsible for 16%, and in 1968, when
$50,457,037 was attained, it con-
tributed 11%.

Westinghouse Electric Corp.'s opera-
tions are divided into four units, each
functioning as a separate "company"
under individual presidents who report
to the parent's chairman and chief ex-
ecutive officer. Westinghouse Broad-
casting Co. is included in the broad-
casting, learning and leisure time divi-
sion, to which Group W contributes a
major revenue source (exactly how
much was not indicated). The other
divisions are: power systems, consumer
products, and industry and defense.
The largest portion of Westinghouse's
revenues come from the industry and
defense division, which last year ac-
counted for $1,858,525,000 of the
company's consolidated revenues of
$4,313,410,000 (about $1.4 billion
in industry and $466 million from
defense). Broadcast systems regis-
tered the second largest contribution
with $1,351,500,000; consumer prod-
ucts was third with $716,591,000, and
broadcasting, learning and leisure time
was fourth with $307,080,000. The
remaining $79,714,000 was accumu-
lated by various activities.

While broadcasting, learning and
leisure time was the least bountiful
source of revenues among Westing-
house's divisions last year, it was second
on industry and defense in contribu-
tion to the firm's $4,313,410,000
($232,836,000). And while the indus-
try and defense division's revenues were
six times as great as the broadcasting
unit, its gross income was only four
times as large. Broadcasting, learning
and leisure time had the largest return
in income in relation to attained rev-
ues (1:6) of the four divisions. It had
a gross income in 1970 of $46,-
781,000, compared with industry and
defense's $130,177,000; power systems'
$46,293,000, and consumer products' $357,000.

Wometco Enterprises Inc.'s enter-
prises fall within four basic categories:
television, entertainment (theaters and
the Miami Seaquarium), bottling (it has
Coca-Cola franchises in several states)
and vending-machine operations. The
vending interests last year contributed
the largest amount of the four to
Wometco's consolidated revenues (which
totaled $95,952,448). Television, in
1970, accounted for 20% of that figure
($19,022,535); entertainment, 20%
($13,092,345); bottling, 24% ($22,-
503,613), and vending, 24% ($25,666,-
713). Wometco's total revenues have
risen a great deal since 1967, when a
total of $56,946,120 was registered and
the four lines of business contributed
66%, 15%, 11% and 3%, respectively.
Throughout the last four years of
operation, however, television has con-
tinued to account for the majority of
gross income. Last year, when Wometco
had a gross income of $12,235,622 (its
best ever), the television interests ac-
counted for 56%, while entertainment
had 25%, bottling, 18%, and vending,
2%. These percentages have varied only
slightly in the past four years.
Cable policy: Who's in charge here?
Burch and the FCC, Whitehead and the OTP head on collision course in formulating CATV regulation

Thus far, the fight over the federal rules that will govern the CATV industry has pitted broadcaster against CATV operator—the one worried about invasion of his turf by a new communications technology; the other fighting for the kind of regulatory framework it feels will permit it to grow and prosper. Last week, it began to appear that those combatants might be able to retire to the sidelines to witness a truly remarkable confrontation, one involving the White House and the FCC.

For the ingredients of such a clash are present, the product of the differing roles those two agencies of government occupy: The White House, political (and not in a pejorative sense), worried about the bitterness generated by the long fight over CATV policy; the FCC, an independent agency determined to press ahead with plans it has fashioned in months of hard work—unless it is headed off by Congress.

The White House, with Office of Telecommunications Policy Director Clay T. (Tom) Whitehead as its agent, entered the controversy two weeks ago as a result of the cries of anguish and anger it has heard over the commission's proposals—cries that have become louder and more insistent as the commission approached its moment of decision. The cries apparently have been uttered principally by broadcasters concerned about the proposed liberalization of the commission's CATV rules. But CATV operators and members of Congress have also expressed concern.

Indeed, it is the attitude on Capitol Hill that appears to worry the White House. Members of Congress on both sides of the issue regard the situation "as unhealthy," according to Mr. Whitehead. They are afraid of the likely repercussions on the Hill if the FCC were to proceed with its plans "and one side makes a fuss." The situation would be "much healthier if all sides could come together" in an agreement that would be "consistent with the public interest."

Thus, the emergency assignment given Mr. Whitehead to attempt to fashion such an agreement among the contending parties—copyright owners as well as broadcasters and CATV operators (Broadcasting, July 26), and present it to the commission for its consideration before it adopts its proposed rules. Mr. Whitehead hopes to finish his job before the end of August.

OTP sources say the decision to seek an agreement was arrived at jointly by White House aides and Mr. Whitehead two weeks ago, a few days before the commission reported on the progress of its CATV deliberations in an appearance before the House Communications Subcommittee.

However, Mr. Whitehead has taken on the new assignment with what appears to be some reluctance. He is chairman of a presidentially appointed committee of Cabinet officers and White House assistants that is working on long-range national policy for cable, and he indicated that he would prefer to be devoting more of his energies to that project than to rearranging the nuts and bolts of regulation. The committee is scheduled to complete its work in October.

The White House actions in setting up the policy committee and then in setting OTP to the task of working out an agreement among the parties is seen by some broadcasters as sure signs the President is on their side. But Mr. Whitehead does what he can to dispel charges that OTP is not trying to cram a pro-broadcaster policy down anyone's throat, he says. He also says the administration is not trying "to tell the FCC what to do." The parties, he says, feel the effort OTP is making is "useful."

Some FCC officials regard it as quixotic. They point to the years of controversy and of dashed hopes over...
previous efforts at agreement that have gone before. And considering the sticky, interrelated issues with which Mr. Whitehead is obviously dealing—distinct signals, copyright, program exclusivity protection, and importation of signals from one overlapping major market into another—they see little likelihood that his effort will meet with success. They point to the commission's "wild card" proposal as a case in point. The commission plans to permit every system in the top-100 markets to import two distant signals, regardless of whether they are needed to fill out a so-called minimum service—three network and three independent signals in the top-50 markets, three network and two independent signals in markets 51-100. One of the distant signals would be a UHF within 200 miles of the system (instead of the closest one within 100 miles, as first proposed). But the other could be imported from any station in the country. CATV systems regard that option as essential to their viability; broadcasters want to see it stricken from the commission's proposal. Compromise, some commission officials feel, is impossible.

But even if an agreement is reached, commission officials point out that it would have to involve copyright; and that, they say, is a matter for legislation, and the commission, they add, is not likely to wait for Congress to enact legislation, a process that could not be completed in a hurry.

However, the commission has laid out a schedule that does afford Congress some opportunity to express its views. The commission will submit its proposals to Congress this week, in accordance with a commitment made to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, and adopt them in a final order in November, with an effective date early next year—unless Congress amends or hails. And Congress could, either in a resolution of one or both houses or possibly of one or more of its committees.

But there was no indication last week that, short of congressional action, the commission will accommodate its proposals in a major way to any ideas advanced by Mr. Whitehead. And it is Chairman Dean Burch's attitude that provides the basis for the forecast of a possible clash between the White House and the Commission—a clash that would be all the more striking because of Mr. Burch's one-time prominence in the Republican party; he is a former chairman of the party.

A more malleable chairman might not need the heavy hand of Congress to cause him to change commission policy on CATV; an agreement among the contending parties accepted—and submitted to the commission—by an administration representative would probably be enough. But as one OTP source put it, Mr. Burch is "set in concrete," on the CATV issue.

And although Mr. Burch is a tense, sometimes edgy and impatient man, no one suggests the reason for his attitude is sheer stubbornness. The stiff attitude one encounters at the commission when Mr. Whitehead's effort is discussed stems in part from the feeling that more expert knowledge on CATV has been accumulated within the walls of the FCC than anywhere else; the commission, the feeling seems to be, does not need help from Mr. Whitehead. The commission last week was finishing up the package it will submit to Congress this week in what those involved would probably call a frenzy of activity: staffers were planning to work Saturday and Sunday to put together the lengthy "letter of intent"—it was expected to run to some 60 pages—that will be delivered to Senate and House Commerce Committees. The commission was scheduled to vote on the proposed letter on Tuesday (Aug. 3) and deliver it on Wednesday.

The letter, which will follow substantially the outline of Chairman Burch's testimony before the House subcommittee two weeks ago, will contain commission proposals for dealing with distant signals in top-100 markets and below and for determining whether signals of stations more than 35 miles from a CATV system are local (if they are "significantly viewed" in the community), copyright (which the commission feels is a matter for Congress to decide), sports (systems would be made subject to the national policy on sports blackouts), minimal channel, two-way capacity and technical standards (systems would be required to build plants with a capacity of at least 20 channels, half of which would be for nonbroadcast use; the commission is considering requiring that channels be set aside for members of the public, education and local government, and will require that at least the public channel be made available on at-cost basis) and federal-state relationship.

But Mr. Whitehead has not been idle either. After conferring with representatives of CATV operators, broadcasters and copyright owners on July 23, he met separately with each of the groups last week—John Gwin, chairman of the National Cable Television Association; Alfred R. Stern, of Television Communications Inc., New York, and Gary Christensen, general counsel of NCTA, on Monday; copyright-owner representatives Louis Nizer and Arthur Scheiner, attorneys, and David H. Horowitz, of Columbia Pictures, Inc., on Tuesday; and Vincent T. Walshefski, president, and Jaul B. Comstock, executive vice president for government relations, of the National Association of Broadcasters; E. Louis Read, of WDS- TV New Orleans, chairman of the NAB television board, and Jack Harris, of KPRC-TV Houston, chairman of the NAB committee that negotiated with cable operators and copyright owners without reaching agreement; and Michael Horne, an attorney representing the Association of Maximum Service Telecasters, a long-time cable foe.

Participants in the meetings were reluctant to discuss their exchanges with Mr. Whitehead, although several indicated that Mr. Whitehead was simply canvassing all possibilities for agreement among the parties, and was not offering any ideas of his own.

Some of the broadcast-industry representatives appeared hopeful that a compromise could be worked out. But it appeared their idea of a compromise would not be the same as that of the CATV industry, for the broadcasters were agreed that the commission's proposals just will not do—and that they are prepared to take their case for a better deal to Congress.

Mr. Whitehead, who has not yet decided whether he will hold additional meetings with the group, described last week's sessions as "heartening." His aim, he said, is to "get the feel" of the issues about which "each group feels the most strongly." That done, "we'll move on to forge a position that will make everyone equally happy—or unhappy."

However the developing clash between the White House and the FCC ends, it brings into focus the concerns expressed by some observers last year when President Nixon created OTP as the White House's principal adviser, and spokesman, on telecommunications matters. Such an office, backed by the prestige and influence of the White House, these observers said, would dominate the FCC, a supposedly independent agency, and possibly even usurp its functions. Chairman Burch, however, did not express such concern last year when he testified before the House in support of the proposed OTP. The commission's "constituency, which is the entire United States, should be allowed to speak to us," he said. And the White House, he added, should not be excluded. But then he said: "I am sure I speak for the entire commission when I say the commission does not intend to relinquish any of its powers because of this new office" (Broadcasting, March 16, 1970). The statement will be something for all parties concerned to ponder in the weeks ahead.

BROADCASTING, August 2, 1971 23
SEC suit names BBI principal

Charges of securities violations in former ties may threaten BBI's channel 5 authorization

A principal of Boston Broadcasters Inc., winning applicant in the Boston channel 5 case, has been named in a civil suit filed by the Boston office of the Securities and Exchange Commission accusing him of violating the registration and anti-fraud provisions of the Securities Act of 1933.

The suit, filed Thursday in the U.S. district court in Boston, seeks a preliminary and permanent injunction barring Nathan David and five other defendants from further alleged violations of the act.

Four of the other defendants are present or former officers of Synergistics Inc., a firm with diversified interests, all are stockholders, as is Mr. David who was a former consultant to a subsidiary of the firm. Synergistics is also named as a defendant.

The suit was filed a week after the commission wrote the SEC asking for a report on its investigation of charges that had been made against Mr. David in a suit filed by a former law client that had brought Synergistics stock from him (Broadcasting, July 26). That suit was brought to the commission's attention by WHDH Inc., which lost its license to operate on channel 5 to BBI.

Commission officials have indicated that an SEC report adverse to Mr. David could place a cloud over the authorization given BBI. Mr. David is a 6.5% stockholder, director and vice president of BBI.

The SEC suit alleges that the defendants sold no-par value common stock in the company without a registration for the stock being in effect or on file with the SEC. Mr. David and another defendant are also accused of making "untrue statements of material facts and omitting to state material facts" about Synergistics Inc. in connection with their sale of the stock.

Mr. David denounced the SEC action against him as "completely unwarranted," "thoroughly unjustified" and "outrageous." "I intend to fight, and I'm confident I'll win," he said.

BBI filed a copy of the SEC complaint with the FCC on Friday (July 30), along with a statement asserting that Mr. David will shortly submit an answer denying any impropriety. The statement also says that the charges, and BBI's answers, have been aired in pleadings filed in the Boston channel 5 case. WHDH had cited the charges of fraud, misrepresentation and violations of Massachusetts and federal security laws contained in the suit filed by Mr. David's former client in a petition seeking a reopening of the case record.

BBI also, said Mr. David, intends to request the district court in Boston for an immediate hearing on the charges against him.

In another development in the case, WHDH last week asked the commission to "reconsider and disavow" the conclusion in its July 23 order that the stay of its decision granting BBI's application and denying WHDH-TV's renewal application automatically terminated on that day.

The stay, issued on July 23, 1969, was to remain in effect until 30 days after final judicial review of the case. The commission held that judicial review ran out on June 23, when the appeals court order upholding the commission's decision became effective. The Supreme Court refused to review the case. However, WHDH said the petition it filed with the Supreme Court on July 8 seeking reconsideration of its refusal to review, kept the case alive. The commission's conclusion, it said, "is erroneous."

The commission is permitting WHDH to continue to operate on channel 5 until further notice, at least in part because of the continuing SEC investigation. But last week it issued BBI a construction permit for its station.

WFGA-TV acquired in merger

The formal acquisition of WFGA-TV (ch. 12) Jacksonville, Fla., by Channel 12 of Jacksonville Inc. was finalized on July 23, when the four companies that have been operating the station jointly on an interim basis completed their merger.

WFGA-TV has been the target of drawn-out litigation before the FCC and the courts in a struggle for Jacksonville channel 12 that dates back to the ex parte scandal that rocked the FCC in the 1950's. The four companies merging into Channel 12 of Jacksonville Inc. (Florida-Georgia Television Co., The New Horizons Telecasting Co, Florida Gateway Television Co. and Community First Corp.) had been competing applicants for the channel but decided last year to consolidate their assets into one corporation. The FCC's review board approved the merger last month (Broadcasting, June 28).

The officers of Channel 12 of Jacksonville are: Gert H. W. Schmidt, president; Alexander Brest, board chairman; Farris Bryant, vice chairman; Luther F. Sadler, vice president, and Judson Free- man, secretary-treasurer.

Video tape seen as time saver for trials

Recording all testimony recommended as oil for rusty wheels of justice

The reluctance of judges and lawyers to accept television and related technology in the courtroom is a matter of record. Consider, therefore, the views of an Ohio judge; he wants not only to accept the coming of electronic media, but to use them in "expediting present day jury trials by the use of video tape, a device not new and not now widely enough accepted in general court proceedings."

Judge James L. McCrystal, of the Erie county (Ohio) court of common pleas, said in a publication of the Ohio Bar Association that video tape could be employed "in the examination of all witnesses in civil suits." By giving video tape operators the status of court reporters and permitting them to record all testimony, he said, "a trial that now consumes three or four days could be reduced by the use of video tape presumably to a four- or six-hour film."

Essentially, the judge's proposal boils down to this: Counsel would take all testimony on video tape; the individual tapes would be spliced in proper order and filed as an official transcript; the taped testimony would then "present purely questions and answers, and no
FCC readies historic thousand-dollar fine

Georgia AM is faced with first forfeiture based on personal-attack rule

For the first time since it was adopted in July 1967, the FCC's personal-attack rule was cited in a commission order notifying a station it faced a forfeiture—$1,000, in this case.

The station is WYN(AM) Rome, Ga., and the commission's action, last week, was in response to a complaint filed by Charles R. Baker, executive director of the Institute for American Democracy (IAD).

The personal attack rule requires licenses whose stations broadcast a personal attack—"on one's honesty, character, integrity or like personal qualities"—to send the person or group singled out notification of the time of the broadcast, script or tape of the program, and an offer of an opportunity to respond. The notification and offer must be made within one week of the broadcast.

Mr. Baker alleged that WYN, on its April 23 Comment program, had broadcast a personal attack on the honesty and integrity of IAD and its newsletter, Homefront, and had failed to notify IAD within the seven-day period. The program's moderator had referred to the organization and the publication as "subversive" and to "its head," apparently a reference to Dr. Franklin H. Littel, until recently, chairman of IAD as "an avowed communist."

WYN, in responding to the complaint, denied that the program contained personal attacks and said that the moderator's remarks were made in response to a caller's remarks and were based on identified publications.

But the commission said that, since the reply indicated that "the general topic of the political and social views of various organizations has been discussed a number of times on WYN and from varying and diverse points of view" and since IAD, a nationally known organization, was labeled "communist," the attack concerned a controversial issue of public importance. The commission also noted that the station did not offer time to Mr. Baker for response until after it had received the commission's letter and 27 days had elapsed.

The licensee, WYN, has 30 days in which to pay or contest the proposed forfeiture.

arguments or by-play between counsel which all too often distract or influence jurors." This procedure would leave only the opening statements, closing arguments and jury instructions to be filed live before a jury. According to the judge, actual trial time would be greatly reduced, and one judge could preside over more than one trial at a time.

"Where would the video tape trial differ essentially," Judge McCrystal asked, "from a trial conducted solely by deposition or [an] appeal from an administrative agency where the original transcript of the hearing is read to the jury? This type of trial can be structured to satisfy the demands of due process. Actual trial time would no longer be a serious factor in assigning cases for trial."

The judge recommended that a few pilot trials be conducted under this system, and shown to lawyers and judges for their criticism.

ABC-TV rallying cry: Wait 'til this year

At regional meetings top network officials predict best-ever season

Key executives of some 35 ABC-TV affiliates got bullish reports on the 1971-72 season last week in the first of five regional meetings being held by ABC-TV officials.

For ABC 1971-72 will be "the year of parity" with the other networks, president James E. Duffy told the group assembled in New York on Tuesday (July 27). The theme was echoed in meetings with another group of affiliates in Chicago on Wednesday and still another group in Atlanta on Thursday. It will be heard again this week in meetings in Phoenix tomorrow (Aug. 3) and Los Angeles Thursday (Aug. 5).

In support of the claim to imminent parity with its rivals, ABC officials said that for the six months since the second-season program changes were made in January, ABC-TV is number one in prime-time ratings in Nielsen's 70-market multi-network areas (MNA) ratings—markets where all three networks compete. They said ABC's average MNA prime-time rating for the six months was 17.4, as against 17.2 for CBS, 16.5 for NBC.

Not only does this record "give us the base for 1971-72," the affiliates were told, but it enabled ABC to schedule for the upcoming season fewer new programs than either of the other networks "for the first time in history."

All in all, the affiliates were told by Martin Starger, vice president in charge of programing, the 1971-72 line-up "is the best fall schedule ABC has ever put on."

They also were told of gains for ABC Evening News (average homes audience up 22% from a year ago), for daytime programs (second-quarter audience share up 19% from a year ago) and for the Dick Cavett Show (up 31% in homes from a year ago despite no improvement in station clearances), and heard upbeat reports on sports-coverage plans including the Olympics and the prime-time National Football League schedule.

Officials also reported, in response to questions, that returns from a recent poll of affiliates were running about four to one in favor of ABC-TV's introducing a Saturday-evening newscast. They said they would make a careful analysis of the full returns before reaching a decision.

Metromedia acquires Minneapolis TV

$18-million price tag gives group owner four, leaves Chris-Craft with two

Acquisition of group-owner Christ-Craft Industries' WTCN-TV Minneapolis by group-owner Metromedia for $18 million cash was announced Thursday (July 29), subject to FCC approval. The announcement also said that in addition to the cash price, WTCN-TV's outstanding indebtedness to Chris-Craft, amounting to about $1.7 million, would be paid at or before the closing.

Herbert J. Siegel, Chris-Craft president and chairman, said his company "is currently negotiating for another VHF station in one of the nation's largest markets." He also said Chris-Craft would use net proceeds from the WTCN-TV sale "to discount long-term debt which will result in additional non-recurring income of $1 million."

Mr. Kluge said acquisition of the channel-11 independent reflected Metromedia's commitment to "the future of independent television" and marked another step in the company's plans to provide major American cities with quality program service.

WTCN-TV will be Metromedia's fifth TV station. It now owns WNEW-TV New York, WTIC(TV) Washington and KTVV-(TV) Los Angeles, all independents, and KMBC-TV Kansas City, an ABC affiliate. Chris-Craft also owns KCP-TV Los Angeles and KPTV-TV Portland, Me., both independents.
Station vs. station in Amarillo, Texas

One TV files against another's renewal with antitrust charges

A dispute over the call right to two syndicated programs between two competing television stations in Amarillo, Tex., has erupted into a renewal challenge by one station against the other.

