Minorities make new mark in terms with McGraw-Hill
Primed-for-action cable industry convenes in Chicago

1972's pace-setter...

VOLUME 17

30 motion pictures

24 in color

from Warner Bros. Television
a Warner Communications company
Rank among all regularly scheduled network series:

**Gomer Pyle—USMC**

**Daytime**
- 1970-71 .......... No. 3
- 1969-70 .......... No. 2

**Prime Time**
- 1968-69 .......... No. 2
- 1967-68 .......... No. 3
- 1966-67 .......... No. 10
- 1965-66 .......... No. 2
- 1964-65 .......... No. 3
“Private Gomer Pyle reporting for duty!”

In Los Angeles, Boston, Windsor-Detroit, Dallas, Cleveland, St. Louis, Milwaukee, Minneapolis, Houston, Cincinnati, Tampa-St. Petersburg, Miami, Jacksonville, Providence, Portland, Ore., Nashville, New Orleans, Wilkes-Barre-Scranton, Huntsville, Greensboro.

Naturally, the situation is well in hand.

When Private Gomer Pyle was assigned to network duty, he commanded attention like a four-star general.

A time-period winner and a Top 10 performer in prime-time! And again, a time-period winner and a Top 10 performer in his first two complete daytime seasons!

Now, Gomer Pyle-USMC is ready to take command in your market.

Another great sitcom from Viacom

Source: NTI, Oct.-Apr. 1964-71. Average audience estimates and shares. Subject to qualifications available on request.
We believe in imagination. It is the essential ingredient in all selling. In all advertising. Imagination is teachable. We demonstrate it. Foster it. It's indispensable to all good work. It makes the intangible quality of Spot Radio real, vibrant and exciting. Albert Einstein said: "Imagination is more important than knowledge". The well-spring of all worthwhile products and services. We believe in imagination. We sell with imagination.
FCC figures show how TV networks took financial beating last year.

Citizen groups will get unprecedented concessions from McGraw-Hill, which is not only making hard commitments on chicano-black hiring and programing, but also abandoning one of five VHF's it had planned to buy from Time-Life. Agreement truncates transfer FCC had already approved.

TVB takes its case to Washington.

A blast at counteradvertising from CBS's Frank Stanton.

CBS-TV talks up new programing image at affiliates' meeting.

FCC raises ceiling on banks' investment in broadcasting.

Herb Schlosser leads parade of promotions at NBC-TV.

Real-world business issues dominate this week's National Cable Television Association convention in Chicago. A look at the mood, the agenda, the exhibitors, the industry's vital statistics—and a special feature pinpointing the major systems of the major MSO's.

In sight: appeal of that historic cable copyright decision.

NBC-TV dominates the first batch of Emmy awards.

Harley Staggers rides again, sets hearings on alleged news staging.

FCC's Sol Schildhause: a bureaucrat with, of all things, flair.
CAREAbility
...a Distinctive Quality of WWJ-TV,
Michigan's First Television Station.

WWJ-TV arranges for thousands of metro area youngsters to attend special Detroit Symphony concerts which are also telecast in prime time.

Hydroplane racing is a popular sport in Detroit. Each summer, WWJ-TV utilizes its mobile color facilities to present a full Sunday afternoon of live racing thrills.

"At the Zoo" safaris explore the habits of the Detroit Zoo's fascinating residents.

The popular Spurrows singing group captures the warmth of an old-fashioned Christmas at historic Greenfield Village near Detroit.

The Detroit Institute of Art's development into one of the world's most respected repositories of art is traced in two masterful prime-time presentations.

"Pro and Con" presents spokesmen representing both sides of controversial issues.

CAREability has been the hallmark of WWJ-TV since it first introduced television to Michigan on June 3, 1947.

For a quarter century, WWJ-TV has constantly appraised the needs and desires of its far-flung audience and consistently served the people of Southeastern Michigan with responsive regular programs, topical documentaries, award-winning news coverage and entertaining specials.

In countless ways, WWJ-TV continually demonstrates its CARE for the community interest and its ABILITY to serve it well.

WWJ-TV/Detroit
Different show

Unless there's 11th-hour change, coverage of Moscow summit won't come close to that from Red China, where live pick-ups were rule using U.S. satellites and color equipment. As of last Friday, Soviet authorities were negotiating with U.S. network counterparts on size of network cadre, with agreement already reached on use of Soviet color equipment (regarded as efficient), manned by Soviet technical personnel. Russia had placed limit of about 100 on over-all "press" contingent, but network negotiators last Friday were hopeful of stretching roster.

As things stand there will be no live coverage of Moscow arrival of President Nixon and his retinue and no coverage of rounds of toasts at state banquets which were among highlights of Peking summit.

White House message

President Nixon will have some encouraging words for cable operators who are meeting in Chicago this week, as he had for broadcasters at their convention in same place last month. President's message, to be delivered at opening session today by John Gwin, chairman of National Cable Television Association, will express expectation that cable industry is headed for big future. It may also say administration was pleased to play role in removing roadblocks that had stalled FCC adoption of new CATV rules.

Winds of change

What's been long suspected, that advertising agencies in increasing numbers have modified agency-compensation practices, is now clear. Association of National Advertisers' newly completed, soon to be released, report has found almost one out of four agencies responding to ANA questionnaire made changes in methods of charging in past two years, and half of those went from commission to fee arrangement.

Also pointed out in survey: Traditional 15% commission, though not sacrosanct in agency-client relationship, on average is still fairly stable rule-of-thumb (though tending to be on low side); median agency gross income on accounts, expressed as percentage of media billings, is estimated to be 16-18% among survey's respondents.

End of line

Negotiations are under way for disposition of last radio stations to be spun out of original television-radio group owned by Walter Annenberg's Philadelphia-based Triangle Publications. These were in package bought by Gateway Communications, principally owned by Bergen (N.J.) Evening Record Corp. and headed by George A. Koehler, former general manager of Triangle broadcasting division.

If sales go through, WNBF-AM-FM Binghamton, N.Y., will go to Stoner Systems for $1.1 million and WFBG-AM-FM Altoona, Pa., to local group headed by Edward Giller, now general manager of stations, for $425,000. Stoner, prospective buyer of Binghamton stations, owns KSO(AM)-FM Des Moines, Iowa, and WQNT(AM) Huntington, W. Va. Gateway will keep WNBF-TV Binghamton, WFBG-TV Altoona and WLYH-TV Lebanon, Pa., for which, with associated radio properties, it paid $16 million. Binghamton deal is being co-bought by R. C. Crisler & Co., Cincinnati, and Frazier-Gross, Washington. Frazier-Gross is handling Altoona transaction alone.

Restraints

Heat will be on for reduction of commercial time at meetings next week of National Association of Broadcasters TV code-review board. Scheduled for appearances are D. E. Scantland, Colonial Stores, Atlanta-based supermarket chain; Michael T. Membrado, Katz Agency, and Charles H. Tower, Corinthian Broadcasting, all advocates of general cutback in advertising. In addition, Richard C. Block, Kaiser Broadcasting, will argue for reductions of commercials in all programming with audiences composed 50% or more of children, not just in Saturday periods that have already been cut back by code.

On other side, American Federation of Television and Radio Artists will protest recently adopted code prohibition against appearance of children's-program hosts in commercials on such programs. Code board will meet May 23-24 in Washington.

Hot storage

TV-network news officials were still waiting Friday (May 12) for letter telling them what Miami Beach wants them to pay for keeping their equipment in city's convention hall between end of Democratic convention July 13 and start of Republican convention Aug. 21 (see page 69). When they get it, they'll find asking price comes to about $175,000 each. City officials told Broadcasting they're asking 35 cents per square foot per day, or about $525,000 for three networks combined.

In a tangle

Donrey Media Group's chances of acquiring Pulitzer's KVOA-TV Tucson, Ariz., are reported dwindling. Donrey's immediate concern is to hold on to stations it already owns. FCC staff is recommending hearings aimed at stripping company of licenses for KOKT-TV Las Vegas, KOLO-TV Reno and KGSA-TV Fort Smith, Ark., variously charged with network clipping, misrepresentation, violation of sponsor-identification rules and double billing. Whether FCC will adopt recommended hearing orders in those cases, sources say chances it will approve Tucson purchase without hearing are all but nil. Donrey agreed to pay $2.6 million for KVOA-TV (Broadcasting, May 17, 1971).

And that poses problem for Pulitzer, which is under court order to get rid of KVOA-TV. It has agreement with Justice Department that if FCC does not approve sale to Donrey by June 1, Pulitzer must find new buyer and get approval of that seller within eight months. There are other wrinkles in case, including pending merger of Donrey and local group in ownership of KOKT-TV.

Tie to McGovern

Without benefit of public announcement, Richard E. Brodsky, senior legal assistant to FCC Commissioner Nicholas Johnson, resigned May 5 to join full-time staff of Democrat presidential hopeful George McGovern. Mr. Brodsky, 25, is native of Rhode Island and has been with FCC commissioner since last August 1. There has been inside story that if the Democratic winner, Commissioner Johnson, as senior Democrat, might move into chairmanship.

Work load

FCC Chairman Dean Burch intends to keep commission's nose to grindstone this week with special meetings planned Thursday and Friday on domestic communications satellites and, if time, on petitions for reconsideration of cable-television rules. Commission met part of last Monday and most of Tuesday on CATV, reached no conclusions, but provided plenty of confirmation of predications it would make no major changes. There is strong sentiment for Rocky Mountain station owners who complain that rule allowing only simultaneous, as against same-day, nonduplication protection will cause them serious harm. But whether FCC will carve out special exception for them, or merely assure them of generous treatment in waiver requests, remains to be seen.

New product

King Features TV division, which was reactivated several months ago, is reported to have developed three half-hour series, two for syndication. Two are Play It Again, America, nostalgic look at nation's foibles, using Hearst Metronome News footage and new production, and Believe It or Not, based on Hearst newspaper feature. Third program is Tim Tyler, to be shot in Africa.
TV network revenues slump 5.4% in '71

FCC also reports that combined profits of owned-and-operated outlets plummeted 22.3% last year

FCC financial figures released last Friday (May 12) paint gloomy picture of network-television operations during 1971. According to figures, combined revenues for three networks declined 5.4% in past year, to $1,378.9 million; profits were fixed at $144.9 million, 13.5% drop from 1970. Statistics include returns from 15 network owned-and-operated TV stations.

Advertising sales for strictly network operation also fell off—to $1,487.5 million, a 3.8% decline. Net revenues for networks were $1,094.1 million, 4.4% below 1970's total. Profits from network operation alone increased 7.2%—to $53.7 million—largely due to 4.9% cutback of expenses in 1971. But this was offset by disappointing showing of O&O's, whose combined profits fell 22.3% in same year.

Total returns of network and O&O operations in 1971 are in table at right.

Networks challenged on countered tourndown

Refusal to carry Chevy commercial prompts Stern firm to ask FCC to require compelling reason for refusal

FCC has been asked to rule that broadcasters must employ "reasonable selection criteria" in deciding which public-service announcements offered to them they will carry—and must offer "compelling" reasons for refusing spots that relate to "important national and health issues."

Request was made by Stern Community Law Firm in filing complaint against three networks in behalf of Center for Auto Safety, of Washington.

Complaint was center's response to networks' refusal to carry spots announcing that General Motors had recalled some 7-million late-model Chevrolets that had been built with potentially defective engine mounts (BROADCASTING, May 1).

Stern Firm contends that refusals violated networks' "public interest obligations to communicate news of important national health and safety problems to their viewers."

It also says that networks have "abridged" center's "right as a nonprofit organization to compete for 'access' to available public service slots on a fair and nondiscriminatory basis."

Stern says that networks have failed to offer strong or compelling reasons for refusing spots. Therefore, it says, commission "should require the networks to broadcast a reasonable number of center's] warning announcements at suitable times during the broadcast day." It says spots should be carried over next six months.

In denying center's request, ABC and CBS said they had reported on automobile recall in their newscasts; CBS, in addition, noted that General Motors had notified owners of cars involved by mail. NBC rejected spots on ground they employed "scare" technique; said it would accept spots "designed to encourage automobile owners to take their recall notices seriously and warning of the safety hazards involved in ignoring them." NBC did not say what it found offensive in center's spot.

WOR-TV agrees to carry antipollution spots

WOR-TV New York will run anticombustion spots to counterbalance commercials for automobiles and gasoline. Antipollution spots will be run in prime time, at ratio of one for every five commercials. Station's plans were disclosed by Center for Law and Social Policy in notifying FCC that two environmentalist groups—Citizens for Clean Air and Friends of the Earth—were withdrawing petition to deny they had filed against WOR-TV.

Attorneys for center noted that WOR-TV General Manager Robert L. Glazer, in response to plea by New York Environmental Protection Agency, had agreed to carry in prime time anti-auto-pollution spots at ratio of one-to-five with auto and gasoline commercials.

Environmentalists' petition was based on contention that WOR-TV had failed to fulfill its fairness-doctrine obligations in presentation of auto-pollution issue. But in light of station's new commitment, attorneys said, "we believe that the commission would be justified in finding that the licensee will conform to its fairness-doctrine obligations on this all-important issue if its license is renewed."

Petitioners still have pending challenges against WCBS-TV, WABC-TV and WNEW-TV.

WOR-TV's problems aren't over though. It still faces two other petitions to deny as well as competing application for its facilities.

Burch says radio-TV profits from criticism

Criticism of broadcast journalism from within industry and from sources outside—including Vice President Spiro T. Agnew—not only implies no threat; it serves as "safety valve," FCC Chairman Dean Burch said in commencement address at Trinity University, San Antonio, Tex.

Chairman, who endorsed "unique hybrid" system of broadcasting that has developed to serve America—one in which "private entities [are] invested with a public trust"—said function of criticism is to see to it that the journalist lives up to his own highest professional standards.

System is fashioned to assure integrity of news operation, he indicated. He said that diversification of ownership is designed to prevent one voice from becoming dominant, and that by holding each licensee responsible for performing in public interest, "we spread the burdens around and minimize the 'bad apple'
New York has welfare problems, free job placement services, a Puerto Rican Day Parade & WBNX

When 1¼ million residents in the area you serve as a radio station get upset about something, you react like WBNX does... you make every effort to perform a public service and air all sides of the controversy. That's why WBNX, serving the important Hispanic community of New York and its suburbs, airs such award-winning programs as "Linea Directa" and goes beyond the wire-service newscasts to report the events which directly effect its listeners. It's a matter of community involvement. That's why our reporters are out on the street daily seeking the opinions of our listeners. That's why even our management is involved and why people like Mrs. Elsa Eaton, WBNX's vice president-operations, was recently voted Hispanic Woman of the Year. WBNX learned long ago that to effectively serve our community, we must have earned the respect of our listeners. We broadcast the passenger lists from the Cuban Freedom Flights. We conduct special live broadcasts for the voter registration drive for the Hispanic community. We are the only station in New York chosen to broadcast live the annual Puerto Rican Day Parade. We conduct press conferences live in our studios with people like New York's Police Commissioner to find out why there is a lack of Hispanic policemen in our city. We even provide live broadcasts of election returns from Puerto Rico and the Dominican Republic because our listeners are concerned. It's efforts like these and many more that earned WBNX awards as the Spanish Station of the Year.

"... after some investigation following your broadcasts concerning Metro North Plaza and problems some families were faced with in their new apartments, our design and construction departments have reviewed and rectified same. Thank you and your program again.

Keep up the good work..."

ARAMIS GOMEZ, Operating Committee
N. Y. City Housing Authority

"... we are very grateful for the time allotted to us and we appreciate the attention regarding women in medicine and the need for recruiting qualified young women..."

GERTRUDE CONROY, Executive Director
American Medical Women's Assn.

"... you don't know how much I appreciate your interest in the Spanish community. I had been out of work until I heard your Job Opportunities program. My new job is most interesting and I want to thank you for your help..."

MILAGROS PAGAN
New York, N. Y.

"... our campaign to recruit candidates, especially Spanish-speaking, for the Newark, N. J., Police Department was overwhelmingly successful... largely due to your splendid cooperation and counsel. I am extremely grateful. The people will be more secure because of your concern

JOHN L. REDDEN, Police Director
City of Newark, N. J.

La Grande... Dial 1380

WBNX
New York, N. Y.

Another United Broadcasting Co., Inc., Station
Richard Eaton, President
Profile of a winner.

“What’s My Line?” wins its time period, with an average 42% share of audience, in 19 markets.

“What’s My Line?” wins the prime 7 and 7:30 pm time periods in 12 of its 19 first-place markets.

“What’s My Line?” wins adult attention, with a 78% average adult comp between 7 and 8 pm.
“What’s My Line?”
is scheduled in 13 more crucial 7 and 7:30 pm time slots for Fall 1972.

“What’s My Line?”
is an established winner, in its fifth year of first-run production for syndication.

“What’s My Line?”
is the first name in game shows, from the winning team of Goodson-Todman and Viacom

Source: NSI, Feb-Mar. 1972. Audience estimates are subject to qualifications on request. (Number of time period wins is based on metro ratings and shares and includes two ties.)
effect. And by limiting governmental intrusion to sideline refereeing," he said, "we guard against the deadly implications of political control—which would eradicate disease by the simple expedient of killing all the patients." Trinity awarded Chairman Burch honorary LL.D.

**FCC cable advisors hold first sessions**

FCC's cable advisory committees on technical standards and federal-state-local relationships held organizational meetings Friday (May 12) at National Cable Television Association convention in Chicago.

The sessions focused on formation of subcommittees and procedures for reporting recommendations.

**Markle head urges more support for PTV, cable**

Widespread opportunities exist for foundations to support public broadcasting and cable-communications efforts to serve community needs, Lloyd N. Morrisett, president of John and Mary R. Markle Foundation, said Friday (May 12).

Mr. Morrisett told 23rd annual conference of Council on Foundations in New York that although traditionally foundations have provided financial assistance in education, welfare, health, sciences and humanities, there is precedence for support of communications outlets. He cited particularly Ford Foundation's massive contributions over years to educational or public television, as well as Markle and other foundations' activities in cable-TV and other studies.

He said traditional means of foundation operation—demonstrations, support of research, policy studies and studies of operations—are equally applicable to communications. He stressed that public broadcasting and cable communications are areas in which foundations "can participate in a healthy and beneficial way in evolution of public policy."

He said in public television there is "too little money for quality programming," for training people and for exploring directions in which medium can better serve general public. He conceded that foundations cannot be expected to provide bulk of financial support over long run, but said there is "ample opportunity" now for foundations to help make public TV system work better.

In cable television, Mr. Morrisett said, foundations can be particularly useful in underwriting studies that will hasten development of two-way services. He pointed out foundation support can sponsor experiments in communities to determine public-interest applications that can best be undertaken by two-way service.

He also suggested that ultimately cable TV may replace broadcast facilities for program distribution to large extent if not completely, with result that public-TV stations (and presumably commercial stations as well) could then concentrate their funds primarily on development of superior programming.

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**Week's Headliners**

**Theodore F. Koop,** retired Washington vice president for CBS, named director of newly established Washington office of Radio-Television News Directors Association (see page 68).

**Herbert S. Schlosser, VP, LGMS, programs, West Coast NBC TV named to new post of NBC-TV executive VP with wide-ranging responsibilities under President Don Dun-**

**Kenneth Joseph, VP in charge of syndica**

**Richard C. Wald, VP, NBC News, New**

For other industry developments see "Fates & Fortunes," page 72
This Week
May 14-17—Annual convention, National Cable Television Association, Conrad Hilton, Chicago.

May 14-18—Annual convention and public affairs conference, sponsored by American Advertising Federation. Two panels will discuss "Advertising and the Law" and "The Government at Work." In an attempt to explore the relationship between government and ad industry. Among featured speakers are Miles W. Kirkpatrick, Federal Trade Commission; John Elliott Jr., Ogilvy & Mather's National Advertising Review Board; Esther Peterson, Giant Food Inc.; Tom Kent, Opinion Research Corp.; Senator Frank Moss (D-Utah); Dr. Yale Brozen, University of Chicago; Willie Mae Rogers, Good Housekeeping Institute; and Dr. Harford Randolph, Federal City College, Washington. Shoreham hotel, Washington.

May 14-19—Basic radio advertising sales school of Alpha Omega Co., Televideo, Tulsa, Okla.

May 16—Annual meeting, Ogilvy & Mather International. 3 p.m., 2 East 48th Street, New York.

May 19—"Idearama" seminar for radio, sponsored by Radio Advertising Bureau, Holiday Inn, San Bernardo, Calif.

May 19—Deadline for entries, National Media Awards, sponsored by American Psychological Foundation. $500 prize will be made to winner in each of three categories: newspaper, TV-radio-movie, and magazine-book-monograph for "outstanding accuracy reporting which increases the public's knowledge and understanding of psychology." Contact: Jim Warren, public information officer, American Psychological Association, 1200 17th Street, N.W., Washington 20036.

May 19—Annual spring managers meeting, National Institute of Advertising, Holiday Inn, Gainesville, Ga.


May 15—Annual stockholders meeting, ABC Inc. 7 West 66th Street, New York.

May 19—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, Monline, Pa.


May 16, 18—Senate Commerce Committee hearing on Truth-in-Advertising Act (S. 1461) and National Institute of Advertising, Marketing and Society Act (S. 1753), 10 a.m., 110 New Senate Office building, Washington.


May 17-18—Consumer journalism conference, Gradu- ate School of Journalism, Columbia University, New York.

May 19—Sixth annual Bawling Awards competition sponsored by the Advertising Club of Los Angeles. Competition winners and scholarship students to be honored at a banquet. Beverly Hilton hotel, Beverly Hills, Calif.

May 19—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, Santa Barbara, Calif.


May 19-20—Annual spring meeting, Washington State Association of Broadcasters. Tyee motor inn, Olympia.

May 19-19—Conference on "Electronics 1985" by Electronic Industries Association to explore economic, political and social environment and relationship to electronics. Among featured speakers are Larry L. Sanger, executive director, Electronic Industries Association, Chicago.

May 19—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, Columbus, Ga.

May 19—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, Atlanta.


May 21-24—Annual symposium on theater, TV and film lighting, sponsored by the Illuminating Engineer Society, Pickwick hotel, Chicago.

May 21-25—Annual convention, Pennsylvania Association of Broadcasters, Xanadu, Grand Bahamas Island.

Also in May

May 24—Cable TV and education conference, sponsored by Michigan Department of Education. Contact: Dr. Charles S. Ruling, instructional technology consultant, Michigan Department of Education, Lansing 48804.

May 24—Meeting, ad hoc committee on goals and directions, National Association of Broadcasters. NAB building, Washington.


May 25—Annual membership meeting and "Broadcast of the Year" award, International Radio and Television Society, Hotel Plaza, New York.

May 25-26—Spring convention, Ohio Association of Broadcasters. Hospitality motor inn, Toledo.

May 26-27—Meeting, Florida Associated Press Broadcasters Association, Holiday Inn, Clearwater Beach.

May 31—Senate Commerce Committee on National Institute of Advertising, Marketing and Society, Act (S. 1753), 9:30 a.m., Room 5110, New Senate Office building, Washington.

June
June 1-3—Annual convention, Canadian Advertising and Sales Association, Queen Elizabeth hotel, Montreal.

June 1-4—Annual convention, Mississippi Broadcasters Association, Sheraton inn motel, Biloxi.


June 5—Annual stockholders meeting, MCA Inc., 716 JERSEY AVE., GLOUCESTER CITY, N.J. 08030. Phone: (609) 546-1716.

Major meeting dates in 1972

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In an attempt to explore the relationship between government and ad industry. Among featured speakers are Miles W. Kirkpatrick, Federal Trade Commission; John Elliott Jr., Ogilvy & Mather's National Advertising Review Board; Esther Peterson, Giant Food Inc.; Tom Kent, Opinion Research Corp.; Senator Frank Moss (D-Utah); Dr. Yale Brozen, University of Chicago; Willie Mae Rogers, Good Housekeeping Institute; and Dr. Harford Randolph, Federal City College, Washington. Shoreham hotel, Washington.

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May 19—"Idearama" seminar for radio salesmen, sponsored by Radio Advertising Bureau, Holiday Inn, Atlanta.


This may come as a bit of a surprise to some of you, but The Courtship of Eddie's Father did better with women 18-to-34 than any other situation comedy on television.

And you know as well as we do that they're the ones who buy the food.

*Source: Nielsen Persons Audience Supplement, 2nd Report, Feb '71
AVERAGE AUDIENCE ESTIMATES SUBJECT TO QUALIFICATIONS AVAILABLE ON REQUEST
to all right.

and the furniture and the appliances
and just about everything else.
Eddie's Father is now available for
syndication. Buy it for the 18-to-34-
year-olds you love.
And for the advertisers who love
them even more. MGM Television
YOU WOULD HAVE TO BUY 12 DIFFERENT DAILY AND WEEKLY NEWSPAPERS TO REACH THE SAME MARKET THAT JUST ONE STATION, WBOC-TV, REACHES EVERY DAY!

WBOC-TV
Salisbury, Maryland 21801
Adam Young, Inc.
National TV Rep.
Dome-Messervy
Regional TV Rep.

SHERATON Blackstone hotel, Chicago.

BROADCASTING PUBLICATIONS INC.
Sol Taithoff, chairman.
Bruce Taithoff, president.
Maury Long, vice-president.
Edwin H. James, vice-president.
Joanne T. Cowan, secretary.
Ivan C. Miller, treasurer.

BROADCASTING TELEVISION

Executive and publication headquarters
Sol Taithoff, editor.
Lawrence B. Taithoff, publisher.

EDITORIAL
Edwin H. James, executive editor.
Donald West, managing editor.
Rufus Crater, (New York), chief correspondent.
Leonard Zeidenberg, senior correspondent.
Frederick M. Fitzgerald, Earl B. Abrams, senior editors.
Steve Millard, associate editor.
Alan Steele Jarvis, assistant editor.
Cliff M. Blood, Don Richland, staff writers.
Sandra Bartolino, John Enright, publicity director.
Flagship Broadcasters, Madison Avenue, New York.

SPECIAL PUBLICATIONS
Art Korn, director; Joseph A. Hase, associate editor; Nina Rozoff, Jill Newman, editorial assistants.

ADVERTISING
Maury Long, general manager.
David N. Whitcombe, director of marketing.
John Andrie, Southern sales manager.
Gerald Lichtman, classified advertising.
Dorothy Morin, secretary to the general manager.

CIRCULATION
Bill Criger, subscription manager.
Julie Landis, Keweenaw Mille, Patricia Johnson, Jean Powers, Dolores Ratchford, Shirley Taylor.

PRODUCTION
Harry Stevens, production manager.
Bob Sanctor, production assistant.

ADMINISTRATION
Irving C. Miller, business manager.
Dorothy Cott, Sheila Thompson, Judy Toth, Lucile DiMauro, secretary to the publisher.

BUREAUS
New York: 7 West Fifth Street, 10019. Phone: 212-757-3256.
Rufus Crater, chief correspondent.
David Bertain, Rosco Famiglietti, senior editors.
John Dempsey, Helen Maslanian, Michael Shain, assistant editors.
Robert L. Hutton, sales manager; Eleanor R. Manning, institutional sales manager; Gregory C. Mastel, Eastern sales manager; Susan Hiras, Harriette Weinberg, advertising assistants.

Morris Gelman, senior correspondent.
Bill Merritt, Western sales manager.
Sandra Klauser, assistant.

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Time-Life Films presents a new way to look at television.

THE SIX WIVES OF HENRY VIII
Six-part drama series, 90 minutes.
Produced by BBC-TV. Distributed by TIME-LIFE FILMS.
25 markets. 11 sold at the NAB.

ELIZABETH R
Six-part drama series, 90 minutes.
Produced by BBC-TV. Distributed by TIME-LIFE FILMS.
25 markets. 10 sold at the NAB.

DR. WHO
50 half hours. Science fiction adventure series.
Produced by BBC-TV. Distributed by TIME-LIFE FILMS.
16 markets. 8 markets sold at the NAB, including Post-Newsweek Stations.

FAMILY CLASSIC DRAMA SERIALS
25 half hours. Produced by BBC-TV.
Distributed by TIME-LIFE FILMS. 12 markets sold at the NAB, plus 22 cities previously sold, including the CBS owned and operated stations and Post-Newsweek and Avco stations.

CIVILISATION
13-hour series, plus hour special.
Produced by BBC-TV. Distributed by TIME-LIFE FILMS.
5 markets sold at the NAB, plus 22 cities previously sold, including all of the Westinghouse and Post-Newsweek stations.

THE WORLD OF LOWELL THOMAS
31 half hours. Produced by BBC-TV.
and Odyssey Productions. Distributed by TIME-LIFE FILMS. 52 markets sold.