Marsh Media Ltd., licensee of KVII-TV Amarillo (an ABC-TV affiliate), last week petitioned the FCC to deny license renewal for KGNC-TV (NBC-TV). The only other TV station in that city is KFDA-TV (NBC-TV). Marsh claimed that Stauffer Publications Inc., the KGNC-TV licensee, utilized a "tying" arrangement with WIBW-TV Topeka, Kan., which it also owns, to prevent KVII-TV's acquisition of the syndicated Lawrence Welk Show and Notre Dame football telecasts. Through its common ownership of the Amarillo and Topeka stations, KVII-TV charged, Stauffer was able to force the distributors of the two programs, who had desired to place their materials on WIBW-TV, to do the same on KGNC-TV. Stauffer's action, KVII-TV alleged, was "contrary to the antitrust laws of the United States and the public interest in free and open competition in program distribution."

In its allegations concerning KGNC-TV's acquisition of the call right in Amarillo for the Welk program, KVII-TV said it had been advised last March of the show's availability by Don Fedderson Productions, the syndicator. The station said it immediately replied to Fedderson, acknowledging its interest in carrying the show. But nine days later, KVII-TV continued, KGNC-TV announced it would be carrying the Welk program starting this fall. And when it contacted the syndicator about KGNC-TV's announcement, KVII-TV said, it was told that Fedderson "might have been in error" in giving the station the program. However, "there is nothing we can do about this for the present," KVII-TV said. It had learned that Stauffer had requested the Welk program for both KGNC-TV and WIBW-TV.

In the incident involving the Notre Dame football games, which KVII-TV said it has been carrying for several years, KVII-TV charged that Stauffer used its influence in the Topeka market to acquire call right. The station said it had advised the Notre Dame syndicator that it desired to carry the games again this season, only to learn that the program had been given to KGNC-TV. While the syndicator admitted that the grant of the program to KGNC-TV had been a "serious error" arising from a misunderstanding, and tried to rectify the situation by obtaining a release from that station, KVII-TV charged the syndicator was "unable to provide any reason for not contacting KVII-TV. . . . before the placement on KGNC-TV."

The petitioner claimed that "a number of parallels" exist between the denial of the two programs to KVII-TV in favor of KGNC-TV, which "preclude any explanation other than a tying agreement" by Stauffer for its two stations, an action which, KVII-TV said, raised substantial and material question as to whether Stauffer is qualified to continue as licensee of KGNC-TV.

Changing Hands

Announced

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

- **KGCR-AM** Fortuna, Calif.: Sold by Dale A. Owens to Frank G. King for $135,000. Mr. King is a board member of Television Bureau of Advertisers and formerly had an interest in KTVD-TV (Oakland, Calif. KGCR operates daytime on 1280 kHz with 10 kw. Broker: Blackburn & Co.

- **WAFF-FM** Cincinnati: Sold by Al Fishman to Susquehanna Broadcasting Co. Principals refused to disclose the price. Mr. Fishman has no other broadcasting interest. Susquehanna owns WSBA-AM-FM-TV York and WARM-AM Scranton-Wilkes-Barre, both Pennsylvania; WHLO-AM Akron, Ohio; WICE-AM Providence, R.I.; WGBB-AM Freeport, N.Y.; WQBA-AM Miami; WKSJ-AM Orlando, Fla., and WLQV-FM Toledo, Ohio. It is also applicant to purchase WNYN-AM Canton, Ohio. WAFF operates on 98.5 kHz with 50 kw and an antenna 100 feet above average terrain. Broker: R. C. Crisler & Co.

Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 49):

- **KBTR-AM** Denver: Sold by Mullins Broadcasting to Mission Broadcasting Co. for $1.5 million (see page 28).

- **WBAI-AM** Wilkes-Barre, Pa.: Sold by P.A.L. Broadcasters Inc. to Merv Griffin for $657,000 including a $50,000 covenant not to compete within a 70-mile radius of Wilkes-Barre in AM or TV for four years. Principals of P.A.L. are Frank Henry, James P. Ward, Paul Phillips and Willard Sey-
mour. Mr. Henry is head of a Pennsylvania-based interstate bus company. Mr. Ward is general manager of WBAX. Mr. Phillips owns a wholesale seafood business. Mr. Seymour is a broker with Loeb & Co., New York. Mr. Griffin, host of The Merv Griffin Show on CBS-TV, also owns WWCO-AM-FM Waterbury, Conn., WENE-AM-FM Endicott, N.Y., and WMDI(AM) Atlantic City. WBAX operates full time on 1240 kzh with 1 kw day and 250 w night.

**Cable TV:**
* Multiple-CATV owner Tele-Media Corp., State College, Pa., has acquired a 1,500-subscriber cable system serving Jackson, Wellston and Coalton, all Ohio, from Jackson County Cable Service Inc. for an undisclosed amount. Jackson County Cable has franchises for the Ohio communities of MacArthur, Hamden and Oak Hill. Robert Tudek is president of Tele-Media. Broker: Blackburn & Co.

**Senate confirms Reid appointment**

President Nixon's nomination of Representative Charlotte Reid (R-Ill.) for a seven-year term on the FCC was unanimously approved by the Senate last Thursday (July 29).

The action follows the Communications Subcommittee's confirmation hearing on the nomination late last month (Broadcasting, July 26) and a favorable report on the appointment by the parent Commerce Committee last Wednesday (July 28).

Mrs. Reid will replace Commissioner Thomas J. Houser, whose six-month term ended June 30, and who is serving on the commission until his successor takes office. That is expected to be on Oct. 1, when Mrs. Reid winds up her duties on the House Appropriations Committee.

**Storer attacks FCC renewal proposal**

Storer Broadcasting Co. has filed comments with the FCC that, among other things, brand the commission's proposal that broadcast stations openly solicit complaints and suggestions from the public as "completely impractical, unworkable and burdensome both on the licensee and on the commission."

The group broadcaster's comments were directed at the FCC's far-reaching rulemaking proposal on license-renewal procedures announced last February (Broadcasting, Feb. 22), that would require licensees to make announcements at specific intervals of their obligation to serve the public and would substantially revise the community-needs ascertainment procedure for renewal applicants.

In attacking the solicitation proposal, Storer said such a requirement "is not an acceptable alternative" to the FCC's primer an ascertainment on community needs, also enacted last February, which is the present guideline to be followed at renewal time on the ascertainment question. Storer was largely critical of the commission's proposals in this proceeding, coming out in support of only one of them: that the deadline for filing renewal applications be extended to 120 days prior to the expiration date of the license, from the present 90 days, and that extensions of time for filing petitions to deny will not be granted unless all concerned parties (including the licensee) are in accord.

Deadline for comments in the proceeding is Aug. 9.

**Strikeout**

Columbia Cable Systems Inc., Westport, Conn., cable-television group owner, has ended negotiations with Parker Affiliated Companies, Worcester, Mass., to acquire Parker Cablevision, a Parker subsidiary that operates a cable-TV system in Worcester. No reason was given for the termination of a previously announced agreement in principle.

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**Act now or we will, Democrats tell FCC**

**They promise court action unless fairness complaints are resolved within days**

The Democratic National Committee has called on the FCC to deal promptly with four fairness complaints the committee filed three months ago in connection with network appearances by President Nixon, or face court action.

The DNC, in a letter to FCC Chairman Dean Burch last week, said that although it has sought a speedy resolution of the matter, commission staff members have indicated that no decision appears imminent. It added: "This inordinate delay is serving to frustrate the purposes of the fairness doctrine, since a response must be timely in order to be effective at informing the public of a contrasting point of view. In the sensitive area of free expression, relief delayed is relief denied."

The DNC complaints, submitted over a two-day period in April, dealt with a two-hour interview with President Nixon on NBC on March 15, a one-hour interview with him on ABC in
prime time a week later, and a prime-time presidential address on the war in Indochina carried simultaneously on all three networks on April 7. The DNC complaint dealing with the address did not involve ABC, since it has already afforded Democratic spokesmen an opportunity to respond.

The DNC letter, signed by the committee's general counsel, Joseph Califano, said that if the commission does not act promptly, “it will be necessary to seek interlocutory relief through the courts.” It asked for “an immediate indication” as to whether a decision may be expected by Aug. 9. The letter did not indicate what court action is contemplated, but a suit seeking an order forcing the commission to act is one possibility.

Mr. Califano's letter did not deal with the only fairness doctrine matter on which the DNC is seeking early action. It has petitioned the commission to separate out from the major fairness-doctrine inquiry it initiated in June those issues it had raised in a proceeding a year earlier, and act on them promptly.

The commission in May 1970 invited comment on a proposal that licensees who present a series of broadcasts on controversial issues, or who editorialize, be required to invite specific spokesmen for contrasting views to state their position. Except for the first program in a series, a broadcaster would not be allowed to rely solely on a broadcast invitation for the presentation of contrasting views (BROADCASTING, May 18, 1970).

The DNC said prompt action in that proceeding is essential in view of the impending political campaign; indeed, it said, “the 1972 presidential campaign is in full swing at the present time.”

The DNC said that although the commission originally treated the matter with a degree of urgency, it has allowed it to remain “completely dormant” for more than a year. And now, the committee added, the initiation of the broad-ranging inquiry that was announced in June (BROADCASTING, June 14) “threatens to becloud and delay even further the resolution of these sensitive problems.” It envisions an over-all evaluation of the fairness doctrine and all of its ramifications.

$1.5 million tag on Mullins AM sale

Mullins Broadcasting Co., which is merging with group broadcaster Combined Communications Corp., but is divesting its radio interests beforehand, will sell its KLTR (AM) Denver to Mission Broadcasting Co. for $1.5 million, pending FCC approval.

KLTR is part of the estate left by the late John G. Mullins, the sole owner of Mullins Broadcasting. In a deal announced several months ago (BROADCASTING, April 12) the executors of Mr. Mullins’ estate will (pending FCC approval) sell the assets of Mullins Broadcasting to CCC. That transaction includes KARK-TV Little Rock, Ark., and KBTY-TV Denver, electric-sign companies in Denver and Albuquerque, N.M., and a film production company. The other radio properties to be disposed of by Mullins prior to the CCC merger are KARK-AM-FM Little Rock, for which no buyer has yet been announced.

San Antonio, Tex.-based Mission Broadcasting is headed by Jack Roth, president. It is the licensee of KONO-(AM)-KTTY(FM) San Antonio; WWOK-(AM) Miami, and WAME-(AM) Charlotte, N.C. It is also in the process of constructing WIGL(FM) Miami.

KWTX operates full time on 710 kHz with 5 kw. Broker: R. C. Cristler & Co.

FCC-network probe alleged ABC payoff

Hearings called to examine Arkansas broadcaster’s applications for licenses

A second case of an alleged payoff in connection with an ABC affiliation agreement surfaced last week in an FCC order designating for hearing two applications of George T. Hernreich (KFPW Broadcasting).

The hearing—which will involve Mr. Hernreich’s applications for license for KFPW-TV (ch. 40) Fort Smith and for renewal of the license of KAIT-TV (ch. 8) Jonesboro, both Arkansas—is to determine the facts surrounding the payments Mr. Hernreich is said to have made to an ABC representative and the changes in KAIT-TV’s ABC affiliation agreement.

The order results from a closed-door inquiry the commission has been conducting since March 1970 into the question of whether licensees have given bribes to obtain network affiliation contracts (BROADCASTING, March 16, 1970). The investigation, which is continuing, was sparked by the disclosure that ABC had accused one of its station-relations men of accepting a bribe in connection with the award of an affiliation to WKTR-TV Dayton, Ohio.

The ABC employ involved, Thomas G. Sullivan, stations-relations regional manager, subsequently pleaded guilty in New York's Manhattan Criminal Court to accepting a $20,000 bribe. ABC, which is conducting its own investigation of possible misconduct in its television station-affiliation agreements, has announced the dismissal of a second employee in connection with the probe, Carmine F. Patti, who had been TV director of station relations (BROADCASTING, March 30, 1970).

Besides the question of the alleged payoff, the issues in the hearing ordered last week are framed to determine whether Mr. Hernreich's submissions to the commission constituted misrepresentations or were lacking in candor, and whether Mr. Hernreich is qualified to be a licensee. But it provided no further details of the alleged payoff.

In the same action, the commission granted KFPW-TV program test authority, which will permit the station to begin operating. The commission said its aim is to provide Fort Smith with its second television outlet and its first competing local television station. The only television station in Fort Smith, KPSA-TV, is owned by the publisher of the only newspaper in the community. However, the commission said the authorization will be subject to whatever action is deemed appropriate as a result of the hearing.

The hearing could also have a bearing on three other Hernreich applications. The commission said it would defer action on renewal applications of two AM stations principally owned by Mr. Hernreich—KFPW Fort Smith and KWQI Hot Springs, Ark.—pending the outcome of the hearing. And it amended the hearing order designating a Hernreich application for an FM in Fort Smith to provide that, in the event it is not dismissed or denied, final action will be withheld until the hearing has been completed.

The commission order followed Mr. Hernreich's request last month for program test authority for the Fort Smith station. After the commission informed him that action on the request would be withheld pending a decision on the television license applications, Mr. Hernreich said he wanted immediate action on the PTA request.

AM-CATV owner runs into FCC trouble

Commission sets hearing for radio station licensee on unfair competition charges

Generally, the broadcaster the FCC has in mind in expressing concern about broadcaster-CATV crossownership is a television station owner. But last week the commission announced an order indicating that AM licensees who own CATV systems may cause problems also.

The order designated for hearing
John M. Spottswood’s application for renewal of WKWF Key West, Fla., where Mr. Spottswood owns a cable system, Cable-Vision Inc. The issue: whether Mr. Spottswood’s carriage of his WKWF on the system and his alleged refusal to afford equivalent carriage to two competing stations constitutes an unfair method of competition.

The commission’s order was in response to a petition to deny the Spottswood application that was filed by Florida Keys Broadcasting Co., licensee of the two stations allegedly denied carriage on the cable—WKWF(AM) and WFPY-FM.

Florida Keys argued that Mr. Spottswood’s alleged refusal to carry WKWF was unfair and could result in Mr. Spottswood ultimately “assuming a position of absolute control of the broadcast-cable communications media on Key West.” Cable Vision Inc. serves 10,000 subscribers, who comprise 85% of the homes in Key West.

Mr. Spottswood denied refusing Florida Key’s request for carriage. However, the commission said that despite a written request, issued by its staff on Oct. 19, 1970, for “an unequivocal answer” as to whether Mr. Spottswood’s system would carry WKWF, the matter remains unresolved.

It also said that although its rules do not bar crossownership of CATV system and a CATV system in the same community, crossownership is not authorized when it is employed unfairly against competitors. It asserted that Mr. Spottswood employed his common ownership in that manner and that the “apparent contradiction” between statements and his conduct regarding carriage of WKWF “raises a question whether he was completely candid in his statements to the commission.”

The commission acted on a vote of 3 to 1, with Commissioners Robert E. Lee, Nicholas Johnson and H. Rex Lee in the majority, and Commissioner Robert T. Bartley dissenting.

Will FCC get into the act on advertising?

Staff wants to hand broadcasters set of procedures for eliminating ‘deceptive’ commercials from the air

The FCC is being urged by its staff to adopt guidelines for networks and station licensees to follow in determining whether the commercials they carry are false or misleading.

The commission for years has held that broadcasters are responsible for protecting their audiences against such advertising. But it has never suggested the procedures they should follow in discharging that responsibility.

And there was some question last week whether or to what extent the commission is prepared to go now in that direction. Some officials, including commissioners, reportedly feel the staff’s recommendations go too far. There was also some feeling that they should not be considered inside of a rulemaking proceeding in which interested parties could comment. The commission last week postponed action on the matter for two weeks and asked the general counsel’s office to review it.

The staff does not suggest that the commission lay down specific requirements as to personnel that should be assigned the task of determining advertising acceptability. But it would have the commission make clear that it expects every licensee to establish procedures for screening advertising and for implementing programs “designed to protect the public.”

The staff would have the commission suggest that networks “devote substantial resources” and qualified personnel to the job of checking on the acceptability of commercials, as well as consult with outside sources like the Federal Trade Commission and the National Association of Broadcasters Code.

The staff, noting that most affiliates rely heavily on the networks for clearing the commercials they transmit, suggests that stations be advised to determine whether the networks with which they are affiliated have adequate clearance procedures, and implement them, and to refer to the network any complaints they receive about commercials.

And if a station believes a network aired commercial to be deceptive, it would be expected to tell the network it will not carry the ad.

In discussing the steps individual licensees should take, the staff says licensees’ efforts would be expected to vary according to their resources. But it says that every station should have at least one staff member—possibly the station manager or owner—who is aware of problems regarding deceptive or misleading advertising, and familiar with applicable law and commission policy.

In dealing with local advertising, broadcasters would be expected to check into the reliability of the advertiser, either on the basis of the broadcaster’s own knowledge or the advertiser’s past actions or through such organizations as the Better Business Bureau.

Any time a licensee had reason to regard a commercial as suspect, he would be expected to determine whether the advertiser is fulfilling its claims, and the station would also be expected to
make prompt and thorough investigations of all complaints about commercial broadcasting.

The staff recommendation is an outgrowth of a complaint filed by a Washington citizens group, the Consumer Association of the District of Columbia, against WTOP-TV Washington and CBS, alleging that the station and the network had failed to follow their own standards or the policies of the commission or the FTC, and that they had been subjected by the station, requested penalties. The group had filed complaints with the FTC, Washington citizens group, the National Association of Broadcasters, and the FCC.

The staff recommends that the commission reject the complaint and the requested penalties. The group had asked that WTOP-TV be required to broadcast spots “designed to alert viewers to the forms of deception” to which they had been subjected by the station, that the station be notified it faces a fine of up to $10,000 for violating public-interest standard of the Communications Act and that the station and CBS be directed to establish machinery for eliminating “all false, misleading, or deceptive advertising matter.”

However, although the staff’s proposed guidelines are general in nature and would be released in the letter to be sent to the consumer group, and not published in a formal policy statement or issued as a rule, they go part way toward satisfying a major objective of the group—a commission order imposing the responsibility for maintaining the machinery to screen out deceptive or false advertising.

The public-interest law firm representing the group, the Center for Law and Social Policy, said in the complaint that the agency makes no effort to enforce its policy statements calling on broadcasters to protect their audiences from such advertising. The result, it added, is that a broadcaster can, to “his heart’s content, broadcast messages to hoodwink the public.”

Fund social campaigns, ad bureau chief urges

Religious, business and community organizations were asked last week by Norman E. Cash, president of the Television Bureau of Advertising, to undertake television campaigns spotlighting the social problems that are now gripping the U.S.

Mr. Cash made his suggestions at the first mass communications conference of the TRAV (television, radio and audio-visuals) division of the Presbyterian church in the U.S. last Thursday (July 30) at Montreal, N.C. He pointed out that the television industry donated more than $250 million in free time during 1970, but said “there’s a tremendous job still to be done.” He cited television’s advantages as a personal, pervasive and persuasive advertising medium.

“Two of our biggest social problems right now are drug addiction and pilferage,” he asserted. “Why not underline messages on television which point up the hazards of dope addiction, or the fantastic costs we consumers must bear because pilferage equals profits for most retailers?”

Sounding out SONAR for time savings

The days of waiting weeks for advertising market analyses are ended for a Washington radio operation. WMAL-AM-FM is the first broadcast outlet to install a new market evaluation system designed to reduce to about 20 minutes the time needed for a complete breakdown of reach, frequency, and product usage.

A joint development of Telmar Communications Inc., Brand Rating Index and Radio Advertising Bureau, the system utilizes computer data banks which incorporate ARB audience estimates and cross-tabulates them with BRI product-consumption data. Called SONAR (System for On-Line Analysis of Radio), the marketing service employs telephone-to-computer links, through the New York headquarters of Telmar.

Rich Livingston, WMAL-AM-FM-FM research manager, said that SONAR permits advertisers to examine “any Washington radio station, or combination of stations, according to the reach and frequency of specific spot schedules, not only in terms of target audience demographics, but also according to various levels of product usage.”

Almost instantly, he added, the sales force can quote precise cost-effectiveness for a given schedule.

In use for only three weeks, SONAR has secured new advertisers for the WMAL radio stations and protected old business that otherwise would have been lost, Mr. Livingston said. The service is available to agencies and advertisers, as well as radio stations and their salesmen, through installation of the telephone computer terminal.