LIFE AROUND US
26 half hours. Produced and distributed by TIME-LIFE FILMS. 5 markets sold at the NAB, plus 28 markets previously sold.

GREAT ZOOS OF THE WORLD
Eight half hours. Produced by BBC-TV.
Distributed by TIME-LIFE FILMS. 4 markets sold at the NAB, plus 23 previously sold, including the CBS owned and operated stations.

And the broadcasters who are doing the looking.

WABC—New York
WCBS—New York
WNEW—New York
KNBC—Los Angeles
KNXT—Los Angeles
WBBM—Chicago
KYW—Philadelphia
WCAU—Philadelphia
WPHL—Philadelphia
KPIX—San Francisco
KRON—San Francisco
KTVU—San Francisco
WBZ—Boston
WCVB—Boston
WBOB—Boston
WTOP—Washington, D.C.
WMAL—Washington, D.C.
KDKA—Pittsburgh
KMOX—St. Louis
KOMO—Seattle
KIRO—Seattle
WAGA—Atlanta
WLW—Indianapolis
WTMJ—Milwaukee
WPLG—Miami
WJZ—Baltimore
WBAL—Baltimore
WLWT—Cincinnati
WGEN—Buffalo
KXTV—Sacramento
KCRA—Sacramento
WTMJ—Milwaukee
KGW—Portland, Ore.
KBTV—Denver
WLWC—Columbus, Ohio
KOGO—San Diego
WOOD—Grand Rapids
WFBC—Greenville, S.C.
WLWD—Dayton
WQAI—San Antonio
WESH—Orlando, Fla.
WDBO—Orlando, Fla.
WJXT—Jacksonville, Fla.
KETV—Omaha
WICS—Springfield, Ill.
WGAN—Portland, Me.
WNCT—Greenville, N.C.
KOBL—Albuquerque
KELO—Sioux Falls
WAFB—Baton Rouge
WCEE—Rockford
WKYT—Lexington
KOMU—Columbus, Mo.
KCOY—Santa Barbara/Santa Maria
KERO—Bakersfield
KLAS—Las Vegas
KSHO—Las Vegas
KOHL—Reno
KTVN—Reno
KBOI—Boise
WBBH—Pt. Myers
WBWB—St. Thomas
KMOM—Anchorage, Alaska
KHAR—Anchorage, Alaska
KTVF—Fairbanks

Time & Life Building
Rockefeller Center
New York, N.Y. 10020
Phone (212) 586-1212
Pros and a con

EDITOR: The blending of your new, lucid format with consistently responsible reporting makes for an even more readable Broadcasting. Our congratulations, and wishes for continued success.—Elton H. Rule, president, ABC Inc.

EDITOR: Broadcasting's new look is extremely impressive. It's handsome to look at, inviting to read and has a modern, functional appearance that seems just right to me. Congratulations!—Julian Goodman, president, NBC, New York.

EDITOR: I've had an opportunity to review briefly the "new" and unchallenged leader of the trade publication field. The "new look" is tremendous! As one who has been reading Broadcasting since the thirties, I am always in a state of amazement, as well as respect, at the constant improvements that have been made over the years, and done at great expense and at times when the economy of the industry did not lend itself too well to such adjustments. Certainly the new make-up will bring many favorable comments and more readership interest than ever. Our heartiest congratulations.—Ward L. Quaal, president, WGN Continental Broadcasting Co., Chicago.

EDITOR: I think your new format increases materially the readability of editorial material, organization, production, and layout superb in its own right. In view of what is going on in our industry more than ever we need the strongest support of a most effective trade publication such as Broadcasting. You have taken an important step toward that end.—Edward P. Shurick, vice chairman of the board and treasurer, HR Television Inc., New York.

EDITOR: Just a brief note to tell you that I like the new format and style very much. It is always hard to accept change from something you have used for years. However, in this case, what you are doing seems to me to be a substantial improvement.—Jerome R. Feniger, president, Horizon Communications Corp., New York.

EDITOR: I think it is very open and clean looking, and quite bright and modern. I have to adjust a little bit myself, actually, but after turning pages a few times, everything seems to fall into place. I am sure there are, of course, many practical advantages, and I know readability is all important. At any rate I believe it is a darn good job, and we all will be familiar with the new changes in a few weeks. Please convey my compliments to the staff, as I am sure considerable thought went into making this major changeover. —Larry H. Israel, chairman of the board, Post-Newsweek Stations, Washington.

EDITOR: My compliments on the new format. Broadcasting has always been a leader in its field, and this new physical layout will do much to keep the book in the forefront of the industry. Please extend our best wishes to your staff for a job well done and for continued success in the future.—Ralph M. Baruch, president, Viacon International Inc., New York.

EDITOR: Congratulations on the new horizons you have created in the broadcast editorial world with your new format. Those of us here at PGW like it! The material is well organized, concentrated and inviting. It never is easy to establish a new format for any structure of presentation that has been successful. It appears that you have done it and we will look forward to your developments and fine tuning as the week goes by.

The producers of television programs over the air could employ a little innovation and initiative in looking for new formats. There is something deadly about redundancy. But it is terribly difficult to try to make something that is working even more effective. However, it can be done.

Congratulations, too, on your continued contributions to effective editorial reporting for our industry.—Lloyd Griffin, chairman of the board, Peters Griffin Woodward Inc., New York.

EDITOR: Broadcasting's new format is a winner! The book is eminently more readable—visually, that is. Its content continues to be merely superlative. When you're hot, you're hot!—Don Menchel, Time-Life Films, New York.

EDITOR: Congratulations. Broadcasting is a knock-out from stem to stern. Read it all through from cover to cover. Handsome, and easy to read.—George W. Bailey, Institute of Electrical and Electronics Engineers Inc., New York.

EDITOR: To quote the poet, "The old order changeth, giving way to new." Since 1938, Broadcasting has been a regular visitor with me and I have seen all the changes in that time—and all for the better. However, the newest change is one of the best. Now, more than ever, Broadcasting must be the "bible" for the industry. Just as it has been my standby for 30-odd years, I know it is a must for others in the field of radio and television.—Harry G. Bright, president and general manager, WETZ(AM) New Martinsville, W. Va.

EDITOR: Fantastic! So far, so great.—Bud Stiker, manager of broadcast services, broadcasting division, Meredith Corp., New York.

EDITOR: It tastes like 76 pages of obituaries.—H. Ted Davidson, KRFT(AM) Anadarko, Okla.

First for Phoenix

EDITOR: It was with great interest that we of the Phoenix Radio Broadcasters Inc. read your article concerning the Buffalo (N.Y.) Radio Association Group (BRAG). Since we are in our second year as an incorporated, nonprofit association, we feel you and the rest of the broadcast industry would be interested in our progress and the degree of success we have enjoyed.

To date, 22 of the 31 commercial radio stations in the Valley of the Sun are active members. May 17 will be our second Radio Day for merchants and advertising agencies in the greater Phoenix area. Our guest list will be over 300. Our presentation, featuring an out-of-state speaker, will be directed to the decision-makers in business who decide in what media their advertising budgets will be placed.

The sole purpose of our association, then, is to promote the increase of dollars allocated to radio advertising in the greater Phoenix area. An immediate increase in new accounts on radio, with the attendant increase in billing, was noticed by several of our members after last year's Radio Day. It's exciting to us to note that other marketers are moving in a direction we have become convinced is the right one. Unity of action does work and will accomplish what we all desire: additional advertising dollars being shifted into radio.—Robert W. French [KRFM(FM)], president.

And in this corner . . .

EDITOR: We at WZOW(FM) certainly hope that both KI0(FM) San Francisco and XPAT-FM Berkeley, Calif., aren't claiming "first" credits for quadraphonic broadcasting, whether discrete or matrix system, if the dates they list are in 1972. This station, in conjunction with its tenth anniversary on April 23, 1971, began its quadcoasting on a regular basis. Hopefully, wゾW may be considered one of the front-runners, if not the leader.—Allen F. Bonapart, sales manager, WZOW (FM) Utica, N.Y.
The on-the-spot spots.

With film it’s so simple to give local advertisers a big boost. Just take a camera, a power pack, some lights, a few rolls of film—and shoot a commercial in the merchant’s local habitat.

Viewers get to see the place, the products, and the personnel as they really are. It’s a lot more effective than having a businessman come to a studio where he stands on a fake set—or in front of a curtain.

Another thing to consider. Film equipment is mechanical so any optical repairs that might have to be made are normally inexpensive. And there’s no need for expensive standby equipment as there is with tape.

On-location shooting is just one advantage of film. Your Kodak Sales and Engineering Representative can tell you about the others. In no time at all you can be helping local merchants star in their own 30- or 60-second specials.

EASTMAN KODAK COMPANY
ATLANTA: Bob Boker 404/351-4510
CHICAGO: Dick Potter 312/654-5300/DALLAS: Frank Reinking 214/351-3221
HOLLYWOOD: John Warner 213/464-6131/NEW YORK: Bill Reddick 212/262-7100/
SAN FRANCISCO: Joe Semmelmayer 415/776-6055.
BMI welcomes CATV as big new market for music

By Herb Berg

New York — Broadcast Music Inc. welcomes cable television as an important new source of income for its composers and publishers, but it will insist that CATV operators pay a fair price for music use.

That's the position taken by Edward M. Cramer, president of BMI, in an interview with The Hollywood Reporter yesterday.

BMI currently licenses the performing rights of some 24,000 composers and lyricists and 9,000 publishers—all whom stand to make a bigger buck when the CATV copyright problems are resolved.

Under the present system of compensation, Cramer pointed out, radio and television account for more than 90% of the income of the performing rights organization. Cable systems, he continued, are profit-seeking ventures and music is one of the elements that attracts and hold subscribers to the system. Diminution of income from broadcasters, then, has a direct effect on the creativity of the artist and any regulatory scheme must seriously consider this aspect. Since BMI receives a percentage of advertising revenue from broadcasters, reduction of broadcasters' income will adversely affect BMI.

Cramer indicated that BMI believes that it can successfully negotiate fair voluntary agreements with CATV operators. The problem of payment for musical composition utilized by CATV is not inter-industry conflict. It is a problem of livelihood for thousands of creative writers, the encouragement of whose activity has been constitutionally recognized as essential to the public interest. These writers are unmoved by any other motive other than the desire to cooperate to the utmost with any user of their works who is ready to compensate them fairly, according to Cramer.

Part of CATV's concern is the difficult problem of distribution of royalties among individual copyright owners, it was indicated. Music licensing does not need any such elaborate machinery.

BMI assumes full responsibility for the distribution to its affiliated writers and publishers, as it has for the past 30 years. At the present time virtually all of the 27,000 users of BMI music have elected blanket licenses under which they can perform any number of compositions contained in the BMI repertory, at their discretion, without the need of individual permission or clearance, Cramer revealed.

Reprinted with permission from the Hollywood Reporter — Feb. 3, 1972

BMI

All the worlds of music for all of today's audiences. Broadcast Music Inc.
The excellence of the past is but prologue to the Xerox goal for next season

At Xerox, we are always looking ahead, peering into the future. Planning is a way of life. Probably that’s why we passed our 10th anniversary as a television sponsor last November without notice.

These 10 years indeed have been eventful years for Xerox and for television. But where we go tomorrow is more to the point. If I say “more of the same” is ahead for Xerox, it would be because our approach over the past decade has not only proved an excellent one for us but has also brought some quality programming to home screens that otherwise might never have been aired. Obviously, the implementation of that decision is not all that easy because the ground rules are in constant flux and new elements must regularly be cranked into the equation. On the whole, however, we feel our track record can be extended.

Xerox made its television debut in November 1961 with sponsorship of CBS Reports in some 30 selected markets. The company decided at that time that it would use the medium as more than an advertising and sales tool. Then, if we had the wit to select the right kind of programs we could project Xerox as a company of leadership, of innovation and one with some concern for corporate social responsibility.

From the outset, Xerox has had no intention of entering television’s ratings war. Of course we want to receive the highest possible ratings, but of more importance, we want to win critical acclaim and such things as Emmy awards that signify outstanding television programing.

We have always realized that because of our selectivity as a sponsor, our programs would not always attract mass audiences. But the audiences that we do attract contain large numbers of current and prospective customers for Xerox products and this, in essence, is what advertising is all about.

For that reason, we have concentrated on what we believe to be important TV specials. Among them: the United Nations television dramas, the seven-part series Of Black America, The Making of the President documentaries, Hal Holbrook’s Mark Twain Tonight, Arthur Miller’s Death of a Salesman—and, on public TV, Kenneth Clark’s Civilization and the currently running Film Odyssey.

Scheduled for next fall is a series of specials that we expect will be our most successful association with television to date. The series is America, as related in 13-hour-long programs created, written and narrated by Alistair Cooke, and it is being co-produced by the British Broadcasting Corp. and Time-Life Films.

America will be seen every other Tuesday over a 26-week period beginning Nov. 14 on NBC-TV, 10-11 p.m. EST. We also have the right to rerun the series. By every standard, the America series will represent our biggest single television venture.

America has been in production for more than three years. During this time Mr. Cooke and the BBC production team have swung back and forth across the U.S. several times and have filmed in Spain, England and other countries. In the series Mr. Cooke reports on what he describes as “the best, as well as the worst, of our American heritage,” from the earliest Indian settlements to this year’s presidential campaigns.

Rarely does a TV series appear that is as timely and indeed, as appropriate, as America. Its relevance to the nation’s forthcoming bicentennial celebration is obvious. More to the point, this television report on 200 years of unprecedented human experience and world-shaking events might well reaffirm the faith and pride of Americans in their country.

President Nixon, speaking on the eve of last Fourth of July, said:

“We are going through a period when it is not always easy to keep a clear perspective about ourselves, our country and our future. Day after day voices are raised to tell us what is wrong about America. We should, and will, correct what is wrong, but let us never allow what is wrong blind us to what is right about America.”

We have viewed several completed episodes of the America series. We believe that the series, in cutting through the lesser moments of our history to get to the heart of the America story, may truly help refute for a nationwide viewing audience what President Nixon says is “the false charge that this is an ugly country.”

Because America is so timely and relevant, we want it to be seen by the widest possible audience. For that reason, its initial run will be on commercial television.

Xerox recognizes the value and potential of public television, as evidenced by our grants to air Civilization and Film Odyssey over the Public Broadcasting Service network. However, PBS has not yet shown that it can attract the mass audience available to commercial television.

America will be backstopped by advertising and promotion as ambitious as the series. The campaign will reflect another fact we have learned during our 10 years as a sponsor. Publicity and promotion not only help build an audience for our programs, they also identify us in the minds of viewers, critics and TV columnists as a company that is trying to bring quality programming to the public. This is of great importance to us.

It’s nice to see scrapbooks crammed with clippings calling advance notice to our shows or carrying favorable reviews. It’s even more gratifying when the press terms us “a much-honored TV sponsor.” But just as welcome are letters from viewers, like the recent one from a Denver attorney who wrote to thank us for Film Odyssey and said: “Xerox is to be commended for its consistently fine TV offerings.”

We believe that a good reputation helps sell as many of our products as do our TV commercials or hard-sell advertising. So the content of our TV programs is an effort on our part to be a good corporate citizen—or as C. Peter McColough, our chairman and chief executive officer, recently said, an effort to “put something back into society.”

Monday Memo

A broadcast advertising commentary from David J. Curtin, vice president, communications, Xerox, New Canaan, Conn.
Texaco's operating procedures at sea dictate that we make every effort to keep our oceans clean and oil-free. So, when we order a new tanker to be built, we look at it from the ocean's point of view.

A Texaco marine construction expert is assigned to the ship from the very first day building begins. One of his jobs is to see that every precaution is taken at every step to avoid the escape of oil at sea. He, with the officers who are to sail this tanker, will inspect fittings, welds, structural steel, and the latest electronic
from the ocean's point of view.

navigation and cargo-handling equipment to guard against pollution. The world's ever-increasing energy demand requires more and more tankers which provide the most efficient means of supplying crude oil to United States and other world markets. Texaco, with its long-standing concern, demands that nothing be overlooked on its ships to prevent the escape of oil at sea, anywhere, at any time. When we make our plans, we've got the ocean in mind.

TEXACO
We're working to keep your trust.
Comsat, a shareholder-owned communications company, operates the satellites in the global satellite system... the U.S. earth stations for satellite communications... the COMSAT Laboratories and related technical activities that are creating new communications concepts.

These facilities are all part of a vast global satellite system designed to help give you better communications. The system includes high capacity satellites over the Atlantic, Pacific and Indian oceans, and earth stations in a growing number of countries. It enables you to see important events as they happen, such as the Apollo missions, live via Satellite.

Comsat is pioneering new potentials for U.S. domestic, as well as international telephone, television, telegraph, data and facsimile communications.

More than 60 countries already communicate with each other via satellite. When any U.S. communication is via satellite, it's via Comsat.

Write to Comsat's information Office for the booklet, "Via Satellite, The Comsat Story."

You are in a new world of communications

Comsat coordinates global satellite communications from Washington, D.C.
McGraw-Hill sets record for concessions to minorities

It not only makes hard commitments on chicanos-black hiring and programming but also abandons purchase of one VHF in Time-Life package to conform to protestors’ top-50-markets demands

The citizen-group movement has entered a new era in the impact it is making on the broadcast-regulatory process—one in which the groups use the leverage afforded by the law to enforce rules and policies when the FCC, in their judgment, has failed in that responsibility.

The message in two agreements announced last week—one between McGraw-Hill Inc. and Time Inc., the other between McGraw-Hill and a five-city coalition of eight Mexican-American organizations and one black group.

The first provides that McGraw-Hill will acquire only four of the five television stations it had contracted to buy from Time's broadcast subsidiary, Time-Life Broadcast Inc.—despite FCC approval, in March, of the sale as proposed (Broadcasting, March 13; “Closed Circuit,” May 1, May 8).

The second makes it clear that the truncation of the sale was part of the price McGraw-Hill was required to pay to persuade the groups to withdraw the suits they had filed in the U.S. Court of Appeals in Washington to overturn the commission’s approval of the sale. The appeals were dismissed upon the signing of the settlement.

The station dropped from the package is wood-tv Grand Rapids, Mich.; the asserted purpose was to enforce the commission’s top-50-market policy. The policy, which is designed to promote diversification of ownership of television stations in those markets, prohibits a broadcaster from acquiring more than two VHF stations in the top-50 markets without making “a compelling public-interest showing.”

(By FCC standards, markets are ranked according to the largest net weekly circulation of any station in each, as reported by American Research Bureau).

The commission said McGraw-Hill had made the required showing: the groups, in their opposition to the license applications and in their court appeals, said it had not.

Thus, McGraw-Hill will enter the broadcasting business with only two top-50 market stations—KLZ-tv Denver and WFBM-tv Indianapolis. The other stations involved are KDOC-tv San Diego, and KERO-tv Bakersfield, Calif., the only UHF in the package. McGraw-Hill, which takes ownership on June 1, will pay $57,180,000 in cash and notes for the four stations; it had been prepared to pay $69.3 million for the five.

Time-Life had said originally it wanted to dispose of its properties to comply with the commission rule that will require the breakup of crossownership of CATV systems and television stations in the same markets after Aug. 10, 1973. Time-Life has CATV systems in each of the five cities. However, Time-Life President Barry Zorthian last week said the company has no plans to put wood-tv back on the market.

McGraw-Hill, in its agreement with the citizen groups, made extensive commitments in programming, citizen-advisory councils, employment, training programs and public access to the stations' facilities. But Albert H. Kramer, director of the Citizens Communications Center, which represented most of the Mexican-American groups involved, said the “real significance” of the agreement was McGraw-Hill's commitment to forego acquisition of wood-tv. He called it “the private enforcement of a public law.” And a news release issued in behalf of the groups hailed the agreement as marking the first enforcement of the top-50-market policy, adopted in 1968.

The Office of Communication of the United Church of Christ, which aided groups in Bakersfield and San Diego, put it much more strongly. “The stand of the coalition has served notice on the broadcasting industry that in the future it will not be enough to get FCC approval for evasion of the public interest,” it said in a statement. “The would-be monopolists must be prepared to defend their transactions before the court of appeals. Others in the industry will take warning from the surrender of Time-Life and McGraw-Hill. The FCC’s top-50-market policy has now become a reality in spite of the FCC.”

The church added that the significance...
of the settlement goes beyond the top-50-market policy. It said that the commission will be obliged to take note that Time-Life and McGraw-Hill "backed down" after winning at the commission and that the agency may, as a result, "be less willing to stretch its rules at the insistence of giants."

Mr. Kramer had also represented minority groups that obtained numerous concessions—including a commitment to spend $1 million on minority-interest programing—in return for withdrawal of protests against Capital Cities Broadcast-

ing's acquisition of Triangle Publications stations (Broadcasting, Jan. 11, 1971).

In both cases, the citizen groups had time as an ally. In the Capcities case, it would have been difficult for the commission, and impossible for the courts, to dispose of the petitioners' complaints before the contract deadline ran out, if there had been no agreement. As it was, the commission hastily approved the $147-million sale on Feb. 23, 1971, a week after it decided that Triangle had said would not be extended.

In the McGraw-Hill proceeding, the parties, which reached their five-station agreement in March 1971, set April 12, 1972, as the date after which either party could demand that the contract be enforced, or at least hoped, for commis-

sion approval by last fall. However, the protesting groups—three of which were seeking denial of renewal of stations in their respective markets (KOGO-TV, KERO-

TV and KLTV)—were still filing pleading as late as last October. The commis-

sion eventually rejected many of them as late-filed, but not until it had pro-

cessed them.

The parties had moved the contract deadline back to May 1, and there seemed no disposition on the part of either to change its mind. However, the pros-

pect of a lengthy court battle whose outcome would be uncertain provided the leverage the citizen groups needed.

The protestors' concerns with what they termed McGraw-Hill's "regulatory issues"—a reference to allegations in the protests that the sale would result in a concentration of media control and other anticompetitive effects—had been evident since September, when the groups met with McGraw-Hill repre-

sentatives in the first effort to resolve their differences. In subsequent meetings, reportedly, various proposals for amelio-

rating what the groups regarded as the anticompetitive effects of the sale were discussed, but none of the commission's conditions calling for the sale to drop one of the top-50-market stations from the package. (The groups played no part in picking the specific market, according to Mr. Kramer.)

That concession was not the only one made by McGraw-Hill to ease the groups' concerns about concentration of control of media. Mr. Kramer noted that pro-

visions in the agreement dealing with minority-advisory councils and programing also had that effect.

The agreement commits McGraw-Hill to establish minority-advisory councils in each of the four affected markets and to permit them to become involved "from the beginning in the development of local programing related to minorities." The groups, called MAC's, will be divided in membership between chicanos and blacks, and will be regarded as principal consult-

ants in developing the programing. McGraw-

Hill will also set up a national MAC that will be drawn from the mem-

bership of the local groups; the national body will coordinate the work of the local MAC's and serve as an advisory group to McGraw-Hill at corporate head-

quarters.

The programing commitment is sub-

stantial. McGraw-Hill, in consultation with a coordinating committee made up of members suggested by local MAC's, will produce 18 "La Raza" programs dealing with Mexican-American culture and history and present them in the four markets. In addition, it will present a total of 36 prime-time specials dedicated to minority programing over the next three years—12, which will be locally pro-

duced, will be on minority cultural sub-

jects, 12 on the achievements, interests and dreams of chicanos and a like num-

ber on those of blacks.

McGraw-Hill also promises to devote to minority problems and interests some of the half-hour public-affairs programs it had already proposed in its assignment applications. McGraw-Hill, which is ex-

pected to begin implementing its pro-

graming proposals in six months, declines to provide any estimate as to the costs involved.

One provision that is relatively new in such an agreement commits each Me-

Graw-Hill station to make time available for the presentation of one-minute public-

access public-service announcements by local persons and groups. Under the com-

mitment, patterned after an idea being pressed in the San Francisco area by a group of citizens, the FCC's Committee for Open Media, the stations will have control over which announcements are broadcast, but are committed not to reject any message "because it or its sponsors are contro-

versial." The stations must consider for broadcast any PSA script accompanied by a petition bearing as many as 100 names.

The agreement also commits McGraw-

Hill to employ two persons—a black and a chicoano—who will serve alternating one-year terms as national minority-

affairs coordinators.

A section of the agreement on minority-

staffing and employment states that, within three years, at least 15% of the

employees at the four stations will be from minority groups—at least 10% at each outlet. Each station's goal is to reach "a distribution of minority employees be-

tween chicanos and blacks approximating their demographic relationship in the composition of the area served and be-

tween males and females within those minority groups approximating their respective proportions within the work-

force in the area."

Furthermore, at least 25% of the minority employees at each station are to be in professional, managerial and sales as well as technical categories by the end of the first year of McGraw-Hill manage-

ment. And a management-level minority employee is to serve as a member of a three-member editorial board at each station.

The company, in addition, will estab-

lish a training program for minority-

group representatives from which it will select candidates to meet its employment goals. McGraw-Hill specifically prom-

ised to maintain at least three minority persons in each of the three larger mar-

kets and in Bakersfield.

The agreement also commits McGraw-

Hill to use its resources "to assist in im-

proving the competence of minority busi-

nesses" and in managing the companies, particularly in the areas of marketing and promotion. It will conduct "know-how" panels, featuring experts, for minority businessmen in the local markets.

At least as important, McGraw-Hill says that each station "will take positive steps to encourage the purchase and utilization by the station of products and services offered by minority businesses in the local community."

Shelton Fisher, president of McGraw-

Hill, in a statement announcing the agree-

ment, said it was the product of a num-

ber of discussions held in connection with the company's desire "to serve fully each of the communities involved." In those meetings, he said, "we have reaffirmed and expanded on our plans for programing and Improved business practices specifically designed to serve all of the people reached by the station. We believe that our operation of these four stations will provide McGraw-Hill with an opportu-

nity to demonstrate its determination to provide outstanding service to the public."

The Mexican-American groups that opposed the station sale are the Colorado Citizens Committee for Broadcast-

ing; the Colorado Committee on Mass Media and the Spanish Surnamed, the Associated Migrant Opportunity Services of Indianapolis; and the Latino American Council, Sociedad Mutualista Circulo Mexicano and Club Latino Jalisco, all of Grand Rapids, Mich.; the FCC and the United Church of Christ, they were rep-

resented by the Mexican-American Legal Defense and Education Fund.

The black group involved was the Mass Media Task Force of Denver, which was aided by William Wright, of Washington, national coordinator of Black Efforts for Soul in Television, and by a local attorney, Paul R. Webber.
An overcrowded winners' circle?

Mario Obledo, general counsel and executive director of the Mexican-American Legal Defense and Education Fund, whose home base is San Francisco, was in Washington last week, expressing pleasure in the agreement chicanos groups helped represent had signed with McGraw-Hill Inc. (see story, page 25).

He called the agreement "one of the best" ever won by a citizen group from a broadcaster. In the prime-time programming for minority-group interests that McGraw-Hill has promised to provide, and the employment and training practices the firm promised to follow, it is a "multimillion-dollar agreement," he said.

It is also unprecedented in the commitment of McGraw-Hill to drop a top-50-market station from the package of five television outlets it intended to acquire from Time Inc. That was the price for the groups' withdrawal of a court appeal aimed at blocking the sale, which the FCC had approved.

But, unlike the Office of Communications of the United Church of Christ, which had also aided the groups, Mr. Obledo did not characterize McGraw-Hill's action in signing the agreement as a "surrender." "I felt McGraw-Hill was operating in good faith, ready to meet any time to work out an agreement," said Mr. Obledo. "It shows that people dealing in good faith can work things out. It's an example for corporate America."

Mr. Obledo appeared at a news conference held in the office of the National Mexican-American Anti-Defamation Committee. With him were Albert H. Kramer, of the Citizens Communications Center, the principal lawyer for the protesting groups, and Domingo Nick Reyes, of the committee, who had originally organized the five-city coalition.

Mr. Obledo may have been seeking to conciliate differences that have arisen between Mr. Kramer and Mr. Reyes. Mr. Reyes has denounced Mr. Kramer and other "anglos" for providing aid to Mexican-American groups instead of permitting them to help themselves. He also blames Mr. Kramer for the exusion of Mr. Reyes's committee from a role in representing the coalition, once it was formed; he says Mr. Kramer persuaded the groups to choose him—Mr. Kramer—and drop the committee, a charge Mr. Kramer denies.

However, Mr. Obledo, when asked whether he was essaying a peacemaker role, said he was not aware that a controversy existed. He simply laid out the praise for the work of both men. An indication of the atmosphere in the room was provided by Mr. Kramer when he declined to pose with Mr. Reyes and Mr. Obledo for a picture.

For Mr. Reyes, the major significance of the McGraw-Hill agreement was that it represented a "breakthrough" for Mexican-American groups in dealing with the "Eastern establishment." But he added an edge to the tone of the news conference by noting that "the whites and Jews control the media." Later he put the issue squarely: "The pattern of institutional racism is perpetuated by one ethnic minority." The Jews, he said, "have an overconcentration of power."

Mr. Obledo said his problem is with "white America," no one element of it. The McGraw-Hill experience has whetted Mr. Obledo's interest in working with Spanish-speaking groups who feel they are not receiving adequate broadcast service. He says MALDEF will become increasingly active in that area. He and Mr. Reyes on Wednesday conferred with a number of Spanish-speaking residents of Washington in the start of what could be a massive effort to seek denial of renewal of the city's stations. Mr. Reyes has said petitions will be filed against some or all of the stations whose renewals are due Oct. 1 (BROADCASTING, April 24).
The TV-advertising industry told its story last week to the Federal Trade Commission in the belief that testimony delivered last November on advertising practices had short-changed the medium. In a news conference held at the Television Bureau of Advertising's New York headquarters, Theodore C. Sorensen (l), former White House aide and New York attorney, and Norman E. (Pete) Cash, TVB president, briefed reporters on TVB's new filling with the FTC.

and esthetic predilections upon broadcasters and television advertisers.

Mr. Cash said the consumer was not "as stupid or defenseless as many of the critics assume," and will like some appeals and reject others, "but so long as an advertisement is fair and truthful and the product harmless, no amount of economic theorizing about 'artificially created wants' or 'irrational decisions' can enable the government to substitute its taste and judgment for his as to what he likes and buys. Nor does the FTC have either the evidence or authority needed to act as parent for all children-viewers."

TVB, both in Mr. Cash's statement and in its brief, stressed that any government regulation that "unfairly and unjustifiably singled out television advertising for restriction and [thus] lowered its cost-effectiveness, would cause a damaging revenue loss."

In essence, TVB urged the FTC to "decline" to discriminate against TV advertising and "address itself vigorously and with particularity to the expiration of actual instances of false advertising from all media, including television."

The brief devotes about equal space to assertions made before the FTC which TVB believes were mistaken and that singled out TV for restriction, and to the adverse economic effects such restrictions, if adopted, could have on television. TVB said most of the assertions singling out TV advertising for FTC restriction "misconceive both the role of such advertising and the role of the FTC."

It said "mistaken assertions" that critics used to single out TV for restriction included these: TV is especially effective; wastefully creates artificial wants; depends upon, induces or transmits themes and appeals"; "inherently misleading because they [TV advertisements] are incomplete"; "promotes brand loyalty"; "promotes un-desirable goods, tastes or life styles for the population in general and children in particular," and TV's commercials "are too loud, too many or too poorly spaced."

In emphasizing potential economic injury, and that said that discrimination against TV advertising "would almost surely produce at least moderate revenue losses with leveraged adverse effects on profits" and "would significantly reduce the number of existing stations that could continue operating, injuring the small and presently unprofitable television stations in particular, and deterring the establishment of new ones."

TVB said "children are not demonstrably more vulnerable to television advertisements than they are to comic-book coupon advertisements." A 30-second commercial, it said, "is more informational than a one-word neon sign. The use of humor and repetition is at least as old as the Burma Shave signs; the use of fantasy is as common as a jolly Green Giant label; the use of pictorial effects in print ads, and of sex appeal in all media is well-known."

Television and newspaper advertising are equally 'invited' to the home, while direct mail advertising enters the home wholly 'uninvited.'

"The list of similarities among advertisements in any and all media is endless. To treat them differently is to violate the Fifth Amendment by denying equal protection of the laws to broadcasters and television advertisers." TVB also warned that harsh regulation that caused advertisers to abandon commercial TV "in significant numbers" would also serve to "diminish access" to it by political candidates, "their critics, and the numerous commentators, writers and artists."

Weakened by a loss of advertising, commercial TV, the brief stated, "could not serve as well those other voices whose unqualified right to constitutional protection no one would deny." Thus, regulation leading to this end "would surely raise substantial, if novel, First Amendment and other constitutional questions," TVB said.

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**TV flexes muscle over magazines**

**Does 82% better job of selling, according to Los Angeles research commissioned by the three networks**

The television networks have opened a frontal attack on magazines in the area of advertising "effectiveness."

A study showing TV's relative advertising "advantage" over magazines was previewed in New York last week. Called "Action Speaks Louder than Words" — from the copy theme of Procter & Gamble's Bounty paper-towel commercial — the study was commissioned by the three TV networks, sharing equally, for a reported cost of between $40,000 and $50,000.

Though the study is not billed as an "answer" to the General Foods-Life Look-Reader's Digest TV-and-magazine study of a few years back, broadcast-oriented researchers at the media research meeting of the American Marketing Association New York chapter, said privately that it appeared to be in effect "a response to all those full-page anti-TV ads run by Reader's Digest and Life." It was also noted that the presentation — by Tele-Research Inc., a Los Angeles-based research company — included several identifiable General Foods products in the test results: Tang orange drink, Maxim coffee and Jell-O, among others.

Dr. Ward Jensen, president of Tele-Research, said that full details of the project will be available at a later date.

Among the findings made public for the first time last week:

* Television commercials are 82% more effective than magazine ads in generating sales. (Studied were full-page magazine ads in color and commercials, of which 11 out of 12 were 30 seconds in length and the one, 60 seconds.)

* On the average, 20.4 out of 100 shoppers in the control group (those with no advertising exposure) made purchases. Of those exposed to magazine ads, 30 made purchases and of those who had seen TV commercials 39.7 were buyers, or an 82% "advantage" for TV.

Tele-Research conducted its research between the fall of 1970 and the summer of 1971 in metropolitan Los Angeles. Tests were made in matched pairs of magazine ads and TV commercials for 12 different brands of household products commonly available at local supermarkets and/or drugstores.

Shoppers entering stores were randomly selected and assigned into matched groups — a control group not exposed to any ads, another to TV commercials only and a third to magazine ads only for
TIME-LIFE BROADCAST
HAS NEW CALL LETTERS

TLB-CATV

We are in the cable television business because CATV combines the best of over-the-air with the local view... news about friends, neighbors and community events, large and small.

In Salem, New Jersey, we helped find a lost child by cable-casting his description and picture.

In New York City we have logged over 4,900 hours of community and neighborhood programming.

Other TLB systems are serving their communities in San Diego and Rancho Bernardo, California; Battle Creek, Michigan; Rochester, New York; Marion and Terre Haute, Indiana; East Pittsburgh and Levittown, Pennsylvania.

TIME-LIFE BROADCAST CATV
The big picture—and the small.
the same brands with similar copy and creative elements. Over 4,000 interviews in all were completed, with an average sample of about 300 persons for each ad or commercial tested. (Coded coupon books were used to track purchases of each participant.)

According to data shown last week (a base of 100 persons in all cases):

* For Nabisco Premium saltine crackers, sales were made to 23 in the control group, 32.8 in the magazine unit and 41.3 in the TV-exposed group, or a TV advantage of 87%.
* Similarly the following, by brand and TV advantage: Dole pineapple, TV advantage of 106%; Tang 65%; Lysol Spray Disinfectant 80%; Maxim coffee 95%; Moisturelle 55%; Ivory Liquid 79%; Breck basic texturizing shampoo 74%; Cold Power 61%; Campbell's Chunky soup 100%; Jell-O's 1-2-3 49% and Bounty 130%.

When ads and commercials were exposed within an editorial or program content and the same commercials also tested in both color and black-and-white, Tele-Research said, findings again showed consistent television "advantages" in generating sales.

What would the advertisers run?

Counteradvertising, says CBS's Stanton, and with them they would take the whole of commercial advertising—just look at what happened to cigarettes

Unlike the leadership at ABC-TV and NBC-TV, who in recent weeks have delivered major pronouncements on multiple threats to broadcasting's continued viability, Frank Stanton, vice chairman of CBS Inc., last week zeroed in on one issue he said menaces "the touchstone" of the nation's free competitive television service—counteradvertising. In a luncheon address to the general conference of CBS-TV network affiliates, Dr. Stanton spelled out what he said could happen if broadcasters are compelled to provide a free platform for replies to broadcast advertising:

"Advertisers of products and services subjected to countercommercials would flee the broadcast media and make their expenditures in media which would not expose them to the same hazards," he said. The case history of cigarettes, the only product so far subject to counteradvertising, supports this contention, according to Dr. Stanton. "Whatever dubious merit that might be assigned to counteradvertising is dissipated and made into a destructive force when the mandate is applied only to radio and television," he said. "It would be only a matter of time before there would be a substantial exodus of advertisers from broadcasting to print—just as in the case of cigarettes—only this transfer would be voluntary," he said.

Dr. Stanton set up a hypothetical situation: Counteradvertising claims are limited to cereals, automobiles, gasoline and oil, drugs and detergents (which in 1970 accounted for 26% of all TV network sales); counteradvertising replies are then presented as free announcements occupying time otherwise sold and only one such counteradvertisement is presented for every five commercials (the same ratio he said the FCC applied to cigarettes). Under such conditions, according to Dr. Stanton, the three commercial networks would have lost about $68 million in 1970, or $18 million more than their combined pre-tax profits. If the same hypothesis held true for all advertising categories instead of just six categories, the three networks would have lost about $220 million.

"In no sense would individual stations drive for inserting planks in political-party platforms "that repudiate straightforward language the whole counterproductive concept of counteradvertising."

He further urged taking the fight to Congress "where ultimately the issue must be resolved."

Stanton warns of 'new populism' in remarks to Kansas broadcasters

Dr. Stanton addressed the same general theme in earlier remarks to the Kansas Association of Broadcasters in Topeka May 6, urging his audience to insist that the platforms of both political parties this year assert clearly that radio and television "are not the instrumentalties of government." He prefaced that appeal by describing several recent examples of political or government actions calculated to restrict operations of the broadcast industry.

The CBS vice chairman noted that about a month ago Senator Fred Harris (D-Okla.) inserted into the Congressional Record a document called "Platform 1972," prepared by the northeast region of the New Democratic Coalition. Among its recommendations, as read by Dr. Stanton, were these: "All media should be required to carry responsible citizens' reaction to advertisements which they believe involve matters of health, safety, environmental protection or consumer deception," and "commercial corporations should be prohibited from owning broadcasting and publishing companies."

Dr. Stanton said Senator Harris will urge the Democratic national convention this summer to adopt "the public platform," and commented: "If this is the new populism, then the climate makes it imperative for us to speak out, as broadcasters and as citizens."

All kinds of advice on political spots

Radio code board hears NCCB plea for ban on all under five minutes; other presentations run the gamut

Members of the radio code board of the National Association of Broadcasters heard pleas last week for the establishment of code provisions on the sale of political time, but, according to those present, the presentation was unclear since contrary viewpoints were submitted.

The radio code board, in Washington for its semiannual meeting, heard a demonstration that broadcasters be forbidden to sell less than five minutes or one-minute spots. This call was made by Charles Benton, chairman of the National Citizens Committee for Broadcasting, to add the NAB's 15-month at the NAB convention in Chicago (BROADCASTING, April 17). Support for this ban comes from some broadcasters, notably Ward Quaal, president of WGN Continental Broadcasting Co.

During the two-hour session on political advertising, the code board also heard Edward P. Morgan, ABC newsman, ask...
When he has some front-page news, will he call you last?

In Beaumont, Texas, the Police Department thinks they have found a way to give everybody an equal chance at a story.

It's called the Police Hot Line. Appropriately enough, the first step was the installation of a bright red telephone in Police Headquarters. Then whenever there's a news item to share, here's how the "Hot Line" works.

By pushing a button, the communications officer can call every newspaper, television station, and radio station in town. All simultaneously.

Then, they all get what every news department wants. The equivalent of a first call, and all the benefits that go with it.

Your local Bell Company Communications Consultant has details and they're yours for the price of a call.

We are always looking for ways to improve your phone service.

In this case, it can start by making sure you're never the last to know.

AT&T and your local Bell Company.
Here's today's newest 1 kW AM transmitter GATES' BC-1H

Gates' new BC-1H 1000 watt AM transmitter features reliable, long life 833A tubes, solid state oscillator, instantaneous power cut back to 250 watts, and 120% positive peak modulation capabilities. It will be operating reliably at your station for years to come. Get the details on tomorrow's transmitter today.

Write Gates Radio Company, 123 Hampshire Street, Quincy, Illinois 62301.

for a complete ban on the sale of time to candidates. Sam Archibald of the Fair Campaign Practices Committee asked that the broadcasting code require licensees to apply the same standards for truth and accuracy that they apply to product advertisements. Present also with the NCCB group were Representative Lionel Van Deerrin (D-Calif.), who offered a flat ban on spots for political candidates, and Paul A. Porter, Washington lawyer and former FCC chairman, who expressed sentiments in favor of such a ban. The group was accompanied by Jane Goodman, executive director of NCCB.

The committee felt, Chairman William Hansen, WJOL-AM-FM Joliet, Ill., said, that it was too late to do anything for the coming election, and that in any event it was doubtful that broadcasters should impose restraints on political candidates. Others present reported that the pleaders seemed to be confused about the requirements of Section 315 of the Communications Act and of the FCC's fairness doctrine. Section 315 requires that when a broadcaster permits a candidate to appear on his facilities, he must provide equal time for all like candidates. The commission's fairness policy is a more open rule that deals with the presentation of controversial issues of public importance and with personal attacks.

The NCCB group and others are to make the same presentation to members of the TV Code Review Board, which is scheduled to meet in Washington on May 23-24.

During the day-long meeting, the radio group named a special subcommittee to study the question of proprietary drug advertising, a practice that has been under heavy attack recently from some members of Congress and public groups. Members of that committee are Jerry Fitch, KDDO(AM) Durango, Colo.; Robert Harter, WNO-AM-FM Des Moines, Iowa, and Carl Watson, NBC, New York.

The board also agreed that an effort must be mounted to increase code membership by radio stations. It accepted a proposal that a meeting of radio broadcasters be held on a state-by-state basis to increase membership, with a pilot try-out in Mississippi soon.

The radio code board also turned down a request to permit competitive, comparative claims for feminine hygiene products, as well as permission to use the terms "martinis," "whiskey sours" or "Manhattans" in restaurant and airline advertising.

Passing out Andy ad awards

H&R Block TV spots, Blue Nun radio spots prove winners for Della Femina

Della Femina, Travisano & Partners captured two of the top six prizes awarded in broadcast categories at the Advertising Club of New York's annual Andy Awards competition announced last week. Awards were given for its Schieffelin & Co. radio campaign for Blue Nun wine with mediators Jerry Stiller & Anne Meara and the agency's television commercials for H&R Block income-tax service.

Other broadcast honors, among the 17 first-place awards handed out, were McCann-Erickson for its Coca-Cola radio campaign ("Buy the World a Coke"); SSC&B for Volvo television spots (less than 60-seconds); Dusenberry/DeVoe for its Castro convertible television campaign (60-seconds or longer) and Doyle Dane Bernbach, in the public-service category, for its television campaign on behalf of the American Cancer Society.

In all categories DDB won the most first place awards (four) and ran away in the overall competition with 10 Andys. Second- and third-place winners were SSC&B with three first place awards, seven over-all and Della Femina, three first place, five over-all.

The Alka-Seltzer television spot, "I can't believe I ate the whole thing," created by Wells, Rich, Greene for Miles Laboratories, came in third in the TV category behind Della Femina's H&R Block campaign and Young & Rubicam's commercials for Metropolitan Life Insurance.

FTC: Energy means calories

Ocean Spray agrees to abandon nutritional claims, promises to run remedial ads written by commission

The Federal Trade Commission has made a second corrective-advertising agreement, but this one has a twist.

Ocean Spray Cranberries Inc., Hanson, Mass., and its advertising agency, Ted Bates & Co., New York, have agreed to a consent order, announced May 5, that not only forbids the parties from making false nutritional claims for Ocean Spray Cranberry Juice Cocktail, but also requires Ocean Spray to devote, for a year, one out of every four advertisements for the product to corrective advertising—or alternatively, 25% of media expenditures excluding production costs.

Furthermore—and this is the new angle—Ocean Spray agreed in the remedial advertisements to follow wording that is spelled out by the FTC:

"If you've wondered what some of our earlier advertising meant when we said Ocean Spray Cranberry Juice Cocktail has more food energy than orange juice or tomato juice, let us make it clear: we didn't mean vitamins and minerals. Food energy means calories. Nothing more.

"Food energy is important at breakfast since many of us may not get enough calories, or food energy, to get us off to a good start. Ocean Spray Cranberry Juice Cocktail helps because it contains more food energy than most other breakfast drinks.

"And Ocean Spray Cranberry Juice Cocktail gives you and your family vita-

min C plus a great wake-up taste. It's the other breakfast drink."

The only other agreement to run corrective advertising has been by ITT Continental Baking Co., for Profile bread. ITT Continental signed a consent order on Profile last year, agreeing to devote 25% of its ad budget to correcting what the FTC charged were misleading claims.

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The particulars on politicos

Get some guidelines before they get you: the professional word from Mr. Udall

Representative Morris K. Udall (D-Ariz.) last week urged Arizona broadcasters to establish their own guidelines for making time available to political candidates under the campaign-spending law.

In a speech prepared for delivery last Friday (May 1) to a meeting of the Arizona Broadcasters Association in Tucson, Mr. Udall warned that "broadcasters had better circle their wagons and make a stand against the political pressures which threaten to massacre their industry. They had better...reclaim their independence from the whip-sawing forces of partisan politics and forge out a new positive program re-enforcing that impartiality."

He recommended a three-point program that he said "should be welcomed by the FCC and by Congress."

He suggested Arizona broadcasters agree on the total amounts of free and paid time they will allow candidates. Then, 45 days before the general election, stations should publish a list of program times available (free and paid) and establish a deadline—which as 10 days before the election—for political time purchases. The time made available, he said, should include all classes of time and be allocated to candidates on the basis of the importance of the offices they are seeking. (Congressional candidates would receive proportionately more time than candidates for local offices, for example.)

Charging that 10-, 20- and 30-second political spots are an "insult to viewers and a perversion of the political system,"

Mr. Udall also suggested that broadcasters refuse to sell political time in segments less than 60 seconds. And, as a corollary to that suggestion, he recommended that broadcasters require candidates to appear in person in at least half of all spots or programs.

Addressing the Arizona broadcasters on the same day, Senator Paul Fannin (R-Ariz.) stressed the need for a return to objectivity in news reporting and away from sensationalism.

"The media should strive to perfect their reporting," he said. "Too few reporters or networks are willing to question the work of a fellow reporter or network." He said there is a lack of competition in news gathering and not enough "knocking down" of stories that have been "puffed up by a competitor."

"Viewers cannot know what is contrived—by government or by fanatical groups or by sensation-seekers. So you have a great responsibility," he told the broadcasters.

This responsibility should be exercised in a climate of the "barest minimum of government regulation," he said. He said he was "appalled" by some of the "groundless" license-renewal challenges and said that broadcasters "should have more protection in this regard." And, he added, he was "amazed" by the "ridiculous" proposal that stations be forced to provide free time for counter-advertising.

"I certainly do not want to see our media—print or broadcast—fall victim to any master control device in Washington, or anywhere else," he said.

This is a (PUFF, PUFF) fast moving story.

Okay now, here's the situation. Last summer KNX-FM ranked 34th in the Los Angeles market.* With those kinds of numbers you get "bye bye's" instead of the buys. Since then KNX-FM has found the power of a new format and has really taken off (pant, pant). "Contemporary good music" is strictly full speed ahead (whew). For Adults 25-49 KNX-FM now ranks 16th in the market (puff, puff.) Not bad. But our story gets better (as soon as I catch my breath). KNX-FM is now NUMBER ONE among all FM stations in MEN, WOMEN and ADULTS 25-34. What’s more, (puff) among all 45 FM and AM stations rated, KNX-FM is NUMBER ONE in ADULTS 25-34 (Mon.-Fri. 7pm-Mid.); and (huff and puff) NUMBER TWO in ADULTS 25-34 (Mon-Fri. 3pm-Mid.). Can you believe it? Call us at 213-469-1212, 203 for more fast facts.** We'll leave you breathless.

STEREO93 KNX-FM

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*ABR Jul/Aug ’71 Average 16 Hour, Total Area

**ABR Jan/Feb ’72 Average 16 Hour, Total Area

The above rating information is subject to qualifications which KNX-FM or CBS-FM Radio Sales will supply on request.
High hopes for radio sales gains through '73

CBS’s Blank projects 10% increase in local, 6% rise in national-spot if healthy economic indicators hold

Radio advertising should move up with the nation’s economy in the next two years. Dr. David M. Blank, vice president, economics and research, CBS Broadcast Group, puts the annual gains (for 1972 and 1973) at about 10% for local radio sales and 6% "or better" for national-spot radio.

Dr. Blank’s prognosis was presented to the CBS Radio Spot Sales annual seminar, held in New York last week. Executives representing the sales management of the 13 stations that are clients of CRSS and of the spot-sales organization itself attended the meetings, which explored such diverse sales areas as retailing, politics and the planning and buying of spot radio.

In perspective, Dr. Blank said, radio local sales appeared to be "a strong component" in radio advertising, with an average annual increase in performance of 8% over the past five or six years, and spot has shown an annual growth in the period averaging 4-5%. Network radio, he said, essentially has been "flat." Thus, Dr. Blank concluded, 1972 and 1973 should be better in radio sales than the average over the past five years.

He said radio reacts to major changes in the general economy with more “time lag” than does television, which "reacts quickly." But should current indicators of an improved economy and a continuing increase in consumer spending hold, Dr. Blank said, radio can expect higher rates of advertising growth, "reasonably" comparable to 1968 and 1969, or the 9-10% growth range “which are relatively high figures for that medium.”

Dr. Blank cited inflation as a major trouble area of the economy that can affect advertising adversely. He said he was optimistic in assessing the nation’s economy, particularly if inflation subsides, and the “inflationary spiral no longer continues to feed on itself.”

Radio stations were advised as to how they could tip the balance of retail dollars away from newspapers and more in their favor at the retail sales panel on Wednesday (May 10). Panelists Suzan Couch, director of broadcast advertising, R. H. Macy & Co., and Alan Hecht, director of broadcast advertising, Allied Stores, agreed that trying to knock out 50 years or more of solid newspaper selling would not be easy, but offered the broadcasters some insight and suggestions on how to begin their attack.

Since competition for retail dollars is keen, the panelists said, salesmen should educate themselves to the inner workings of the stores—the sales cycles, what group (age and sex) each department is trying to reach, and who the decision-makers of the retail stores are—and relate the demographics of the radio station to a specific retailing event, department or customer type.

In addition, they said, radio salesmen should take advantage of the inherent asset of radio buys over print advertisements—immediate results. Miss Couch suggested that radio could be used to advise listeners of the final moments of an important sales event—“only six more hours to get to...”—something that a newspaper published only once or twice a day could not do.

A Canadian-only rule for broadcast commercials?

Prospect that U.S.-produced ads might be banned above the border is raised by CRTC head in call for voluntary restriction

A ban on U.S. commercials in Canada could be the next major ruling of the Canadian Radio Television Commission, according to Dr. Blank, according to Dr. Blank, president, and Mr. Juneau, addressing the Association of Canadian Advertisers annual seminar May 2 at Toronto. Mr. Juneau dropped a broad hint that a Canadian-only commercial rule might be implemented when he suggested that Canadian advertisers establish a voluntary rule that all radio and TV commercials aired in the country be produced in Canada. "I can see no valid obstacle or objection to such a self-governing rule," Mr. Juneau added.

The prospect was viewed with enthusiasm by Paul Siren, head of the 3,600-member Association of Canadian Radio and Television Artists, who sees such a ban increasing jobs for his members by more than one-third. However, other observers expressed concern that costs for special Canadian commercials would force many advertisers out of broadcast media entirely. Vale Madger of Canadian Cinegraph Ltd., a commercial producer, commented that such a ban could result in retaliatory action by the United States.

Business Briefs

MMT opens its doors.

New station rep, MMT Sales Inc., began operation in New York last week with its representation nucleus announced as five Meredith TV stations (BROADCASTING, May 1). Principals of firm, whose offices are at 750 Third Avenue (Phone: 212-867-5470), are Fred L. Nettke, president, and Gary Scollard, executive vice president. Branch offices in major advertising centers will be established. MMT Sales does not expect to add more than seven to 10 stations to the list, excluding Meredith’s five.

Barter on radio.

Rodeway Inns, nationwide motel chain, has bought two 12-hour radio specials—one on composer Burt Bacharach, and other about country-western singer Jerry Lee Lewis—in series of “audio biographies” produced by Los Angeles-based Diamond P Enterprises. In applying barter concept to radio, programs will be placed in return for fraction of nine commercial minutes.

New hand.

Agency Services Corp., New York, which integrates live, film and tape and also performs on-air monitoring of commercials as well as pre-air screening of commercials, effected new affiliation on West Coast: Multi Media Services Inc. Barney Carr and Lou Bradley head Multi Media and Agency Services, respectively.

C & W in Detroit.

Cunningham & Walsh has begun operations in Detroit to service its American Motors passenger car account. Donald Williamson, vice president, appointed management will operate temporarily at AMC offices.

Eaton picks up tab.

Eaton Corp., Pittsfield, Mass., through J. Walter Thompson Co., New York, will sponsor CBS Reports: Where We Stand, assessing America’s position in the world, on CBS-TV Tuesday, May 16 (7:30-8:30 P.M. EDT).

Rep appointments.


Station WAPE(AM), Jacksonville, Fla.: Radio I Representatives, New York (division of Pacific & Southern Broadcasting Co.).

<table>
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<tr>
<th>BAR reports: television-network sales as of April 30</th>
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<tr>
<td>CBS $217,862,000 (36.5%); NBC $196,764,200 (33.0%); ABC $182,089,000 (30.5%)</td>
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<tr>
<th>Day parts</th>
<th>Total minutes week ended April 30</th>
<th>Total dollars week ended April 30</th>
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<tr>
<td>Monday-Friday</td>
<td>80 $ 473,200</td>
<td>1,181 $ 7,365,600</td>
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<td>Tuesday-Friday</td>
<td>955 $ 422,600</td>
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<td>362 $ 3,625,800</td>
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<td>Monday-Saturday</td>
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<td>Sunday</td>
<td>16 $ 353,100</td>
<td>249 $ 6,098,500</td>
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<td>Monday-Sunday</td>
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<td>Monday-Sunday</td>
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* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.
All in a family: CBS talks CBS to its affiliates

The network's assertions of leadership draw no dissent at Los Angeles conference

Because of the soft economy and uncertain prospects, CBS television-network affiliates held no annual meeting last year. Last week they held one that made up for lost time.

The two-day general conference (May 9-10), with various sessions taking place in North Hollywood, Hollywood and Los Angeles, came in the immediate wake of similar meetings by ABC-TV and NBC-TV affiliates. But like Riva Ridge in the stretch, the CBS-TV station people regarded themselves as winners and talked mostly about widening leads.

CBS-TV President Robert D. Wood, who motormanned the conference from start to finish, rang out the good news in his opening remarks: "Your network is the undisputed leader," he said. "First place in prime time, first in the daytime, first in the area of children's programming, first in news, and now clearly on our way to first in late night."

And Mr. Wood wanted affiliates to make no mistake about CBS also being "first in sales, not only in network television but among all advertising media." What it all added up to, delegates were told, was that "never before has any network led in so many different arenas of network competition."

The responsibility of documenting these high-blown claims was given to Jay Eliasberg, director of research. Among other findings that he presented, Mr. Eliasberg showed measurements indicating that in the last two years CBS-TV's prime-time rating among adults 18 through 49 has increased by 13%, or an average of 1.6 rating points over every minute of the prime-time schedule. This increase of young adults came about, Mr. Eliasberg explained, because Bob Wood got rid of highly popular programs with older demographics such as Red Skelton, Jackie Gleason, Ed Sullivan, Beverly Hillbillies, Green Acres, Petticoat Junction, Hec Haw and Mayberry R.F.D. and replaced them with fresh programs. "What is particularly remarkable," he said, "is that this record was achieved without lowering, to any meaningful degree, our rating among adults 50 and older."

The only spot of trouble noted by Mr. Eliasberg is in the network's weekday daytime performance, which, he admitted, "was not up to the levels of previous years." Still, Mr. Eliasberg asserted that CBS-TV remains number one in daytime even though "we did not have the huge leads we have had in the past."