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BROADCASTING reports: television-network sales as of July 4

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<td>5,533,300</td>
<td>23,596</td>
<td>162,966,700</td>
<td>179,506,100</td>
</tr>
<tr>
<td>Monday-Saturday</td>
<td>217</td>
<td>1,830,000</td>
<td>7,390</td>
<td>78,429,100</td>
<td>81,357,700</td>
</tr>
<tr>
<td>Sunday</td>
<td>92</td>
<td>1,110,300</td>
<td>2,395</td>
<td>37,322,300</td>
<td>43,386,000</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>11</td>
<td>148,500</td>
<td>433</td>
<td>12,056,900</td>
<td>16,413,900</td>
</tr>
<tr>
<td>7:30 p.m.-11 p.m.</td>
<td>429</td>
<td>13,274,600</td>
<td>11,517</td>
<td>460,795,300</td>
<td>513,902,800</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>136</td>
<td>1,285,500</td>
<td>3,289</td>
<td>33,185,200</td>
<td>36,064,900</td>
</tr>
<tr>
<td>Total</td>
<td>1,904</td>
<td>$23,401,000</td>
<td>50,569</td>
<td>$796,268,300</td>
<td>$88,539,200</td>
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BROADCASTING reports: television-network sales as of July 11

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended July 11</th>
<th>Total dollars week ended July 11</th>
<th>1971 total minutes</th>
<th>1971 total dollars</th>
<th>1970 total dollars</th>
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<tr>
<td>Monday-Friday</td>
<td>69</td>
<td>402,700</td>
<td>2,009</td>
<td>$11,735,500</td>
<td>$12,256,900</td>
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<tr>
<td>Monday-Friday</td>
<td>859</td>
<td>5,152,800</td>
<td>24,455</td>
<td>168,119,500</td>
<td>185,022,300</td>
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<tr>
<td>Saturday-Sunday</td>
<td>242</td>
<td>1,592,800</td>
<td>7,542</td>
<td>80,021,900</td>
<td>83,048,800</td>
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<tr>
<td>Monday-Saturday</td>
<td>88</td>
<td>1,121,600</td>
<td>2,483</td>
<td>38,443,900</td>
<td>44,432,600</td>
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<tr>
<td>Sunday</td>
<td>12</td>
<td>161,200</td>
<td>445</td>
<td>12,218,100</td>
<td>16,624,700</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>434</td>
<td>12,822,900</td>
<td>11,952</td>
<td>473,798,200</td>
<td>526,817,400</td>
</tr>
<tr>
<td>Monday-Sunday</td>
<td>131</td>
<td>1,122,900</td>
<td>3,420</td>
<td>34,308,100</td>
<td>37,243,500</td>
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<tr>
<td>Total</td>
<td>1,835</td>
<td>$22,376,900</td>
<td>52,308</td>
<td>$816,645,200</td>
<td>$905,445,200</td>
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</tbody>
</table>

* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.
Wanted: study of CONTAM study

ARF asked by advertising trade associations to help resolve audience-measurement questions

The controversy over TV-audience measurements took a new turn last week when the trade associations of the nation's leading advertisers and agencies asked the Advertising Research Foundation to conduct an appraisal of the so-called CONTAM studies.

The studies were conducted for CONTAM—the Committee on Nationwide Television Audience Measurement—by an independent research firm and purport to show (1) that "properly executed" telephone-coincident research provides an acceptable "standard of truth" in audience measurement and (2) that the meter-based Nielsen Television Index (NTI) reports viewing levels virtually identical to those found in a "properly executed" telephone coincidental.

Although they deal with network-audience measurement, the CONTAM studies have been brought into the local-market ratings controversy by critics of the local services. These critics argue that the local reports, particularly the American Research Bureau's, show viewing levels substantially below the "acceptable standard of truth" implied for NTI's and therefore underestimate the truth.

The requests for ARF appraisal of the CONTAM studies were made by the Association of National Advertisers and the American Association of Advertising Agencies. In a joint statement last week they also noted the Television Bureau of Advertising—one of the leading critics of ARB's local ratings in particular—"has expressed dissatisfaction with local television ratings." The joint statement continued:

"Members of ANA and AAAA share with the TVB a strong desire to achieve 'truth' in TV audience measurements. However, there are numerous questions yet to be resolved before that end can be accomplished not the least of which is:

"Can one single 'truth' be agreed upon with different things (TV turn tuning vs. reported TV viewing) being measured by different methods (meters vs. diaries) and at different times?"

The statement recalled that ANA, AAAA and the National Association of Broadcasters cooperated "several years ago" in underwriting an audience-research methodology proposal, and that ANA and AAAA had cooperated with the ARF in a proposal for a benchmark study to measure the "true" levels of viewing that neither proposal had gained enough support to launch it.

(Independent authorities suggested last week that both proposals probably were too ambitious. In addition, each would have cost an estimated $250,000 to $300,000.)

The ANA/AAAA statement said that "advertisers and agencies are interested in the TVB's statement that CONTAM corroborates the 'truth' as established by meters. . . . Certainly, buyers of television advertising are interested in complete, objective, validated information that might throw additional light on this important subject."

For these reasons, the statement said, ANA and AAAA have officially requested ARF to conduct an appraisal of all relevant CONTAM data in order to (a) provide buyers of TV advertising with an authenticated judgment of the data, and (b) establish a base from which all interested parties (advertisers, agencies and broadcasters) can move forward in their efforts to improve measurements of TV audiences."

ARF President E. J. Gerhold said he thought approval of the requests would be virtually automatic, not only because ANA and AAAA are both founding members of ARF but also because many authorities felt a study in this area was overdue. He said the appraisal probably would take several months.

The CONTAM studies were conducted by Statistical Research Inc., Westfield, N.J., over a period of several years. Some of the most recent have not yet been formally published, although their basic findings have been reported—one at an ARF annual meeting and others at ANA's annual meeting last fall (Broadcasting, Nov. 2, 1970).

CONTAM is composed of representatives of the three TV networks and the NAB. Those questioned last week indicated they would gladly cooperate with ARF in the requested appraisal. Some, however, also wondered why the request had been so long in coming.

Agency profits down in 1970

The average net profit of advertising agencies, after taxes, declined in 1970 to 3.46% of their average gross income, compared with 4.19% in 1969, according to a study being released today (Aug. 3) by the American Association of Advertising Agencies.

The study, covering costs and profits of 216 AAAA member agencies, also showed that among incorporated agencies—excluding partnerships and proprietorships—the average after-tax profit dropped from 4.03% of gross income in 1969 to 3.11% in 1970, or, in terms of

TV revenues sag in first-half 1971

Television-network revenues in June dropped 9.2% below their levels of June 1970 and for the first half of this year were down 9.6% from a year ago, according to estimates compiled by Broadcast Advertisers Reports and released last week by the Television Bureau of Advertising.

Both declines were attributed primarily to the ban on broadcast advertising of cigarettes, effective last Jan. 2.

June revenues came to $112.2 million this year as compared with $123.5 million last year, according to TVB/BAR. For the first six months they were $784 million as against $866.9 million a year ago. TVB said cigarette billings accounted for $9.8 million or 87% of the $11.3-million decline in June and for $75.7 million or 93% of the $82.9-million drop in the first half.

<table>
<thead>
<tr>
<th>Month</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$35,905.5</td>
<td>$50,029.2</td>
<td>$52,027.2</td>
<td>$138,951.9</td>
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<tr>
<td>February</td>
<td>38,478.7</td>
<td>48,652.4</td>
<td>45,522.3</td>
<td>132,653.4</td>
</tr>
<tr>
<td>March</td>
<td>39,946.5</td>
<td>53,381.8</td>
<td>46,506.9</td>
<td>139,834.2</td>
</tr>
<tr>
<td>April</td>
<td>36,949.8</td>
<td>49,281.3</td>
<td>45,702.5</td>
<td>132,933.7</td>
</tr>
<tr>
<td>May</td>
<td>33,701.5</td>
<td>48,611.8</td>
<td>42,146.5</td>
<td>124,461.8</td>
</tr>
<tr>
<td>June</td>
<td>32,099.4</td>
<td>41,929.6</td>
<td>38,183.1</td>
<td>112,152.1</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertisers Reports (BAR), as released by Television Bureau of Advertising
Safe driving: next shift to paid ads?

House and Senate bills introduced to fund hefty commercial campaigns

Proposed legislation that could make the Army's $10.6-million TV-radio advertising campaign look pale by comparison was introduced in both congressional houses last Wednesday (July 28) by Senator Harrison A. Williams Jr. (D-N.J.) and Representative John M. Murphy (D-N.Y.). The "Automobile Driver Education and Highway Safety Act" would authorize the secretary of transportation to spend up to $85 million in fiscal 1972—and the same amount in each of the following two years—on an advertising campaign designed to stem the growing toll of highway deaths and injuries.

Although the proposal does not specifically call for the use of broadcast advertising, a spokesman for Mr. Murphy said that the measure is principally aimed at the use of TV and radio. In a letter last week, Mr. Murphy told House colleagues that use of the media, particularly television, could be instrumental in providing nationwide driver education. And, in a joint statement, the congressmen said they are proposing to use the media "on a continual basis with thoroughly researched, psychologically tested, expertly prepared one-minute capsules. . . ."

A spokesman for Senator Williams said the senator has written N. W. Ayer & Son, the Philadelphia agency that handled the Army's spot buying, for general information on ad campaigns. The 13-week Army campaign drew criticism from small stations because most of the money went into major-market outlets (Broadcasting, Feb. 22, et seq.). Even some large stations refused to sell the Army time, preferring to continue their policy of donating it. "We cannot depend on public-service spots to combat the greatest of American tragedies," the congressman said in their joint statement.

In addition, the Army ad campaign drew fire from Representative Lionel Van Deerlin (D-Calif.) and other congressmen who maintained that public funds should not be used to buy time that has been donated as a public service in the past. A spokesman said last week that Mr. Van Deerlin would also oppose the driver-education campaign legislation.

Which is on top in a piggyback?

Study conducted by BBDO reveals there is no significant difference in selling effectiveness, communications, or recall between the front or back end of 30-second commercials incorporated into a 60-second piggyback spot.

In releasing the results last week, BBDO recommended these steps to maximize the effects of both halves of a piggyback: both segments should have the same prospect or target audience; both products should have similar familiarity levels (a new product should not be paired with one already known to the public); both segments should be reasonably compatible (grouping a frozen food with an insecticide will diminish the effectiveness of both); the natural sequence of products should be considered when positioning them (a hair rinse should not be placed before a shampoo).

Part of the BBDO study included an examination of previous research projects by other organizations on the same subject. BBDO said the findings of these studies were virtually identical to those uncovered by the agency.

NAB wants clear picture of distant-signal ads

The National Association of Broadcasters has asked the Federal Trade Commission to clarify its rule on advertising of food specials as it affects broadcast spots. The rule, which became effective July 12, stipulates that it is unfair competition for a retail food store to advertise products for sale in areas where stores do not have the items in stock or have them readily available.

In a letter to the FTC, NAB said that
many food stores are terminating their broadcast advertising out of fear that CATV carriage of the station to distant locations will place them in violation of the rule. TV and radio stations have no control over CATV's selection or carriage of their signals, NAB pointed out.

"As a practical matter," it said, "it is unlikely that a viewer or listener would be misled into thinking that distant-station advertising brought into his area by a CATV system applies to retail food operations in his community...."

NAB asked the commission to issue an interpretation of the rule to clarify that it applies only to "definable markets" served primarily by the advertising medium being used and not to markets into which the medium is not intentionally directed." This interpretation would insure broader competition, NAB said, since it would preserve food retailers' "uninhibited use" of broadcast advertising.

**Satisfaction guaranteed for local advertisers**

For skeptical advertisers who doubt that television advertising's effectiveness matches its cost, WHMA-TV Anniston, Ala., is offering a money-back guarantee to prove it does. The station promises that if the advertiser's gross business during the 30 days following the conclusion of a telecast ad schedule does not surpass that of the preceding year, it will refund the full cost of the campaign.

The offer, first made available July 1, is designed to convert newspaper-oriented local accounts to broadcast advertising. Its key requirement is that an advertiser be at least one year in business and not be returning from a long period of dormancy. The advertising schedule would be adapted to each client by a team of station and firm representatives.

According to Harry Mabry, WHMA-TV general manager, reaction to the guarantee has been good, although he added that it was still too early to determine the long-range success of the idea. Thus far no advertiser has elected to file for fund reimbursement. Looking toward the future, Mr. Mabry saw the continuance of the idea, beyond what he called "gimmick" or promotion stunt proportions to establish a lasting trust between station and advertiser.

**Agency appointments:**

* Bell & Howell Co., appointed N. W. Ayer & Son., both Chicago, as its agency last week, replacing McCann-Erickson, which handled the account for 20 years. Last year Bell & Howell billed slightly more than $1 million, of which about $100,000 was in broadcast.  
* Career Academy, Milwaukee, has named A. Eicoff & Co., Chicago, to handle all advertising and marketing for two of its educational divisions, radio, broadcast and medical/dental. The budget allocated to Eicoff is "as yet undetermined," but will be spent almost entirely in television advertising according to T. A. Huenke, Career Academy advertising director. Previously, a house staff handled all advertising for the divisions.
* Corning Glass Works, Corning, N.Y., has appointed DKG Inc., New York, as its consumer-producer division agency for 1972. Products to be handled by DKG include Corning Ware cookware, Centura tableware, Corelle livingware, the Counter That Cooks built-in cooktop, the Counterange electric range, Corning wall ovens and Counter-saver work surfaces. The division's present agency, Rumrill-Hoyt, will handle the account for the remainder of 1971. A Corning spokesman said the company plans to continue its use of radio and TV.

**Proslim loses some, wins some with FTC**

A consent order, tentatively accepted by the Federal Trade Commission last week, would ban use of the name "Proslim" to describe the reducing wafers and diet drink mix made by J. B. Williams Co., New York, but would permit the name to be used as it relates to a diet plan.

The FTC announcement noted also that the Williams firm must clearly and conspicuously disclose in future advertising that any claimed reduction in weight or size is due to a low-calorie diet and/or an exercise program. It also forbids the Williams company from making false weight reduction claims for any of its similar products.

Also named in the consent order is Williams' advertising agency, Parkinson Advertising Agency Inc., also New York.

The consent order awaits final action by the commission. Comments on the order may be filed with the FTC through Aug. 26.

In its original complaint, the FTC alleged that TV and print advertising and the trade name itself create the false impression that Proslim products are valuable and effective for weight reduction (BROADCASTING, April 26).

In reality, the FTC contended, the food is substantially similar to other foods. Any reduction in weight and size is due to the diet plan enclosed with the packages, the agency maintained.

**SRI viewer data at odds with ARB and Nielsen**

The results of a special telephone-coincidental survey measuring TV usage in the New York metropolitan area were announced last Wednesday (July 28), showing several differences in comparison with New York audience estimates provided by A. C. Nielsen Co. and American Research Bureau.

Dr. Gerald Glasser of Statistical Research Inc., Westfield, N.J., an independent company that conducted the survey for the New York Television Stations Committee during April and May, stressed that the report should not be construed as a criticism of the rating services, however. He said further analysis was needed to seek possible explanation for the differences.

Some of the differences that emerged, he said, were that the special study put the homes-using-television level in early-fringe and prime time at 59.6%, whereas Nielsen's Instant Audimeter (1A) put it at 47.6% and ARB's Overnight Arbitron put it at 43.0%. In prime time alone, he said, the differences were more marked.

In another phase, the SRI coincidental study found 2.04 viewers per tuned household, compared with 1.82 reported by Nielsen, based on diaries, and 1.63 reported by ARB, also based on diaries. The cost of the study was $22,000. It was undertaken by the six commercial VHF stations in New York: WABC-TV, WNBC-TV, WNYW-TV, WOR-TV, WPIX-TV.

**Also in advertising:**

Solo 16mm * Dutchmen Industries has announced the formation of Jan Welt Associates, 56 West 45th Street, New York, a complete production company that will use only 16mm film and equipment. This restriction to 16mm stems from increasing usage by the advertising industry in television commercials, a company spokesman said. Mr. Welt is the former director of operations for Norman Mails' film company, Supreme Mix Inc.

**Pulse's new beat** * The Pulse Inc., broadcast research firm, New York, has announced a new service, "County Take Out" (CTO) which will enable radio stations to order complete share-of-audience data for any county within the Pulse survey area. CTO will provide audience shares by principal day parts for men, women, teens, children and total audience for stations registering at or above the cutoff level. The figures will be the average of all data collected in the specific county for a period of up to 12 months to yield a minimum sample of 200 persons. It is hoped
that this limited Pulse survey will serve stations for which full-sized areas would be inefficient and the cost prohibitive. Subscription rate for the CTO service is $500.

On the spot Southern Spot Sales, Raleigh, N.C.-based station representative, and C. K. Beaver & Associates, Memphis, have opened an office in Atlanta. The office will be managed by Penn Watson, with Mary Ellyn Yates as assistant manager. Southern Spot Sales is the Southeastern representative for C. K. Beaver & Associates, The Mario Massina Co., Jack Masla & Co. and Riley Representatives.

Rep appointments:
- KFOX(AM) Long Beach and KBQB(AM) Burbank, both California; Savalli/Gates, New York-based representative, to handle greater Los Angeles market.

Telestatus®

See spot run—where it’s needed

‘Telestatus’ pinpoints by market where the network audiences delivered and shows where to place back-up advertising

The network-TV advertiser is assured of national exposure for his messages, but in the top-10 markets—large and small—he usually needs spot-TV support.

This need derives, in part, from the uneven nature of local-market coverage patterns. Some markets deliver more than their proportionate share of the population, others less. Those that deliver significantly less are candidates for additional spot support. Even those that deliver more than their share may equally be candidates for spot, but for other reasons, such as unusual potential for the brand or product advertised.

This month’s “Telestatus” is a short-cut for determining by network, whether individual market delivery in prime time—for a large scatter package—is above, below or on target with that market’s share of the national population. The data is also shown cumulatively for groups of 10 markets. Delivery in direct proportion to population is given an index value of 100.

Thus the tables show, for example, that a prime-time scatter package on ABC underweights New York and Los Angeles by 8% each (index 92), substantially overweights Philadelphia and Pittsburgh (index 122 and 126) and in the top-10 markets as a group is in virtually direct proportion to the population (index 101).

This data was compiled especially for Broadcasting by the Nielsen Station Index (NSI). It is based upon material from the NSI network program audience report, late winter 1971. Nielsen cautions that all the reported figures are sample-based estimates and as such are subject to both sampling and nonsampling error. Dashes indicate markets which fell below “minimum reporting standards.”

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<thead>
<tr>
<th>Markets 1-10</th>
<th>ABC</th>
<th>CBS</th>
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<tr>
<td>1. New York</td>
<td>92</td>
<td>92</td>
<td>92</td>
</tr>
<tr>
<td>2. Los Angeles-Palm Springs</td>
<td>92</td>
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<td>92</td>
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<tr>
<td>3. Chicago</td>
<td>92</td>
<td>92</td>
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<tr>
<td>4. Philadelphia</td>
<td>92</td>
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<td>6. Seattle-Tacoma-Oakland</td>
<td>92</td>
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<tr>
<td>7. Detroit</td>
<td>92</td>
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<td>92</td>
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<tr>
<td>8. Dallas-Ft. Worth</td>
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</tr>
<tr>
<td>9. Washington</td>
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</tr>
<tr>
<td>10. Pittsburgh</td>
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<table>
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<tr>
<td>12. St. Louis</td>
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<td>14. Minneapolis-St. Paul</td>
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<td>15. Houston</td>
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<td>16. Indianapolis-Lafayette-Muncie</td>
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<td>18. Baltimore</td>
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<td>19. Miami-Ft Lauderdale</td>
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<td>20. Kansas City-St. Joseph, Mo.</td>
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<tr>
<td>Markets 21-30</td>
<td>ABC</td>
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</tr>
<tr>
<td>---------------</td>
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<tr>
<td>21. Hartford-New Haven, Conn.</td>
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<td>22. Cincinnati</td>
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<tr>
<td>23. Buffalo, N.Y.</td>
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<tr>
<td>24. Milwaukee</td>
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<td>25. Sacramento-Stockton, Calif.</td>
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<td>26. Tampa-St. Petersburg, Fla.</td>
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<td>27. Memphis-Jackson, Tenn., Jonesboro, Ark.</td>
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<td>28. Portland, Ore.</td>
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<td>29. Providence, R.I.</td>
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<tr>
<td>30. New Orleans, Biloxi, Miss.</td>
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<td>92</td>
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<tr>
<td>Markets 21-30</td>
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<td>31. Columbus, Ohio</td>
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<tr>
<td>32. Nashville, Bowling Green, Ky.</td>
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<tr>
<td>33. Denver</td>
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<td>34. Birmingham, Ala.</td>
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<td>35. Charleston-Huntington- Parkersburg, W.Va.</td>
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<td>36. Grand Rapids-Kalamazoo, Mich.</td>
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### Markets 1-50

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market</th>
<th>TV households (000)</th>
<th>% of Total</th>
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### Markets 51-100

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**Notes:**
- ABC, CBS, and NBC refer to the three major television networks.
- The % U.S. column represents the percentage of the U.S. population in the market.
- The Index column indicates the market's rank relative to the total number of television households.
- DMA (Designated Market Area) house-holds refer to the number of households in the designated market area.
Programing

The rush continues on children's TV

NBC's latest is five-a-week series planned for 1972

As part of its effort to expand and improve the quality of children's programing, NBC announced last week it plans to produce a half-hour, Monday-through-Friday series to begin early in 1972.

The new children's presentation is designed as a program service for both NBC affiliates and the five NBC-owned television stations and will be scheduled in individual markets at a time selected by the participating outlets. The series will not be available for network sale, but two two-minute positions will be provided for local commercials or public-service announcements, one near the beginning and one near the end of each program. NBC said this represents a reduction of two minutes from the usual daytime commercial structure and will permit longer segments of uninterrupted program materials.

Stations carrying the series will pay a program service charge to help offset the production costs, and will retain all revenue from any local sales. An NBC spokesman said the untitled series, which has been in development for several months, does not have a specific production budget at this time. He added that the service charge to stations has not been determined but will be related to the size and audience of the station.