Offsetting the drop-off in daytime was the record of upturn in late night, as presented by Mr. Eliasberg. Ratings have almost doubled, he claimed, since movies were substituted for the Merv Griffin Show. He further claimed a lead of four-tenths of a rating point over NBC-TV's Tonight Show Starring Johnny Carson.

According to the research executive, this meager lead would increase to a full rating point if the late-night station clearances of the CBS movie were equal to those of the NBC-TV show.

Mr. Eliasberg saved his best news for last. In 49% of the 126 markets in the country that now have three commercial network services, he said, the CBS affiliate is first in prime time. Over the full-day schedule (9 a.m. to midnight), he added, 56% of the CBS stations in the fully competitive markets are in first place. These add up to twice as many first places as NBC-TV and more than three times those of ABC-TV, Mr. Eliasberg said.

Frank M. Smith Jr., vice president, sales, added relish to Jay Eliasberg's hot-dog report. Television, he said, is "now in a very strong market position."

The uncertainty of the last two years in the business community is declining, and Mr. Smith estimated a growth of some 7% in network TV sales and a similar growth pattern for national spot. Local TV sales, he predicted, would rise between 10% and 12% this year.

Basing much of his optimism on "a bright economic outlook" generally, and "a really strong program schedule" at CBS-TV, Mr. Smith said the 1972-73 season "should be a really great one." Mr. Smith reported that "we are booking record sales dollars, from a record number of advertisers, at a record pace."

This buoyant air reportedly prevailed throughout a closed question-and-answer session between network management and affiliates on the concluding day of the conference. "The complaints didn't amount to a hill of beans," said one affiliate upon conclusion of the session.

That impression was confirmed by Bob Wood. "This is the best affiliates meeting we've had in the four years since I've been president," he told Broadcasting. Sales executive Fred Silverman, vice president, programs, laid it out for the general conference of CBS-TV network affiliates in Hollywood: Coming off "a very good season," he said, "our objective will be an even larger circulation lead"—a striving for "the largest in the history of the network." Beyond circulation considerations, CBS-TV is seeking to shape "the kind of balanced program service which can set us apart."

Throughout Mr. Silverman's presentation and those of several other network executives who focused on programming, the emphasis was on the restructuring of the CBS-TV program line-up.

Oscar Katz, vice president, programs, New York, said, "The big story here is the concentration of our programming. We have a different profile, a different personality."

Charles B. Brakefield, chairman, CBS-TV Network Affiliate Association, referred to this metamorphosis in opening the two-day meetings. Praising Bob Wood as "the best president the CBS television network has ever had," Mr. Brakefield recalled how a year ago Mr. Wood "made the very critical decision to change both the image and direction" of the network. The result of his rejection of tried-and-true programming with many years of track-record successes, according to Mr. Brakefield, is that CBS-TV has emerged "firmly entrenched as the dominant network in American television."

Mr. Wood picked up this theme and referred to programming changes on the network in the past two years as "massive" and "nothing less revolutionary." It wasn't merely jockeying for circulation leadership that dictated the moves, Mr. Wood said. "Of far greater concern," he said, "was the realization that every segment of our society—every aspect of our culture—was in ferment, undergoing enormous change."

Mr. Wood went on to explain that the network became convinced "that we should overhaul our entire schedule—indeed our entire point of view—and make sure the television was right for the times so that it would continue to be America's center of attention." What CBS-TV did, the engineer of this strategy said, was to reach beyond its hard-core audience of people who watch television "to get away from it all," and try to grab those growing numbers "who only watch only when television gets with it."

Mr. Wood pointed to All in the Family as the most outstanding reward for the "kind of gamble" the network took. "Certainly no program represented a sharper break with traditional television," he said. Detailing the rationale for the new fall
schedule, Mr. Silverman said that only on Sundays, during the current season, was CBS-TV lagging behind the other networks in prime-time ratings, and that this night was the "major problem area," requiring "the most remedial action." The action taken was "reprogramming" of the entire evening's schedule. Beyond Sundays, he said, "changes on the other nights call for merely strengthening isolated pockets of weakness."

Mr. Silverman also announced more than 100 hours of special, pre-emptive entertainment and public-affairs programming in the last two years. He said, the network's "most ambitious specials effort." Together with regular programming and specials, the fall schedule, he maintained, amounts to the most diversified in CBS-TV's history.

It was left to Oscar Katz to discuss the network's less glamorous day-part schedules—Saturday morning and daytime. About daytime, Mr. Katz conceded

A true Aries. CBS-TV President Robert D. Wood came up with an indicative one-liner of the 1972 general conference of CBS-TV affiliates. "You're becoming the statesman of the industry," somebody said after he had finished his speech-making. "I don't want to be a statesman," Mr. Wood snapped back, "I just want to be a winner."

that the competition has narrowed CBS-TV's lead over the last two years, but he expressed determination to restore the network's "traditional daytime dominance" and promised that daytime programming would be "the number-one priority."

Summarizing the daytime situation, he said that serials on the network are being made better, plans are under way to completely change the network's situation-comedy block (with morning programming aimed primarily for adult women instead of preschool children), program development is being increased, and the quality of manpower assigned to daytime projects improved. The low point in the ratings of CBS-TV's serial programming was reached in January, Mr. Katz said, and in February the three networks were "neck-and-neck" in overall daytime ratings, but by last month CBS-TV was 11% ahead of NBC-TV and 17% ahead of ABC-TV.

Saturday morning children's programs, Mr. Katz claimed, provide the network with its biggest lead over the competition. ABC-TV and NBC-TV will make a determined bid in the coming season to overtake this lead, but CBS-TV is just as determined "that this will not happen."

The CBS-TV affiliates passed a resolution opposing the action by the Justice Department in instituting antitrust suits against the three major networks. The affiliates also authorized their board of directors "to take whatever steps it deems necessary or appropriate in the courts and otherwise."

The week before NBC-TV affiliates voted to intervene with Washington counsel in defense against the antitrust suits (Broadcasting, May 8).

**FCC sets 5% rule for banks**

Under that level of minority ownership, their shares in broadcast-owning firms won't figure in total-station ceilings.

The long-awaited revision of the FCC's multiple-ownership rules to increase the amount of stock that banks may hold in publicly owned broadcasting companies without being counted against total station portfolios was announced last week. As expected, the commission ruled that banks may now own as much as 5% of the stock in any number of broadcasting companies before their ownership is counted in the multiple-ownership limits of seven stations in each broadcast service. In the past, bank holdings of more than 1% have been charged in computing limits of station ownership.

In order to legally assume the maximum 5% ownership, however, the commission said banking organizations will be required to file disclaimers or intent to control or influence the management of firms in which they hold such interests.

The commission's announcement follows two and one half years of rule-making proceedings initiated at the request of the American Bankers Association. ABA had asked the commission to impose a 10% ceiling on the total amount of stock a bank may hold in any broadcast firm. It claimed that any maximum under 10% would have the effect of hampering broadcasters' ability to raise sufficient capital and would force large-scale divestiture of existing bank holdings.

(In 1968, the commission raised the ownership limit in broadcast stock for mutual funds from 1% to 3%. That standard remains unchanged.)

While the commission agreed that the current ceiling should be raised, it would not accept ABA's argument for the 10% limitation. ABA had emphasized that 10% ownership is the criteria recognized by many state and federal laws for presumption of control of a given company. The commission maintained, however, that these 10% standards are legal determinations based on a particular industry and "are not applicable to broadcasting."

The commission gave banks holding stock in trust in broadcasting companies three years to arrange their investments in compliance with the new rule. According to an ABA estimate, the total value of divestiture necessitated by the rule is $84 million. Although the prior limit on stock holdings was only 1%, it is generally understood that many banking institutions' investments in broadcast stock exceeded that limitation (although stock holdings in excess of 1% were generally not voted directly by the banks). ABA had told the commission that a benchmark of 1% would force a divestiture of some $1 billion and would affect some 25 companies. At the same time, it said, a 5% ceiling would affect only one broadcast firm and force a divestiture of only $4 million.
We're bringing new thinking about color recording to broadcast television (and more stations every month are helping us prove our point)

It's happening in broadcast markets from the West Coast to New York. From Canada to Mexico. For the first time broadcasters have a realistic alternative to high-cost quadruplex color recording. It's the versatile IVC-900 Series Broadcast Color Videotape Recorder with Time Base Corrector. A natural for network delay, sports programming (3 1/2 hour recording time), locally produced origination or commercials, including both remote vans and studio production work (playback synchronously through switcher/fader, special effects generator)—even dub to quad if required. Initial investment far less than for quad machines. Head replacement costs are reduced by a factor of five. Tape costs are one-third of quad in normal use. It all adds up!

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Presenting the first broadcast camera to see reds as they really are—while dramatically reducing studio and remote lighting requirements

The IVC-500 Color Camera is casting teleproductions in a new light. The secret is the new one-inch silicon diode tube in the camera's red channel. It's the tube most other cameras wish they had but don't (because they are designed for the older 30 millimeter tubes). For the first time all the elusive shades of red can be captured. And we've kept Plumbicon* tubes where they perform best—in the green and blue channels. The super-sensitive silicon diode tube lets the IVC-500 operate in 100 foot candle settings rather than the normal 200, producing beautiful pictures. Light and air conditioning bills drop while performers' comfort increases in the cooler environment. Strong on remotes, the IVC-500's outdoor or arena colorimetry looks like studio quality even at 10 foot candles. It's compact and highly portable. In comparative demos against more expensive broadcast cameras, chief engineers invariably identify the IVC-500 as having superior colorimetry. A true broadcast camera at a price you can afford. Write or call to arrange for a demonstration.

*Trademark of N. V. Philips

the 500 from... IVC
International Video Corporation
(Broadcasting, Sept. 7, 1970). By imposing a benchmark of 5%, the commission is seen to have precluded the divestiture of some $900 million worth of broadcast stock.

While the commission's action comes as a disappointment to banking interests—many of whom had felt as recently as five months ago that a 7½% limitation would have been acceptable ('Closed Circuit,' Jan. 10)—it was no surprise. Last March it was learned that the commission's staff was adamantly about imposing the 5% limit. Action on the proposal was delayed while the staff sought to determine the impact of banks serving as co-trustees of stock in broadcast companies. As a result of that analysis, the commission ruled last week that whenever a bank is involved in a co-trusteeship the total value of the stock involved will be aggregated against its 5% limitation.

In promulgating the new rule, the commission said it was working under the principal that most banks having broadcast holdings are no more than "passive investors who manage the trusts for investment purposes for the beneficiaries and not to control the management or policies of a broadcast company." In order to insure that this "passive" status is maintained under the new rule, the commission imposed the disclaimer requirement, which makes the rule read, in effect, that while banks may hold up to 5% of a broadcast firm's stock, they may not use that ownership interest to influence the operation of the firm.

In the same action, the commission deleted from the rules a requirement that banks with broadcast holdings file copies of affiliated trust agreements or abstracts. It said this requirement was no longer necessary, because a broadcast firm's ownership report will indicate the persons delegated the authority to vote its stock.

The commission also stated last week that in cases where a bank official is a director of a certain broadcast company and has holdings in that or any other broadcast company, that individual will be subject to the multiple-ownership rules if the bank's broadcast holdings are the maximum allowed by the commission (seven stations in each service). Thus, if a bank owns 5% of a firm operating seven television stations, and an officer of the bank has stock in another firm owning additional TV stations, the individual would have to either give up his directorship in the broadcast firm or sell his broadcast stock. The opposite situation does not hold true, however. If a bank official owns stock in a broadcast company with the full TV complement, the bank itself may still acquire up to
5% interest in other firms with TV holdings.

The commission's action last week came on a vote of 5 to 2. Commissioners Nicholas Johnson and Robert T. Bartley dissented. Mr. Johnson issuing a statement in which Mr. Bartley joined. The statement accused the majority of formulating a new policy "to satisfy banks and bank-held broadcasters—a change adopted only to avoid divestiture," Mr. Johnson claimed that those parties supporting the rule amendment "have totally failed to show how the public interest will be improved" by the change, and that the commission has ignored various potentially harmful effects of the action, including the impact of institutional ownership on broadcast management decisions.

Slap a back, shake a hand

NAB's Wasilewski and Hulbert urge broadcasters to build good will on Hill; take their problems to the mountain top

Two National Association of Broadcasters officials told broadcasters last week to get closer to their congressmen and senators. Part of a sustained push to acquaint legislators with the problems of broadcasting, "How to Sell Your Congressmen" might have been the titles of the speeches by Vincent T. Wasilewski, president, and James H. Hulbert, executive vice president for public relations.

Mr. Wasilewski told the Oregon Association of Broadcasters, meeting in Lincoln City, Ore., that this election year, when candidates are campaigning and many broadcasters are having contacts with them, is the best time to make their views known on license renewals.

Pumping hard for the airing of the industry's problems, Mr. Wasilewski urged on-air discussions that consider both sides of the fairness doctrine, or call-ins on the license-renewal issue.

Station personnel must be educated about license-renewal problems and attacks on advertising, he added, so they know their jobs may be at stake.

Mr. Wasilewski also asked, "What do you do for your senators and congressmen? Do you only broadcast a few paid spots during an election year, or are you in constant, year-round contact with your representatives? You must build good will with your officials in Washington, just as you do with your audiences . . . The time to build friendly relationships is when you don't need them so that they will be available when you do."

Above all, Mr. Wasilewski said, the public and molders of public opinion understand that advertising is the sole support of radio and TV. "Without
it," he said, "broadcasting cannot survive."

He acknowledged that many people do not realize advertising's importance or the significance of the partnership of communications and advertising that has resulted in higher standards of living, improvement of culture and of education. But some do, he noted, quoting from the late William Green, president of the American Federation of Labor:

"In a very real sense, advertising is a bright symbol of freedom. . . . If there were no liberty, there would be no advertising."

Half a continent away, Mr. Hulbert was saying much the same thing, but in bolder and more pointed language. To the Illinois Broadcasters Association, meeting May 11 in Springfield, and to the Iowa Broadcasters Association, meeting May 12 in Cedar Rapids, Mr. Hulbert stated that "A broadcaster ought to regard his congressman in the same manner he regards a sales prospect."

Citing the requisites for successful selling (know your product, believe in it, study your prospect and develop a proposal), Mr. Hulbert declared broadcast-

ers must know their congressman's constituency, his staff, and his grievances.

Developing arguments in favor of broadcasting, Mr. Hulbert emphasized must be done from the congressman's point of view: "The emphasis should be on your service record, your relationship to your listeners and viewers—his constituents, their stake and the community's stake, and his personal stake in maintaining that license in responsible hands.

"It would not hurt," Mr. Hulbert continued, "to point out what could happen if the license ended up in the hands of some of those who are seeking to oust current licensees."

And, he added, "do something for your congressman or senator when you are not asking him for anything." He added: "If you do so in good conscience, give him some editorial support on matters that are important to him."

Women v. women

Happy Rain's motion gets solid backing at A WRT convention; new President Kemp warns of changes

At its annual convention in Las Vegas, the American Women in Radio and Television has voted for the third time its opposition to the proposals advanced by Action for Children's Television.


Mrs. Lee-Benner opened her campaign to activate women broadcasters to protest the ACT proposals last month, including one suggestion that the founders of ACT be investigated (BROADCASTING, April 24). ACT's two-year-old petition to the FCC asks that all commercials on children's TV programs be banned and that stations be required to program at least 14 hours weekly of children's programming. The FCC has received comments and reply comments on these suggestions but has not taken any action yet.

ACT also has asked the FTC to prohibit the advertising of vitamins, toys and foods on children's TV programs. The trade commission, as yet, has taken no action on these petitions.

Mrs. Lee-Benner said last week that the A WRT action satisfied her "to an ex-
tent." Her purpose, she said, was to stir women broadcasters individually to become active in opposing ACT, particularly through public speeches and on-air discussions.

She also said that the Palmetto chapter of A WRT (South Carolina and part of North Carolina) was writing to each of A WRT's 2,000 members urging opposition letters to the FCC and FTC.

More than 500 women broadcasters at the May 4-7 convention heard the association's new president, Rose Blythe Kemp, vice president of Columbia College, Los Angeles (BROADCASTING, May 1), warn that broadcasting may well change in coming years, especially with the growth of CATV.

"As it [CATV] grows from now on it will provide a vast freedom of choice, it will eventually create a vast number of new jobs. It will stir up the creative juices. It may well change the system of broadcasting as we accept it today. And it could change the lives and livelihood of countless numbers of people . . .

"I urge you to learn, with eyes open to fascinating possibilities and minds kept flexible for change. For change is inevitable."

Outgoing president Marianne Campbell, Holzer Medical Center, Gallipolis, Ohio, noted in her talk that broadcasting seems to be the "whipping boy" for the social problems of America.

Elaine R. Pitts, Sperry & Hutchinson, New York, was made president-elect of A WRT—taking office next year.

If you're interested in buying or selling CATV properties see Ed Whitney and his associates at the NCTA.

Announced

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

* WNOV(AM) Milwaukee: Sold by Phil Chess, Revetta Chess Feder and the estate of the late Leonard Chess to Courier Communications Corp., for $385,000. Courier Communications is headed by Jerrell Jones, publisher of Milwaukee Courier, black-oriented weekly newspaper. WNOV operates daytime on 860 kHz with 250 w. Broker: Blackburn & Co.

* WSER(AM) Elkton, Md.: Sold by Wyoming Valley Broadcasting Corp. to Oscar T. Grana, D. Michael Brandewie and Daniel Hamilton for $150,000. Buyers are all federal government employees in Washing-

ton. Mr. Grana was formerly an em-

ployee of WEAM(AM) Arlington, Va. WSER

is a daytimer on 1550 kHz with 1 kw.

Procession up the ladder at NBC-TV

Schlosser moved to new job next to top; Werner and White are reassigned; Wald now second to Frank at NBC News

A series of high-level executive changes, in which Herbert S. Schlosser will move into the newly created post of executive vice president of NBC-TV, was announced last week by Don Durgin, president of the network.

Mort Werner, vice president in charge of programs since 1961, will move up to the newly created position of senior vice president, program planning, and will be succeeded as head of programs by Lawrence R. White, currently vice president, programs, East Coast. Both will report to Mr. Schlosser, currently vice president, programs, West Coast.

The changes will become effective June 1.

Mr. Durgin said Mr. Schlosser was "brilliantly suited to join NBC-TV's management team in the operation of a large and complex network organization, requiring an unusual combination of administrative and creative judgments"; that Mr. Werner's new assignment, allowing him to devote "his extraordinary program abilities" full time to program development and planning, is in line with his long-standing belief that "he could be most effective as a full-time programmer freed of the administrative detail involved in running the day-to-day operation of the program department," and that Mr. White will bring to the top program post "an outstanding record of success" in a 24-year broadcasting career in which he has been a program producer, a builder of NBC-TV's daytime schedule and supervisor of its development of children's programming.

Reporting to Mr. Schlosser, in addition to Mr. Werner and Mr. White, will be David W. Tabet, vice president, talent, whose responsibilities will include special assignments as well as talent arrangements; Donald Carswell, vice president, business affairs; John M. Otter, vice president, sales; William H. Trevarthen, vice president, operations and engineering, and Myron (Mike) Weinblatt, vice president, talent and program administration.

Mr. Schlosser will report to Mr. Durgin.

Mr. Schlosser, formerly with Phillips, Nizer, Benjamin, Krin and Ballon, a New York law firm with a large motion-picture and television practice, joined NBC in 1957 as attorney for California National Productions, a subsidiary of which he later became vice president and general manager. He was named director of talent and program administration for NBC-TV in 1961, added a vice presidency a year later, and was appointed NBC-TV vice president, programs, West Coast in 1966. Since then he has been responsible for all phases of network programming produced on the Coast.

Mr. Werner, who joined NBC in 1951, had a major role in the development of NBC-TV's Today and Tonight shows and its porn Home series, becoming executive producer of all three, and also helped shape NBC Radio's weekend Monitor service. He became director of participating programs in 1955, rose to director and then vice president in charge of national programs and in 1957 was named vice president for daytime TV programs. Later that year he moved to Kaiser Industries and, two years later, to Kaiser's agency, Young & Rubicam, as vice president and radio-TV director before returning to NBC as head of TV programming in 1961.

Mr. White, who started in broadcasting as a producer-director for the old Dumont TV network in 1948, held executive posts with Benton & Bowles, CBS-TV and Goodson-Todman and headed his own company, Gateway Productions, before joining NBC in 1965 as vice president, daytime programs. He has been vice president, programs, East Coast, since November 1968.

In a separate realignment at NBC, Richard C. Wald, vice president, NBC News, was promoted to the new post of executive vice president, NBC News. The principal executives of the NBC News staff will report to him; in turn he will report to President Reuven Frank. This change is also effective June 1.

Mr. Wald has been vice president, NBC News, since April 1968, responsible for the division's "hard news operations." Earlier Mr. Wald had been associated with the New York Herald Tribune from 1951 to 1966, and was serving as its managing editor when it ceased publication in that year.

Meet Senator Pastore

Hearing set for Hooks, Wiley nominations

The Senate Commerce Committee has scheduled a hearing May 23 on the nominations of Richard E. Wiley and Judge Benjamin L. Hooks as members of the FCC.

Mr. Wiley has served on the commission since Jan. 4 under an interim appointment by President Nixon. He has been nominated to fill the unexpired term of Commissioner Robert Wells, who resigned. That term runs from July 1, 1970, to June 30, 1977. Mr. Wiley served as FCC general counsel from September 1970 until last January.

Judge Hooks, a black lawyer and preacher from Memphis, was nominated last month to succeed Commissioner Robert T. Bartley, whose term expires June 30 (Broadcasting, April 17).

Senator John O. Pastore (D.R.I.), chairman of the Communications Subcommittee, will preside at the confirmation hearing.

Members of NBC-TV's new top team appeared together during NBC affiliates convention two weeks ago, their appointments hadn't been announced then. Herbert S. Schlosser (second from left), then West Coast programs vice president, becomes network's number-two man as executive vice president, reporting to President Don Durgin (r). Lawrence R. White (l), Mr. Schlosser's East Coast programming counterpart, becomes vice president in charge of programs, succeeding Mort Werner (second from right), who gets a new title—plus compliance with wish to be freed of administrative nitty-gritty, plus new long-term contract, according to NBC—as senior vice president, program planning. Changes were seen as designed to move younger executives higher into management echelons. Mr. Schlosser is 46, Mr. White is 45, same age Mr. Werner was when he took top program post in 1961. President Durgin is 47. Changes take effect June 1.
All About Parents
It may save the kids.

Here is programming in which Dr. Phyliss Harrison-Ross, a pediatric psychiatrist and a panel of parents deal with some of the most vital problems today—being oppressed, being a parent, living in the inner-city.

All About Parents is the kind of television that can have a significant impact on the future of an important segment of America. It’s programming with guts. It meets a real need. It’s the kind of thing that makes television important. And it’s part of what TelePrompTer is doing to utilize this mass media for the public good.

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Now...where's the money?

That's question likely to be heard as cable operators gather at NCTA convention; and facing financial realities is only for openers now that FCC's rules are in effect.

Get 10 representatives of the cable-television industry together in a room, drop a few phrases like "wired nation" or "communications revolution," and nine of them will quietly start to poke holes in your grand vision (the other one will be on the telephone, discussing a long-term financing arrangement). The time when Washington dominated talk about cable is past; the time to begin actually building those big, complex, vaunted systems has arrived. And absent a federal decision to divert the defense budget into cable construction, the completion and successful operation of those systems will take a long, long time.

Cablemen know it. And the delegates to this week's National Cable Television Association convention are not likely to be hawking real estate in paradise. An industry that has sometimes been accused of overselling itself now speaks with a cautious, tempered voice. The high hopes are still expressed—after all, the theme of this week's convention is "CATV: The New Communicator." But now that extensive wiring of urban areas is a serious possibility and not just a foundation executive's dream, the inevitable question is: Where's the money going to come from?

The question is even more puzzling in cable than in most industries, because its demand for capital will exceed that of most industries if the nation is to be wired on anything like the scale envisioned by cable's cheerleaders. It is generally assumed that the industry would need a base of about 25 million homes in the next decade if its widely touted, technologically advanced applications are to make economic sense. That, in turn, would require industrywide capital commitments of over $1 billion a year for 10 years.

That formidable figure would have to be reached in an already competitive market for capital. Amos B. Hostetter, executive vice president of Continental Cablevision Inc., has summed up the problem this way:

"The total national savings-to-investment flow of new funds to corporate users is at a rate only $25 to $30 billion a year. Of this the utilities, including the telephone company, take over half. No other single industry—not the airlines, not the gas transmission lines, not the railroads—attract capital at a rate in excess of $1 billion a year, which is the rate at which cable must attract in order to reach a 40% saturation in 10 years. A formidable task in a decade that economists already feel will be one of unprecedented demand for capital."

From this recitation of financial realities, it becomes apparent that this one consideration alone is enough to insure the continuing consolidation of the cable industry into a few large companies with the stability and resources to make large-scale cable operations work. And most observers agree that the companies now building a strong base are the ones that will lead the industry in the years ahead.

A look at the maps on pages 48 and 4 indicates which companies to watch, and where their largest systems are now operating. These companies—the ones with more than 100,000 subscribers—are establishing clear dominance in their industry. With the mergers that have taken place in recent months, this year's convention will mark a new stage in the industry's continuing consolidation: Eleven companies now command about half of the nation's cable subscribers (Broadcasting, March 20).

There is still ample concern over government—no regulated industry escapes that—and two of cable's constant problems will find their places on the convention agenda: copyright and federal-state-local relationships. The choice of principal speakers also reflects that concern: FCC Chairman Dean Burch; new NCTA President David Foster, whose first actions in that office have been directed toward strengthening the association's government-relations efforts; and consumer advocate Ralph Nader, one of the crusaders whom cablemen would like to number among the allies of their still-glamorous industry.

But government is far from the whole show. Here are some other highlights:

The broad titles of the principal management sessions encompass the major outside "views" of cable: the public view, the advertising view, financial, regulatory (divided into federal-state-local), advertising, educational and programming. At the financial session, the principal speaker will be Elliott Averett, president of the Bank of New York; at the advertising session, Leonard Matthews of Leo Burnett Co., Chicago; at the public session, Ted Ledbetter, Washington communications consultant; at the federal...

A short course in cable, 1972

There are about 2,750 operating cable systems in the U.S. There are another 1,950 systems approved but not built, and 2,900 applications pending before local governments. Pennsylvania, where cable began, has the most systems: about 300. Systems currently in operation reach about 6 million homes, perhaps 18.5 million viewers. The average system has 2,150 subscribers. The largest—in San Diego—has over 51,000. Some have fewer than 100. Most systems offer between 6 and 12 channels; the average for all is 10.4. Most new systems being constructed have 20 channels. The state-of-the-art maximum is about 48 forward channels. Monthly fees average about $4.95. Installation fees range from nothing to over $100; the average is $20. Total cost of an average system is estimated between $500,000 and $1 million. The cost of laying cable ranges from $4,000 per mile in rural areas to more than $50,000 per mile in large cities. Over 400 systems have the capability of originating programs, and nearly 300 do so on a regularly scheduled basis—an average of 16 hours a week. Almost 800 have the capability of providing such automated origination as time and weather services and stock reports. Advertising is known to be carried by 53 systems which originate programs. Another 375 accept advertising with automated services. The average charge is $15 per minute, $88 per hour-long program. About 42% of the cable industry is owned by other communications interests. Broadcasters account for 30%, newspaper publishers for 7%, telephone companies for 5%.

The CATV industry had total subscriber revenues estimated at $360 million in 1971.
Cable television brokers are great. Until you want something from them.

Let's face it, most cable television brokers talk a great deal about their abilities and their impressive list of successful negotiations for cable television firms. And talk, and talk, and talk.

Then you ask them for something. Like an appraisal of your system. Or detailed information and cost for a particular consulting job. Or to find a qualified investor or buyer. They say it will take more time, or they're busy with a big deal right now, or they'll get back to you. And you wait, and wait, and wait. It's the same old story.

It's partly your own fault. You've been talking (and listening) to the wrong people.

The men in the picture on the opposite page are from Daniels & Associates. The cable television pioneers. Aggressive, dynamic, professionals with 81 combined years of experience and knowledge in the cable television industry. Their only business is cable television.

Daniels & Associates has offered a wide range of confidential, professional services to the cable television industry for almost 20 years. The leading brokers, consultants, appraisers and negotiators in cable television with over $270,000,000 in system sales. And that's not just a lot of talk.

Daniels & Associates has a wide range of qualified interested investors and buyers for cable television properties. And they match your particular financial needs to the buyer's requirements. Without any wasted time and effort. No wonder Daniels & Associates has the highest reputation for buyer-seller satisfaction in the industry.

The company appraises cable television properties for owners, estates, banks, and other lending institutions. Throughout the country. Expertly and efficiently.

In addition they are consultants offering cable television firms a wide variety of comprehensive management services.

When you have a need for independent, confidential professional advice, talk to the right men. The men at Daniels & Associates.


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Brokers · Appraisers · Consultants
2930 East Third Avenue · Denver, Colorado 80206 · (303) 321-7550
The maps and data on these two pages display (1) each of the 11 CATV companies now having as many or more than 100,000 subscribers and (2) the individual systems within each that serve 5,000 or more subscribers. Together, these multiple system owners command over 2.5 million subscribers, or nearly half of the industry's total.

1 Teleprompter Corp. 140 systems, 639,000 subscribers.
Alabama: Dothan (5,000), Florence (16,000), Gadsden (10,000), Huntsville (16,000), Tuscaloosa (10,000)—Arizona: Prescott (5,000)—California: Long Beach (20,000), Los Angeles (34,500), San Bernardino (17,000), Santa Cruz (20,000), Santa Maria (19,500)—Florida: Lakeland (6,000), West Palm Beach (5,000)—Iowa: Dubuque (13,600)—Idaho: Lewiston (7,500)—Maine: Caribou (5,000)—Massachusetts: Worcester (6,700)—Michigan: Escanaba (5,000), Ironwood (5,000)—Minnesota: Rochester (12,000), Winona (7,000)—Montana: Great Falls (9,000), Missoula (8,000)—New Hampshire: Keene (8,000)—New Jersey: Ocean City (7,000), Vineland (8,000), Ventnor (10,000), Wildwood (14,000)—New Mexico: Farmington (5,000)—New York: Elms (27,400), Jamestown (11,900), Manhattan (44,500), Newburgh (10,000)—Ohio: Portsmouth (10,000)—Oregon: Eugene (21,600)—Pennsylvania: Johnstown (20,400)—Texas: Galveston (5,800)—Virginia: Richmond (6,500)—Washington: Richland (5,000), Seattle (10,400), Walla Walla (5,600), Wenatchee (5,600)—Wisconsin: La Cross (7,300)—West Virginia: Clarksburg (12,000), Fairmont (6,900), Morgantown (7,000).

2 Cox Cable Communications Inc. 29 systems, 230,000 subscribers.
California: Bakersfield (12,100), San Diego (51,200), Santa Barbara (30,900)—Florida: Ocala (5,700)—Georgia: Macon (15,400), Warner-Robins (7,500)—Indiana: Peru-Wabash (8,700)—Massachusetts: North Adams (8,500)—Michigan: Marquette-Ishpeming (7,000)—Pennsylvania: Lewistown (8,900)—Texas: Lubbock (7,400), Ruidal (8,200), Washington: Aberdeen (10,500).

3 Teleprompter Corp. 140 systems, 639,000 subscribers.
Alabama: Dothan (5,000), Florence (16,000), Gadsden (10,000), Huntsville (16,000), Tuscaloosa (10,000)—Arizona: Prescott (5,000)—California: Long Beach (20,000), Los Angeles (34,500), San Bernardino (17,000), Santa Cruz (20,000), Santa Maria (19,500)—Florida: Lakeland (6,000), West Palm Beach (5,000)—Iowa: Dubuque (13,600)—Idaho: Lewiston (7,500)—Maine: Caribou (5,000)—Massachusetts: Worcester (6,700)—Michigan: Escanaba (5,000), Ironwood (5,000)—Minnesota: Rochester (12,000), Winona (7,000)—Montana: Great Falls (9,000), Missoula (8,000)—New Hampshire: Keene (8,000)—New Jersey: Ocean City (7,000), Vineland (8,000), Ventnor (10,000), Wildwood (14,000)—New Mexico: Farmington (5,000)—New York: Elms (27,400), Jamestown (11,900), Manhattan (44,500), Newburgh (10,000)—Ohio: Portsmouth (10,000)—Oregon: Eugene (21,600)—Pennsylvania: Johnstown (20,400)—Texas: Galveston (5,800)—Virginia: Richmond (6,500)—Washington: Richland (5,000), Seattle (10,400), Walla Walla (5,600), Wenatchee (5,600)—Wisconsin: La Cross (7,300)—West Virginia: Clarksburg (12,000), Fairmont (6,900), Morgantown (7,000).

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5 Tele-Communications Inc. 82 systems, 225,000 subscribers.
California: Vallejo (6,900)—Idaho: Idaho Falls (5,500)—Montana: Billings (9,000), Butte (5,700)—Pennsylvania: Ambridge (9,800), East Hills (6,400), McKeesport (5,500), Mon Valley (8,700), State College (12,700)—South Dakota: Rapid City (7,500).

8 Communications Properties Inc. 70 systems, 155,000 subscribers.
Indiana: Lafayette (14,200)—Massachusetts: Pioneer Valley (13,000)—New Jersey: Point Pleasant (5,300)—Ohio: Cambridge (5,000), Coshocton (6,400), New Philadelphia (6,000)—Pennsylvania: Beaver Falls (5,100), Williamsport (21,200)—Texas: Del Rio (8,900), Kerrville (5,100), Midland (9,600)—West Virginia: Weirton (5,200).

9 Cablecom-General Inc. 50 systems, 150,000 subscribers.
California: Modesto (7,500), Santa Rosa (11,600)—Colorado: Colorado Springs (17,300)—Mississippi: Clarksdale (5,300), Gulfport (5,100)—Oklahoma: Altus (5,600), Ardmore (5,700), Ponca City (7,900)—Texas: Amarillo (5,500), Denton (6,900), Lufkin (5,100), Odessa (5,200), Sherman (6,600).
2 Television Communications Corp. (assuming completion of pending merger with Cypress Communications Corp.) 125 systems, 380,000 subscribers.
(Present TVC systems) Arkansas: Fayetteville (9,600)—California: Barstow (7,500)—Illinois: Danville (11,800), DeKalb/Sycamore (5,300)—Massachusetts: Malden (5,400), Pittsfield (11,400)—New Jersey: Avalon (5,000) —New York: Olean (7,200) —Ohio: Avon (15,800)—Oregon: Cape Bay (5,500) —Pennsylvania: Bradford (6,600), Clearfield (5,100), Pittsfield (12,200), Warren (5,900)—(Present Cypress systems) California: Kern County (Bakersfield) (18,000)—Florida: Fort Walton Beach (17,000)—Mississippi: Columbus (5,000)—New Hampshire: Berlin (5,800)—New Jersey: Pleasantville (9,800)—New York: Cortland (5,200)—Ohio: Ashtabula (6,000)—Pennsylvania: Altoona (26,500), Chambersburg (6,300)—Tennessee: Kingsport (11,000).

3 American Television & Communications Corp. (assuming pending merger with Jefferson-Carolina Corp.) 71 systems, 264,000 subscribers.
California: Lafayette (14,300)—Florida: Cocoa (7,000), Melbourne (19,000), Ormond Beach (5,500)—Kansas: Emporia (5,200)—Kentucky: Madisonville (5,600)—Louisiana: Monroe (5,500)—Minnesota: Mankato (9,300)—North Carolina: Fayetteville (14,400)—Pennsylvania: Reading (19,300), Suburban (7,300)—West Virginia: Charleston (12,600)—Wisconsin: Beloit (7,700), Eau Claire (5,900).

6 Sammons Communications 47 systems, 200,000 subscribers.
California: Glendale-Burbank (7,300)—Indiana: Logansport (8,500)—Illinois: Ottawa (7,500), Streator (6,400)—New Jersey: Pleasantville (9,800)—New York: Cortland (5,200)—Pennsylvania: Easton (20,100), Harrisburg (29,800), Oil City (5,500)—Texas: Rio Grande Valley (20,100).

7 Viacom International Inc. 14 systems, 183,000 subscribers.
California: Delta (21,100), East Bay (16,200), North Bay/Petaluma (38,000), Orovil/marysville (14,500), Redding/Red Bluff (14,200), San Francisco (20,000), Sonoma County (6,400)—Ohio: Cleveland (6,100)—Washington: Everett/Snohomish (19,300), Seattle/Bellevue (18,600).

10 Time-Life Broadcast Inc. 13 systems, 118,000 subscribers.
California: San Diego (6,300)—Indiana: Marion (11,000), Terre Houte (10,600)—Michigan: Battle Creek (11,600)—New York: Manhattan (20,000)—Ohio: Ashland (6,000)—Pennsylvania: Levittown (6,400), East Pittsburgh (5,200).

11 LVO Cable Inc. 24 systems, 102,000 subscribers.
Colorado: Grand Junction (8,600)—Illinois: Galesburg (5,300), Peru-LaSalle (9,300)—Maryland: Berlin (5,300)—Texas: Abilene (14,500), Tyler (15,600)—Wyoming: Casper (9,600).
Official agenda for the NCTA convention in Chicago

(All places in Conrad Hilton)

Monday, May 15

Registration, 8 a.m.-5 p.m., Lower Lobby.

Exhibits, 8 a.m.-6 p.m., Continental Room, West Hall, East Hall, North Hall, Normandie Lounge.

Eye-Opener Sessions, all 8-9 a.m.


Tuesday, May 16

Registration, 8-5 p.m., Lower Lobby.

Exhibits, 9 a.m.-6 p.m., Continental Room, West Hall, East Hall, North Hall, Normandie Lounge.

Eye Opener Sessions, all 8-9 a.m.


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Luncheon, noon-1:45 p.m., International Ballroom. Moderator: Gene W. Schneider, 1972 convention chairman. Invocation: Rabbi Mordecai Simon, executive director, Chicago Board of Rabbis, Chicago. Speaker: David H. Foster, president, NCTA.


Annual Membership Meeting, 3:15-4:30 p.m., Waldorf Room. (NCTA members only.) Presiding: NCTA national chairman, 21st Annual meeting of membership; election of directors;
Do you meet the new CATV carrier accuracy of ±0.0005%* required by the FCC?

You can measure to ±0/00005% accuracy with the new Lampkin 107B Frequency Meter/Generator!

- Measures frequencies from 10 kHz to 1000 MHz
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proposed by-laws amendments; reports of standing and special committees. (Note: Ballots may be picked up beginning at 9 a.m. Tuesday, May 16, in PDR 1.)


Wednesday, May 17

Registration, 8 a.m.-3 p.m., Lower Lobby.

Exhibits, 9 a.m.-1 p.m. Continental Room, West Hall, East Hall, North Hall, Normandie Lounge.


Technical Session

Technical Session

Management Session

Thursday, May 18
NCTA Board of Directors Meeting, 9 a.m.-noon, Lower Sum- mit (above Towers).

Special meetings scheduled
Joint meeting of FCC technical advisory and federal/state/local committees, PDR 4, 2 p.m., Monday, May 15.
IEEE coordinating committee for cable communications, PDR 3, 2 p.m., Monday, May 15.
Society of Cable TV Engineers, business meeting, Upper Summit, 5:30 p.m., Monday, May 15.
National Association of Educational Broadcasters CATV committee and NCTA's ETV committee joint meeting, Room 412, 10 a.m., Tuesday, May 16.

Who, what and where of the NCTA convention
Aberdeen Co.
Booth 128
Headquarters: P.O. Box 2663, Culver City, Calif., 90203.
Featured: Construction hardware, house drop hard- ware, ladder.
Personnel: George M. Acker, Henry Hopfeld.

ABTO Inc.
Booth 136
Headquarters: 1926 Broadway, New York 10023.
Featured: The ABTO color system including 16mm cameras, 35mm slide camera, film and side projectors equipped for Abtography, optical multi-projectors and three-tube color film chain cameras. ABTO film to video cassette transfer process.

AEL
Booth 200
Headquarters: P.O. Box 507, Lansdale, Pa., 19446.

Ameco, Inc.
Booth 221
P.O. Box 13741, 2900 Grand Avenue, Phoenix 85002.
Featured: DISCARD™, Felicade, NOVA, amplifiers: P/I Series, Amplifying transformers: Assorted power supplies, splitters, taps; A complete line of CATV equipment.
Personnel: Bruce Merritt, John Buchanan, Kevin P. Barry, Don Moron, Jack Blanchard, Bob Wilson, Ken Jones, Gene Wampler, Don Gregory, Dick Old, Paul Askos.

Amplex Corp.
Booth 132
401 Broadway, Redwood City, Calif., 94063.

Anconada Electronics
Headquarters: 305 North Muller Street, Anaheim, Calif., 92801.
Featured: CATV head end, active, passive equipment.
Sealmatic coaxial cable, Century series microcircuits.

Andrew Corp.
Booth 10
Headquarters: 10500 West 153rd Street, Orland Park, Ill., 60462.
Featured: HELIAZ elliptical waveguide. HELIAZ coaxial cable, LDS antennas, UHF antennas.

Angenieux Corp. of America
Booth 100
P.O. Box 440 Merrick Road, Oceanside, N.Y.
Featured: 10 x 15 BMA/MC 12.9 lens on Shibaden FPC 1300 camera, 15 x 15 EFF 11.9 lens on Norelco LFH-1 color camera, 10 x 17.5 U-111.9 lens.

Anilux-Pruan Inc.
Headquarters: 1363 First Avenue South, Seattle 98134.
Featured: Head and equipment, amplifiers, cable, pole line hardware, passive devices, drop materials, lineman's equipment and tools, optical cable connectors and splitting materials, CATV specialty items.
Personnel: Jack Pruzan, Herb Pruzan, Don Thomsen, Tim Rankin, Gordon Halverson, Alan Schneeman.

Associated Press
Booth 103
Headquarters: 50 Rockefeller Plaza, New York 10020.
Featured: News displays.
Personnel: Robert N. Sury, Robert Eungon, Tony Catella, Jack Pace, Sandy Clinton, Charles Singleton, Roy Steinfort.

Avante Inc.
Booth 108
291 Copper Road, Santa Clara, Calif., 95051.
Featured: CATV — remote automatic sweep system.

Avcom Inc.
Booth 104
Headquarters: 47 Quail Court, Suite 1001, Walnut Creek, Calif., 94596.
Featured: 1/4" helical scan video tape recorders and cameras. Monitors.
Personnel: Doug McCarty, Cliff Riggs.

A-Y Systems Inc.
Booth 228
Headquarters: 44 Railroad Avenue, Glen Head, N.Y. 11545.
Featured: Local origination systems.

BARSH Advertising
Booth 214
Headquarters: P.O. Box 77, State College, Pa., 16801.
Featured: CATV advertising and marketing materials.
Personnel: Mr. and Mrs. B. Barsh, Mr. and Mrs. Ronald Shoyer, Mr. and Mrs. Glenn Albert.

Belden Corporation/Electronic Division
Booth 237 & 238
Headquarters: 415 S. Kilpatrick Avenue, Chicago 60604.
Featured: A full line of drop cable for all needs and special cable design capabilities.

Brose, Smith & Associates, Inc.
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ON THE CABLE
The Television of Abundance

This report of the Sloan Commission on Cable Communications’ eighteen-month study analyzes cable TV and shows that it is much more than an extension of conventional TV—it is a brand new communications complex. The report compares cable’s potential impact on the communications industry to the invention of the printing press and the telephone.

All broadcasting professionals owe it to themselves to read this book!

272 pages, $2.95 paper $7.95 cloth
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330 West 42nd Street
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Dyux Electronics Inc.

Book 207
Headquarters: 6360 Federal Boulevard, San Diego 92114

Featured: The new TX-4B DYNOMOD II solid-state broadcast television color line doubler. RIG DYNOMOD TUNE solid state television demodulator, series 150 version.


Eastman Kodak Co.

Book 134
Headquarters: 343 State Street, Rochester, N.Y. 14650.


Electronic Industrial Engineering Inc.

Book 128
Headquarters: 7355 Fulton Avenue, North Hollywood, Calif. 91605.

Featured: Cable amplifiers, modulators, demodulators. Personnel: Jack Thompson, Don Chandler, Vroman Riley, keys and ancillary equipment.


Entron Inc.

Book 101
Headquarters: 70-31 48th Street, Glendale, N.Y. 11227.

Featured: Spectracam active and passive CATV equipment.


Essex International Inc. (Communications & CATV Division)

Booth 22A
Headquarters: 6235 South Harlem Avenue, Chicago 60638.

Featured: CATV coaxial cable.


Far West Tower Co.

Book 308
Headquarters: 5201 Bridge Street, Fort Worth 76112.

Featured: Towers, radio equipment buildings.

Personnel: C. W. Meade, Fred Moore, A. C. Tillon.

GBC Closed Circuit TV Corp.

Book 317
Headquarters: 74 Fifth Avenue, New York 10011.

Featured: Cameras, monitors, systems, videotape recorders, studio equipment.

Personnel: Vince Formicola, Steve LeFKowitz.

General Cable Corp.

Book 143
Headquarters: 730 Third Avenue, New York 10017.

Featured: Wire, cable and hardware for cable TV plus a new line of cable to be introduced at the exposition.


General Electric Co.

Book 223
Headquarters: Mt. View Road, Lynchburg, Va. 24502.

Featured: Color monochrome TV camera for studio and TV applications: color film chain video cable amplifier; color TV base station: mobile and portable two-way radio systems and controls.


Gilbert Engineering Co.

Book 233
Headquarters: 3700 North 36th Avenue, Phoenix 85019.

Featured: Coaxial connectors for CATV.


Good Communications Inc.

Book 306
Headquarters: 1845 Walnut Street, Philadelphia 19103.

Featured: Graphic design services to the CATV industry.

Personnel: Roberts Weinberg, Al Jones, Victor L., Klein.

GTE Sylvania CATV Operations

Book 219
Headquarters: Johnston Street, Seneca Falls, N.Y. 13148.

Featured: CATV Pathmaker distribution equipment, complete turnkey supplier.


Where do you stand in the Communications Revolution? Read this book today!
Helwick Douglas Electronics, Inc.

Headquarters: 2409 23rd Street, Gulfport, Miss., 33501.
Featured: Field strength monitor test instrument model HD 401.

IBM Co.

Booths 133 & 133A
Headquarters: P.O. Box 10, Dept. 842, Princeton, N.J.

International Video Corp.

Booth 217
Headquarters: 675 Almanor Avenue, Sunnyvale, Calif., 94086.
Featured: IVC-500A color television camera; Color Caster IV color television studio; automatic video programming system.

ITT Corporation

Headquarters: 625 Crossways Park Drive, Woodbury, N.Y.

Jeron Electronics Corp.

Booth 315
Headquarters: 401 Walnut Street, Philadelphia 19105.
Featured: Starline 20 push/pull one and two-way distribution systems, new line of passive subscriber connection materials, new 3-channel top-of-the-line converter, and new modules for channel commander head-end.

Key Electronics Corp.

Booth 206
Headquarters: 12 Maple Avenue, Pine Brook, N.J. 07058.
Featured: CATV test instruments.

Laird Telemedia Inc.

Booth 129 & 130
Headquarters: 2125 South West Temple, Salt Lake City, Utah 84115.
Featured: Optical multiplexers, line island peripherals, television slide projector, automatic message center, electronic "O" board, date/time generator, psychochannel.

Lampkin Laboratories Inc.

Booth 201
Headquarters: 8409 Ninth Avenue N.W., Bradenton, Fla., 33506.
Featured: Digital frequency meter/synthesizer/signal generator, VHF television channel pull-up, frequency modulation meter.
Personnel: William L. Pascose, David Boyers, Leo Amtsblack.

Laser Link Corp.

Booth 324
Headquarters: 300 Crossways Park Drive, Woodbury, N.Y.
Featured: LOS microwave, Theatre-Vision (pay-TV).

Lindsay Specialty Products Ltd.

Booth 11
Headquarters: 30 Mary Street, W., Lindsay, Ont.
Featured: CATV antennas.
Personnel: John Thomas, Bob Toner, Don Van Alstyne, Frank Penneybaker.

LRC Electronics Inc.

Booth 236
Headquarters: 901 South Avenue, Horseheads, N.Y. 14845.
Featured: Connectors and passive devices.
Personnel: Keith McIntosh, Clayton Blanchard, Arthur Bodner, Jim Cady, Jim McQuaid, Roland Reinsch.

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Featured: Complete line of wiring components including nylon cable ties and accessories; plastic wiring duct and spiral wrapping.


Phasecom Corp.

Booth 282

Headquarters: 6382 Arizona Circle, Los Angeles 50045.

Featured: Modulators, demodulators, heterodyne phaselock processors, phaselock modulators coherent headends.

Personnel: Aria Zimmerman, Bert Rosenblum.

Phelps Dodge Communication Co.

15826

Booth 303

Headquarters: 69 Dodge Avenue, North Haven, Conn.

Featured: Foamflex coaxial cable; Spiral II coaxial cable; Spiral II fittings.


Plastoid Corp.

Booth 303

Headquarters: 42-61 24th Street, Long Island City, N.Y. 11101.

Featured: Cable.


Preformed Line Products Co.

Booth 312

Headquarters: 5349 St. Clair Avenue, Cleveland 44103.

Featured: GUY-GRIP dead-end, lalse dead-end, splices, lashing rods, guy guards, tree guards, tangent support, tripods, hopdins, dead-ends for coaxial cable, dead-ends for figure 8 cable.

Personnel: Robert D. Skilton.

QuickSet Inc.

Booth 313

Headquarters: 3650 Woodhead Drive, Northbrook, Ill. 60062.

Featured: Complete line of mounting equipment consisting of tripods, pedestals, crab pedestals, dollies, wall/ceiling/ubou mounted, spring balanced pan and tilt heads, camera heads, geared con- trolled heads.


Raytheon Data Systems Co.

Booth 126

Featured: High-quality, long-haul heavy-route microwave systems. Introduction of new 1KTR-3C heterodyne equipment.
celli, W. Voerman, M. Whitty.

Reeco Products Corp.
Booth 320 & 321
Headquarters: 4400 State Road, Philadelphia 19136
Featured: Metal closures for hercules plant application.
dare, O. W. Lankford, W. Earl, L. Brown, M. Green
berg, A. Klugman.

Reynolds Printsign Co.
Booth 254
Headquarters: 9630 San Fernando Road, Pacoima, Calif 91333
Featured: Reynolds Letteron Tapesign.

R F Systems Inc.
Booth 322
Headquarters: 155 King Street, Cohasset, Mass. 02025
Featured: High-performance parabolic antennas and co-channel rejection kit.

Riker Communications Inc.
Booth 154 & 155
Headquarters: 142 Central Avenue, Clark, N.J. 07066
Featured: CATV, CCTV, MATV equipment.
Personnel: Michael Adambash, Paul Pusecker, Dennis Beekman, Robert Markedick, Theodore Zdzieck.

Sarcelle Inc.
Booth 130A
Headquarters: 299 Park Avenue, Weehawken, N.J. 07087
Featured: VHF measuring instruments; field strength meters.

St. Petersburchs Communications
Booth 302
Headquarters: 1301 Third Street, South, St. Peters
burg, Fla. 33701
Featured: Test equipment, meters, converters, pay-
tv system, apartment house distribution.

Scientific-Atlanta Inc.
Booth 216
Headquarters: Box 13864, Atlanta 30324
Featured: Head end equipment, amplifiers, microwave relay systems, security alert, alarm communications system.

Sibleyen Corp. of America
Booth 205
Headquarters: 1725 North 33d Avenue, Melrose Park,
Ill 60160
Featured: FP-1000 1" plumbicon color camera; FP-
2000b black and white camera with C.C.U. (EIA).
Personnel: Y. Ishino, H. Nakagaya, A. Kubota, S. Ma
ish, Y. Tsuchiya, K. Ishikawa, K. Yomochi, N. Pisciozza.
M. Rusch, B. Tenbrink, A. Kobayashi, E. Saito, S.
Hotta, T. Yamashita.

Signatorm Corp.
Booth 323
Headquarters: 1115 O'Brien Drive, Menlo Park, Calif.
94025
Featured: Thick-wall, self-sealing, heat-shrinkable tubing and molded shapes; windproof, all weather shrinking torch.

Sod Master Division, Jacobsen Manufacturing Co.
Booth 324
Headquarters: 3486 Washington Avenue North, Min
neapolis 55412
Featured: Vibratory cable plow.
Personnel: D. R. Wilke, C. Staples, R. Johnson, G.
Fitzgerald.

Soil-We International Inc.
Booth 4
Headquarters: 7450 Convoy Court, San Diego 92111
Featured: Microwave transmission set.
Personnel: Dr. Peter H. Kallit, Sid Feldman, Mike McCay
nel.

Sony Corp., of America
Booth 229
Headquarters: 47-47 Van Dam Street, Long Island City, N.Y. 11101
Featured: Videocassette, video-tape and closed-cir
cuit television equipment.
Personnel: Gene Krieg, Bob Vevers, Ray Sudow, Al Jorgenson, Don Therkelson.

Sterling Television Presentations Inc.
Booth 116
Headquarters: 120 East 23d Street, New York 10010
Featured: Alphamatic news service (news, stock and local information automated channel).
Personnel: Bill Ryder, Joe Dalumen, Frank Cangelosi.

Wiley Grant, a fishmonger in England was best man for the 30th time in 1964. At last report he's still a bachelor.

YOU MAY NEVER SEE THE WORLD'S BEST MAN*

BUT...you can reach the best men and women in the 36th TV market thru WKZO-TV.

WKZO-TV's 39% prime-time share of this 3-station market marries you to the big spenders in this 36th TV market. And if you like big weddings, here is one of the lowest CPM in the top fifty grouping.

WKZO-TV reaches a $4.3 billion market (consumer expendable income) that ranks 32nd in retail sales. Avery-Kindel has a proposal for you—tell them you want to be loved in lower Michigan.

Source: SRS and ARB, Feb/March 1972.

WKZO-TV
100,000 WATTS • CHANNEL 1 • 1500 FOOT TOWER
STUDIOS IN BOTH KALAMAZOO AND GRAND RAPIDS

AMY-KNDEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVE

SAGE AMERICA'S FINEST FLAG KIT

1972 Kit contains: Thor building flag, 6" sectional chrome finish pole, eagle ornament, 1/2" wide x 1" high plastic flag, nylon, a flagpole, and all hardware PLUS Bonus Label Pin and Window Decal. From ATLAS, the largest manufacturer of 3' x 5' sewed-stripe American Flags!

It makes you your community's FLAG HEADQUARTERS.

Offer the quality-made Flag Kit with promotional power proved by hundreds of stations across the country. You'll find it a patriotic pressure sales item and promote. Gets response all year round!

Lowest prices. Immediate delivery. Buy direct and save!

SOURCE: SAGE AMERICA

Write, Wire—Or PHONE QUANTITY ORDERS COLLECT
(618) 439-2600

ATLAS FLAG CORP.
BENTON, ILL. 62812
Systems Wire and Cable Inc.

Headquarters: P.O. Box 21007, 3500 South 30th Street, Phoenix 85080.

Featured: Complete line of trunk, distribution and drop cable for cable TV.


Tape-Athon Corp.

Booth 237

Headquarters: 502 South Isla Avenue, Ingolwood, Calif. 90201.

Featured: Channel-caster, channel-caster carousel, professional recorders, cayox multaplexor.


Tektronix Inc.

Booth 129

Headquarters: P.O. Box 500, Beaverton, Ore. 97005.

Featured: Picture monitors, generators, vectoroscopes, waveform monitors, time-domain, reflectometer, spectrum analyzer, oscilloscopes.

Personnel: James Quinn, Lloyd Bennett, James Sandberg, Ron Bell, David Qentick, Howard Fisher, Martin Jackson, Robert McAl, Duncan Doane, Steve Ker- man, Len Garret, John Molvay, Austin Basso, William Pyle, Lindsey Alton, Charles Barrows, Charles Rhodes, Ralph Show.

Telematic Inc.

Booth 127 & 138

Headquarters: P.O. Box 15086, Salt Lake City 84115.

Featured: Live color television studio color 'tin champagne, black and white television cameras, character generators, automatic information channel, television distribution equipment, video recorders, nonduplication switching.


Teletel, a division of Geotek Inc.

Booth 225

Headquarters: 185 Dixon Avenue, Amityville, N.Y. 11701.

Featured: Modulators, demodulators, V-I, production switchers, test signal generators, video and audio distribution amplifiers, audio DA’s.


Teletel

Booth TK


Featured: Telting Oxford repeater assemblies and telting superverter A converter.

Personnel: J. R. Evans, J. Braund, M. Olif, F. Clements.

Theta-Com of California

Headquarters: North and Lawrence Room

Headquarters: AML & SBS Divisions, 9320 Lincoln Boulevard, Los Angeles 90045, CATV Division: P.O. Box 9728, Phoenix.

Featured: All three Theta-Com of California divisions (CATV, AML and SBS) will be shown.


Tidal Sales Corp.