NBC said the series will be directed primarily to the 3-to-6-year-old group, and will present "a balanced educational-entertainment format, with the accent on learning." The content will aim to interest and involve parents as well as children. Production will be under the responsibility of NBC-TV and will be supervised by George H. Heinemann, vice president, children's programs.

The NBC affiliated stations will receive the new five-a-week children's program service by special feed over the NBC-TV network lines when they are not being utilized otherwise. Acceptance and scheduling of the programs will be determined by the stations. The time of the programing feed has not yet been set, but NBC said that preliminary studies indicate that a 1-1:30 p.m. transmission is most likely, with a later feed for Pacific time zone stations. NBC added that the probable scheduling time on its owned stations, subject to change, are 1 p.m. for WNBC-TV New York, WRC-TV Washington and WKYC-TV Cleveland; 3 p.m. for KNBC (TV) Los Angeles and 3:30 p.m. for WMAQ-TV Chicago (all local times).

NBC sources said the program could be traced back to the so-called "secret" meeting many months ago at which FCC Chairman Dean Burch urged the heads of the three commercial TV network organizations to strengthen children's programing, perhaps by presenting some shows on a rotation basis. CBS declined to participate in a joint venture and ABC subsequently withdrew. Both, however, as well as NBC, later announced new children's program ventures of their own.

Des Moines rock fans feel left out

Format change following sale of KFMG(FM) there leads to protests at FCC

A group of citizens in Des Moines, Iowa, has asked the FCC to reconsider a routine grant for the transfer of KFMG(FM), the only radio station in that city programing progressive rock music. In a petition filed with the commission last week, the Committee to Free KFMG charged that Stoner Broadcasting Systems Inc., the station's new owner, had dispensed with KFMG's progressive format and substituted a top-40 format, 50% of which is to be duplicated from Stoner's commonly owned KSO(AM) Des Moines. In a subsequent letter also received at the commission last week, the group asked for an "immediate stay" of the transfer grant, noting that Stoner intends to remove the equipment from KFMG's studios and move it into KSO's broadcasting facility.

The sale of KFMG was granted by the FCC's Broadcast Bureau on June 21. Stoner acquired the station from the Woodland Corp. for $110,000.

Among the charges brought against Stoner in the petition were that Stoner had made misrepresentations to the FCC in its transfer application; that the transfer violates the commission's three-year holding requirement (Woodland acquired KFMG's assets in 1969), and that Stoner's plan to duplicate KSO's
programing "does not provide a fair, efficient and equitable distribution of radio service to the residents of Des Moines."

In regard to the first charge, the group said that Stoner authorities had continually assured the KFMG staff that no changes in that station's format were planned. Nevertheless, it said, Stoner, in its transfer application, had proposed a partial duplication of KSO's top-40 programing and a reduction of KFMG's broadcast day. And when it took over operation of KFMG, the petitioner asserted, Stoner abandoned the progressive rock programing altogether.

The Des Moines petition is similar to two cases now being reconsidered by the commission after being remanded for further action by that agency by the courts. In those proceedings, one involving a challenge to the transfer of WONO-FM Syracuse, N.Y., and another challenging the sale of WDKK-FM Atlanta, citizen groups have charged that the buyers had abandoned the station's classical music formats without prior public disclosure, and had withheld information from the commission.

Justice now moves against NBC-TV

Justice, the Mexican-American citizen group that at one time threatened to challenge the licenses of all the Los Angeles television stations, has directed a new charge at NBC-TV. The group contends that verbal agreements made between Justice President Ray Andrade and Mort Werner, vice president, programs and talent, NBC, and Herb Schlosser, West Coast vice president, programing, were broken with the airing July 25 of "Hang Your Hat on the Wind" on Wonderful World of Disney.

The group also alleges that Nichols, a series in the fall on NBC-TV, is "a racist program harmful to the dignity of the Mexican-American people."

The group is now making demands similar to those requested of ABC-TV (Broadcasting, June 28). Justice is insisting on contractual agreements that will guarantee: (1) that all television fare considered demeaning by the organization will not be aired by NBC-TV; (2) that Justice be allowed to monitor all scripts which include Mexican-American characters, and (3) that the network set aside $10 million in program development funds to feature Chicanos in significant roles.

Don Durgin, president of NBC-TV, answered the Nichols charges in a letter to Mr. Andrade dated July 23. In it, Mr. Durgin said that he found it difficult to understand the racist charge since the program has not yet been broadcast. "The series is not a documentary reflecting the social composition of the place and period it depicts," Mr. Durgin said. "It is light fictional entertainment spoofing the role of the sheriff in a Western town. There are no butts to the humor, they are primarily local Anglo-Saxon settlers."

Mr. Durgin added that there were no attempts to seriously portray any group or individual and he doubted whether Justice's objections to the program would be served by forcibly inserting an ethnic element. Justice has asked that a Chicano be included in a part as a running lead in Nichols. Two other demands relating to the new series were also made: That NBC guarantee that all segments of the show properly portray the Chicano with dignity and that the Mexican-Americans be shown as contributing to the history of the Southwest, where the show is set.

The charges that "Hang Your Hat on the Wind" is a demeaning program stem from the characterization of two heavies. Justice charges that the program implies all Chicanos are thieves by nature and are buffoons.

The group also alleges that NBC has aired other programs considered demeaning. These include segments of Bracken's World, Bill Cosby Show and Ironside and specials Sing Out Sweet Land and The Making of Butch Cassidy and the Sundance Kid. Mr. Andrade also claims that The Tonight Show had made Chicanos the butt of several jokes until just recently.

Titanic station founders at FCC

The FCC has asked WGR(FM) Duluth, Minn., to explain why it feels that "a very large number of public-service announcements for worthy public-service organizations" represents an acceptable substitute for programing dealing with community problems. An unsatisfactory answer will mean a hearing on the station's license-renewal application.

In a letter to the Titanic Corp., licensee of WGR(FM), the commission noted that the station has offered considerably less public-service programing than had been proposed in 1970, when Titanic acquired WGR. The licensee's explanation was essentially that it had formed a more accurate estimate of community needs since it went on the air, and that the community preferred entertainment to the alternative programing that had previously been offered.

The commission, which said it did not find this justification "persuasive," asked Titanic to state what public-service programing it had broadcast from the time it acquired the station until the time it decided to eliminate such programing. It also asked how Titanic proposes to meet the community's needs, and by what surveys or other means it had determined those needs.

Color net for black football

Black college football will receive increased television coverage this season, if a Baltimore TV producer has his way.

Mel Fox, president of Pronebus Inc., Baltimore, is forming a new network to televise four Morgan State College (Maryland) football games to New York, Philadelphia, Baltimore, Washington, Richmond, Va., and the Norfolk, Va., areas. Mr. Fox, a former football player at Morgan State, said the taped games "will serve as a vehicle for advertisers to sell to the black community by presenting high quality football by outstanding black teams."

Scheduled for showing on the evening the game is played or the following Sunday morning are the Morgan State games with North Carolina Central University (Oct. 2), Howard University (Nov. 5), Jackson State (Nov. 13), and Rutgers University (Nov. 27). Dennis Dunn Inc., of Baltimore will tape the games, which will run two hours each and will include isolated replay and stop action.
Rocking down syndication lane

High on ‘American Top 40,’ Watermark comes out with 12-hour ‘Elvis Presley Story’

Beginning Labor Day weekend, nostalgic Americans can rock to the twang of a Memphis guitar and the "rockabilly" tones that vaulted an obscure Tupelo, Miss., truck driver to international fame, wealth and popularity. The Elvis Presley Story, a 12-hour radio documentary of his life, is now being offered by Watermark Inc., a Los Angeles-based company which produces the syndicated, weekly countdown show, American Top 40.

A completion date of August 20 is the target for the 12 one-hour chapters of the program, which is based on a biography called Elvis, to be published by Simon & Schuster this fall. Jerry Hopkins, the book's author, is adapting it for radio.

A first refusal option on the Presley package was offered to the more than 120 subscribers to American Top 40 several weeks ago. George Savage, Watermark marketing director, indicates exceptional response. "In the first week (July 12), a total of 72 stations requested prices and contracts for exclusive broadcast of the Elvis Presley Story. We think this must be some kind of a record. This week (July 19), the demand is equally strong and we are clearing many major markets for the Elvis special and the American Top 40 program." He said that 86 stations had accepted the program by last Wednesday (July 28).

Producer-director of the program is Ron Jacobs, one of Watermark’s founders. Since his last radio project, The History of Rock and Roll, he has sent field production crews to Memphis, Tupelo, Nashville, New York and London for on-location recordings of materials relating to the life and music of Mr. Presley. In addition, contributions of audio material dating back 16 years have been made by various radio stations around the world. Narrator is Wink Martindale, KMPC(AM) Los Angeles personality.

Format and scheduling are flexible, Mr. Jacobs said. Each of the 12 chapters includes 51 minutes of program content with one minute of theme runout at the close. Insertion of nine minutes of station-originated material will round out each chapter to one full hour. Or, he added, a station may wish to insert more local material and expand each chapter to 90 minutes.

While some stations may wish to schedule one marathon session to tell the whole story in 12 continuous hours of broadcast, it may make as much
pants in the barter minute spots, but generally, the program has not sold on a national level. Despite ARB statistics indicating an average 64% ratings increase (for October-November 1970), impressive gains registered since then (ARB figures for April-May, 1971— WPIX-FM, N.Y., up 154%; KJOY(AM) Stockton, Calif., up 126%; KNZU(AM) Houston, up 100%), and an audience made up mostly (86%) of 12-to-34-year-old listeners, major national buyers have not been attracted. For example, J. Walter Thompson recommended an 18-week buy of American Top 40 to Seven-Up soft drink, but the sponsor turned it down.

Mr. Savage concludes that "program sponsorship is not the way media buyers use radio today. They are stuck in the reach and frequency rut and cannot grasp the advantages and advertising values of consistent program sponsorship. They are too busy or too lazy to push their clients into a much-cried-for bold, new approach to product exposure. "The real question, in simplest terms," he said, "was whether advertisers were really ready to support national radio programming on a barter basis. Or was syndicated radio programming going to continue to survive on a hit-or-miss station-pay basis?"

By mid-July, Watermark had decided to "give up the barter aspect of the show (American Top 40) and sell it to all stations on a weekly service fee basis," Mr. Savage said. The change will be effective Oct. 1 of this year.

The ratings dip for Apollo 15

'Only' 25 million watch as exhaustive coverage begins on all networks

The network news organizations went at their coverage of the Apollo 15 moon flight last week with their usual gusto, but amid signs that viewers were becoming increasingly blasé about it all. NBC research estimates put the U.S. TV audience at launch time at 9:34 a.m. EDT Monday (July 26) at more than 25 million persons—as against 55 million estimated by NBC for the Apollo launch Jan. 31.

The Jan. 31 launch had the TV advantage of being at mid-afternoon of a Sunday instead of on a workday morning but, even so, there was little evidence of public excitement last week to compare with that generated by the first moonwalk two years ago.

Events and timings were expected to enliven interest over the past weekend, however, when the first two of three extensive explorations in the lunar rover were scheduled.

Barring unforeseen developments, NBC-TV planned to present approximately 30 hours of coverage of the 12-day mission, up from 18 hours in covering the 10-day Apollo 14 flight. CBS-TV planned about 17 hours, approximately the same as for Apollo 14, and ABC-TV expected to present about 13 hours, down about two from the last moon flight.

NBC said it would be the only network to present complete and continuous coverage of the three lunar-rover expeditions. The first was scheduled Saturday morning (July 31); the second, yesterday (Aug. 1) and the third today (Aug. 2) from about 3:30 a.m. to 10 a.m. EDT.

CBS News was to have Scott Macleod and Charles Smith simulating the moves of the astronauts during their experiments and lunar rover jaunts on the moon's surface, using fully operational and full-sized models of the lunar module and land rover.

Walter Cronkite is anchoring CBS's coverage throughout the 12-day mission, joined by Walter M. Schirra, former astronaut. Apollo 14 commander Alan B. Shepard also was to appear during coverage of the moon exploration.

ABC news scheduled special cover-

age for last Friday (July 30) at 5:45-6:30 p.m. EDT covering the landing on the moon. During the week, progress reports will be televised on the ABC Evening News with Howard K. Smith and Harry Reasoner. Bulletin reports will be given as well as additional live, special coverage of significant developments during the Apollo 15 mission.

Both CBS News and NBC News had special reports on the transposition and docking of the spacecraft last Monday (July 26) from 1 to 1:30 p.m. EDT.

There's a possibility that the mission can transmit back to earth the first live TV pictures of a solar eclipse as seen from the moon's surface. This is expected to occur next Friday (Aug. 6) as the astronauts are returning to earth, having left behind a TV camera on the lunar rover. It will be controlled by engineers at the manned spacecraft center in Houston, and if sufficient battery power remains, viewers on Earth may see the solar eclipse on their TV screens. NBC News plans intermittent live reports of the event starting at 2 p.m.

NBC News Correspondents John Chancellor, Frank McGee, Jim Hartz, Roy Neal and Garrick Utley are reporting the flight for the network.

The radio network also will continue extensive coverage of the latest moon mission. Mutual is giving live broadcasts of key aspects of the flight in addition to 15-to-45 minute mission reports, plus is continuing its five-to-seven-minute segments in its The World Today. Don Blair is the pool reporter on the recovery ship.

ABC Radio provided extensive and comprehensive live coverage of the Apollo liftoff last Monday, and scheduled a special broadcast for last Thursday (July 29) when the spacecraft was due to go into lunar orbit. Correspondents Merrill Mueller and George Engel are the co-anchors and began reporting of the event from Cape Kennedy. After the liftoff, they moved back to New York to report for the balance of the flight.

Reid Collins is anchoring CBS Radio coverage. He also is delivering "news-on-the-hour" reports and prepares material for Newsfeed, the supplementary audio service to CBS-owned radio stations. After the launch, he returned to New York and joined George Herman, Dallas Townsend and Gary Shepard in continuing coverage.

NBC Radio anchors Wilson Hall and Jay Barbette started the Apollo coverage from the cape then moved to Houston, joining Russ Ward and Peter Hackes.

This marks the first time AP has offered its members audio coverage of
a breaking story, direct coverage from Houston. It also is giving regular feeds at the rate of two or three per hour depending upon developments. Broadcast wire reports cover highlights and the merits of the mission. UPI's audio service is providing its network with live coverage of all main events. UPI is also doing one-minute reports every hour throughout the flight.

Back to blastoffs: Paul Haney on NPR
Paul Haney, departing executive vice president for public relations of the National Association of Broadcasters, last week returned to an old specialty—commentary on space flights—as an analyst for National Public Radio. Mr. Haney is appearing during NPR's live coverage of the Apollo 15 moon flight and on the network's 90-minute daily news program, All Things Considered...

Once known as the "voice of Mission Control," Mr. Haney was director of public information for the National Aeronautics and Space Administration's manned-flight space program in Washington from 1958 to 1963. He was director of public affairs for NASA's Manned Spacecraft Center in Houston from then until May 1969. Later, he covered five Apollo launches for Great Britain's Independent Television Network.

Mr. Haney was hired by NAB in February to fill one of three newly created executive vice presidencies. He resigned, effective Aug. 15, for personal reasons, and will be replaced by James Hulbert, NAB vice president and assistant to President Vincent T. Wasilewski (Broadcasting, June 28, July 26).

ACT reply deadline extended
The FCC has extended the deadline for filing reply comments in the rulemaking proceeding involving the proposal by Action for Children's Television for the regulation of commercial television programs designed for children. The new deadline is Oct. 1; all reply comments had been due today (Aug. 2).

The extension came in response to ACT's plea for more time in which to file its own response to what it called "an enormous number of comments" which have been submitted to the commission. The group was presumably referring to arguments filed by broadcasters against the regulations proposed in the children's programing rulemaking proceeding. In recent months the commission has received thousands of citizen comments in support of ACT.

ACT gets into the act in renewals proceeding
Action for Children's Television, whose demands for regulation of commercial television programming for younger audiences have spawned an FCC rulemaking proceeding with the largest public participation in history, moved last week to carry its campaign on another front. The group filed comments with the commission proposing that broadcasters be required to answer specific questions regarding children's programming on the report forms submitted with their renewal applications.

ACT's comments were filed in the commission's rulemaking proceeding on revisions in the license-renewal process. Deadline for those comments has been extended (see story below).

The group, in its remarks, asked that licensees be required to respond to questions in the areas of news, public-affairs, entertainment and local programing, and an additional query concerning commercials aired during programs specifically designed for children. (ACT has already proposed that stations be barred from broadcasting commercials during these programs.)

The questions specified in ACT's brief:

In the area of news programing: "Did the licensee provide news or informational programs aimed at children? State the name of the program, brief description and time aired."

In public affairs: "At what time and how often did the licensee provide talks, discussions or documentaries designed specifically to meet the interests of children of a specific age group?"

In regard to entertainment programing: "What programs are aired to entertain children? What age groups were the programs designed for and at what time of day were they aired?"

Regarding local programing: "What locally-produced children's programs were presented by the licensee? At what time of day were they aired?"

And concerning commercials: "State the number of commercials and the time devoted to commercial content during the children's programing time within the composite week."

Hockey slated for CBS
CBS-TV will televise National Hockey League games for the sixth consecutive year, beginning Sunday, Jan. 9, 1972. Twelve regular-season games will be broadcast from then through April 2. Coverage of the Stanley Cup playoffs starts Sunday, April 9, and will run through May 7 or 14, depending on the number of playoffs.
ABC-owned stations fill the prime-time gap

New local news, public-affairs and entertainment programming will be added to the prime-time schedules of the five ABC-owned television stations, starting Sept. 12, in response to FCC's prime-time access rule.

WABC-TV New York will present in the 7:30-8 p.m. EDT period Let's Make A Deal on Monday; This Is Your Life on Thursday; Story Theater on Friday and new series yet to be announced on Wednesday and Saturday. (ABC-TV will program the Tuesday slot, beginning at 7:30.)

WXZY-TV Detroit will fill the 7:30-8 p.m. period with Let's Make A Deal on Monday; Wild Kingdom on Wednesday; This Is Your Life on Thursday and Lassie on Friday. The station will introduce a public-affairs show on Saturday at 7, followed by Juvenile Jury at 7-6 p.m.

WLS-TV Chicago will add a half-hour, 6:30-7 p.m. CDT, to its Eyewitness News program each weekday except Tuesday. On Saturday, Let's Make A Deal will be scheduled at 6:30-7 p.m. and on Sunday It's Your Life at 7:30-8 p.m.

WLS-TV San Francisco will expand its present 4:30-6 p.m. news program by a half-hour to 6:30 p.m., followed by a feature-film program on each weekday except Tuesday. The station will add two new public-affairs shows on Saturday at 6:30 p.m. and 7 p.m., and present Let's Make A Deal at 7:30-8 p.m.

Similarly, KABC-TV Los Angeles will extend its Eyewitness News by a half-hour to 4:30-6:30 p.m. every weekday but Tuesday. On Saturday, it will slot Let's Make A Deal at 7 p.m. and Juvenile Jury at 7:30 p.m., and on Sunday the station will schedule Story in Hollywood at 7 p.m. and This Is Your Life at 7:30 p.m.

NATPE finds syndication is prime-time answer

The National Association of Television Program Executives revealed last Thursday (July 29) that a survey conducted among its members shows that most stations will schedule different programs each night of the week in the prime-time half-hours being opened up for local programming this fall.

From 92 replies to questionnaires returned to the NATPE, which is composed mainly of station program executives, the association reported that virtually all stations will schedule in the new prime periods either off-network paid or barter syndicated series. NATPE said only a few plan to use station-produced non-news programming.

The survey showed that an overwhelming majority of program directors would not increase significantly the amount of locally produced news programs. The definition of "significant amount" was at least two added hours to prime or nonprime period each week. NATPE said only five of the 92 stations reported they would add that amount of news to their schedules.

Forty-nine stations said they would use new syndicated programming; 38 said they would use network reruns, and many would use a combination of these types. NATPE said stations generally indicated they would use individual series rather than "strip" programming.

PBS adds veteran newsmen

Bill D. Moyers, White House press secretary during the Johnson administration and most recently publisher of the Long Island newspaper Newsday, will anchor a new public-affairs series, This Week. The weekly series, scheduled to begin Oct. 6 on the Public Broadcasting Service, will feature discussions on important news events of the week.

On the Eastern Educational Network, veteran commentator and news analyst Martin Agronsky will present Evening Edition, beginning Aug. 2. The Monday-through-Friday program will offer 30 minutes of reports, interviews and commentary on the day's national and international events.

\[\text{Topic: free press} \quad \text{\#Edward L. Bernays Foundation Inc., Cambridge, Mass., will sponsor a lecture series throughout the coming academic year on the theme "freedom of expression in this critical period is vital to the survival of liberty." Eight nationally prominent speakers will lecture at the Boston University School of Public Communication. Their remarks will later be published as a book. Among the participants are Frank Stanton, CBS president; Archibald Cox, former U.S. solicitor general; Norman Isaacs, former president American Society of Newspaper Editors, and Boston University President John Silber.}\]

\[\text{New news network} \quad \text{A statewide commercial radio network, Mississippi Radio News network (MRN), will begin operation in late summer. WKXJ(FM) Jackson, Miss., will be the flagship station of the network. The network will offer live hourly newscasts covering the Mississippi region, sports, weather and farm reports. The Mississippi Radio News Network first began operations in 1970 but operations were suspended due to reorganization and technical modifications. With the formation of the network, Mississippi joins six other states with similar statewide systems: Arkansas, Florida, North Carolina, Oklahoma, Texas and Wisconsin.}\]

\[\text{\#Pentagon Papers} \quad \text{on air} \quad \text{WWAI (FM)} \quad \text{New York began reading the complete text of the "Pentagon Papers" last Thursday, July 29 at 10 a.m. and expected to finish the reading Saturday, July 31 at 2 a.m. Approximately 44 readers, including Congressman Herman Badillo (D-N.Y.), Ed Koch (D-N.Y.) and Ogden Reid (R-N.Y.), journalists, historians and Vietnam veterans were to participate in the readings and offer commentary on the meaning and importance of the documents.}\]

\[\text{Double-header deal} \quad \text{Controlled Television Communications Inc., New York, has been named to handle national sales and provide special events programming, including sports events and entertainment presentations, for Trans-World Productions, New York, a company that supplies programming and advertising to hotels via closed-circuit TV. Trans-World is a division of Columbia Pictures Industries.}\]

\[\text{Series sales} \quad \text{Four Star Entertainment Corp. has reported that its Monty Nash, half-hour action series has been sold in 24 U.S. markets for a fall start. Station buyers include WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WRC-TV Washington, KRON-TV San Francisco, WKXV-TV Cleveland and WWJ-TV Detroit.}\]
It's now official at the half

While most broadcasters post gains; Cox Cable, ABC show a decline

It is mid-fiscal year for many firms and financial results issued by a number of broadcasting and broadcasting-related businesses indicate that a majority had a profitable first half.

Of 15 companies reporting, 11 registered increases in net income for the six-month period. Gainers included Interpublic Group of Companies, Time Inc., Combined Communications, Metromedia and Communications Satellite Corp. Marginal gains were posted by Cox Broadcasting. Dun & Bradstreet increased net income in overall operations, but results of its Corinthian Broadcasting division were lower than last year.

Those reporting net declines for the first half were ABC, Cox Cable Communications, Transamerica and LIN Broadcasting.

Following are the financial reports for these and other companies:

- **ABC Inc.** has not yet recovered from its financial woes, according to a six-months' earnings report, issued last week showing a $13-million drop in revenues and a $3-million decline in net income as compared with 1970 figures for the same period.

  Lower earnings were recorded in the first quarter due primarily to the elimination of cigarette advertising in broadcasting and the state of the economy, according to Leonard H. Goldenson, president. The percentage of decline in the second quarter was less than the first due to a "turnaround in the television advertising business." Second quarter revenues showed a $5-million dip in revenues from the comparable 1970 period.

  Mr. Goldenson noted, however, that broadcast sales "are better than had been anticipated" for the third and fourth quarters. He added that results for a few of ABC's motion pictures, particularly "The Last Valley," were not as good as expected.

  For the six months ended June 30:

<table>
<thead>
<tr>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$ 1.02</td>
</tr>
<tr>
<td>Revenues</td>
<td>356,319,000</td>
</tr>
<tr>
<td>Net income</td>
<td>7,204,000</td>
</tr>
</tbody>
</table>

- **Earnings were up at Metromedia for the second quarter and the first half of the year. And the upward trend may continue through the end of the year "assuming a gradual improvement in consumer spending," according to John M. Kluge, chairman and president of the firm.**

  Revenues in both periods were down from 1970, reflecting the unprofitable activities of Metromail and "to a lesser degree, lower television advertising revenues," Mr. Kluge said. Net income in the second quarter was $2,626,983, or 45 cents per share, against the comparable 1970 period. Revenues for the quarter were off from $40,153,786 in 1970 compared to $37,898,513 registered in 1971.

  For the 26 weeks ended July 4:

<table>
<thead>
<tr>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$ 0.48</td>
</tr>
<tr>
<td>Revenues</td>
<td>73,574,151</td>
</tr>
<tr>
<td>Net income</td>
<td>2,787,904</td>
</tr>
<tr>
<td>Average number of shares outstanding</td>
<td>5,757,672</td>
</tr>
</tbody>
</table>

- **Time Inc., New York, reported a 6.4% rise in income and a drop in revenues for the six months ended June 30. Time, which is selling its radio and television station holdings, subject to FCC approval (Broadcasting, April 19, et seq.), blamed the decline in revenues in the first quarter on the termination of Life International and the sales activities of Family Publications Service Inc.**

  A company spokesman indicated however that the second quarter showed improvement over the first quarter of the year due to a company-wide program of cost control and strong showings by its subsidiaries: Eastex Inc., Selling Areas-Marketing Inc. and the firm's new Time-Life Films Division.

  For the six months ended June 30:

<table>
<thead>
<tr>
<th>1971</th>
<th>1970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$ 0.78</td>
</tr>
<tr>
<td>Revenues</td>
<td>264,216,000</td>
</tr>
<tr>
<td>Net income</td>
<td>52,087,000</td>
</tr>
</tbody>
</table>

- **Magnavox Co., Fort Wayne, Ind., reported an 18% increase in net sales and a 39% rise in net income for the six months ended June 30:**

  * Restated for previously announced changes in accounting policy and practice.

- **Interpublic Group of Companies Inc., New York, which includes the advertising agencies of McCann-Erickson, Marschalk, Pritchard Wood, Myers Infoplan, and Ervin Wasey, reported a 42% rise in net profit for the six months ended June 30:**

  * Assumes full conversion of convertible debentures.

- **Cox Cable Communications Inc., Atlanta-based cable-TV systems owner, reported a 21.3% increase in revenues and a 30.9% dip in net income for the six months ended June 30.**

  Henry W. Harris, president, said the rise in revenues was due to the increased number of subscribers in Cox's systems. He said income was down in the period because of heavy marketing expenses incurred in the first quarter and the loss of $85,000 on the sale of the com-

---

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

**HOWARD E. STARK**

**Brokers—Consultants**

50 EAST 58TH STREET NEW YORK, N. Y. (212) 355-0405
For the six months ended June 30:

**1971** | **1970**
---|---
**Earnings per share** | **$0.14** | **$0.20**
**Revenues** | **6,125,940** | **5,050,744**
**Net income** | **506,571** | **725,298**

- Dun & Bradstreet Inc., New York, has reported an increase in revenues of 5.9% and rise in net income of 5.2% for the six months ended June 30. Hamilton B. Mitchell, D&B president, said results of Corinthian Broadcasting's two operating groups—television and publishing—showed declines in that period compared to last year. Corinthian merged with D&B May 27 (Broadcasting, May 31).

For the six months ended June 30:

**1971** | **1970**
---|---
**Earnings per share** | **$1.07** | **$1.02**
**Revenues** | **171,950,000** | **162,286,000**
**Net Income** | **13,671,000** | **12,997,000**

- Cox Broadcasting Corp., Atlanta-based group broadcaster, reported that earnings and revenues for the first half of 1971 were similar to those recorded during the same period in 1970.

For the six months ended June 30:

**1971** | **1970**
---|---
**Earnings per share** | **$0.69** | **$0.69**
**Revenues** | **31,887,834** | **31,447,903**
**Net Income** | **4,021,048** | **3,992,403**

- Ridder Publications Inc., New York, publishing firm with radio, television and CATV interests, reported increases in revenues and net income for the six months ended June 30. President H. Ridder Jr. attributed the increases to a combination of advertising and circulation rate increases along with increases.

### The Broadcasting stock index

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

#### Broadcasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing July 28</th>
<th>Closing July 21</th>
<th>Net change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>N</td>
<td>40%</td>
<td>45%</td>
<td>- 5%</td>
<td>48</td>
<td>25</td>
<td>7,089</td>
<td>$317,223</td>
</tr>
<tr>
<td>ASI</td>
<td>O</td>
<td>3%</td>
<td>3%</td>
<td>+ 0%</td>
<td>4%</td>
<td>2%</td>
<td>1,789</td>
<td>5,282</td>
</tr>
<tr>
<td>Capital Cities</td>
<td>CCB</td>
<td>43%</td>
<td>43%</td>
<td>- 2%</td>
<td>48%</td>
<td>29</td>
<td>5,238</td>
<td>300,887</td>
</tr>
<tr>
<td>CBS</td>
<td>N</td>
<td>45%</td>
<td>46%</td>
<td>- 1%</td>
<td>49%</td>
<td>30%</td>
<td>27,086</td>
<td>1,238,892</td>
</tr>
<tr>
<td>Cox</td>
<td>N</td>
<td>28%</td>
<td>29%</td>
<td>+ 1%</td>
<td>31</td>
<td>10%</td>
<td>5,802</td>
<td>171,855</td>
</tr>
<tr>
<td>Gross Telecasting</td>
<td>GG</td>
<td>13%</td>
<td>13%</td>
<td>+ 0%</td>
<td>16</td>
<td>10%</td>
<td>800</td>
<td>10,000</td>
</tr>
<tr>
<td>LIN</td>
<td>O</td>
<td>14%</td>
<td>15%</td>
<td>+ 1%</td>
<td>15%</td>
<td>6%</td>
<td>2,294</td>
<td>32,690</td>
</tr>
<tr>
<td>Mooney</td>
<td>O</td>
<td>7%</td>
<td>7%</td>
<td>+ 0%</td>
<td>7%</td>
<td>5%</td>
<td>250</td>
<td>2,294</td>
</tr>
<tr>
<td>Pacific &amp; Southern</td>
<td>PBO</td>
<td>14%</td>
<td>14%</td>
<td>+ 0%</td>
<td>17%</td>
<td>12%</td>
<td>1,637</td>
<td>24,555</td>
</tr>
<tr>
<td>Rahall</td>
<td>O</td>
<td>10</td>
<td>10</td>
<td>+ 0%</td>
<td>29</td>
<td>8%</td>
<td>1,037</td>
<td>11,407</td>
</tr>
<tr>
<td>Scripps-Howard</td>
<td>SCR</td>
<td>21%</td>
<td>23%</td>
<td>- 2%</td>
<td>25</td>
<td>16%</td>
<td>2,568</td>
<td>60,842</td>
</tr>
<tr>
<td>Sonderling</td>
<td>O</td>
<td>27%</td>
<td>28%</td>
<td>+ 1%</td>
<td>34</td>
<td>24%</td>
<td>997</td>
<td>28,264</td>
</tr>
<tr>
<td>Starr</td>
<td>M</td>
<td>19%</td>
<td>19%</td>
<td>+ 0%</td>
<td>17%</td>
<td>8%</td>
<td>496</td>
<td>6,934</td>
</tr>
<tr>
<td>Taft</td>
<td>N</td>
<td>41%</td>
<td>43%</td>
<td>- 2%</td>
<td>44%</td>
<td>23%</td>
<td>3,707</td>
<td>149,852</td>
</tr>
</tbody>
</table>

**Total** | 61,809 | $2,353,243

#### Broadcasting with other major interests

- Expedia
- Bartell Media
- Boston Herald-Traveler
- Chilton-Craft
- Combined Communications
- Cowles Communications
- Fugaza
- General Tire
- Gray Communications
- ISc Industries
- Lamb Communications
- Lee Enterprises
- Liberty Corp.
- Meredith Corp.
- Metromedia
- Multimedia Inc.
- Outlet Co.
- Post Corp.
- Reeves Telecom
- Riddler Publications
- Rollins
- Rust Craft
- Schering-Plough
- Store
- Time Inc.
- Trans-National Communications
- Turner Communications
- Wometco

#### CATV

- American Electronic Labs.
- American TV & Communications
- Bourns & Sims
- Cabilecom-General
- Cable Information Systems
- Citizens Financial Corp.
- Columbia Cable
- Communications Properties
- Cox Cable Systems
- Cypress Communications
- Entron
- General Instrument Corp.
- Sterling Communications
- Tele-Communications
- Teleprompter
- Television Communications
- Viacom
- Vicks

**Total** | 44,866 | $867,486

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44 FOCUS ON FINANCE

BROADCASTING, July 26, 1971
in advertising lineage. Mr. Ridder also announced the firm's acceptance for listing on the New York Stock Exchange. Starting date is Aug. 16. The firm's stock is currently traded over the counter.

For the six months ended June 30:

- Combined Communications Corp., Phoenix, reported net income more than doubled for the first half of the current fiscal year, reaching $1,066,772 compared with $473,548 in 1970. Revenues from the broadcast division were up 53.6% to $4,869,443 from $3,168,792. The firm operates broadcasting properties in Arizona and Oklahoma and has signed a letter of intent to purchase the assets of Mullins Broadcasting. Combined also owns outdoor advertising concerns in four states. For the six months ended June 30:

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exchange</th>
<th>Closing July 28</th>
<th>Closing July 31</th>
<th>Net change</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPS</td>
<td>N</td>
<td>10½%</td>
<td>10½%</td>
<td>- ¼</td>
<td>17½%</td>
<td>10%</td>
<td>6,342</td>
<td>$569,001</td>
</tr>
<tr>
<td>DIS</td>
<td>N</td>
<td>103½%</td>
<td>106½%</td>
<td>- ¾</td>
<td>129%</td>
<td>77</td>
<td>12,633</td>
<td>$1,415,116</td>
</tr>
<tr>
<td>FMY</td>
<td>O</td>
<td>6%</td>
<td>5½%</td>
<td>- ½%</td>
<td>11½%</td>
<td>5%</td>
<td>1,754</td>
<td>$1,140,000</td>
</tr>
<tr>
<td>GW</td>
<td>N</td>
<td>26½%</td>
<td>25½%</td>
<td>- ½%</td>
<td>31½%</td>
<td>19</td>
<td>14,994</td>
<td>$478,310</td>
</tr>
<tr>
<td>KNS</td>
<td>N</td>
<td>31%</td>
<td>33½%</td>
<td>- ¼%</td>
<td>39½%</td>
<td>28%</td>
<td>11,230</td>
<td>$388,755</td>
</tr>
<tr>
<td>MCA</td>
<td>N</td>
<td>23%</td>
<td>23½%</td>
<td>- ¼%</td>
<td>30</td>
<td>21½</td>
<td>8,165</td>
<td>$184,380</td>
</tr>
<tr>
<td>MGM</td>
<td>N</td>
<td>20%</td>
<td>20½%</td>
<td>- ¼%</td>
<td>26½%</td>
<td>15½</td>
<td>5,886</td>
<td>$122,125</td>
</tr>
<tr>
<td>MUSC</td>
<td>O</td>
<td>2%</td>
<td>2½%</td>
<td>- ¾%</td>
<td>3%</td>
<td>2%</td>
<td>599</td>
<td>$1,966</td>
</tr>
<tr>
<td>NGC</td>
<td>N</td>
<td>25%</td>
<td>28½%</td>
<td>- ½%</td>
<td>28½%</td>
<td>15%</td>
<td>4,977</td>
<td>$126,266</td>
</tr>
<tr>
<td>OGC</td>
<td>O</td>
<td>1%</td>
<td>1%</td>
<td>+ ½%</td>
<td>2</td>
<td>1</td>
<td>2,189</td>
<td>$4,445</td>
</tr>
<tr>
<td>TA</td>
<td>N</td>
<td>16%</td>
<td>17%</td>
<td>- ¼%</td>
<td>19</td>
<td>15%</td>
<td>6,841</td>
<td>$1,101,257</td>
</tr>
<tr>
<td>TF</td>
<td>O</td>
<td>10%</td>
<td>11½%</td>
<td>- ½%</td>
<td>15½%</td>
<td>8%</td>
<td>8,562</td>
<td>$92,042</td>
</tr>
<tr>
<td>WALT</td>
<td>O</td>
<td>1%</td>
<td>1%</td>
<td>+ ½%</td>
<td>3%</td>
<td>1%</td>
<td>2,144</td>
<td>$4,538</td>
</tr>
<tr>
<td>WC</td>
<td>A</td>
<td>7%</td>
<td>7¼%</td>
<td>- ¾%</td>
<td>8%</td>
<td>6%</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>146,170</td>
<td>$3,978,845</td>
</tr>
</tbody>
</table>

| Service | John Blair | BJ | N | 20 | 20% | - ½% | 24% | 16 | 2,584 | $54,264 |
|         | ComSat     | CO | N | 6½% | 70% | - 8% | 84½% | 49% | 10,000 | $720,000 |
|         | Creative Management | CMA | A | 9% | 10½% | - ¾% | 17% | 8% | 1,050 | $11,550 |
|         | Doyle Dane Bernbach | DOYL | O | 22% | 25 | - 2% | 26½% | 21 | 1,929 | $42,438 |
|         | Elks Institute | ELKN | O | 9% | 9½% | - ½% | 16% | 8% | 1,664 | $18,104 |
|         | Footage, Cone & Belding | FCB | N | 11% | 12½% | - ¾% | 13% | 7% | 2,198 | $27,999 |
|         | Grey Advertising | GREY | O | 13% | 15% | - ¼% | 14½% | 9% | 1,209 | $18,582 |
|         | Marvin Josephson Assoc. | MRVN | O | 7% | 7½% | - ½% | 12 | 7½% | 902 | $7,108 |
|         | LaRoche, McCaffrey & McCall | O | 11% | 9½% | + ½% | 18½% | 9% | 585 | $5,280 |
|         | Marketing Resources & Applications | O | 7% | 8 | - ½% | 18½% | 2% | 504 | $4,410 |
|         | Movielab | MOV | A | 1½% | 2% | - ¼% | 18½% | 1% | 1,407 | $2,983 |
|         | MPC Videocon | MPC | O | 6% | 6½% | - ½% | 8% | 5 | 517 | $3,966 |
|         | Nielsen | NIELA | O | 41½% | 43½% | - 1% | 49% | 35% | 5,299 | $227,657 |
|         | Ogilvy & Mather | OGL | O | 32½% | 34½% | - 1% | 36 | 24 | 1,086 | $36,288 |
|         | PKC, Inc. | PKL | O | 4½% | 4½% | + ½% | 6½% | 3½% | 2,783 | $37,847 |
|         | J. Walter Thompson | JWT | N | 46½% | 47½% | - 1 | 60 | 34% | 2,721 | $140,458 |
|         | Transmedia International | O | 1½% | 1% | - ¾% | 3% | 1% | 126 | $2,189 |
|         | Wells, Rich, Greene | WRG | A | 10% | 20% | - ½% | 25½% | 15% | 1,501 | $31,500 |
|         | Total      |        |        |        |      |      | 26,581                            | $1,357,629                   |

| Manufacturing | Admiral | ADL | N | 16% | 17% | - 1½% | 21 | 8 | 5,183 | $96,135 |
|               | Ampex | APX | N | 16% | 17½% | - ¼% | 25½% | 16% | 10,875 | $191,618 |
|               | CCA Electronics | CCAE | O | 6% | 4% | - ½% | 4% | 2% | 897 | $3,460 |
|               | Connell Radio | CRR | N | 12% | 11½% | - ½% | 20% | 11½% | 2,968 | $37,847 |
|               | Computer Equipment | CEC | A | 4% | 4% | - 7% | 3% | 2,434 | $10,345 |
|               | Contesteve | CAX | N | 31½% | 23½% | - 1% | 29 | 15½% | 1,259 | $29,587 |
|               | General Electric | GE | N | 53% | 56½% | - ½% | 62% | 53% | 181,626 | $1,070,526 |
|               | Harris-Intertype | HI | N | 51 % | 54 | - 3% | 89% | 50% | 6,333 | $373,647 |
|               | Magnavox | MAG | O | 47½% | 50% | - 3% | 53% | 37% | 17,283 | $911,678 |
|               | 3M | MMM | N | 114% | 118% | - 3% | 125% | 95% | 56,096 | $6,689,066 |
|               | Motorola | MOT | N | 74% | 78% | - 3% | 89% | 51% | 13,370 | $1,026,490 |
|               | RCA | RCA | N | 31% | 34% | - ¾% | 40% | 26% | 74,437 | $2,539,792 |
|               | Reeves Industries | RSC | A | 4% | 4% | - ½% | 6% | 2% | 3,458 | $12,988 |
|               | Telemania | TIMT | O | 10% | 10% | + ½% | 13% | 8% | 14,040 | $138,715 |
|               | Westinghouse | WX | N | 94% | 91½% | - 1% | 94% | 85% | 41,431 | $3,799,863 |
|               | Zenith | ZE | O | 44% | 47% | - 2% | 54% | 38% | 19,021 | $917,763 |
|               | Total      |        |        |        |      |      | 450,694                            | $27,788,902                  |

Grand total: 887,030, $41,530,281
Nadeen Peterson, share, payable quarterly. Comsat's board in
Note: Income Shares Net
Revenues $770,725,000 728,411,000
Net income 31,956,000 33,473,000
Shares outstanding 64,228,000 63,367,000

Communications Satellite Corp., Washington, reported a substantial rise in revenues and net income for the six months ended June 30. In addition, Comsat's board of directors declared a quarterly dividend of 12.5 cents per share, payable Sept. 13 to shareholders of record Aug. 13.

For the six months ended June 30:

1971 1970
Earned per share $ 1.21 $ 0.73
Revenues 41,183,000 32,228,000
Net income 12,145,000 7,319,000

Cohu Electronics Inc., San Diego, manufacturer of broadcast and closed-circuit television systems, reported net income of nearly $100,000 on slightly reduced sales for the six months ended June 30. The firm reported a loss in excess of $75,000 for the same period last year. William S. Evans, president and chief executive officer, said the return to profitable operations was largely the result of improved efficiency.