Booth 1

Headquarters: Box 429, 182 North Hamilton Street, Poughkeepsie, N.Y. 12651. Box 1451, 815 West Market Street, Salinas, Calif. 93901.

Featured: CATV connectors; CATV passive devices, pedals, wire and cable.


Times Wire and Cable

Booth 318

Headquarters: 356 Hall Avenue, Wallingford, Conn. 06492.

Featured: Trunk feeder and drop coaxial cable, aluminofan and dysanofan.


Toocom, Inc.

(Formerly CAS Manufacturing Co.)

Booth 117 & 193

Headquarters: 3301 Royalty Row, Irving, Tex. 75060.

Featured: TOOCOM central data terminal; remote transmitter, TOOCOM bidirectional data, smallcell, CAS 240 series amplifier and head-end.


U.S. Computer Systems

Booth 204

Headquarters: 2330 Auburn Boulevard, Sacramento, Calif. 95821.

Featured: Data processing.

Personnel: Rodney Hansen, Robert Matthews, Georgotta Hansen.

U.S. Department of Labor

Booth 116

Headquarters: Room 2107, Washington 20210.

Featured: Films to be used by educational cable TV stations on manpower programs.


Utility Products Co.

Booth 207

Headquarters: 3111 West Mill Road, Milwaukee 53209.

Featured: Pedestals for buried cable equipment.

Personnel: Jack Olson, Doug Hamilton, Kurt Glaeser, Matt Leschinger.

Utility Tool Corp.

Booth 109

Headquarters: Town Street, East Haddam, Conn. 06432.

Featured: CabladicTM cable preparation instruments for all types of solid sheath; low loss polyethylene and air dielectric cables; new cabladic instruments for drop cables.

Personnel: Walter Ullrich, Buin Heim.

Utility Tower Co.

Booth 156 & 157

Headquarters: 3200 N.W. 39th Street, Oklahoma City, Okla.

Featured: Actual tower sections, star mount guys, and lighting equipment with related tower accessories.


Thomas J. Valentino Inc.

Headquarters: 151 West 45th Street, New York 10036.

Featured: Production music and production sound effects for CATV projects.


Van Ladder, Inc.

Booth 12 & 13

Headquarters: 7300 Huron Drive, Dexter, Mich. 48130.

Featured: Two-way interactive TV: audio-video interactive pay TV; opinion survey merchandising and information data retrieval.


Video Marketing Co.

Booth 182 & 163

Headquarters: Box 709, Spencer, Iowa 51301.

Featured: Local orientation platform. Truck mounted manlift.


Vicom Manufacturing Co.

Booth 162

Headquarters: Box 120, West 57th Street, New York 10019.

Featured: Software programs.


View/All Television Products

Booth 231 & 233

Headquarters: P.O. Box 2026, Aniston, Ala. 36201.

Featured: Multi-taps, splitters, directional taps; 5-300 mhz RF distribution devices.

Personnel: Walter L. Nitz, E. D. Larson, Sid Day, Roger Dam, Hank Geiss, Don Countryman, Jerry Speakman, Tom Oliver, Vince Borelli, W. J. Riley.

Vikao Inc.

Booth 12 & 13

Headquarters: 400 Ninth Street, Hoboken, N.J. 07030.


Visual Educom Inc.

Booth 109

Headquarters: 4333 South Ohio Street, Michigan City, Ind.

Featured: Dage 800 CCTV equipment.

Personnel: Jerry Weston.

Videomation Inc.

Bus 1

Headquarters: 4333 South Ohio Street, Michigan City, Ind.

Featured: Two-way interactive TV: audio-video interactive pay TV; opinion survey merchandising and information data retrieval.


Wavelek, Indiana Inc.

Booth 216

Headquarters: P.O. Box 190, 66 North First Avenue, Beech Grove, Ind. 46107.

Featured: CATV sweep/signal generators, all numerical and letter channel marker system for head end and converter applications and CATV components.


World Wide Bingo Inc.

Booth 113

Headquarters: Box 1401, Englewood, Colo. 80110.

Featured: Bingo equipment.

Personnel: Jack Hamilton, Joanne Hampton, Dick Godon, Don DeVall, George Todd.

Exhibits will be in the Continental Room, Normandie Lounge, and East, West and North Halls of the Conrad Hilton. They open at 1 p.m. Sunday (May 14) and close at 1 p.m. Wednesday (May 17).
regulatory session, Sol Schildhouse, chairman of the FCC's Cable Television Bureau; at the state regulatory panel, Dr. Delbert Smith, University of Wisconsin; at the local regulatory panel, W. Bowman Cutter, executive director of the Cable Television Information Center; at the educational panel, Frank Norwood of the Joint Council on Educational Telecommunications; at two programing sessions, Snowden Williams, Department of Housing and Urban Development, and Joseph E. Levine, Aeco-Embassy Pictures.

The format of the management sessions calls for the principal speaker to be followed by a group of "responders," in an attempt to churn up some dialogue. For example, Mr. Averett's financial view will be bounced off a panel that includes Henry Harris, Cox Cable Communications; Dr. Leonard Tow, Teleprompter; Paul Kagan, Paul Kagan Associates; Herbert Mann, Teachers Insurance and Annuity Association, New York; E. Peter Brinkley, Chase Manhattan Bank; and Edward Addiss, Matthews, Mitchell & Co., New York.

Topics of the technical sessions range from the futuristic to the very practical. One high point, a session called "Blue Sky to Cash Flow," will be moderated by Hubert J. Schlafly, president of Tele-Hospitality. Broadcasting Publications Inc. will have its NCTA convention headquarters in Rooms 1508-1506 of the Conrad Hilton. Attending: Sol Taishoff, editor; Lawrence B. Taishoff, publisher; editorial staff members Edwin H. James, Donald West, Earl B. Abrams and Alan Steele Jarvis; advertising staff members Maury Long, David Whitcombe, Greg Masefield, Bill Merritt and John Andre.

prompter, and will feature Dr. Peter Goldmark, Goldmark Communications Inc.; John J. O'Neill, the Mitre Corp.; John Ward, Electronics Systems Labs, Massachusetts Institute of Technology; and Robert Behringer, Theta-Com Corp.

In something of a breakthrough in public dialogue, one session will explore "the broadcaster's view." The principal speaker will be Richard Block, of UHF-dominated Kaiser Broadcasting Co.; the "responders" will be Michael Horne of Covington & Burling, counsel for the Association of Maximum Service Telecasters; Bruce Hearst, New Mexico Broadcasting Co., Albuquerque, N.M.; Jay Ricks, with the Washington law firm of Hogan & Hartson; Thomas Shacks, lawfirm of Shack & Mendenhall; and Lawrence W. Kiewer, Peninsula Broadcasting Co., Hampton, Va., a member of the NCTA board of directors.

At their first opportunity to meet cablemen since adoption of the FCC rules, 126 exhibitors will be on hand. No one topic dominates the agenda. But the focus of a convention is determined not by the sessions—many of them are as perennial as weeds—but by the realities the cablemen bring with

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See us in Suite 1623, Conrad Hilton Hotel.
Delta is an air line run by professionals. Like Pete Sherman, Passenger Service Agent. The man in the red coat who knows all the answers and can speed you from curbside to your Delta flight. Always on hand when you need a hand.

Delta is ready when you are!
import distant broadcast signals—even from hundreds of miles away—without any copyright authorization whatsoever, and originate substantial amounts of programming of their own in direct competition with the broadcasters, do not have to pay for the copyrighted broadcast signals they carry.

“We hope, and we firmly believe, that when this matter is ultimately resolved by the courts, it will be determined that the copyright law does not give cable systems this extraordinary privilege at the expense of broadcasters, copyright proprietors, authors, performers, and, ultimately, of the public.”

A market test for broadband?

That’s what cable consultants urge in feasibility study ordered by OTP

An $8-million pilot project, designed to test the “usefulness and economic viability” of advanced broadband communications services, has been proposed and described in a report by the Washington consulting firm of Malarkey, Taylor and Associates.

The study, prepared for the Office of Telecommunications Policy, proposes that a basic group of about 1,000 homes and several hundred business and other “nonresidential” users take part in the experiment. The essential components would be a cable system with two-way capability; interactive home terminals with alphanumeric keyboards, hard copy printout and storage capabilities; and central data-storage files and operating software.

After looking at dozens of areas where the experiment might be undertaken, Malarkey, Taylor concluded that a system where two-way is already being developed would be essential. From the small list of systems that meet that criterion, the firm chose Akron, Ohio, and San Jose, Calif., as recommended sites.

(The Akron system is owned by Television Communications Corp.; the San Jose system is 50% owned by Northwest Publications and 50% by Gill Industries.)

Malarkey, Taylor proposed three principal sources of funding: direct government grants; financial participation of equipment manufacturers “through R&D subsidies, noncompensatory leases and outright grants”; and private foundations. The consulting firm said system owners should not be expected “to contribute more than the access of the basic network.”

The study, conducted under a contract awarded last year by OTP, is a first step toward what the agency hopes will be a thorough test of advanced broadband services that have not been undertaken yet by private entrepreneurs (Broadcasting, Aug. 23, 1971). The report is also among the material being examined by the President’s committee on cable policy, which is expected to submit its final recommendations “soon” according to an OTP spokesman.

Numerous specific applications of the
no regulation of CATV radio carriage aside from that presently under consideration, those desiring more stringent governmental restrictions on such carriage, and those requesting a total prohibition.

If there was one point of consensus last week, it was over the recommendation of several respondents that the commission undertake further fact-gathering sessions before it attempt to regulate this essentially new aspect of cable technology. Those that did not openly advocate a comprehensive inquiry on the subject did concede that relatively little is known about cable radio since it has yet to be put to use on a large scale by the CATV industry.

The National Cable Television Association stuck to its contention of a month ago that the commission should not impose any further regulation in this area other than the suggested guidelines for distant radio signal importation included in the compromise agreement between NCTA, the National Association of Broadcasters, Association of Maximum Service Telecasters and copyright owners. That proposal, which is the subject of the commission's current inquiry, calls for cable systems that import any radio signal of a given type (AM or FM) to also carry all local stations of the same type. It would also require systems to carry all the local stations of the same type if one local outlet is used.

NCTA was critical of the broadcasters who last month asked that the commission go further than suggested in the compromise. It particularly chastised the NAB, which last month blasted the commission for making a distinction in its rule-making notice between AM and FM stations. NAB urged that other broadcast interests endorsed the compromise when it was formulated, NCTA complained that "now these parties are before the commission demanding not only restrictions not explicitly mentioned in the [compromise] agreement, but those clearly contrary to the agreement." It argued that it would be unfair to require that CATV operators using a local FM signal also carry all the local AM's, noting that the stereo signals most attractive to subscribers can be found only on the FM band.

NCTA's argument was rebutted by the Rocky Mountain Broadcasters Association, which last month told the commission that no CATV system should be allowed to carry any radio signals. RMBA picked up some support last week from several individual licensees and the National Association of FM Broadcasters, which endorsed its argument in separate filings. NAFMB claimed that degeneration of FM signals when carried on cable is "all too common." And RMBA summed up its stance with this curt assertion: "CATV should be restricted to visual transmissions. There is clearly no need or justification for aural-only transmissions by CATV, either from the standpoint of the systems themselves or from the standpoint of the public."

RMBA also emphasized that while some 50 of the comments filed last month advocated more strenuous regulation of cable radio than called for in the compromise, only four pleadings—including NCTA's—took the opposite position.

ABC also stressed the need for further proceedings on the cable-radio issue, as did many of the parties filing last week, including the Nebraska Broadcasters Association, which argued that "the matter is entirely too important, too different and too complex to be cut from the same pattern" developed by the commission for the regulation of CATV television carriage.

The National Association of Educational Broadcasters came out in support of NAB's April proposal, which would require cable systems to carry all local stations, regardless of type, if one distant signal is imported, and would force the system to ensure reasonable quality of a radio signal over the cable to one received over the air. It also suggested that the commission consider prohibiting the importation of distant noncommercial stations in the absence of approval of all local noncommercial stations.

Taking note that NCTA, in its comments last month, contended that most
brief filed by Metro against CATV of Rockford Inc. accused the latter of numerous violations of the commission's rules, including an alleged attempt to mislead the Rockford city council regarding terms of the franchise agreement.

In what Metro cited as "perhaps the most obvious and intolerable disparity" between CATV of Rockford's certification application and the commission's rules, the Rockford franchisee was accused of negotiating for a franchise fee substantially in excess of the range permitted by the commission. According to the Rockford franchise agreement, Metro claimed, CATV of Rockford has agreed to pay the city a minimum of 5% of its gross annual receipts and a maximum of 12%. The FCC rules call for a fee payment of no greater than 5% and suggested a minimum of 3%. Furthermore, Metro said the city council is apparently unaware that the franchise fee is inconsistent with the rules, since it was never served with a copy of CATV of Rockford's application to the FCC for a certificate of compliance.

Metro also contended that the city council could not have ascertained the legal and financial qualifications of CATV of Rockford, as required by the FCC rules. In questioning the franchisee's financial ability to continue a viable service, Metro said it is doubtful whether the subscriber rates proposed by CATV of Rockford could generate enough revenues to meet the economic obligations it has incurred to the local telephone company, the city and to various educational institutions. Metro further charged that CATV of Rockford has entered into an agreement with Illinois Bell for the unauthorized construction of leaseback facilities. This construction has already begun, it said.

Metro also alleged that CATV of Rockford has failed to supply the commission with a schedule of construction for its system and that its franchise tenure exceeds that recommended by the commission (the rules suggest a 15-year limitation on franchises: CATV of Rockford holds a 20-year franchise with an automatic five-year renewal).

In addition, Metro claimed that an ownership interest of the principals of CATV of Rockford in the licensee of WCCE-TV Freeport, Ill., is an illegal cross-ownership of cable and television facilities in the same market.

### Teleprompter picks Reed

The resignation of Robert H. Symons as a vice president of the Teleprompter Corp. and general manager of its cable-television division was announced last Wednesday (May 10).

Teleprompter appointed Leslie H. Reed, director of operations since 1967, as general manager of the CATV division. Mr. Reed joined Teleprompter in 1959 and had served as manager of systems in Elmira, N.Y.; Great Falls, Mont., and Farmington, N.M.

### WHY COMPANIES HIRE THE WRONG EXECUTIVE!

Many companies err in their selection procedures because they do not obtain an adequate number of candidates at the outset. This is because recruitment is costly, time-consuming, often frustrating, and frequently fruitless, particularly when men are being sought for higher level positions. It is not that many candidates are not men of good character who are anxious to do a good job. Rather it is that very few men have the precise constellation of qualifications needed for the work. (Selection here is analogous to finding a good left-handed pitcher who can also bat .300.) For this reason it is usually necessary to obtain proportionately more candidates for these more sophisticated, higher level positions.

Too much readily available talent is mediocre. The market is glutted with people who have already been filtered out elsewhere. Executives, the kind who make things happen for their companies, are hard to find; harder to move.

The executives a company wants (and needs) to hire are not easily attracted by word-of-mouth or by the "mine sweeping" techniques of trade publications. Personal referrals from station reps and friends also tend to attract resumes from many marginally qualified men and only a few, at most, from the very men a company seeks to hire.

Such men must be sought out individually and confronted personally with a skilled presentation of the opportunity a company can offer them.

For more information on how Ron Curtis & Company can help you hire the right executive, please call 312-693-6171 collect.

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**Ron Curtis & Company**

RADIO • TV • CATV • NEWSPAPERS

Broadcasting May 15
**Programing**

**NBC-TV dominates first batch of Emmys**

In twin ceremonies at the Century Plaza hotel in Los Angeles and the Plaza hotel in New York, the National Academy of Television Arts and Sciences presented its 14th annual Emmys. Public Broadcasting Service (PBS) was awarded 46 Emmy Awards in 39 categories including news and documentaries; creative crafts; daytime, children's and religious programming; and engineering development. The nontelevised events were the first of the Academy's Emmy presentations this year. Other Emmy Award winners, including program, performer, writing and directing awards, were scheduled to be presented on May 14 during a national telecast on CBS-TV from the Palladium in Hollywood.

NBC-TV, which over-all had received the most nominations (BROADCASTING, April 17), won the most awards at the May 6 presentations, a total of 22. The network total was achieved through the winning of 17 awards by individuals and five by programs. ABC-TV was runner-up with a total of 11 awards, seven by individuals and four by programs. CBS-TV trailed with five individual and two program awards for a total of seven Emmys. Public Broadcasting Service gained five awards via three for individual and two for program achievements, while a single award went to an individual for outstanding achievement in a syndicated program.

The multiple winner list was led by the NBC-TV special, "S Wonderful; S Marvelous; S Gershwin" with three Emmys. This total was matched by ABC-TV's The Undersea World of Jacques Cousteau series of specials. The Screen Gems production of "Brian's Song" for ABC-TV's Movie of the Week series—already probably the most honored single production of the 1971-72 season—came away with two Emmys. NBC-TV's "Columbo" segment of the NBC MYSTERY Movie series was another multiple winner.

Breaking out the results in the news and documentary categories shows NBC-TV winning seven Emmys, compared with four each for ABC-TV and CBS-TV and one for PBS. Winners in all news and documentary categories are scheduled to be presented during the telecast of the Emmy Awards show on May 14.

Raymond Burr, in Los Angeles, and David Frost, in New York, served as masters of ceremonies for the May 6 presentations. For the first time the West Coast winners were announced during a luncheon ceremony, while East Coast winners were revealed at a banquet later the same day (BROADCASTING, May 8).

A complete list of 1971-72 Television Academy Awards, for the period from March 17, 1971, to March 17, 1972, announced on May 6, 1972, follows:


**Outstanding achievement in children's programming—an award for creative program achievements and for achievements by individuals contributing to children's programs: David D. Connell, executive producer; Jon Stone, producer, Sesame Street—PBS—Series.

**Outstanding achievement in daytime drama—an award for creative program achievements and for achievements by individuals contributing to daytime programs: Allen Potter, producer; The Doctors—NBC—Series.

**Outstanding achievement in religious programming—an award for creative program achievements and for achievements by individuals contributing to religious programs: Alfredo Antonini, music director, and David Arkin—CBS—April 11, 1971; Len Suckly, lighting director, "A City of the King," Contact—syndicated.


ministration, backed this up by saying that Spencer's Mountain would hope to trade on the "nostalgia kick."

Fred Silverman, vice president, programs, was even more explicit in his feelings about the dramatic series. "It's the story of love and respect for the family and the old values which unfortunately seem to be getting lost these days," he said. "It's a beautiful, distinguished effort that we are proud to include in our schedule."

Yet Spencer's Mountain has been placed on a powder keg by the network, programed on Thursday nights opposite ABC-TV's highly successful Flip Wilson and ABC-TV's Mod Squad. Don't sell Spencer's Mountain short, Mr. Silverman in effect pleaded with affiliates. It could provide effective counterprogramming. He compared it to All in the Family, in being ahead of its time, and in being genuinely innovative—though a long-shot. "There's a feeling at the network," Mr. Silverman said, "that this is the show to watch."

Program Briefs

More radio properties. Hap Day Industries, Boston-based radio syndication firm, has added new comedy series and sports show to its syndication lineup. Tortoise Man, new comedy series, is available in 65 90-second episodes. Hour Sports Huddle show, currently on WEEI (AM) Boston, will be produced weekly, especially for national syndication.

Sinatra acquisition. Wolper Television Sales, syndication arm of the Wolper Organization, Los Angeles, has acquired foreign distribution rights to six Frank Sinatra specials. TV specials feature Mr. Sinatra with such guest performers as Ella Fitzgerald, Diahann Carroll, Grace Kelly, Nancy Sinatra, Carlos Jobim and Fifth Dimension singing group. Wolper TV Sales has right to programs in all markets except U.S., Canada, Puerto Rico and Virgin Islands.


Hitting at problems. WNEW-TV New York has launched "Ylu the Citizen" campaign in which programing and public service spot announcements for one month will be devoted to an urban problem and to role individual can play in seeking solution. Campaign began on May 7 with one-hour special. Opening segment introduced concept of individual participation and second portion focused on fight against crime.

Changing formats—Following modifications in program schedules and formats have been reported: * KYT(AM) Livermore, Calif.—Peer Broadcasting has reprogramed its middle-of-the-road format to up-tempo middle-of-the-road/contemporary programing. KYT broadcasts in stereo on 101.7 mhz with 3 kw and antenna minus 150 feet above average terrain. * KWWO(AM) Pomona, Calif.—Valley Broadcasting Co. has changed from country-and-western format to contemporary music programing. KWWO is on 1600 khz with 5 kw day and 500 w night. * KMXP(AM) San Francisco—National Science Network has changed station from underground rock to middle-of-the-road programing. KMXP broadcasts in stereo on 106.9 mhz with 40 kw and antenna 1,120 feet above average terrain. * KVEZ(AM) San Mateo, Calif.—Intercontinental Radio Inc. has switched from top-40 rock to soft rock, KVEZ broadcasts in stereo on 107.7 mhz with 3.8 kw and antenna 1,590 feet above average terrain. * KORL(AM) Honolulu—Radio Hawaii Inc. announced that station has changed its predominantly music format to talk format. KORL broadcasts on 650 khz with 10 kw. * KTBV(AM) Tyler, Tex.—Blackstone Broadcasting has switched station's middle-of-the-road format to adult pro-

On the line: 'Spencer's Mountain'

Good vibrations and high anticipations for CBS-TV's new schedule center on a 'distinguished effort' that hopes to ride the winds of change stirred up by 'All in the Family' There is no doubt what prime-time program CBS-TV is pushing for next season. It's the tentative titled Spencer's Mountain, and it's the network's single new dramatic program.

Time and again at the CBS-TV affiliates convention in Hollywood last week, network executives called special attention to the series about the everyday lives of a rural American family during the post-Depression years which was introduced as a Christmas special last year called Homecomings. Network President Bob Wood spoke of it as "substantative" and as a program "that sticks to the ribs." Indicating that only because CBS-TV was coming off an "extraordinary" season was the gamble on off-beat programing such as Spencer's Mountain possible, Mr. Wood said that the series was meant "to support some of the positive values in the country."

Oscar Katz, New York programing vice president, offered the analogy of Spencer's Mountain as TV's version of the movie industry's "The Last Picture Show" or "The Summer of '42." Irwin B. Segelstein, vice president, program ad-

Heavy sales for 'Ironside'

High gross expected on admittedly high-priced series due for syndication

MCA TV projects that Ironside will have been sold in 125 markets by this fall and in at least 196 markets by September 1974, when the one-hour series is scheduled to go on the air in syndication.

Keith Godfrey, MCA TV vice president, said last week that on the basis of the present rate of sales, Ironside is expected to rank with or surpass the top grossers in syndication. He noted that the first sale on Ironside was made on March 31 and sales since have been substantial, but he declined to give a total figure now because the company is planning a promotion effort when a certain market total is reached.

He took exception to a published report that certain stations have complained about the prices sought for Ironside ("Closed Circuit," May 8). He acknowledged that MCA placed a "high price tag" on the series, which has been on NBC-TV for five years and will remain there until the fall of 1974, but added: "It is the fourth highest rated show and is the first of its kind to be sold on this basis.

"The stations that bought Ironside have not complained about the price," he said. "Sure, there was the normal amount of negotiation, but in some key markets, we asked the stations to price the show and accept their offers."

"The Second Generation" Aural Studio-Transmitter Link, Remote Control & Telemetry System

FEATURES

★ Direct FM Modulator
★ All Solid-State
★ Field Proven Vactor Final
★ Plug-in Modular Construction
★ Solid-State Ovens and Hi-Accuracy Crystals
★ Automatic Change-over to Standby Transmitter end or Receiver
★ RF Sensing for "Out of Status" Alarm Indication
★ Current Limiting in Regulated Power Supply
★ Sub-Carrier Capability

FREQUENCY RESPONSE: + or = + 3 db, from 40 Hz to 15,000 Hz
DISTORTION: 0.0% or less, 50 Hz to 15,000 Hz
SIGNAL TO NOISE: = 65 db or better, Ref. 400 Hz, Mod. 100%
Harley Staggers will ride again

**Broadcast Journalism**

Shades of 'Selling of the Pentagon' as his subcommittee sets up inquiry on more allegations of news staging

The House Investigations Subcommittee has scheduled a two-day hearing this week on alleged staging of television news, Chairman Harley O. Staggers (D-W.Va.) announced last week.

The chairman said the subcommittee "will receive testimony on May 17 and 18 from television technicians who worked on news programs which reportedly incorporated pre-arranged or simulated segments, which were subsequently presented to the television public as genuine and spontaneous news events."

He added that the hearing will also hear from those participating in, or witnessing, the staging incidents and that film clips of some of the programs would be shown.

Mr. Staggers said that if the allegations are true they "would represent violations of the published network news policies and raise serious questions concerning the adequacy of the present law governing broadcasting and its administration by the FCC."

Two weeks ago Mr. Staggers had confirmed there would be a hearing but said dates had not been set ("Closed Circuit," May 8).

Daniel J. Manelli, the subcommittee's acting chief counsel, last week provided some details on the hearing. The two-day session is designed to gather information on the means by which the alleged staging took place, he said. He estimated there will be about 12 witnesses and that the hearing will cover roughly a half-dozen staging incidents.

CBS and ABC are involved in the hearing, he said, but he indicated that individual stations also are involved. Most of the news organizations under scrutiny are located on the West Coast, he added.

When asked why TV news executives will not appear, Mr. Manelli replied that the subcommittee is interested in obtaining factual data that employees would be better able to provide. These sources would include soundmen and cameramen, he said.

Mr. Manelli stressed that the hearing has no direct connection with last year's inquiry into CBS's Selling of the Pentagon documentary.

The current inquiry dates back at least as far as last August, when James Broder of the subcommittee staff was in Los Angeles interviewing CBS News employees about information on network news practices (BROADCASTING, Aug. 9, 1971).

Following that inquiry, correspondent Terry Drinkwater of the Los Angeles bureau of CBS News was suspended (from Sept. 2, 1971, to Nov. 30, 1971) for CBS said it had a "questionable" interview he conducted for a news program on pop wine (although the segment was not used on the air).

Mr. Drinkwater last month received a second suspension for what CBS said was "his admitted violation of the network's news policy." Mr. Drinkwater used film of a part-time CBS employee purchasing dynamite in Oregon to illustrate that explosives can easily be purchased in that state. In his narration of the story, broadcast Oct. 18, 1971, Mr. Drinkwater did not disclose that the film was a demonstration (BROADCASTING, April 24).

Mr. Manelli said last week that both news segments involving Mr. Drinkwater would be included in the hearing this week. But he added that Mr. Drinkwater will not appear in person.

And yet another item to be investigated: Who put the bugs in the FCC building?

News staging will not be the only area under the scrutiny of a House Investigations Subcommittee hearing this week. The subcommittee said last week it will also delve into the "telephone monitoring activities within the FCC" at a session scheduled for Tuesday (May 16).

The hearing will deal with an incident of telephone monitoring within the commission about two years ago, a spokes-

man said, adding that the subcommittee has investigated the allegation of telephone monitoring and is satisfied that it did exist. But he declined to reveal the identity of the FCC staffer involved.

He noted that the incident has only recently come to the subcommittee's attention.

Appearing at the hearing will be FCC Chairman Dean Burch and Fred Goldsmith, the commission's security officer.

Commission officials said there was one individual involved in the incident—believed to be the first and last of its kind at the agency—and that he was suspected of passing nonpublic information concerning commission agenda items to an outside attorney who had once worked at the agency.

The staffer reportedly denied any wrongdoing, and the commission investigation produced no definitive evidence, according to officials. The case is now closed, and the individual is believed to be still with the agency.

RTNDA to strengthen its Washington liaison

Association sets up capital office under Koop to tell media story

The Radio-Television News Directors Association will establish a Washington office to be headed by Theodore F. Koop, retired CBS Washington vice president, who is now secretary of the American Journalism Center in Washington ("Closing Circuit," April 17).

The new office will open June 1 and will, according to Chet Cesselman, KSFQ (AM) San Francisco, president of RTNDA, make it possible to present "the media side of the story to the public and to the decision makers."

Mr. Koop problems facing the news media, he said, originate or can be solved
most easily by people in Washington. Budget for the new office will be about $31,000, begun with, with Mr. Koop's retainer $1,000 a month for half-time representation. Mr. Koop, a former RTNDA president, also was president of Sigma Delta Chi, national journalism society, and of the National Press Club in Washington. He is one-time executive director of news and public affairs of CBS News's Washington bureau.