For the six months ended June 30:

1971 1970
Earned per share (loss) $ 0.07 $ 0.53
Revenues 3,845,492 3,865,346
Net income (loss) 92,842 (75,455)
Shares outstanding 1,401,152 1,400,952

LIN Broadcasting Corp., New York, reported an increase in revenues of almost $2 million but a loss in net income for the six months ended June 30:

1971 1970
Earned per share (loss) $ 0.29 $ 0.21
Revenues 8,677,583 6,915,485
Net income 1,403,403 475,381
Average shares outstanding 2,334,403 2,244,296

** Restated to reflect Starday-King music division as discontinued operation.

Zenith Radio Corp., Chicago, last week reported substantial increases in sales and net income for the six months ended June 30. Company attributed the increases partly to a larger volume of factory sales of major Zenith home entertainment products.

For the six months ended June 30:

1971 1970
Earned per share $ 0.50 $ 0.24
Revenues 255,295,000 210,441,000
Net income $ 9,527,000 4,829,000
Shares outstanding 19,022,060 19,019,855

Three veterans of Detroit radio mixed with WPLJ(FM). New York host Alex Bennett on radio's "Golden Age" on a show broadcast July 22. The three with Mr. Bennett (1 to r): Harold L. Neal Jr., president of ABC Owned Radio Stations; Dick Osgood, presently working on a soon-to-be-published book on Detroit radio, and Fred Voy, announcer for The Dick Cavett Show, discussed the strong appeal which the anecdotes and nostalgia of that era hold today. In radio's earlier days Mears. Neal and Voy performed announcer-narrator chores on such WWXY-produced serials as The Lone Ranger, The Green Hornet, and Sergeant Preston of the Yukon. Mr. Osgood was a former drama and movie critic at WWZ. The last part of the program was devoted to listener questions.

On top rung at Rollins Inc.

The proxy statement accompanying the notice of the annual meeting of Rollins Inc., Atlanta, group broadcaster, lists O. Wayne Rollins, chairman-president, as having received the corporation's largest remuneration for the fiscal year ended last April 30. He was paid $180,000 in total compensation and was entitled to an estimated $35,849 annually upon retirement.

Financial notes:

* Columbia Cable Systems Inc., Westport, Conn., reported last week that it has refinanced its $8-million debt with its banks and Home Life Insurance Co. It said $5 million represents the extension of existing debt over a longer time period and $3 million a line of credit now available principally for the acquisition and construction of cable-TV systems.
* Robin's Industries Corp., College Point, N.Y., communications equipment manufacturer, reported last week that it is negotiating for the acquisition of Fairchild Sound Equipment Corp., Long Island City, N.Y., audio equipment manufacturer.

Fates & Fortunes

Broadcast advertising

Nadeen Peterson and Ronald W. Monchak, both VP's and creative directors, D'Arcy, MacManus, Intermarco, New York, office, named senior VP's there. John D. Kettell, sales VP, Kettell-Carter, station representative, Boston, named president. Nelson G. Lofstedt, copy chief, BBDO, Boston, joins Humphrey Browning MacDougall, agency there, as VP.

Donald G. Campbell, John H. A. Cross and Robert A. Grant, senior VP's, Lennen & Newell Advertising, New York, appointed to management planning group for development and execution of advertising and marketing plans.

Richard Evans, copy group head, and John Register, art-production group head, Ogilvy & Mather, New York, named VP's.


Gilbert Dannebrough Jr., director and senior account supervisor, Media Corp. of America, New York media service organization, named to newly created position of VP of marketing.

Keith Holden, VP, broadcast division, Klaas-Van Pieterse-Dunlap, Milwaukee agency, elected to board and named VP in charge of creative activities.

George T. Masalitis, account supervisor,
Whitehall division, American Home Products, New York, perfume and toiletries manufacturer, joins Cyline Maxon, agency there, as VP.

Marty Bergman, VP and sales manager, KTIV (TV) Los Angeles, named VP and general sales manager.

Lawrence D. Dupois, supervisor of feature films, ABC-TV, New York, appointed manager of on-air advertising for network.

Hanley M. Norins, VP and associate creative director, Young & Rubicam, headquartered in Los Angeles, appointed creative director of agency's Western operations, based in Los Angeles. He succeeds John W. Rindlaub, VP, who returns to Y&R New York office as associate creative director.


Suzan K. Couch, director, retail development, CBS Television Stations Division, Los Angeles, joins Macy's, department store chain, there, as broadcast advertising manager.

Howard J. Lelchuk, media group head, BBDO, New York, appointed associate media director, N. W. Ayer & Son there. Laurie Pamental, assistant media director, Benton & Bowles, New York, joins N. W. Ayer as manager of spot broadcast services.

Ernest A. Jones II, associate account executive, St. Louis office, D'Arcy, MacManus, Intermarco, appointed regional account executive for agency, based in Los Angeles.

Stan Gerber, VP and associate media director, Grey Advertising, New York, joins Warren, Muller, Doolobowsky, agency there, as senior account executive, with over-all corporate media responsibilities in his account area.


Clifton L. Conley, national/regional

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**agriculture**

**FARM FACTS & FOOTAGE**—Interesting films on agriculture, yours for the asking on free loan basis. Write for current list of tv cleaned films. Also footage as background for specials, advertising, agriculture news. Don Collins, Mail Relations Supervisor, New Holland Division of Sperry Rand, New Holland, Pa. (717) 354-1274.

**FREE FILM.** Free loan of "Hole In the Pocket", 27-minute film on corn harvest losses, made by Ohio State University sponsored by Allis-Chalmers. Contact Darrold Pries or Walt Buescher, Allis-Chalmers, Ag Equipment Div., Milwaukee, Wis. 53201. 414-475-2090.

**automated programing**

**AUTOMATED STATIONS**

Contemporary--Easy Listening--Country

**RESPONSE RADIO INC.**

522 159 1

LAFAYETTE HILL, PA. 19444

write for details

**free film**

Five new TV series just released to TV Stations! TRAVELURE, SPORTSCOPE, MILESTONES OF PROGRESS, CONSUMERS WORLD and SOCIETIES IN TRANSITION—factual, fascinating, entertaining. Contact us for priority booking today! Association-Sterling Films, 43 West 61st Street, New York 10023—212-752-4431.

**free radio series**

**LARANE DAY WITH THOUGHTS ON YOUR HOME AND ENVIRONMENT** covers a wide range of subjects and answers questions that are on the minds of many listeners. 65 four-minute shows—13 weeks of Free programming. Perfect for adjacency sales to Realtors, banks, home furnishing dealers, etc. Contact Irv Mandell, Grey & Davis Inc., 777 Third Ave., N.Y. 10017—212 PL 2-2200.

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Public Relations/Contacts is a regular feature of BROADCASTING. The Business-weekly of Televison & Radio, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page. Use the coupon below to order your listing.

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**edp—computer**

DIGITAL EQUIPMENT CORPORATION—Information on small-, medium- and large-scale digital computers and electronic circuit modules, the basic building blocks of automation. Contact Mark Nilberg, manager, public relations, Digital Equipment Corp., 146 Main Street, Maynard, Mass. 01754. Phone (617) 897-5111.

**housing: manufactured**

FACTS, NEWS FEATURES, 13½-min. FILM on mobile/modular housing. 48% of nation's new home sales were mobile homes. Write Jerry Bagley, PR Director, Mobile Homes Manufacturers Assn., 6650 Northwest Hwy., Chicago, Ill. 60631.

**insurance**

ALLSTATE INSURANCE COMPANIES—Information on automobile, boat, homeowners, health, life insurance; traffic safety, driver education, travel. Contact Raymond P. Ewing, Press Relations Director, Allstate Plaza, Northbrook, Ill. Phone (312) 291-5086.

**timing instruments**

KEEP TIME
Radio and TV people—get the most of every minute you pay for. For the last split-second with the MINERVA STOPWATCH designed for radio and TV use! Call M. DUCOMMUN COMPANY 580 Fifth Ave., New York 10036. Phone (212) 575-3260.

**call, write, or wire**

**Broadcasting**

7 W. 51st St., New York, N.Y. 10019

(212) 575-3260

for

availabilities

rates:

1"— 1x $40.00

1"— 6x $35.00

1"— 12x $30.00
Wayne J. Blick, assistant secretary, elected secretary, in addition to his duties as controller of Palmer.

Wally Reid, president and general manager, KORD-AM-FM Pasco, Wash., joins KFMX(FM) San Diego, as VP and general manager.

Arthur C. Belanger, financial analyst, Home Entertainment Business Division, General Electric, Syracuse, N.Y., appointed manager of financial planning and analysis for General Electric Cablevision Corp., with headquarters in Schenectady, N.Y.

Bruce M. Owen, Brookings Economic Policy Fellow assigned to Office of Telecommunications Policy, Washington, appointed senior economist in that office, assisting in economic studies relating to broadcasting and common carrier industries.


Dennis L. Falk, on faculty of Ferris State College, Big Rapids, Mich., appointed general manager, noncommercial WPMF(TV) Fargo, N.D.

Richard C. Via, with sales staff, WWDC-AM-FM Washington, appointed general manager, WRFD(AM) Columbus, Ohio.

**Programming**

George P. Hunt, managing editor of *Life* magazine, appointed to newly created post of editor of Time-Life Films. Mr. Hunt, who has been with Time Inc. organization since 1941, will work with Peter Robeck, managing director of Time-Life Films, to translate company's informational and journalistic resources into film or tape.

Richard Schade, account executive, NBC-TV Network Sales Department, New York, appointed manager, participating program sales.

Stephen Elsky, accounting assistant, United Artists Television, program producer, New York, appointed service manager of contract department.

H. David Canine, in charge of film scheduling, KTTV(TV) Los Angeles, joins KCO(Tv) there as film director.

Thomas G. Howe, with noncommercial KPBS-TV San Diego, joins Hawaii Educational Television Network, Honolulu, as senior producer-director.

Richard Van, with KRSY(AM) Roswell, N.M., appointed program director.


**News**

William Tompkins, part-time announcer, WJW-TV Cleveland, appointed assistant director of public affairs and editorials.

Paul Ryan, newsmen, WBBM-TV Chicago, joins KRON-TV San Francisco as co-anchorman.

James H. Lewis, director of news and public affairs, noncommercial WJCT-(TV) Jacksonville, Fla., joins WFTV(TV) Orlando, Fla., as news director.

Robert P. Moody, news director, KELP-AM-FM El Paso, joins WBAP-TV Dallas-Fort Worth, as anchorman and reporter.

Dave Burkett, newsmen, KSTT(AM) Davenport, Iowa, joins WIOD-AM-FM Miami, as anchorman.

Dr. Irving Benglesdorf, director of science communication, California Institute of Technology, Pasadena, Calif., appointed environmental editor, KABC-(AM) Los Angeles.

Jim Jarvis, with WCTC-AM-FM New Brunswick, N.J., joins WBRW(AM) Somerville, N.J., as news director.

Bob Steinbrinck, program director,
Promotion

Maury A. Midla, director of promotion and merchandising, WDSU-TV New Orleans, elected chairman of NBC-TV affiliates promotion committee. Seven-man group represents NBC-TV affiliated stations in network-station relations in areas of promotion, publicity and advertising.

Trevor Phillips, independent consultant for advertising agencies on media buying and research, Cleveland, joins WJW-TV there as director of publicity and market research.

Jerry Shilan, director, PR and publicity, KTLA(TV) Los Angeles, resigns to re-activate Concept Coordinators Corp., PR and publicity firm, there. Jerry Birdwell, director advertising and promotion, KTLA, assumes duties held by Mr. Shilan.

Malcolm D. Potter, promotion manager, WTVD-TV Raleigh-Durham, N.C., joins WTNH-TV New Haven, Conn., in similar capacity. Thomas C. Gorham III, assistant commercial production manager, succeeds Mr. Potter.

Larry B. Seewald, promotion-publicity assistant, WLUW(TV) Indianapolis, joins WPOG(FM) Suffolk, Va., as promotion director.

Equipment & engineering

Stephen H. Broomell, manager of FM products, Gates Radio Co., Quincy, Ill., joins CBS Laboratories, division of CBS, Stamford, Conn., as manager of audio broadcast systems for professional products group. Mr. Broomell will direct domestic and overseas marketing activities of all CBS Laboratories audio products for TV and radio broadcasting.

Allied fields

The Rev. Dr. James A. Brown, resident consultant in program practices department of CBS-TV for past several months, joins faculty of Department of Telecommunications, University of Southern California, Los Angeles, effective Sept. 1. He was formerly chairman, radio-television department. University of Detroit.

Deaths

Kenneth D. Frye, 68, former owner of WHCC(AM) Waynesboro, N.C., died July 9 in Haywood County hospital there after long illness. Mr. Frye held WHCC from 1953 until his retirement in 1965. He began his journalistic career with the Chicago Evening Post where he served from 1923-33. He left the Post for NBC's Midwestern division in Chicago where he was director of news and special events for 10 years. After wartime service with the Office of War Information he became director of radio and TV for the Democratic National Committee in Washington, during the Truman administration. Mr. Frye is survived by his wife, Margaret, and one daughter.

William H. Mende, 59, president, director and co-owner, KUTY(AM) Palmdale, Calif., died July 15 after heart attack. Along with his wife, Mr. Mende owned 100% of California station. From 1961-67 they owned WAPR(AM) Douglas, Ariz. He is survived by his wife, Kay.

Charles E. Brennen, 59, independent consulting engineer, Milwaukee, and former chief engineer, WISN-AM-FM-TV there, died July 21 in Tomahawk, Wis., of cancer. He is survived by his wife, Irene, one daughter and two sons.
Summary of broadcasting

Complied by FCC, July 1, 1971

Licensed On air Total Not on air Total authorized

Stations

Commercial AM 4,328 3 12 4,543 53 4,396

Commercial FM 2,216 1 23 2,239 118 2,258

Commercial TV-VHF 500 2 10 512 14 527

Commercial TV-UHF 168 2 15 183 74 269

Total commercial TV 668 2 25 695 88 796

Educational FM 454 1 17 461 59 500

Educational TV-VHF 80 5 90

Educational TV-UHF 101 0 13 114 13 125

Total educational TV 181 0 18 199 16 217

* Special Temporary Authorization.

† Includes 25 educational AM’s on nonreserved channels.

‡ Indicates educational stations on nonreserved channels.

† Does not include six commercial UHF TV’s licensed but silent.

[WGHP-TV] and Furniture City Television Co.), TV proceedings, put all parties on notice that various pleadings now before hearing examiner regarding future procedural steps, largest of which is to file reply exceptions in proceeding involving facilities change request by four Charleston S.C. VHF television licensees. Action July 20.

Other action


New AM stations

Starts authorized

* WKXO Berea, Ky.—Authorized program operation on 500 kHz, 250 w-D. Action June 30.

Actions on motions

* Hearing Examiner Bats P. Cooper in Blacksburg, Va. (Broadcasting Service of Carolina Inc.), AM proceeding, ordered further hearing conference to be held on Aug. 19, and that by Aug. 13 applicant will file such proposed amendment as it may determine necessary to respond in full to all matters mentioned in memorandum opinion and order of record board adopted June 25, and reserve on bureau counsel copies of all exhibits which it intends to offer in evidence at evidentiary hearing (Doc. 18445). Action July 20.

Action July 20.

* Hearing Examiner Millard F. French in Blue Ridge and Clarksville, both Georgia (Click Broadcasting Co.), AM proceeding, granted petition by RJ Co., rescheduled date for exchange of briefs from July 20 to Aug. 10, and hearing from Aug. 10 to Aug. 31 (Docs. 18526-7). Action July 21.

Chief, Hearing Examiner Arthur A. Gladstone in Freeland and West Harlet, both Pennsylvania (Summit Broadcasting, et al.), AM proceeding, having under consideration unavailability of presiding officer (Herbert Sharmann) because of illness, directed that Hearing Examiner Charles L. Frederick is assigned to preside in this matter (Docs. 18489-91). Action July 15.


* Hearing Examiner Iadore A. Hogn in East St. Louis, Ill. (Broadcasting Co. and Metro-East Broadcasting Inc.), AM proceeding, granted petition by East St. Louis for leave to install new antenna in certain financial respect (Docs. 17256-7). Action July 16.


* Hearing Examiner Chester F. Nezmowicz Jr. in Chattanooga (Jay Sadow (WRIF) and Rock City Broadcasting Inc.), AM proceeding, granted petition by Jay Sadow, ordered further conference to convene on July 23, and continued hearing now scheduled for July 23 pending further order (Docs. 18901-2). Action July 19.

Other actions


* Review board in Bayamon, Puerto Rico, AM proceeding, accepted amendment by Augustine L. Cavallaro Jr., for CP for new AM to operate on 1030 kHz, 10 kw, DA-1, U, specifying San Juan, Puerto Rico, as station location (Docs. 18691). Action July 23.

Existing AM stations

Applications

* KWJB Globe, Ariz.—Seeks CP to increase D power to 1 kw, Ann. July 1.

* KIPA Hilo, Hawaii—Seeks CP to change frequency to 620 kHz, Ann. July 1.

* KLLR Walker, Minn.—Seeks CP to increase power to 10 kw, Ann. July 1.

* WALQ Humacao, Puerto Rico—Seeks CP to change ant-trans., and main studio location to State Road 123, 0.3 mile southeast of city limits, change type of trans. to Gates Vanguard II, Ann. June 30.

* WIVE Ashland, Va.—Seeks CP to increase ant., height to 283 ft, and install FM ant. on side of tower, Ann. June 30.

Final actions

* KTKN Ketchikan, Alaska.—Broadcast Bureau granted license covering use of former main-night time, for aux. purposes only. Action July 16.

* KDAC Fort Bragg, Calif.—Broadcast Bureau granted license covering changes. Action July 16.

* KSJE Needles, Calif.—Broadcast Bureau granted CP to increase D power to 1 kw and install new trans. Action July 23.

* KQIL Grand Junction, Colo.—Broadcast Bureau granted licenses covering changes and to use the former main trans. for aux. purposes only. Action July 16.

* WWJB Brooksville, Fla.—Broadcast Bureau granted license covering extension of specified hours to Monday—Saturday 6:30 a.m. to 6:30 p.m., Sunday 6:30 a.m. to 6:30 p.m. Action July 16.

* WWCA Gary, Ind.—Broadcast Bureau granted license covering former main trans. for aux. purposes only. Action July 16.

* KHAK Cedar Rapids, Iowa—Broadcast Bureau granted CP to change ant-trans., location to 1.2 miles east of city on I-80, S. Highway 30, Cedar Rapids and increase first tower height. Action July 23.

* WYNK Baton Rouge — Broadcast Bureau granted license covering changes. Action July 22.

* KBMI Henderson, Nev.—Broadcast Bureau granted CP to increase D power to 1 kw; install new trans.; remote control permitted. Action July 15.

* WKBN-AM-FM-TV Youngstown, Ohio.—FCC denied petition by the Black Broadcasting Coalition, to deny applications by WKBN Broadcasting Corp., for renewal of the license of WKBN, WKBN-FM and WKBN-TV. Action July 23.


* WAMB Donelson, Tenn.—Broadcast Bureau granted license covering new AM. Action July 16.

* WBNA Whiton, Tex.—The hearing application of Wharton Communications Inc., for renewal of license of WBNX, grievances of rules, including fraudulent billing and fictitious logging. Action July 23.

* WPNN Portsmouth, N.H.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 31. Action July 16.

Actions on motions


* Hearing Examiner Chester F. Nezmowicz Jr. in Gulfport, Miss. (Citizens Broadcasting Inc.), AM proceeding, granted petition by applicant, recorded record, received corrected parts 2 of exhibit, and closed record (Doc. 18941). Action July 23.

* Chief, Office of Opinions and Review in Gaithersburg, Md. (Nick J. Chaconas) granted petition by Broadcast Bureau and extended to Aug. 2, time for hearing response to request to reopen record filed by Mr. Chaconas (Doc. 18391). Action July 16.

Fine

* KPOD Crescent City, Calif.—FCC notified William E. Stamps, licensee, it incurred apparent liability in forfeitures of $7750 for willful or repeated violation of rules by failing to employ full time contract for specific telephone operator; failing to have first-class operating record; lack of accounting equipment, five days in each week, failing to maintain maintenance log; and failing to make and provide equipment performance measurements. Action July 23.

New FM stations

Starts authorized

* WGMW (FM) Riviera Beach, Fla.—Authorized program operation on 94.3 MHz, ERP 3 kw. Ant. height above average terrain 300 ft. Action June 25.

* WESM (FM) Prince Frederick, Md.—Authorized program operation on 97.7 MHz, ERP 1.45 kw. Ant. height above average terrain 370 ft. Action May 10.

* WHLB-FM Virginia, Minn.—Authorized program operation on 107.1 MHz, ERP 3 kw. Ant. height above average terrain 105 ft. Action May 27.

Final actions

* Jacksonville, Fla.—Community Television Inc. Broadcast Bureau granted request for FM for SCA on sub-carrier frequency of 67 kbt. Action June 16.