Announcement came after the vote of RTNDA board last week and followed a recommendation by a special committee that went March at the RTNDA board meeting. Members were: Messrs. Casselman and Koop and Charles F. Harrison, WGN-AM-TV Chicago; James McCulla, ABC News, Los Angeles, and Rob Downey, WKRK-AM-FM-TV East Lansing, Mich., who will remain as RTNDA executive secretary.

Convention switch sparks storage-charge hassle

While the network news sources awaited "clarification" from Miami Beach officials on their terms for storage of news sets and equipment between the two political conventions, construction began last week on the TV news sets for the Democratic convention in July.

The problem of payment for storage followed the Republican party's May 5 decision to shift its August convention from San Diego to Miami Beach. The by voice vote, followed a recitation of the problems the party has confronted in construction and the rising costs at San Diego. The RNC arrangements committee had unanimously recommended a switch the day before.

Exactly what effect the move would have on the costs of network news coverage of the convention was unclear. ABC and CBS news sources estimated earlier that the move would save them at least $500,000 each (and NBC sources, who first said the move would not materially affect their costs, subsequently reported they were re-evaluating the question. But all that was before Miami Beach officials indicated they wanted to charge networks for storing their gear in the convention hall between the Democratic convention, July 10-13 and the GOP gathering, Aug. 21-24 (Broadcasting, May 1). Networks said flatly that they would not pay. What is might cost them to remove the equipment, store it and then re-install it — if that is necessary — could not be immediately ascertained.

Without retreating from their position, some network sources—not all—indicated last week that they would pay a reasonable fee for rental only. But some also protested the need to do so.

One news executive said that in negotiating convention-city contracts in the past, both political parties “have always provided for six to 10 weeks, sometimes 12 weeks, of lead time in the working press area.” He said the GOP contract with San Diego to provide for lead time but “when that blew up, they apparently signed a contract with Miami Beach for just three convention days.”

Salant promises stations more CBS documentaries

In summer of '73 its '60 Minutes' will be put against others' reruns

CBS News will increase its output of documentary and public-affairs programming by 15% to 20% during the 6 p.m. to 11 p.m. time periods for the 1972-73 season. CBS News President Richard S. Salant said last week.

A key piece of strategy for the new season was revealed by Mr. Salant in a presentation to a Los Angeles conference of CBS-TV affiliates (see page 35). The network's magazine-of-the-air program, ‘60 Minutes,’ will be maneuvered to take advantage of weak competition. ‘It’s to start the season on a regular weekly basis on Sundays from 6 to 7 p.m., where it had been shifted this current season from its traditional 10-11 p.m. time period. In mid-June of 1973, and continuing through mid-September of that year, ‘60 Minutes’ will be shifted to a weekly “after dark” prime-time period, to be announced. ‘I think it’s the best of both worlds, a great arrangement,’ said Mr. Salant, who explained that the summer shift to a later time period will put the program against entertainment reruns. Mr. Salant also said that during the summer months when ‘60 Minutes’ will be in a later time period, CBS News will retain the 6 p.m. hour on Sunday evenings to present a total of 11 documentary retrospectives. These will include only relatively recent CBS-TV documentaries but also outstanding documentaries from past years.

CBS News, next season, also will increase by one the number of hours devoted to documentary and public-affairs broadcasts. During 1972-73, 25 CBS Reports and CBS News specials will be broadcast, some in the two-hour time period that normally would be scheduled for the CBS Thursday Night Movie, others to be presented as hour pre-empive specials throughout the network’s schedule.

White House aide worries about one-sidedness in news forecasts

Presidential assistant Patrick J. Buchanan thinks antitrust action may be needed to deal with the specific issue of network “monopoly” on news presentation.

Mr. Buchanan, whose duties include the preparation of news digests, said May 4 on public television’s Thirty Minutes With… that the network news is predominately liberal and it freezes out opposing points of view. Citing commentaries of NBC’s David Brinkley and CBS’s Eric Sevareid, he said the networks have no “conservative” presentations to balance these “liberal” ones.

The White House aide made clear that the current Justice Department antitrust suits aimed at network control over programming are not what he has in mind. He suggested that “something different and something advanced” in the antitrust field might be needed—dealing with ideology or with the monopoly of ideas. He characterized the current suits as “just testing out the theory.”

Mr. Buchanan emphasized that these statements represented his own views and not the administration’s although he did say “you’re going to find something done” about the problem. Gerald Warren, White House deputy press secretary, later said there is no set presidential position on the matter.

But the Justice Department had a rebuttal. Walker B. Comegys, acting assistant attorney general in charge of antitrust division, said the suits against networks are not aimed at news nor are they designed to provide a basis for later attack on news. The latter course of action would not be permitted by antitrust laws anyway, he said.

No suit relating to news “is under consideration nor has any such action ever been considered,” Mr. Comegys said.

Rosy forecast from Commerce

Bullish prospects for broadcasting and cable TV for this year and the end of the decade are forecast by the Department of Commerce.

In its 1972 U.S. Industrial Outlook, published two weeks ago, these are the forecasts:

TV broadcast revenues this year are seen rising by 10% to $3 billion, with profits up 30% to $500 million. Radio broadcasting this year will reach $1.3 billion, with profits hitting $116 million. For 1970, TV broadcasting revenues are expected to hit $5.2 billion, and radio revenues, $2.4 billion.

Cable TV subscribers are seen numbering 6.9 million this year, with revenues reaching $390 million. In 1980, the number of CATV subscribers is seen at 23.5 million, with revenues of $1.3 billion.

In the consumer electronic products market, the 1972 forecast sees color TV set production up by 16%, to 5.4 million units; black and white TV down 25% to 2.05 million units, and radios down 1%, to 10 million units.

Sound and symphonies

Noncommercial television, currently deep in music program production, would do more of it, including live remotes at symphonic and operatic centers throughout country, if television's audio could be improved, according to Mr. Jim Gunn Jr., president of Public Broadcasting Service, speaking at the Society of Motion Picture and Television Engineers annual technical conference in New York May 4, proposed an ad hoc industry-broadcaster committee that would work for TV's audio improvement, much as the society's ad hoc group is helping eliminate variability in color.
Storer's top salaried

Bill Michaels, president of Storer Broadcasting Co., received the highest remuneration of Storer executives in 1971 ($106,850), according to a proxy statement distributed with the notice of Storer's annual meeting of shareholders, to be held at the Bay Harbor theater in Miami Beach on May 23.

Others among the highest-paid officers last year were Peter Storer, executive vice president, $92,850; Terry H. Lee, vice president for television, $85,850; John E. McCoy, vice president and secretary, $66,850; Arno W. Muller, vice president, finance, and net income for first quarter of 1972, including increase in earnings of United Artists Corp. of $3.6 million over 1971 quarter. For first three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Gross revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.11</td>
<td>$5,327,000</td>
<td>$107,000</td>
</tr>
<tr>
<td>1971</td>
<td>$0.16</td>
<td></td>
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</table>

Transamerica Corp., San Francisco, reported gains in revenues and net earnings for first quarter of 1972, including increase of $3.6 million over 1971 quarter. For first three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.34</td>
<td>$483,144,000</td>
<td>$3,213,000</td>
</tr>
<tr>
<td>1971</td>
<td>$0.23</td>
<td></td>
<td></td>
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</tbody>
</table>

A. C. Nielsen Co., Chicago, reported increase in sales and net earnings for six months ended Feb. 29:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Sales</th>
<th>Net earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.86</td>
<td>$61,155,495</td>
<td>$4,725,811</td>
</tr>
<tr>
<td>1971</td>
<td>$0.78</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Schering-Plough Inc., Bloomfield, N.J., group station owner and pharmaceutical manufacturer, reported increases in sales and net income for the first quarter ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.67</td>
<td>$124,515,000</td>
<td>$17,841,000</td>
</tr>
<tr>
<td>1971</td>
<td>$0.52</td>
<td></td>
<td></td>
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</tbody>
</table>

New FM group's losses slow

Pacific Southwest Airlines, San Diego, reported that its PSA Broadcasting Inc. subsidiary had a loss of $89,000 for the first quarter of 1972. This was down from a loss of $100,000 in the last quarter of 1971, which was the first full quarter of PSA Broadcasting's operations. Last year, PSA purchased four FM stations in California—KFPA Los Angeles, KPSG-Diego, KPSC Sacramento and KPSJ San Jose.

Financial Briefs

Liberty Corp., Greenville, S.C., reported increased earnings and revenues for first quarter of 1972, compared to same period last year. Net income of company's communications subsidiary, Cosmos Broadcasting Corp., increased from $339,000 last year to $446,000, 31% gain. For first quarter ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.33</td>
<td>$25,800,000</td>
<td>$1,580,000</td>
</tr>
<tr>
<td>1971</td>
<td>$0.22</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

LVO Cable Inc., Tulsa, Okla., CATV systems operator, reported increase in revenues and earnings for nine months ended Feb. 29:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Revenues</th>
<th>Net earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.29</td>
<td>$4,192,585</td>
<td>$30,241</td>
</tr>
<tr>
<td>1971</td>
<td>$0.11</td>
<td></td>
<td></td>
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</tbody>
</table>

Sonderling Broadcasting Corp., New York, disclosed at its annual meeting last week that earnings declined during first quarter of 1972 while sales increased. Egmont Sonderling, board chairman and president, attributed decline to "price cutting and slacked demand" of services of affiliated company, Modern Tele-Service Inc., which produces and distributes films to stations. For the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Gross revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.27</td>
<td>$3,910,079</td>
<td>$246,712</td>
</tr>
<tr>
<td>1971</td>
<td>$0.22</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

National Telefilm Associates, Los Angeles, film distributor, reported income of more than $570,000 for six month April-September 1971 period, covering first six months company operated as subsidiary of Tele-Communications Inc. (and including extraordinary income of $294,000). Net income for full fiscal year was less substantial but still sharply increased from loss suffered previous year.

For fiscal year ended Sept. 30, 1971:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned (loss) per share</th>
<th>Revenues</th>
<th>Net income (loss)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.65</td>
<td>$80,227,000</td>
<td>$3,878,679</td>
</tr>
<tr>
<td>1971</td>
<td>$0.54</td>
<td>$5,316,000</td>
<td>($280,916)</td>
</tr>
</tbody>
</table>

Note: Consolidated net earnings for 1972's first quarter have been adjusted by $842,000 or 10 cents per share, to reflect one quarter of 1971 investment tax credit.
### Broadcasting Stock Index

**Weekly market summary of 114 stocks allied with broadcasting**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Market Capitalization (000)</th>
</tr>
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</table>

**Broadcasting**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Market Capitalization (000)</th>
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</table>

**Broadcasting with other major interests**

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<thead>
<tr>
<th>Stock symbol</th>
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</table>

**CATV**

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<th>Stock symbol</th>
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</table>

**Programing**

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<tr>
<th>Stock symbol</th>
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</table>

**Total**

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<tr>
<th>Approx.</th>
<th>Market Capitalization (000)</th>
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<tr>
<th>Approx.</th>
<th>Market Capitalization (000)</th>
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</thead>
<tbody>
<tr>
<td>Stock symbol</td>
<td>Exch.</td>
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<tr>
<td>--------------</td>
<td>-------</td>
</tr>
<tr>
<td>WCR</td>
<td>WCW</td>
</tr>
</tbody>
</table>

**Service**

**JOHN BLAIR**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing May 10</th>
<th>Closing May 3</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High</th>
<th>Low</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCR</td>
<td>WCW</td>
<td>11 3/8</td>
<td>12 3/8</td>
<td>-1</td>
<td>-8.08</td>
<td>17 7/8</td>
<td>9 7/8</td>
<td>21,164</td>
<td>24,615</td>
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</table>

**Manufacturing**

**ADMIRAL**

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<tr>
<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing May 10</th>
<th>Closing May 3</th>
<th>Net change in week</th>
<th>% change in week</th>
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<th>Low</th>
<th>Approx. shares out (000)</th>
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<tr>
<td>WCR</td>
<td>WCW</td>
<td>11 3/8</td>
<td>12 3/8</td>
<td>-1</td>
<td>-8.08</td>
<td>17 7/8</td>
<td>9 7/8</td>
<td>21,164</td>
<td>24,615</td>
</tr>
</tbody>
</table>

**Broadcast Advertising**

Frank P. McDonald, director of media services, Cunningham & Walsh, New York, named senior VP. Howard Ross, manager of media planning, and H. G. (Jay) Holland, manager of spot broadcasting and electronic data processing, both in New York, and Robert Jeremiah, Western region director of media planning, C&W's San Francisco office, elected VP.


David A. Boyd, account executive, Dancer-Fitzgerald-Sample, New York, elected VP.

Bruce E. Collins, with Winius-Brandon, St. Louis agency, named VP, creative department.

Quentin F. Stultz II, former advertising manager, American Electric Power System, New York, joins Wade, Lauer & Katt, Fort Wayne, Ind., as VP.

John G. Ringstad, former director of marketing, Kobrand Corp., New York-based liquor importer, joins Kenyon & Eckhardt there as VP and account supervisor.

Gary Loden, account executive, Mitchell & Manning Advertising, Dallas, named VP.

Vincent A. Daddiego, creative supervisor, Young & Rubicam International, New York, named VP and associate creative director.

Joseph P. Mack, account supervisor, Dancer-Fitzgerald-Sample, New York, appointed senior VP.

Donald Brown, creative director; Leonard McCarron, executive art director; and Robert Ballantine, art director, BBDO, New York, elected VP's.

James A. Joyella, account executive, WABC-TV New York retail/developmental sales, appointed manager of department succeeding Richard C. Goldstein, ap-
pointed sales manager for CBS-owned WCAU-TV Philadelphia.

Ray C. Johnson, with sales staff, WSPA-TV Spartanburg, S.C., appointed local-regional sales manager.

Bob Rogers, station manager, KTUF(AM)-KNX(FM) Tempe, Ariz., appointed to additional duties as manager, national sales, stations' licensee, Buck Owens Broadcasting.

Thomas M. Comerford, VP, station affairs, Avco Radio Television Sales, New York, appointed general manager, TV division.


John W. Russell, with sales staff, WPTV-TV Palm Beach, Fla., appointed regional sales manager.

Joan Marino, with local sales staff, WNYS-TV Syracuse, N.Y., joins Barlow/Johnson, agency there, as media buyer.

Robert R. Barcil, account executive, Clinton E. Frank, Chicago, appointed account supervisor, Virginia S. Priest, account executive, Knox Reeves Advertising, Minneapolis, joins Frank agency in similar capacity.

Braut Wansley, advertising supervisor, Southern Bell Telephone Co., Atlanta, joins Cargill, Wilson & Acree there as assistant account executive.

Richard Brady, with sales staff, KALO(AM) Little Rock, Ark., appointed sales manager.

George R. Francis Jr., with sales staff, WAYS(AM) Charlotte, N.C., appointed regional sales manager.

Jim Logan, salesman for Prudential Insurance Co., Los Angeles, appointed to newly created position of sales coordinator for KABC(AM) Los Angeles.

Pamela Hamilton, production assistant, John Blair & Co., New York, appointed assistant creative director, Blair Television.


Bill Gunn, executive art director, Leo Burnett, Chicago, appointed creative director.

Norman Schechter, producer, Doyle, Dane Bernbach, New York, joins Ted Bates & Co. there in similar capacity.

Rudolph O. Marti, associate media director, Campbell-Mithun, Minneapolis, leaves to form media service organization, Midwest Media, which will supply complete production facilities for agencies and marketing/promotion organizations.

Peter Worthington, manager of Seattle branch of Dinners Club, appointed national sales coordinator, KVI(AM) Seattle.

Ed Linville, former VP and general manager of affiliate relations for CBS-TV network.


Willydne Miller, with Orion Broadcasting, group station owner, Louisville, Ky., named corporate secretary.


John W. Lawrence, board member, Channel 41 Inc., licensee of WUHO-TV Battle Creek, Mich., elected president. He succeeds James R. Seager, who relinquishes presidency and general managership of station, but continues as Channel 41 board member.

Joseph Hudgens, VP, programs, and J. W. Sneller, chief engineer, KRNT-TV Des Moines, elected VPs, KRNT-AM-FM-TV.

Jerry Sweeney, assistant general manager, KOLR-TV Springfield, Mo., named VP and general manager. He succeeds G. Pearson Ward, who after 50 years in broadcasting, becomes station's consultant.

Richard J. Meyer, VP and director, educational division, WNET(TV) New York, named general manager, noncommercial KCTS-TV Seattle.

H. George Carroll, sales manager, KZKR(AM) Phoenix, appointed general manager, KRDS(AM) there.

Greg MacCafee, director of sales, KPFN(AM) Los Altos, Calif., appointed general manager.

Richard Crane, head of R. S. Crane Co., Memphis-based TV and radio representa-

CIBC finds president

The Canadian Broadcasting Corp. has named Dr. Laurent Picard, 44, as its new president. He succeeds George Davidson, whose resignation to accept a United Nations post was announced the week before (BROADCASTING, May 8). Dr. Picard is a native of Quebec city who joined CBC as executive VP in February 1968 after a year in research and consulting. He holds a doctorate in business administration from Harvard.

agcr, WAME(AM) Charlotte, N.C., joins WANY-AM-FM Arlington, Va., as sales manager.

Jack Danahy, with Detroit office, HR Station Representatives, joins WRFD(AM) Columbus, Ohio, as general sales manager.

Chuck Borchard, general sales manager, WRWR-AM-FM Dearborn, Mich., joins WRIF(FM) Detroit in similar capacity.

Media

Christopher E. Ridley, director of advertising and press information, CBS TV Stations Division, named to newly created post of director of information services for CBS-owned WCBS-TV New York, with responsibilities including supervision of advertising, PR, graphics and other information functions.

Merrill (Ted) Myers rejoins CBS as acting director of investor relations, succeeding Paul MacCraw, who leaves in June for one-year sabbatical at Massachusetts Institute of Technology's Sloan School of Management as part of CBS manpower management program. Mr. Myers was with CBS in various PR posts 1956-66 before leaving to become PR VP for Metro-Goldwyn-Mayer Corp, and, later, for Loews Corp., both New York.

Paul C. Masterson, sales manager, ABC-owned KABC-TV Los Angeles, appointed director of administration, ABC, Los Angeles, with responsibility for administration of ABC Television Center as well as other ABC facilities in Los Angeles.

Leonard Schammel, account executive, CBS Television Stations National Sales, New York, appointed district manager of affiliate relations for CBS-TV network.


Willydne Miller, with Orion Broadcasting, group station owner, Louisville, Ky., named corporate secretary.


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Richard Crane, head of R. S. Crane Co., Memphis-based TV and radio representa-

Cable


Equipment & Engineering

Fred W. Grab, eastern regional sales manager, Commercial Electronics Inc., appointed director of engineering, Primary Medical Communications Inc., New York, developer and distributor of videocassette programming for CATV and cable systems. Thomas R. Humphrey, with McMartin Industries, Omaha, broadcast equipment manufacturer, elected VP in charge of engineering marketing and sales. William L. Cara, director of marketing,
As compiled by Broadcasting, May 3 through May 9, and based on filings, authorizations and other FCC actions.

**Abbreviations:** AK—alternate ant., announced, ant.—antenna, aur.—aural, aux.—auxiliary, CATV—community antenna television, C.H.—critical hours, CP—construction permit, D.—day, DA—direction antenna, ERP—effective radiated power, kHz—kilohertz, kw—kilowatts, L.S.—local sunset, mHz—megahertz, mod.—modification, N.—night, PSA—presumptions and suppositions, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational, HA—height of antenna above average terrain, CAR—community antenna relay station.

### New TV stations

**Application**

### Other action
- Review board in Anaheim, Calif., TV proceeding, on motion of Orange Empire Broadcasting Co., extended through May 18, time to file responsive pleadings to petition to enlarge issues filed by Golden Orange Broadcasting Co. in ch. 56 Anaheim proceeding (Docs. 18295, 18297-300). Orange Empire, Golden Orange, The Voice of the Orange Empire Inc. and Dana Communications Corp. are competing applicants for facilities. Action May 4.

### Existing TV stations

**Final actions**
- WSEE(TV) Erie, Pa.—Broadcast Bureau granted licenses covering new driver and changes. Action May 1.
- WSWEP(TV) Grandview, W. Va.—Broadcast Bureau granted mod. of license covering change in studio location to Raleigh County Memorial Airport, near Grandview, W. Va. Action April 24.
- KUTF(TV) Salt Lake City—Broadcast Bureau granted license covering change in type trans. May 1.

**Actions on motions**
- Hearing Examiner Forest L. McClennan in Boston (RKO General Inc. [WNAV-TV], et al.), TV proceeding, denied request by Community Broadcasting for issuance of ruling admitting certain portions of record of former proceeding to which parties have been unable to stipulate into evidence in redesignated proceeding; granted permission to appeal. Order should either party desire to appeal. Action April 26.
- Hearing Examiner Chester F. Naumovitz Jr. in Dayton Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, dismissed as moot Genuine's motion for extension of time and ordered that petition at issue shall be filed with Commission before May 19 (Doc. 19168-70). Action April 26.
- Hearing Examiner Chester F. Naumovitz Jr. in Dayton Beach, Fla. (Cowles Florida Broadcasting Inc. [WESH-TV] and Central Florida Enterprises Inc.), TV proceeding, on request of Central Florida scheduled for further hearing for May 3 (Doc. 19168-70). Action May 1.

**Other actions**
- Review board in Aniston, Ala., granted applications of Alabama Microwave Inc., for authorizations to build video relay services in domestic public point-to-point microwave radio service to serve WMA-TV Aniston (Docs. 19661-2). Competing applications of Newhouse Alabama Microwave Inc., for similar facilities were denied. Action April 27.
- Review board in San Diego, KGK-T, denied request by Jack O. Gross (Gross Broadcasting Co.) and United States International University for oral argument on Gross' application for extension of time within which to construct KGK-T (ch. 51). Gross application for extension of time within which to construct was also denied (Doc. 18377). Action April 28.
New AM stations

Actions on motions

- Hearing Examiner Charles J. Frederick in West Hatunson, Pa., (Broadcasters Inc.), AM proceeding to permit filed findings and conclusions is extended to May 10, 1947, if any, is extended to May 26, denied petition in all other respects (Doc. 19471). Action April 26.
- Hearing Examiner Isadore A. Honig in Cleveland Heights, Ohio (Friendly Broadcasting Co.), AM and FM proceeding, granted motion of Friendly for protective orders against Broadcast Bureau's motion for production of documents as amended, filed March 10 and April 7 (Doc. 19412). Action April 25.
- Hearing Examiner Jay A. Kyle in Monroe and Pinemont, both Louisiana, and Dermott, Arkansas (KATV), AM proceeding, granted motions of Friendly for production of documents and dismissed application of Friendly (Doc. 19479). Action April 27.

The 1972 'Yearbook' brought up to date

Following are additions or corrections to the 1972 Broadcasting Yearbook. They appear by page number in the same order that they are listed in the Yearbook.

Page 54, market Cedar Rapids-Waterston, is in Iowa, not Michigan.

Page A-37 under Las Vegas KSHD-TV delete reference to new transmitter power of 204 kw.

Page B-29 under Long Beach, Calif., KFOX is 1 kw unlimited. Delete D-2 for daytime.

Page B-74 under Rochester, N.Y., KEYDEV (FM) is 94.1, not 90.1. Add 99.9.

Page C-34, Certain licensing districts for KDFM (FM) and KSFOM (FM) have been transposed. Listings for the two stations should read as follows: KDFM, San Francisco, Ant 880 ft. Stereo. Box 613 (95150) 371-3500. Audio: 99.2-97.1. Rep. Smith; Sandberg-Glenn (San Francisco); Lucas (Los Angeles).

Page C-35, Format: Prog free form, free speech; programs: Classical 2 hrs.

Page F-14 under New York City, WINS, delete reference to John McCaw's departure.

Page L-26 under Los Angeles, KMOX, change AM (9410) to 94-10. Add 690 kHz.

Page M-21 under Las Vegas, KUNV, correct frequency to 99.7.

Page N-27 under Detroit, WXYZ, delete reference to new owners.

Page R-15 under San Diego, KGTV (FM) is 102.3, not 102.6.

Page S-63 under Denver, KYM, change WJFP's frequency to 96.7.

Page S-77, insert following after the city of Griffith: Griffith.
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy., at Edall Rd.
Alexandria, Va. 22314
(703) 204-3400
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W.
WASHINGTON, D. C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Esterlee Ct. (703) 580-6800
Falls Church, Va. 22042
Member AFCCE

SILLMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Washington, D. C. 20005
Member AFCCE

JONES
CONSULTING RADIO ENGINEERS
2922 Esterlee Ct. (703) 580-6800
Falls Church, Va. 22042
Member AFCCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(801) 827-8725
Member AFCCE

JULES COHEN & ASSOCIATES
Suite 716, Association Bldg.
1145 19th St., N.W.
Washington, D.C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-536-6386
Member AFCCE

ROSNER TELEVISION SYSTEMS
ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903

JOHN H. MULLANEY
CONSULTING RADIO ENGINEER
9616 Pinkney Court
Potomac, Maryland 20854
(301) 299-8272
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan 48815
Phone: 517-278-6733

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F
Austin, Texas 78751
(512) 454-7014

SPOT YOUR FIRM’S NAME HERE
To be seen by 120,000 readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM, FM and facsimile facilities. *570 Readership Survey showing 3.2 readers per copy.

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 W. Market St.
Lee’s Summit, Mo. 64063
Phone (913) 524-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPESIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

SPOT YOUR FIRM’S NAME HERE
To be seen by 120,000 readers—among them, the decision making station owners and managers, chief engineers and technicians—applicants for AM, FM and facsimile facilities. *570 Readership Survey showing 3.2 readers per copy.

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D.C. 20036
for availability
Phone: (202) 638-1022
Summary of broadcasting
Compiled by FCC May 1, 1972

<table>
<thead>
<tr>
<th>Licensees</th>
<th>On air</th>
<th>Not on air</th>
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<td>Commercial AM</td>
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<td>Commercial FM</td>
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<tr>
<td>Total educational TV</td>
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<td>3</td>
</tr>
</tbody>
</table>

* Special Temporary Authorization.
* Includes 25 educational AM's on nonreserved channels.
* Includes 15 educational stations.
* Indicates 4 educational stations on nonreserved channels.

Transmitter actions
- 1, 2, and 4, Ariz.: operation on ch. 8 by re-broadcasting programs of KAOTV (ch. 2) Flagstaff, Ariz. Action April 25.
- Franklin county, Idaho: Broadcast Bureau granted CP for new FM translator to serve Presotton and rural Franklin county, both Idaho, operating on ch. 272 by re-broadcasting programs of KALL-FM Choteau, Mont., ch. 72. Action April 25.
- Windom, Minn.: Broadcast Bureau granted CP's for new translators in the following locations: White Earth, Minn., operating on ch. 60 by re-broadcasting programs of KCTCA-TX (ch. 2) St. Paul; ch. 72 by re-broadcasting programs of KAUS-TV, ch. 6 Austin, Minn.; and ch. 85 by re-broadcasting programs of KEGO-TV ch. 11 Sioux Falls, S.D. Action April 28.
- Darby, Mont.: Broadcast Bureau granted CP for a new VHF translator to serve Darby and Conner, both Montana, operating on ch. 2 by re-broadcasting programs of KGVO-TV ch. 13 Missoula, Mont. Action April 28.
- Oneonta, N.Y.-FCC granted application for Roy H. Park Broadcasting of Utica-Oneonta, Inc., WUTV TV (ch. 20 Utica, for CP for new 100-watt UHF translator to operate on ch. 42. Oneonta, re-broadcasting program of WUTV. Action May 27.
- Oakes, N.D.-Broadcast Bureau granted CP for new VHF translator to serve Flaxville and Winslow, both North Dakota, operating on ch. 10, by re-broadcasting programs of KKJX-TV ch. 4 Valley City, N.D. Action April 28.
- K288AC Richfield and Monroe, both Utah-Broadcast Bureau granted license covering permit for new FM translator to operate on ch. 88 (105.5 mhz). Action April 28.
- K221AA Richfield and rural Sevier county, both Utah: Broadcast Bureau granted license covering permit for new FM translator to operate on ch. 221 (92.1 mhz). Action April 28.
- Buffalo, Wyo.-Broadcast Bureau granted CP's for new VHF translators to serve Buffalo, operating on ch. 9 by re-broadcasting programs of KOKK-TV ch. 2 Billings, Mont.; and ch. 13 by re-broadcasting programs of KHSD-TV ch. 11 Lead, S.D. Action April 28.