* WJYR-Herater, Mass.—Public TV College Broadcast Bureau granted 91.5 MHz, 0.05 kw. Ant. height above average terrain 108 ft. P.O. address BSC. Room 101, Science Bldgs., Bridge water 03154. Estimated construction cost $13,520; first-year operating cost $5700. Principals: Dr. Adrian Rondileau, president, et al. Action July 21.

Actions on motions

* Hearing Examiner Bats P. Cooper in Albuquerque, N.M. (Zia Tele-Communications Inc. and Alvin L. Kearn) FM proceeding, granted petition by Zia Tele-Communications Inc., to extent that evidentiary hearing on July 27, is continued to Oct. 19, and dismissed as moot its request for prehearing conference on July 27 (Docs. 1917-89). Action July 22.


* Hearing Examiner David J. Kraushaak in Omaha (Per San of Nebraska Inc.), FM proceeding.
granted motion by applicant to open hearing record supplementary to evidence herein submitted of Pier San of Nebraska Inc., closed record, and ordered proposed findings to be filed by Aug. 2, and adjourned Aug. 2, 1971 (Doc. 19226, 19228). Action July 22.


- Hearing Examiner Jay A. Kyle in Big Bear Lake and Banning, both California (Mountain Broadcasting, Inc., and Stottle Inc.), FM proceeding, granted joint request for approval of agreement and amendment of application of Stottle Inc. and accepted agreement subject to condition that rebroadcasting programs shall not exceed sum of $2,500; dismissed application of Stottle with prejudice and retained in hearing status application of Mountain Broadcasting (Docs. 19246-8). Action July 15.

- Hearing Examiner Jay O. Kyle in Leisure City and Central Islip, N.Y. (Regal Broadcasting Corp. and Fine Arts Broadcasting Co., Inc.), FM proceeding, granted permission by Fine Arts Broadcasting Co., Inc., to file requested application for new station, extended to Aug. 13, time to file proposed findings of fact and conclusions of law and to Aug. 24, time to file reply findings (Docs. 18956, 18958). Action July 15.

- Hearing Examiner Ernest Nash in Ardmore, Okla. (Douglas C. Dillard and Arbuckle Broadcasters Inc.), FM proceeding, on request by Broadcast Bureau granted permission to Amend Section 72.15, rescheduled for Sept. 23 (Docs. 19198-9). Action July 21.

- Hearing Examiner James F. Tierney in Harris- man, Tenn. (Folklows Broadcast Co. and Harris- man Broadcasting Co.), FM proceeding, granted request by Broadcast Bureau, and scheduled for motion for rehearing on Aug. 25 to Aug. 27 (Docs. 18912-3). Action July 21.

- Review board in Macon, Ga., FM proceeding, granted motion by Middle Georgia Broadcast Co. for permission to amend its application for new FM at Macon, and for record to be opened in proceeding (Doc. 18279). Action July 23.


- Initial decisions

- Hearing Examiner Forrest L. McClenning in Scottdale, Pa., proposed grant of application of L. Stroger for new FM to operate on frequency 103.9 mhz at Scottdale (Doc. 19904), Ann. July 22.


Rulemaking petitions

- Pella, Iowa—Dwaine F. Meyer request amendment of FM table of assignments to add ch. 277 to Pella.

- WYCJ(AM) Orleans, Mass.—Requests amendment of FM table of assignments to add ch. 284 to Orleans.

- KPRM-FM, Park Rapids, Minn.—Requests amendment of rule to substitute ch. 248 for ch. 279 at Park Rapids, Minn., and show station on new channel as providing necessary service to locations at 279.

Existing FM stations

Final actions

- WMFJ-FM, Monroeville, Ala.—Broadcast Bureau granted CP to change trans. location to AM site on U.S. Route 44, one-half mile south of city limits, to control to studio at 222 High Street, Monroeville; change trans.; make changes in antenna system; ERP 3 kw; ant. height 275 ft.; remote control permitted. Action July 16.

- KPJM-FM, Oxnard, Calif.—Broadcast Bureau granted CP to change trans. location to Mountain, Oxnard; operate by remote control from studio at Southbound Boulevard, Oxnard; install new trans. and ant.; make changes in ant. system; ERP 2.85 kw; ant. height 1,380 ft.; Action July 20.

- KEAR-FM (San Francisco—Broadcast Bureau granted license covering changes. Action July 16.

- KSRR-FM (Santa Monica, Calif.—Broadcast Bureau granted CP to change trans. location to 106 W. Broadway, at Ocean Avenue, Santa Monica; install new ant.; make changes in ant. system; ERP 1.85 kw; ant. height minus 95 ft.; remote control permitted. Action July 16.


- WKTZ-FM Jacksonville, Fla.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 600 kw; ant. height 830 ft. Action July 16.

- WQYK-FM St. Petersburg, Fla.—Broadcast Bureau granted CP to install new ant.; ERP 50 kw; ant. height 170 ft.; remote control permitted. Action July 16.

- WUSF-FM (Tampa)—Broadcast Bureau granted CP to install new trans. and ant.; ERP 100 kw; ant. height 540 ft.; remote control permitted. Action July 16.


- WRCR-FM Rushville, Ind.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 36 kw; ant. height 750 ft. Action July 16.

- WSON-FM Henderson, Ky.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 50 kw; ant. height 751 ft. Action July 16.

- WMKY-FM Morehead, Ky.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 40 kw; ant. height 560 ft.; remote control permitted. Action July 16.


- WWG-FM (Duncanville, Texas.—Broadcast Bureau granted license covering changes; ERP 1.35 kw; ant. height minus 102 ft.; remote control permitted. Action July 16.

- WQAF-FM (Wheeling, W. Va.—Broadcast Bureau granted license covering changes; ERP 135 kw; ant. height 550 ft.; remote control permitted. Action July 16.

- WQAF-FM Pittsburgh—Broadcast Bureau granted license covering changes; ERP 1.35 kw; ant. height 550 ft.; remote control permitted. Action July 16.

- KGQ-FM Cape Girardeau, Mo.—Broadcast Bureau granted license covering changes; ERP 150 kw; ant. height 540 ft.; remote control permitted. Action July 16.

- WQYK-FM St. Petersburg, Fla.—Broadcast Bureau granted CP to change trans. location to 1.85 miles east of Oak Street, St. Petersburg; change ant.; make changes in ant. system; ERP 275 kw; ant. height 240 ft.; remote control permitted; condition. Action July 16.

- WGRT(AM) Chicago—Seek's CP of change ant. to site of AM station within 1 mile of Cook County. Action July 20. (Continued on page 58)

Other action


Renewal of licenses, all stations


Translator actions


Modification of CP's, all stations


- Kenyon Broadcasting Inc. was granted renewal of CP of change frequency and to increase ERP of new station; Mountain Lake, Minn. (Doc. 19278). Action July 20.

- Action on motion


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### COMMERCIAL RADIO MONITORING Co.
**PRECISION FREQUENCY MEASUREMENTS**
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Lee's Summit, Mo.
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To Be Seen by 120,000* Readers—among them, the decision making sta-
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WANTED IMMEDIATELY—MATURE ANNOUNCER READY FOR NEW JOB IN WEST COAST.

BROADCASTING, creative wants Box medium market. Has immediately. Resume and references. Washington, D.C. Needed immediately. Box G-276, BROADCASTING.

Station Manager, East. Must be dynamic. Minimum 3 years successful on-the-air and radio time selling with monthly billings. Proven program director, marketing and sales experience. Advertising sales and management experience. Minority group or women applicants welcomed. Send resume, references and current picture. Box G-265, BROADCASTING.

16mm Film Laboratory Manager. Experienced all phases color/B&W operation. Must include knowledge of production, processing, numbering, printing, and single and double system editing. Good knowledge of sound and color film handling. Please send resume and references. Washington, D.C. Needed immediately. Box G-276, BROADCASTING.

General manager—Independent FM in major southern market. Sales and general management experience. Required. Box H-51, BROADCASTING.

SALES

Aggressive four-station group in North Central Ohio has immediate need for self-starter with agency contacts to market one of the country’s most unique coverage plans. Remuneration negotiable. Many fringe benefits. Tie your future to a company that’s really making it. Send complete resume and photo to Box G-199, BROADCASTING.

Hard working salesman ready to move up to a major medium market with professional midwest broadcast group . . . if you are an order taker, forget it! Send resume and track record to Box G-250, BROADCASTING.

Creative, experienced sales manager for upstate New York AM-FM operation. Must be dependable pro salesperson capable of increasing station's revenue with four man sales staff. Great opportunity for right man. Box G-253, BROADCASTING.

Exceptional opportunity for proven salesman who wants new challenge and increased earnings with a creative man who can prove himself on the street and in the national market. Must be same “love it or leave it” type person. Must be motivated, hard worker, than average compensation, including stock options. Send resume and recent photo to Box G-276, BROADCASTING.

Where will you be 3 years from now? We are looking for a young, experienced salesman who wants to sell his way to top management in our lively and expanding medium market. We’re a fast growing company in less than 3 years. We are full time, 24 hour sales and engineering staffs. Send complete resume with first letter. We need you as soon as possible. Box H-36, BROADCASTING.

CENTRAL ILLINOIS FM wants full time salesmen with a desire to become a part of a growing chain. Must be mature and interested in community life. Resume and picture. Box H-54, BROADCASTING.

Harrisburg Pennsylvania has a new radio station. The sound of radio K-9 was heard on June 1st and the response has been tremendous. We are expanding our sales staff and are searching for an experienced account executive. If you have reached your earning potential and are presently dissatisfied and desire a new and exciting opportunity in a growing medium market station, write or call J. Albert Dart, General Manager, Box 31 N. 2nd Street, Harrisburg, Pennsylvania, 717-537-6371.

Sales manager—WRVR for new public involvement and news format. Know retail New York metro market. Write Miss Martha Grant, 490 Riverside Drive, New York, N.Y. 10027.

DISPLAY ADS

SALES CONTINUED

Progressive rocker in Phoenix—on the air soon. If you have the amazing Southwest flavor but this doesn’t excite you, then you’re not for us. We need someone who is truly enthused with the word “counter-culture,” but be able to deal with the rest of the world. You’ll be working with (not for) a company with two unique concepts: “urban” and “country.” Have you demonstrated the box? Send resume and account list to: P.O. Box 4227, Mesa, Arizona 85201.

ANNOUNCERS

Night job for New England contemporary station. Salary $550 weekly. Must be very flexible. Not a rat race. A good place to work. Box G-110, BROADCASTING.

Experienced contemporary disc jock for medium northeast market. Pleasant area, frequent raises, benefits. Send resume and account list to: Box G-111, BROADCASTING.

我们需要一个有专业市场和播音经历的播音员。我们将为您提供一个良好的工作环境，包括晋升的机会和福利。如果你是专业市场和播音行业的行家，我们这里的职位非常适合你。请寄简历和照片到：P.O. Box 4227, Mesa, Arizona 85201.

ANNOUNCERS CONTINUED

Florida coastal station wants announcer who is strong on production and technically minded. Prefer 1st class broadcast license but not essential. Delightful place to live. Opportunity for advancement. Shift 6-9 A.M., 11-1:30 P.M., Mon. & Fri., for sale of hours on production. Send tape and resume to Hudson Millar, WIRA, P.O. Box 507, Waynesboro, Mississipi.

Morning personality wanted for leading Florida coastal station. Must be able to retain number one position, $35 and up variable. Must be strong on news and production as well as record show. No roasters. Prefer family man seeking permanent position, in desirable area in which to live. Opportunity for advancement. Send resume and references, Box G-123, BROADCASTING.

WANTED, announcer with first phone who wants a start in radio. Write Box 1168, Radford, Va. 24141.

ANNOUNCERS, contd...

WANTED, announcer with first phone who wants a start in radio. Write Box 1168, Radford, Va. 24141.

Massachusetts station in city of 20,000 in need of mature morning announcer. Individual would also serve as program director. Playing music, but not necessary. Calm manager 617-652-1340. No collect calls.

TECHNICAL

News and technical help wanted! Are you an engineer who can properly maintain equipment on 1 KW AM but would like to do something more? Then we have the job for you. It’s a commercial news director at one of the top commercial market in West Texas. It will be lots of work, but offers excellent opportunities for the right person. Box H-16, BROADCASTING.

Chief engineer, wanted for dynamic New England chain who knows how to maintain studio and Xmitter equipment. Currently 2 stations—more on the way. Good potential for other line advancements. Box H-14, BROADCASTING.

Senior applications engineers: Requires program management capability with experience in design and installation of television studios and remote vehicles. Must have in-depth knowledge of color television cameras, color recorders, and auxiliary equipment. Send resume in confidence to Box H-30, BROADCASTING.

Chief engineer wanted for commercial-power listenership equipped FM station. Must fulfill L. K. Bole, KDNA Radio, 4285 Olive St., St. Louis, Mo. 63106.
Management continued

Experienced manager seeks medium market position in commercial or public radio or CATV. Strong on FCC rules, community-oriented programming, and operations. 6 years experience, B.A., married, veteran, near M.A. Box H-34, BROADCASTING.

Dynamic, result-minded pro seeks complete charge management with full responsibility for all areas including profits. 312-227-5523 evenings.

Sales

Sales or sports, versatile, aggressive, proven sales/sales promotions, 3 years play-by-play college football/basketball, potential sales manager seeks station manager, married, 30. Box H-39, BROADCASTING.

6 months experience in top 40. Looking for small market start. Willing to do the exception. Box H-221, BROADCASTING.

MOR announcer. Eight years pro (2B). First ticket. Excellent ratings. Would like to return to a sports-minded mid-west station. Ready now. Box H-254, BROADCASTING.

Experience first phone announcer can write copy and news. Box H-337, BROADCASTING.

First ticket, 2 years, tight sound production, young and dynamic, MOR & contemporary. Box H-59, BROADCASTING.

Great voice, personality tight. Contemporary sound. P.D. ability to move up. Box H-240, BROADCASTING.

All night ma. Mature, Stable. MOR, Major market background. Strong news, commentary, production. 1st phone. Box H-238, Pacific coast or Canadian placement. Box G-244, BROADCASTING.

Graduate top NYC broadcasting school, Tight boarded. Authoritative, dynamic. 3rd endorsed. Dependable. Box G-272, BROADCASTING.

Now working 5 KW medium market up-tempo MOR. Seeking medium market top 40 personality rockier, not screamier. Much top 40 experience, 3rd, smooth, young adult resonant voice, expert production, can take orders well. Will travel anywhere for the right job. Box G-275, BROADCASTING.

Philly soul personality articulate, smooth seeks R&B, top-40 station. Box H-64, BROADCASTING or (215) 747-2711, airtime is available. 1-year experience. Box G-287, BROADCASTING.

Mature radio ma. 15 years experience, 1st phone. Employed, but want 5 day week or evening shift. Prefer near N.Y. or south. Good references and work habits, congenial. Moderate salary. Box H-8, BROADCASTING.

Michigan . . . DJ, copy, production. Experienced, 3rd endorsement. 1-313-815-9638. Box H-269, BROADCASTING.

Need a real pro? I'm young, but I'm long on experience. Outstanding air show and creative production and copywriting to match. Present position 3 years . . . will consider production director on air position on top 60 markets only. Box H-273, BROADCASTING.

Announcer with first phone, one ratings, ambition, family, city market, own sale or major market station. Will travel. Box H-282, BROADCASTING.

Young, experienced announcer/newsmen, 3rd, single (716) 352-6603, or Box H-59, BROADCASTING.

Announcer, twenty years radio and television including top ten major market. Network quality voice, Third class endorsement. Box H-31, BROADCASTING.

Sincere, warm announcer, family men, want to settle. Box H-283, BROADCASTING.

Announcer, 1st class, draft exempt, single, 6 months experience, rock jack with all the basics, tight board, seeking personality/anchor position in small-medium market. Box H-43, BROADCASTING.

Country, contemporary, MOR, top rated, now in top 5 markets, first phone. Box H-44, BROADCASTING.

Announcers continued

Are you: 22 yrs. exp. N.Y. state wanted MOR or good music. Network style. Box H-45, BROADCASTING.

Multi-talented announcer—contemporary jock, news, sales, play-by-play, jingle and TV. Now in top 40 market mid-day. College grad, 36, married, seeking permanent position. Box H-53, BROADCASTING.

Final offer! Ability plus seven years experience, in 26 year old family man model . . . prefers West. Must all 5's, comes with third endorsed. Box H-54, BROADCASTING.

Talented aways young Englishman groovy MOR heavy rock, 2 yrs experience, N.Y.C. school background no license, go anywhere, tapes available. Box H-58, BROADCASTING.

East coast single, sales-announcer, some experience preferred, cooperative, hardworking young man, who can work under any conditions. Box H-39, BROADCASTING.

Number one rated, top 20 market, middle of road personality wants return to broadcasting—preferably in combination on-air plus sales situation. 513-523-5472.

Announcer-college, Bill Wade Broadcasting grad, military, looking for 2nd, single, relocate to Calif. Box H-47, BROADCASTING.

Resume, samples, photo, will relocate, Alan Zurwely, 22107 Jollit Ave., Hawaiian Gardens, Calif. 90716 (213) 625-1546.

Professional D-J. Music Director, First phone; no maintenance. Experienced, reliable, dedicated and hard working. Desires mid-west market top 40 or contemporary station position. Presently employed. Contact: Henry Kestell, P.O. Box 537, Cumberland, Md. 21502, Phone: (301) 824-3467.

Bob Stone, professional announcer, who can do more than a "time check" without becoming a weather observer. First phone with 10 years experience. Phone (415) 583-9476.

Black announcer, broadcast school grad, 1st phone, two years college, ex-marine, 30 years old, married. Abilities and dedication will prove valuable to some station. All formats. Contact Chat Johnson, 114-95 S. New Hampshire Ave., Los Angeles, (213) 574-8871.

Negro announcer—experienced—top forty or soul . . . present employer is informed of this ad seeking major market. 50K Ricardo, 6516 N. University Drive, Peoria, Illinois 61616 or Box H-1546.


Beginner—D-J announcer, looking for break, 25, married. Box H-72, BROADCASTING.

Speciality—jazz, R&B, rock will relocate/salary open/3rd phone/BGS/203-567-5894 5-8 PM.

Situations Wanted Technical

Engineer with news credentials and D-J experience looking for station with growth potential. College technical school grad, looking to relocate anywhere. Solid state a specialty. FM welcome, $10,000 minimum. Reply Box H-111, BROADCASTING.

Chief engineer, mature, widely experienced, fairly expensive. Box H-21, BROADCASTING.

Exp. Engr. radio director FM, stereo, TV. Will consider all offers, incl. Cable TV. Box H-25, BROADCASTING.

Engineer: experienced as chief, 5 kw AM-FM-DA. Box H-87, River Grove, Illinois.

1st phase comb. 12 years experience, family man, will relocate here. Box H-46, BROADCASTING.

Maintenance engineer, equipped. Seeking advancement, security, happiness. I work. $750. Box H-69, BROADCASTING.

Engineer wants permanent transmitter and/or assistant chief position at small station. Steve Burgess, 624 Oakley, Topkea, Kansas 66506.
TELEVISION

Wanted To Buy Equipment

Halifax stereofox, large stocks bargain prices, tested and certified. Write for price and stock lists. Sierra Western Electric, Box 26872, Oakland, Calif. 94662. Phone (415) 833-3257.

For sale, extremely reasonable, 200 foot insulated, 1000' spool of metal. Excellent condition. Available August 1971. Box E-287, BROADCASTING.


For Sale Equipment—Dallas-Fort Worth Regional Airport extends the date for opening proposals for 50 KW and 5 KW AM transmitters from July 20, 1971, to September 20, 1971. Both transmitters are in operating condition and are surplus due to relocations. Please contact station. For particulars see our ad in this magazine, May 17, 1971.

1 Jampro 8 Bay FM antenna, 93.7. 10 KW FM Xmr. now in operation, (GE). Box G-232, BROADCASTING.

An announcement—Complete Skechers system. One program control unit two Ampex stereo tape recorders—one random access cartridge carousel—one stereo cartridge recorder/transport. Excellent condition. Used very little. priced right.

Kahn SPS81-1 Symmetra-Package=$1200.00; RCA 44 BX microphone w/stand=$55.00; KW Modulation transformer=$75.00. All excellent. Box H-16, BROADCASTING.

For Sale Equipment—Norelco PC-60 studio color camera systems with Angenieux 10 x 18 J11 lens, 30 TV line camera board, 50 picture monitor, picture monitor, and encoder. Price $195.00. Box W-22, BROADCASTING.

3—RCA TK14 color camera chains, precision yokes, solid state power supply, etc. Box H-62, BROADCASTING.

Channel 17 RCA TFU-359 television antenna, Good condition. Call or write: Ross Keuffman, Director of Engineering, WPHT-TV, Inc., 1529 Walnut Street, Harrisburg, Pa., 19103.


Beautiful microdot AM/FM/PAM signal gen, 6 digit deviation/ frequency readout. 1 MHZ to 150 MHZ, uses power supply 220VAC, 50/60 Hz. Price Chiffer $1,095 D & T, 5252, 4600 Duke St., Alexandria, Va. 22304.


Ampex spare parts, technical support, updating kits, for discontinued professional audio models, available from VIF International, Box 1555, Minn. Valley Corp., 94504, (608) 224-2348. 4 Fairchild 663 NL compressors at $125.00 each. 8 Fairchild 664 NL equalizers at $125.00 each. Ask 663NL or 664NL. The Sound Company, P.O. Box 3505, San Antonio, Texas.

MISCELLANEOUS

Desjard 11,000 classified gag lines. $10.00. Un- listed, out of print, hard to find, catalog free. Edmond Orrin, Mariposa, Cal. 93538.


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**Attention Broadcast Engineers:** Advance yourself. Earn a degree in electronics engineering while you remain employed. Accredited by the Engineering Accreditation Commission, NHEC. Course approved under G.I. bill. Be a real engineer—higher income, prestige, security. Send for comprehensive brochure. Grantham School. Start at home. Get the training you need. Successful graduates in all phases of radio broadcasting. All FCC and state requirements. Guaranteed results! Tuition: $250.00, veteran approved.

**Licensed by New York State**, veteran approved for FCC 1st class license and announcer-disc-jockey training. Contact A.T.S., Announcer Training Studios, 645 West 43 St., New York, N.Y. (212) 661-5945.

First class FCC I license and laboratory training in five weeks. **Tuition $333.00**, Housing: **$16.00** per week. Class begins Aug. 2, Aug. 6, Sept. 27. American Institute of Radio, 2622 Old Lemonade Road, Nashville, Tennessee 37214.

FCC Type Exams . . . Guaranteed to prepare you for FCC 3rd class and FCC 2nd class exams, class 3rd, **$7.00**; 2nd class, **$16.00**; complete package, **$25.00**. Research Company, 3206 Bailey Street, Nashville, Tennessee 37205.


Don't take time off to prepare for your FCC I license. Learn at home. Get complete preparation (not just practice tests) and our money-back guarantee. G.I. Bill approved. Free catalog. Pathfinder Home Schools, 1599 N. Western, Hollywood, California 90027.

Why pay more? 1st class license in 5 weeks. Guaranteed results! Tuition: **$250.00**, Room $9.00 weekly. Next class August 22nd. Academy of Radio and Television, 1120 State Street, Bettendorf, Iowa. 52722.

First class FCC License in 5 classes. Classes begin every third Monday. Complete course. Ticket is guaranteed. Total tuition $300.00. Write United Broadcasting College, 3517 Atlantic Blvd., Jacksonville, Fla., 32207.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three days of training in new commercial radio stations . . . KSPV-AM and KSPV-FM stereo give you the kind of actual commercial broadcasting experience that really counts when you apply for your first full-time radio job. This class radio-telephone license and broadcast endorsement included . . . needed at many radio stations for employees at all levels and board available and placement assistance after graduation. Class limited to 5. Call 1-3518. Approved by the New Mexico State Board of Educational Examiners. The School of Broadcast Training in Artesia, New Mexico 88210. Telephone 505-726-2571 for reservations.

**NEW MEXICO WAS A GOOD PLACE TO LIVE**

Openings for DJs, salesmen, engineers, newsmen and combos in small to medium sized markets. Applicants from nearby states preferred. Send detailed resume and requirements.

New Mexico Broadcasters Association, 120 Amherst NE, Albuquerque, N. Mex. 87106.

**PROMOTION MANAGER**

Top 10 Market $60,000 Plus

Send confidential resume to

Dr. White, Mgmt. Consultant

Box G-189, BROADCASTING

**PROGRAMMING, PRODUCTION, OTHERS**

**PROGRAM DIRECTOR**

50,000 watt AM and FM MOR and/or COUNTRY

Major East Coast Market.

**BOX H-71, BROADCASTING**

**Radio Help Wanted**

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Top 10 Market $60,000 plus

**Send confidential resume to**

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Box G-189, BROADCASTING

**PROMOTION MANAGER**

Number one man for VHF TV station in Eastern United States. Group owned.

Send resume and salary requirements to

**BOX H-68, BROADCASTING**

**SITUATIONS WANTED**

**Announcers**

Creative, humorous, dedicated Major Market MOR PERSONALITY DJ can entertain, communicate, sell. Best references. Resume and tape.

Box G-256, BROADCASTING

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New Mexico Broadcasters Association, 120 Amherst NE, Albuquerque, N. Mex. 87106.
**Announcers continued**

**MAJOR MARKET ROCK JOCK**

BOX H-35, BROADCASTING

**LET'S TALK!**
Responsible hardline conservative with distinctive British accent—stresses of "bare-knuckle" talk radio will help balance your format with gay and informative programs. Also write/produce forceful radio/TV documentaries.

BOX H-38, BROADCASTING

Served my time in small-time fruit stand radio, and I'm going bananas! Young pro announcer, N.A. 4 years experience, flexible, like past and Ohio, but will consider. Warning: not cheap! Uptempo MG or contemporary. Let's talk. (If you sell prunes or repair screen doors on the side, forget it!)

BOX H-70, BROADCASTING

**NEWS**


BOX H-19, BROADCASTING

**Programming, Production, Others**

One of the nation's highest rated programmers quietly seeking new challenges. Great ratings, new, references. Prefer either contemporary or up tempo MGR outlet that is community minded with progressive ideas and believes in teamwork.

BOX H-5, BROADCASTING

**Television Help Wanted—Management**

**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

**CINEMATOGRAPHER**

Part time and special programming, Creative, concerned person wanted. Write only, stated salary needed to:

Jeff Schiffman, WBZ-TV
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Boston, Massachusetts 02134

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**RADIO STATION WBAY**
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Party Line Radio programmer—the first radio station to have a Party Line Program has had great success in promoting the program and making a buck, too! With a Party Line Cookbook we copyrighted. This mass appeal concept is now going into its second additional updating supplement. Here is a good idea that continues to stay alive and produce promotional and profitable results. If you have a Party Line Radio program, write us about having the Cookbook personalized for exclusive use in your area.

**Party Line**

**FM STEREO STATIONS!**

Wish you could give your audience the new GUARDIAN SCOUT sound?

You can—And inexpensively, too! Edited and been for automation. IBY and Scotch tape, 5 track stereo playback configuration. Rent or Buy as low as $20 per reel. Big Bands—Vocals—Moods—Customized Send for Listing

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**NORTH CAROLINA FULLTIME**

Sound two-station market with excellent growth potential. Good facility, building and real estate well located. Doing good business. Only qualified candidates considered. No brokers. 29% balance negotiable.

Box G-211, BROADCASTING

**FOR SALE**

Daytime 1KW station in single station market in Eastern Washington State. Presently absentee operated and showing slight profit. Good potential. Full price $50,000.00 including real estate. 29% down.

BOX H-20, BROADCASTING

**LARSON/WALKER & COMPANY**

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1729 Eye St., N.W.
Century City, Suite 501
213/777-1567
202/222-1533

**Television Help Wanted**

**Technical**

**TELEVISION MANAGER**

**KNBC—LOS ANGELES**

Seeking a qualified individual with at least 5 years experience in television programming and management. Strong leadership and organizational ability required. Experience in western or southern California markets an advantage. Must be a creative and forward thinking professional. Salary and benefits competitive. Submit resume and salary requirements to:

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Manager, KNBC-TV
3000 W. Alameda Ave., Burbank, Calif. 91105

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**WRITER’S FORUM** is nationally syndicated and offers a unique listening experience as it presents noted personalities and authors, including Nobel and Pulitzer Prize Winners. Such names as Richard Ney, J. Anthony Lukas and Justin Far. Such topics as Body Language, The Addict, Liberating the Housewife and The Being Black.

The programs are entertaining, current and educational. The liberated woman, students and youth find this program communicative with them. It’s a half hour, edited for individual station time requirements. Sample tapes, costs, etc. P.O. Box 110 W. 79 St. Suite 8E, N.Y.C. 10024 or call (212) 595-6244.

**FOR SALE**


BOX H-47, BROADCASTING

**ATTORNEY**

New York Stock Exchange listed corporation seeks an attorney experienced in broadcasting regulation matters. Ideal candidate should have no less than two years work as staff member of FCC or have represented clients or company subject to FCC regulation and performed general legal assignments. Will be seeking a key position as member of a corporate legal staff. New York City location. Principal work will be for the broadcasting division. Will also handle a variety of legal assignments for other New York City based operations. Send resume with salary history and requirements to:

BOX H-73, BROADCASTING

All replies handled in strict confidence.

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1. SOUTHWEST. Daytime AM and FM serving university town. Excellent cash flow. Sale includes real estate. $100,000 down, term payable.

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GREAT SOUTHWEST AM

Exclusive fulltimer in small college city away from smog and worry. Good cash flow with excellent potential. Only $30,000 down on full price of $125,000 and good terms on balance.

BOX H-56, BROADCASTING

LaRue Media Brokers Inc.
116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
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SCA Channel For Lease
Fully equipped 50 Kw. mono. covering all of Connecticut, Long Island, Western Mass., Western Rhode Island and Up-state New York. Ready to go

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Broadcasting
THE BUSINESS SMONTHLY OF TELEVISION AND RADIO

Company selling all of its Broadcast properties—excellent major market/full time facilities—sell separately or together—principals only.

BOX H-41, BROADCASTING

(Continued from page 51)

Avenue, Chicago, and to change type trans., to RCA, Ann. June 30.

• WYEN(FM) Des Plaines, Ill.—Broadcast Bureau granted mod. of CP to change studio and remote control location to 2400 East Devon Ave., Des Plaines; change trans. and ant.; make changes in ant., system; ERP 50 kw; ant. height 300 ft.; remote control jur. Ann. July 16.

• WNUI Highland, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 4. Action July 20.

• KCKN-FM Kansas City, Kan.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action July 16.

• WIBR Baton Rouge—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 31. Action July 16.

• WXLN Potomac-Cable John, Md.—Broadcast Bureau granted mod. of CP to increase ant. height; conditions. Action July 19.

• KPTL Carson City, Nev.—Broadcast Bureau granted mod. of CP to change MEGOV's. Action July 19.

• KUGO Dalry and Swan Lake area, both Nemo—Broadcast Bureau granted mod. of CP to change frequency from 82-88 mhz to 210-216 mhz and make changes in ant., system; change call letters to K11KW. Action July 19.

• K13KG Merrill-Maline area, Ore.—Broadcast Bureau granted mod. of CP to change frequency from 210-216 mhz to 82-88 mhz and make changes in ant., system; change call letters to K66HB. Action July 19.

• KOAX(FM) Dallas—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant. height 1,160 ft.; condition. Action July 16.

• KNOK-FM Fort Worth—Broadcast Bureau granted mod. of CP to make changes in trans. and equipment. Action July 16.


Ownership changes

Applications

• WCKS(FM) Cocoa Beach, Fla.—Seeks assignment of license from Radio Flitchburg Inc. to Southland Broadcasting Inc. for $500,000. Sellers: Norris-Knight, president, et al. Buyers: Pauline Metcalf (45%), Esther E. M. Mauran (45%), and William R. Corkhum (10%). Miss Metcalf, Mrs. Mauran and Mr. Corkhum each have interests in WEAN(AM) and WP1B-FM, both Providence, R.I. Ann. July 1.


• KCCH(AM) Cheyenne, Wy.—Seeks assignment of license from North Star Broadcasting Co. to Northern States Broadcasting Corp. for $108,000. Sellers: Robert J. Chevalier, secretary, et al. Buyers: Paul Hufnagel (20%), secretary; F. J. Kadrie (20%), president; James Wolters (20%), treasurer; Donald Hufnagel (10%); Ter- rence O'Toole (10%); Victor J. Tedesco (10%) and Sylvan Doroshov (10%). Mr. Hufnagel is a bank president. Mr. Kadrie is on liaison-labor staff AFL-CIO. Mr. Wolters has interests in several real estate concerns. Ann. July 1.

CATV

Final actions

• WGIH-81 Martins, Calif.—Cable Television Bu- reau granted license covering CP for new community antenna relay station. Action July 16.

• WGUJ-35 Hobart, Okla.—Cable Television Bu- reau granted license covering CP for new community antenna relay station. Action July 16.

• WDY-80 Mangum, Hollis and Altus, all Okla- homa—Cable Television Bureau granted license covering CP for new community antenna relay station. Action July 16.

• WIGI Albany, Ore.—Cable Television Bureau granted CP for new community antenna relay station to transmit closed-circuit programs from University of Oregon, Corvallis, Ore., to CATV in Albany. Action July 16.
Robert and Jon Kelly, partners now with their mother Nina in KCRA Inc., licensee of KCRA-AM-TV and KCTC(FM) all in Sacramento, Calif., found that having their father own a radio and television station would only insulate starting at the bottom.

Robert began in 1945—the year the AM station commenced broadcasting—collecting bad debts and sweeping out the transmitter. Jon came to work a decade later, also as a bill collector and custodian. Today they both agree the station has fewer uncollected bills than when they first started. They also have agreed to place the emphasis at their stations in two areas—sales and news.

"We're probably one of the few stations and maybe the only station in the country without a budget," Jon said. "If our news department comes up with a worthwhile project, we spend the money necessary to do an outstanding job."

Jon also notes that the station has been profitable from its first month on the air. Another statistic the brothers are proud of is the station's rating success. An NBC affiliate, KCRA-TV is said by the two to have led the local ratings race since 1935, the year they began.

The added emphasis being placed on news by the KCRA stations is reflected in other areas. The way the phones are answered for example: "KCRA—where the news comes first." The station was one of the first to send its own news crews to Vietnam. A crew has finished filming reports in East and West Berlin. Another news team just returned from the Cannes Music Festival. Robert Kelly departs in the fall with a film crew for several weeks in Africa. Jon Kelly just returned from Australia. They average, three overseas trips per year.

These background and feature-film stories are currently being offered to other stations as supplements to that coverage airing on the networks. But the brothers are not content to stop there. Plans have been formulated and the first steps taken to get news features from European sources on a regular basis. Features and background to come from BBC, Germany's Norddeutscher Rundfunk and other members of the European Broadcast Union.

The station has expanded its local news block to 90 minutes and with the network half hour, now offers two hours of evening news. The longer newscasts were not decided upon because the programs it replaced were unprofitable. "We dropped children's programs that were netting the station $250,000 so we could offer more news," Jon says. "Our dad called us both in and wanted to know if we were crazy."

Robert points out that while the news struggled along without advertisers for a short period, it was found that a commercial in a news program produced two to three times the response than from an entertainment show. "Our theory," Robert says, "is that the viewer is more receptive to ads in a news show. He's focusing all his attention on what is being said and that carries over to the commercials."

The radio and television stations have 62 full time employees in the news department. On TV there's a one-hour noon news, a rarity, Robert Kelly feels. Beginning this fall, two hours of early evening local news will be broadcast. The elder brother, Robert, adds that KCRA was, in the best of his knowledge, the second TV station in the country to air an hour of news in the evening.

The preoccupation with news programming found Robert living in Europe for five months at the end of last year studying the BBC, their news and current events programming. Part of his efforts to bring foreign news sources into his own programs was the result of what he saw during that period.

"The problem is that we're trapped with labels," Robert says. "A documentary is really just a long news story with additional details. It's my feeling that the whole area of what I call nonfiction TV programming could be better developed." He says that the industry in general has focused its attention on being an electronic equivalent of the newspaper, while forgetting the other parts of the print medium. "News programming on television is too important to be left to 'newsmen' only," he says. "Newsmen, per se have a curious and limited exposure to a certain part of life. Management should join in so they can understand what a newsman needs, what their capabilities are and what they're trying to do."

Robert claims that what is needed in broadcast news operations is the position similar to that of the newspaper publisher, an individual who circulates both in the management and labor areas and is familiar with both. In some cases, he would be able, he feels, to provide the background a reporter could not.

"In the main, broadcast companies don't understand news," Robert Kelly claims, "and it's important that they do. After all, news is the most important thing they can do."

Areas of responsibility are divided, with Jon working in administration areas and Robert in programming. "Robert's the good guy and I'm the bad guy," Jon says. "I tend to look harder at the money we would be spending than he does. Still we overspend in both news and sales in relation to the industry norm. We do it conscientiously and have for years.

Robert says he's retired from president of KCRA Inc. and station manager of KCRA-TV to become a "veteran news trainee." He did this he says, to learn how to make the product better. He'll be accompanying a news crew to Africa later this year to assess the first 10 years of the new nations there.

The two brothers complement each other, it would seem, to near perfection. And while both began at the bottom, work and dedication to their ideals resulted in their rise to the top.
On the political spot
Should the minute-or-less spot by or for candidates for public office be banned?

Ward L. Quaal, president of WGN Continental, who has led many a cause in the interest of better broadcasting, urges no political spot of less than five minutes be accepted for the 1972 campaigns, to avoid repetition of the 1968 repercussions. He has contended for 20 years, with considerable congressional support, that important issues cannot be presented adequately in 30- or 60-second spots that amount to little more than sloganeering, with well-heeled candidates in a position to saturate their constituencies.

Minimum five-minute segments, handled in such a fashion as not to disrupt regular schedules, obviously would constitute better programing than political jingles and their spot counterparts. Whether audiences would prefer them is another matter.

There can be no dispute about the goals Mr. Quaal wants to achieve. But the solution, it seems to us, is up to the candidates and the lawmakers. Congress, by virtue of Section 315, calls the equal-time shots—whether spot or program, paid or donated. Thus, rather than a prohibition through the codes, which commit only code subscribers, we suggest legislation specifically addressed to the candidates that would limit or ban their use of short spots.

There is, of course, the simple way out. That would be to repeal Section 315 and leave the decisions to the editorial judgments of the broadcasters.

What might have been
William F. Buckley Jr., the conservative editor and erudite broadcast personality, seems to relish his role as the perpetrator of his own "secret paper" hoax. He doesn't seem to realize how close to disaster his pixey fabrication (in his National Review "disclosure" of plans to drop atomic weapons in Indochina in the mid-1960's) might have brought him.

In print-publication terms, the Buckley fraud is likely to be another seven-day wonder. It will be a small blow to his credibility, but for all we know the publicity may even increase the circulation of his struggling magazine. But did Mr. Buckley give thought to what might have happened if he had used his "expose" on the air? No news stories we recall mentioned that he is a principal owner of the Starr Broadcasting Group Inc., which holds licenses for seven radio stations and a TV outlet (and is awaiting FCC approval of acquisition of one additional TV and three more radio facilities).

Consider Mr. Buckley's make-believe, had it been broadcast, in light of what has happened on The Selling of the Pentagon. It does not take great vision to divine a proceeding alleging false reporting that could have placed all those licenses in jeopardy.

Why apologia?
Mixed emotions department: Our reaction to the news that NBC will offer a new Monday-Friday children's series to its television affiliates next year, and that it will sell no commercials therein (although leaving to affiliates the option to do so). Mixed first because we must applaud all those efforts now being made to improve the programing available for children through the television networks. Mixed second because we see no need—beyond a winning of points with those who are militant in their demand for change—for the network to go noncommercial. We read in the move a bow to expediency.

The public wants performance. It should have it. The critics want punishment as well, and would have broadcasters sacrifice the commercial viability which is prerequisite to that performance. They should be denied. Last week's precedent will not assist that process.

Fees, franchises and featherbedding
On the proposition that the best defense is a strong offense, we suggest no time is better than the present for broadcasters to protest the outrageously discriminatory filing and/or license fees assessed by the FCC to defray its $30-million operating overhead.

A case in point is the July 23 action by the FCC wherein it announced a partial refund of $32,400 of a $121,449.51 "grant fee" for the assignment of the license of channel 33 Fort Wayne, Indiana, from WKRC Inc., to Television Communications Corporation. The FCC, it seems, had computed the fee on the basis of a total consideration of more than $6 million. It agreed, after negotiation, that the consideration should be revised to $4,452 million.

Only licensees of the FCC are called upon to pay their whole regulatory bill—featherbedding, gold brickering, political patronage and all. This is outlandish. By protesting these assessments, broadcasters and other licensees stand a better chance of getting congressional relief, based on fairness and logic rather than any notion that Congress itself will rectify the rank unfairness of the imposts.

And there's another consideration: If Congress would recognize these fees as "license" rather than filing levies, licensees would have the right of expectancy of renewal and of having some voice in the kind of service they receive, as a special class of taxpayers as well as franchise holders.
Know your enemy.

Parents all over the nation are concerned about drugs these days, and Lincoln, Nebraska is no exception. The Fetzer television station there determined that basic education was what most people wanted, and created an in-depth, thirty-part series called “Drugs: A to Z.” The programs covered it all — alcohol, marijuana, amphetamines, LSD, heroin, even caffeine. The response of the community was such that the entire series of thirty programs is to be re-telecast by popular demand. Many adults and youngsters have learned the basic dangers of drugs and we are pleased to have been a part of presenting that ounce of prevention through candid education.

The Fetzer Stations

WKZO  WKZO-TV  KOLN-TV  KGIN-TV  WJEF  WWTV  WWUP-TV  WJFM  WWTM-FM  WWAM  KMEG-TV
Baseball is different in San Francisco

It's very big on radio. Not so big on TV. In New York, more than 200 games are televised each season. In the San Francisco-Oakland area, less than 50. That's one of the reasons why 700,000 adults follow a Giants game on radio… KSFO Radio and the affiliated stations of the Golden West Radio Network. In fact, the play-by-play broadcasts bring the sponsors commercial messages to at least one out of four Northern California adults in a single week.


Giants super star Willie McCovey tests his skill at bocce, while the Giants play-by-play announcers, Lon Simmons (left) and Bill Thompson (center) await their turns.