Modification of CP's, all stations
- WTMJ(FM) Miami: Broadcast Bureau granted CP's of CP to change transmission location to 100 Bis- cayne Boulevard, Miami, Fla. (2070 NW, Miami, all New York). EBF 60 kw.; ant. height 380 ft. remote control permitted. Action April 28.
- KVSF, Santa Fe, N.M.-Broadcast Bureau granted mod. of CP to extend completion date to

Ownership changes
- WNEC(AM) Toccoa, Ga.-Broadcast Bureau granted acquisition of positive control of Stephens County Broadcasting Co. from Charles H. Gaines (1,000 shares before, none after) and William C. Phillips (10,000 shares before, none after) to Roy E. Gaines (5,000 shares before, 2,010 after). Consideration: $70,000. Principals: Roy E. Gaines, Mr. Gaines is secretary of Stephens County Broadcasting Co. Action April 24.
- KTTT(AM-FM) Columbus, Neb.-Broadcast Bureau granted acquisition of positive control of The Columbus Broadcasting Co. from W. Lennox Tett Witt- enberg (2515% before, none after) and William C. Whitlock (25% before, none after) to Donald L. Robinson (100% before, none after). Consideration: $83,000. Principals: Donald L. Robinson, Mr. Robinson has interests in real estate and insurance in York, Neb. Action April 24.
- KASAM(AM) Slidell, Tex.-Broadcast Bureau granted renewal of CP. Action April 25.

CATV
Applications
The following operators of cable television systems have filed applications with the FCC for authority to operate:
- WNTV, Inc. - Danville, Ill. Action April 23.
- WFMG, Inc. - Fort Myers, Fla. Action April 25.
- WBBB, Inc. - Fort Worth, Texas. Action April 25.
- WBBT, Inc. - Austin, Texas. Action April 25.
Radio Help Wanted Management

Young family man for operations manager of FM stereo in midwest small market. Must have good sales record, top quality announcing and production ability and preferably experience with automation equipment. Box E-23, BROADCASTING.

General manager—credentials in sales, programming, promotion and talent, to build ratings and revenue for AM station in large southeastern city. Must be 30-40 years. Send resume and character references. Box E-109, BROADCASTING.

A good small market Missouri station needs manager. Profitable. Must be good salesman. This is the station you’ve been waiting for. Send all replies to Box E-219, BROADCASTING.

Wanted—sales oriented, repeat, sales oriented general manager for established, in-the-black, fulltime Christian, 50,000 watt network exclusive. Excellent opportunity—entire run-of-the-market. Resume and references to WAFB, Box 4186, Charlotte, N.C. 28204.

Sales

Salaman: Sell small competitive Georgia market... announce only if necessary. Idema with experience. Only write Box E-20, BROADCASTING.

California daytimer seeking experienced, creative salesman. Salary, bonuses, incentives. Box E-117, BROADCASTING.

Salaman for competitive small market. Man who can stick to rates and policy will do extra well on salary-commission basis. Box E-157, BROADCASTING.

Looking for a pro interested in improving himself with station in fastest growing county in New York State. Needs resume and sales record. Box E-160, BROADCASTING.

Successful! One of the most successful operations in the country needs a sales pro. If you are a success in a small market, call Courier Market and want the opportunity to move into an active account list with strong management possibilities send resume to Box E-178, BROADCASTING.

Experienced salesman-announcer; emphasis on sales. Afternoon airshift. Suburban station. Western Illinois. Write Box E-123, BROADCASTING.

Salesman for progressive N. C. market. Travel & generous commission. Top $100,000 first year. Send complete resume. Box E-212, BROADCASTING.

Southern Illinois Cable TV Co., Johnson City, and Carterville, both Illinois (KDNL-TV St. Louis; WDSR-TV Paducah, Ky.).

Southern Illinois Cable TV Co., Murphysboro and Carbondale, both Illinois (KDNL-TV St. Louis; WDSR-TV Paducah, Ky.).

Southern Illinois Cable TV Co., Herrin, Ill. (KDNL-TV and KLPLR-TV, both St. Louis; WDSR-TV Paducah, Ky.; WIEV-TV Mt. Vernon, Ill.).

Southern Illinois Cable TV Co., West Frankfort, Il. (KDNL-TV and KMOV-TV, both St. Louis; WDSR-TV Paducah, Ky.; WIEV-TV Mt. Vernon, Ill.).

Monroe All Channel Cablevision Inc., Bloomington, Ind. (KDNL-TV and KLPLR-TV, both St. Louis; WDSR-TV Paducah, Ky.).

Monroe All Channel, Monroe County, Ind. (WTVG-WG). [WTTW-TV (TV) Chicago] [WCKW-AM/TV, Garden City, and Paducah, Ky.].

Metro Cable, Inc., Loves Park, North and Winnebago County, all Illinois (WGN-TV and WFLD-TV, both Chicago). [WGSE-TV (TV) Chicago] [WTVG-WG].

Good Cable TV promo; Lincoln, Mich. (WFLD-TV Detroit).


Top Vision Cable Co., Oswego, Ky. (WDTX-TV Louisville, Ky.).

Goodland Cable TV Co., Goodland, Kan. (KWNG-TV Garden City, Kan.).

Herrington CATV Inc., Herrington, Kan. (KBMA-TV and KMBT-TV, both Kansas City, Mo.). [KWWX-TV, West Valley, Utah].

Hi-Cable TV Inc., Hays, Kan. (KPTS-TV Wichita, Kan.).

Display ads. Situations Wanted (Personal ads)$25.00 per inch. All others—$40.00 per inch. 3rd or cover billed at run-of-book rate. Stations for Sale, Wanted to Buy Stations, Employment Agencies—Opportunity advertising require display space. Agency commission only on display space. Ads; if tapes or films are submitted, please send $1.00 for each package to cover handling charge. Forward remittance separately. All transmissions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

Radio announcers continued

Experienced announcer—salesman; emphasis on sales. Afternoon airshift. Suburban station. Western Illinois. Write Box E-109, BROADCASTING.

Experienced announcer/night work. First phone, character references required. South. $125 start. Box E-215, BROADCASTING.

Christian programed station needs experienced announcer. Must have strong background in production. Must be mature self-starter interested in keeping sound of station fresh and alive. Contact: Dick Bort, KCCC #43 Blue Ridge Center, Kansas City, Mo. 64133.

Rock jock with good production and first phone. Send tape and resume to Jerry Black, KSUN Radio, Shelby, Montana 59474.


Central Virginia full-time accepting applications for expanding staff. Must have strong references and be willing to work. Contemporary MOR format. Must be master at air check. Resume and employment requirements to Don Barron. WCHV, Charlottesville, Virginia 22903.

Radio announcer personal appearance with production ability for leading MOR station in Walt Disney World area. Great opportunity in dynamic area. Send air check, including production spots and resume to Bill Taylor, Program Director, WDBO, P.O. Box 1833, Orlando, Florida 32802.

Man or woman with third class ticket for announcing at Vermont's most powerful FM station. Full knowledge of all kinds of music basis. Also needed second-shift newcomer with third phone. Experience preferred for both positions, but will consider newcomers with voice, ability, knowledge and willingness to work in team and cooperation. Send tape and resume to WWHB-AM, Box 518, Rutland, Vermont 05701.

Step up to 100,000 plus two station market. Need experienced sales/air personality. WJWL, Niagara Falls, New York.
Announcers continued

Top 40 DJ with large market experience. First phone desired but not required. Not MOR—Top 40, not street team DJ. Must be good commercial production. Call Tom Bell, 703-532-9625.

Immediate opening for a full time staff announcer with an interest in becoming Program Director. Must be a full time announcer and salary requirements. Box E-120, BROADCASTING.

Indiana AM-FM has position open soon for announcer—maintenance-production combo. First phone essential. Must have minimum 1 year's experience. Station heavy on community involvement. Good pay for good man. Ideal spot to settle down. Send resume, tapes, and references. Box E-Good, BROADCASTING.

Directural two antenna station with AM and FM stereo needs an experienced well-rounded engineer. Radio and salary requirements. Box E-168, BROADCASTING.

Opening for chief engineer at 5 KW daytime station in new location. Pay, benefits, working conditions. Write WOIO, 4601 Hills and Dales Road, N.W., Canton, Ohio 44706.

First ticket engineer for maintenance and production work to announce. Call Ed Buterbaugh, 703-532-6937.

News

If you are energetic, capable and can follow direction maybe you can fill our news director slot. Send tape, salary requirements and references (which will be checked) for life, hospital, dental insurance. We welcome replies from minority groups.

Box D-157, BROADCASTING.

Wanted . . . Radio-TV newsmen for medium sized midwest markets. College degree and 5 years experience in news. Good copy, research, and public relations. Good references. Box D-283, BROADCASTING.

Wanted immediately. Pro for news director slot. Must have voice and ability to run tight department. Send resume and tape first reply. Salary equals ability. Good opportunity for right man. Box E-199, BROADCASTING.

Mature newscaster-announcer to work at 5000 watt, full-time Michigan station. Authoritative distinct delivery required. Send tapes and resume to Box E-224, BROADCASTING.

Newsmen for large market & R & R Station. Heavy on public relations. Must contact with top public officials in nation's Capitol. Call Joe Salvo, 703-533-3237.

Progrimage, Production, Others

A progressive AM station in Northern Ontario, Canada, is looking for a top program director. Applicant must have extensive background with a successful station. Should be available right now! The position is right for you! Box E-137, BROADCASTING.

June opening for detail minded announcer-author copywriter or p.d. to handle these duties, production, etc. Caro-line. Box E-156, BROADCASTING.

Production wizard wanted. If you write and produce excellent commercials and can work well with excellent salary and benefits. Several former major market pros are already on staff. One more! Outstand-MOR format. Great living conditions. Tape, resume and references to . . . Program Director, WCCW, Traverse City, Michigan 49684.

Production director for leading MOR stations in dynamic Central Florida area. Must have mature voice, imagination and production and knowledge. Send tape of production and speaking. Box J-281, BROADCASTING. Call Bill Taylor, Program Director, WBDO, Post Office Box 1893, Orlando, Florida 32802.

Situations Wanted, Management

Successful young FM manager presently employed looking for long term sales/management opportunity. $15,000-$20,000 in first year. Box C-121, BROADCASTING.

Presently employed in New York City. Strong in sales—both national and local levels. Six years in television, thirteen years in radio. Let me share my experience and know-how with you. Box E-107, BROADCASTING.

Management continued

M.B.A. under 30 with seven years management experience in top 5 market—must professional in management & aggressive with leadership. Outstanding references and track record. Box E-189, BROADCASTING.

Broadcast executive, 29, with 13 years experience in all phases of radio, sales, news, programming, management. Will manage your station for percentage of ownership, option to earn or buy. Also, college degree, family man, dedicated. Prefer Midwest location. Box E-190, BROADCASTING.

Need a pro, experienced in management, sales, positive programming, copy writing, public relations, and with first class license and references? Let's negotiate, south! Box E-F, BROADCASTING.

Available early summer. Present company not expanding in broadcast. Seek responsible position N.Y. area or Alabama. Sales, manager, group exec. respected by fellow broadcasters. Will be available for position with standing achievement in suburbia. Present and past employers will attest to abilities. Box E-207, BROADCASTING.

Selling general manager currently employed in medium metro market to make changes. Former owner, 35 yrs. of age. Excellent references. Prefer East or Florida. Will invest. Box E-208, BROADCASTING.

Gan, Mgr. seeks new opportunity, 16 yrs. experience, 14 in management, small, medium and major markets. No wild claims. No miracle worker. Success based on hard work, dedication, loyalty, and honesty. Excellent references. Presently employed. Strong on sales and promotions. Box E-211, BROADCASTING.

General manager. All the ingredients of sales, programing, promotion and planning skills to build ratings and maintain current level of success. Several midwest locations. Box E-217, BROADCASTING.

Vice president sales available for television or radio. Top producer—will mill millions to make changes. Former in sales in less than a year. Consultant to several radio stations that doubled in billings in one year. Took a company from $47 million in 3 years. Taught and lectured at colleges on retail merchandising and advertising. A salesman who will work with you to earn your respect. Gordon Stewart, 221 W., 57th St., B-24, Loves- land, Colo. 80537. 669-1218 after 9 p.m. except Tuesdays.

Sales

18 years experience—southeast salesman-announcer-sportscaster. Prefer small market position ownership opportunity . . . can invest. Box E-54, BROADCASTING.

I've sold for almost 4 years in a major market. I'm now selling a suburban AM and leading FM and doing very well. I'm looking for a city where I can work with a staff who will appreciate the value of a competent salesman. Box E-61, BROADCASTING.

Sales or sales manager. Exceptional background radio, consistent record sales. Box E-173, BROADCASTING.

Successful medium market AM selling sales manager would like to relocate. Box E-199, BROADCASTING.

Experienced S.C.A. sales manager available. Twenty years experience with 15 years in Ad. I'm looking for a place to re-locate. Don Hartley, 511 W. Broad, Bethlehem, Pa. 215-491-2335.

Spunky Iowa State Univ. broadcast and adv. grad desires sales position. Available June 1st. Will relocate. I've got the background, give me the opportunity. Box W. G. Staabringen, Jr., 2709 Lucinda St., Perry, la. 50220.

Announcers

Experienced first phone professional. Rock, up tempo mid road, country. Box E-200, BROADCASTING.

Play by play hockey announcer available. Seven years experience. Tapes available. Will relocate. Box D-ZPF, BROADCASTING.

MOR announcer. Relaxed, conversational, 26, married, 3rd. Will relocate anywhere. $125 weekly. Box E-27, BROADCASTING.

Los Angeles personality—MOR (C & W) top ratings (Pulse) good pipes, humor, wit (first phone). Box E-41, BROADCASTING.

10 year pro, contemporary/MOR personality-morning man. Experienced in all phases. Strong production, top ratings, programming and sales. 1st phone, 29-year-old family man, needs location for FM position or staff job with a future in medium or major market. Has considerable experience and screen mainstream. Work now. Box E-106, BROADCASTING.

Working professional, over five years experience, you name it— I've done it! Box E-161, BROADCASTING.

College man: 6 years commercial experience. Great voice— music memory. Former Director. All inquiries appreciated. Need summer employment. Box E-165, BROADCASTING.

Professional morning personality, four years, top 40 progressive rock station. Box E-170, BROADCASTING.

Professional morning personality, four years, top 40 progressive rock station. Box E-170, BROADCASTING.

Young, goovy, Englishman. Wants a chance to shine. N.Y.C., school grad, experienced, great voice. Knows music inside-out. No license—Help. Box E-174, BROADCASTING.

Soul jock 1st phone 4 yrs. exp. If job does not require imagination and creative ability would not be interested. Box E-175, BROADCASTING.

Wanted a dedicated, stable, rock or up tempo MOR personality. You may have found who you're looking for. Creative production. Six years experience. Three years college, third phone. Midwest or far west preferred. Excellent references. Reputable stations only. Box E-181, BROADCASTING.

Chicago, South Bend area, attention! Five year pro, first, married, military complete, available August 1. Box E-186, BROADCASTING.

Announcer—third class license, college, married, draft exempt, major and medium market experience. (317) 545-2999. Box E-187, BROADCASTING.

If you have unusual talent; if you can do a persuasive format job. Need single or married. Can work with local clients on your show, we have a top paying job for you at our Boston area MOR AM. Rush tape and resume. Box E-191, BROADCASTING.

3 years experience, good voice, college, draft exempt, 1st job or needs to relocate in South, will accept any offer. Box E-195, BROADCASTING.

Resonant voice 1st phone DJ/sportscaster. 10 years experience, college, married. Box E-196, BROADCASTING.

Country jock, desire air work. First phone. Experi- ence. Box E-203, BROADCASTING.

Experience disc-jockey, authoritative news, top 40 or C&W. Bright, hard working and personable. 3rd, prefer west. Box E-220, BROADCASTING.

First class license, limited experience, prefer country. Don Bach, 3325 N. 5th, Milwaukee, Wisc. 53201. Box E-262-8056.

1st phone. Broadcasting graduate wants to bring his career to your station. Disc jockey, newscasting, DJ, air talent. John M. Stang, 2766 Worden St., San Diego, California 92110. (714) 225-0489.

Professionally trained sports minded announcer, any format. Will work anywhere. Dave Caputo, 85 And- more, Kensington, Calif. 415-327-1523.
**Announcers continued**

I’m additing. Once they’ve heard me, they’re hooked. Conversational, knowledgeable rock personality, 3 years experience, $1,000,000 plus market. Good production. Jim Prey, 38 Hampstead Rd., Fishkill, N.Y. 12524, (914) 897-6331.

Young married college grad with a 1st phone and two years campus radio experience can be reached by writing to 5940 N. Cahuenga Blvd., North Hollywood, California 91601 or by calling (213) 985-3103. Ask for Steve Eker.

U.S.A. radio included 23 yr. old Vietnam vet's, 3 yr. MOR/rock experience, 1st phone. Gary Sutton, 1957 Belfour, Columbus, Ohio 43227.

First phone sage wit and great voice. Seven years of contemporary broadcasting experience. Call 405-794-9436.

Experienced. 1st phone DJ, will relocate anywhere. Contact: Alan Ramet, 8470 Abilene, La Mesa, Calif. 92041, (619) 595-6850.


First phone with thorough professional training will guarantee one year for air experience. Northern and western states preferred, but all replies will be answered—Carl Dylandt, 2354 Carcres, La Crescenta, California 91214, (213) 872-0126.

Experienced first phone college grad wondering rock or MOR station in small-medium market. Will relocate. 402-471-6479, Nolv.

3 years experience, first phone, all types of music, love production. Prefer Minnesota, South Dakota, North Dakota, Iowa. Rod Vlach, Montevideo, Minnesota. 612-297-5656.

Florida please. 1st phone, 3 years experience. Top 40, contemporary, or up MOR. 412-745-6479, Nowl.

Original programs NYC TV. Own radio program, 3rd endorsed. Announce, sell, produce, relocate. Call 609-992-5678. Box 181, BROADCASTING.

1st phone—young, willing to work hard, looking for beginning, will travel would like any of 10 western states. Webster, San Diego, Calif, 92114 or call (714) 264-6123 after 6.

**Technical**

Chief—AM/FM. 20 years experience—attention group stations or stations desiring quality sound. Box E-99, BROADCASTING.

1st phone—studio & xmitter engineer—broadcast college student—available immediately—Boston-East. Mass. area. Box E-151, BROADCASTING.

25 years experience announcer and announcer. 1st phone. Resume on request. Box E-172, BROADCASTING.

28 years experience, all powers AM FM dir.: chief of transmission or combo. South only. Mature. Box E-184, BROADCASTING.

Chief Engineer. Knows production of AM-FM stereo, remotes, transmitters, systems design and construction, plus much more. Ten years experience, AM, FM, TV. Prefer Tucson-Phoenix area. Please be prepared to pay what I am worth. Market experience and referen-
tes. Box E-188, BROADCASTING.


Chief or supervisor, 20 years AM-FM TV experience. Available immediately. C. L. Sweet, 1100 W. Schar- bauer, Hobbs, New Mexico 88240.

**News**

News director, with 1st phone, also does sport play-by-play. Box E-90, BROADCASTING.

22-year-old first phone. News board, transmitter shift. My main interest is news, but will do air shift. I'm presently at 6:30 KOP, 9705 experience same station. $125.00 week. Will relocate any area. Box E-110, BROADCASTING.

Experienced young sportscaster—college basketball and football, college radio. Reporting sports news and inter-
viewing. Excellent sports background. Box E-164, BROADCASTING.

**News continued**

Experienced broadcast newsmen — radio-TV-in-
sturctional. Six years present employer, news director, station manager, WAGV TV, Miami, Box 794, Belmont, Wis. 53111 or call 608-879-2851.

Radio-TV experienced newswoman and/or announcer. Journalism degree. Top writer-reporter. Small-medium markets, Call now. Box 794, BROADCASTING.

Guts, brains, and 13 years in the business. 30 yr. old news director and long time anchorwoman with proven radio experience. Crisp, clear, tight, the gold, but I’m starving. Let’s get me back in news right now. Box 354, 2470 Galley Features, Inc. Box 2707, Sarasota, Florida 34578.

June Northwestern Univ. Journalism grad seeks work in small-medium market radio. Currently nightly anchor-
man on NW radio station, former editor of NU student newspaper. Jim Dexter, 2728 Woodbine, Evanston, Ill. 60201.

I can put professionalism in your interviews, talk shows and newscasts. Excellent credentials. Last 3 years in Medium market. 217-877-7824.

**Television Help Wanted Management**

Growing TV-CATV group owner seeks challenge-
growth, planned expansion. Base salary $25,000 with incentives to $35,000. Applicant must have a proven record of success in TV management—sales strongly preferred. Company be-
lieves that aggressively fully responsible managers are the key to successful stations. Send letter of interest, future demand, Write Box E-146, BROADCASTING.

Local sales manager for top rated network affiliate. Large medium market, 5 station group. $35,000 plus percentage increase of sales. Salaries with demand for manage-
ment may apply. Box E-192, BROADCASTING.

TV General sales manager. Aggressive and able to administer local and national sales. Send complete resume and requirements to Box E-201, BROADCASTING.

Sales

TV-sales—unlimited opportunity for aggressive sales-
man with management potential with network affil-
iate in major Florida market. Good salary, excellent commission arrangement. Send complete resume and requirements to Box E-201, BROADCASTING.

Salesman for video tape film, service. New company. Box 8228, and salary requirements first letter. Box 206, 60202, Rt. 1, 60201, A salesman, plus. Midwest area. Write Box E-209, BROADCASTING.

**Technical**

Chief engineer. Independent station. Top ten market. Box E-35, BROADCASTING.

**Technicians continued**

TV engineers. Summer relief. May to October. FCC 1st class license required. Call collect or write to Box E-35. WAGV TV, Miami, Fla. 33102, (305) 792-3300. An equal opportunity employer.

Production oriented first phone man for video switch-
ning, VTR set-up. Prefer mature man looking for perma-
nent position. Send resume to Joseph Wasser, Chief Engi-
neer, AM/FM, Central Michigan University, Mt. Pleasant, Mich. 48858.

Television Technicians—2 positions available now. One primarily maintenance, one primarily operation. Trans-
mitter, and studio equipment operator. First class operators license. Salary commensurate with experi-
ence. Liberal University offers equal opportunity employer. Send resume to Joseph Wasser, Chief Engi-
neer, AM/FM, Central Michigan University Telecommunications Center, Oxford, Ohio 43056.

Television engineers, good maintenance background, 1st class FCC license required. Send resume to Chief Engineer, 1018 West Peachtree St., N.W., Atlanta, Georgia 30309.

Maier midwest CBS affiliate seeks experienced new-
swoman as reporter with back up anchor potential. Must have strong news air personality and enthusi-
asm for reporting. Video tape and resume to Box E-64, BROADCASTING.

TV sportscaster. Major Ohio VHF. Great job for ex-
perienced sportscaster. Send pic and resume only with salary requirement. Box E-145, BROADCASTING.

Pennsylvania VHF station needs experienced, aggres-
sive newsmans, for assignments. Excellent pay, tenure, fringe. Send resume, video tape to Box E-202, BROADCASTING.

Personality Weatherman. Warm, easy, natural delivery that fits into an interaction newscast. A man who takes the weather seriously but not himself. No can-
nonists. Send tape and resume to Phil Corvo, Pro-
gram Director, KIRO-TV, 3rd and Broad St., Seattle, Washington 98104.

Television anchorman ... northern Michigan ... small university town. Beautiful hunting, fishing, ski-
ing. Excellent market. Excellent pay, perma-
ance. Send resume and picture to Box E-350, WLCU TV, P.O. Box 450, Marquette, Michigan 49855.

Announcer/Newscaster for anchor position. Opportunity to get in on the ground floor with an exciting new TV station and production company in Orlando, Florida. Group operation. Top salary and fine bene-
fits. Send photograph and full resume, including references, to Earl L. Bevles, President, Sun World Broadcasters, Inc., 1080 Woodcock Rd., Suite 259, Orlando, Florida 32803.

Programing, Production, Others

Florida major market network affiliate needs experi-
enced traffic assistant/TWX operator and an experi-
lenced sales supervisor. We are an exciting area as a part of a dynamic station. An equal opportunity employer. Box E-43, BROADCASTING.

Wanted Midwest major market. Television producer/ 
director, 3 years experience. Also open to produ-
gram and commercial tape. We have the best facilities and do most of this market's tape recording. Send complete resume and references. Equal opportunity employer. Write Box E-176, BROADCASTING.

Wanted/Director for major N.E. VHF. Looking for a 
advantageous man on the way up. Must be experienced in all phases of control & studio operation. Send resume and salary requirements to Box E-223, BROADCASTING, E.O.E.

Junior college in Boston needs two television instruc-
tors. 3-5 years professional experience, including color. Should have Master's Degree. Apply to: Dean Barry Jay Cronin, School of Communications, Gramm Junior College, 632 Beacon Street, Boston, Mass. 02115.

**TELEVISION**

Situations Wanted, Management

Looking for move up, currently General Manager CBS medium market. Box E-169, BROADCASTING.

**Technical**

Engineer, first, B.A., experienced in radio, TV, audio, film, for TV, F.M., CCTV college; chief or assistant. Presently installing ed-FM, Box E-118, BROADCAST-
ING.

First phone experienced engineer, all production facili-
ties applicable. Box E-165, BROADCASTING.

Broadcasting May 15 81
**Situations Wanted News**

Seven years experience, television news, on air shots. Young, now in larger market. Send anchor/reporter position. Details available. Box E-84, BROADCASTING.

News director’s position desired. Excellent experience in all phases of production and promotion as well as NTV affiliate. Resume on request. Box E-204, BROADCASTING.

Versatile TV newsmen, five years as news director; wants更大 than major market. Strong background can handle all phases of TV news. Box E-214, BROADCASTING.

**Television Situations Wanted**

**Programming, Production, Others**

Producer/director/ writer for net O&O in top 4 market desired in management role. Creative, mature, leader; experience in all phases of programming, production, and promotion. Box E-92, BROADCASTING.

Pre-production man, strong knowledge of all phases of TV production, creative writer. Want position of increased responsibility. Preferably near ski country. Box E-159, BROADCASTING.

Blonde Female—22, dynamic (although sarcastic) personality. BA in Mass. Communications. Experienced in TV, radio, production, etc. Presently employed in advertising. Box E-120, BROADCASTING.

Directors position wanted. Six years production experience, direction, filming. Box E-197, BROADCASTING.

Program/operation manager seeking challenging TV market or cable opportunity. Strong in programming, administration, sales, dedicated professional. Box E-206, BROADCASTING.

Over-the-hill production manager, Ecologically-rejuve- nated during extended backwoods whole-caste phase. Ready to back-track over the hill, sadder but wiser. To medium-market production. Box E-210, BROADCASTING.

Operations/Program manager. Efficiency increases profits. If you want a manager with proven initiative and imagination who can put 15 years in VHF/ UHF to work for you. Cost-budge conscious, film buyer, runs all phases operations (includes involvement putting 3 new studios on air). Box E-221, BROADCASTING.


Available immediately—University graduate, degrees in radio and TV production. All phases of TV production, including directing at public station. Resume available.

New York University television graduate seeks employment in production operations or news coverage. Live studio and location videotape experience. Dependable. Willing to relocate. (312) 289-9156.

Summer relief N.Y. area. See ad under radio.

New York University television seeks graduate employment in production operations or news coverage. Live studio and location videotape experience. Dependable. Willing to relocate. (312) 289-9156.

Wanted To Buy Equipment

We need used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Torrbole St., Laredo, Texas 78040.

Wanted, Hi or Lo Band RCA TRA or Ampex (200 videoheaderi) magnetic tape recorder, WBCM-TV, Mt. Pleasant, Mich. 84858. 517-774-3105.

**For Sale Equipment**

6¼" Andrews Rigid TL 775 type 82503, 75 OHM main, old, hard to find, gas stop, disc, miss. Excellent condition. P.O. Box 188, Menomonie Falls, Wisconsin.


For Rent: 1—Spotmaster Model 400A and 2—Spotmaster Model 405A units at $44.00 per month for short term. Longer term leases also available. Address Inquiries to: Chennings Leasing Co., Inc. P.O. Box 447, Narick, Mass. 01760. Tel. No. 617-655-5360.

Remote unit—a complete radio broadcast. Remote unit on wheel. 7 5/8 feet. "Turnkey" price $3,500.00—Tom Ortiz (512) 648-1150.

Ampex spare parts, technical support, updating kits, for discontinued professional audio models, avail- able from VIF International, Box 1555, Minn. View, Calif. 94040. (408) 729-9740.

**MISCELLANEOUS**

Deejay! 11,000 classified gag lines, $10.00, Uncondi- tionally guaranteed. Camera flood light. Edmund Ornies, Minneapolis, 95338.

Prissel Pirissel Prissel National brands for promo- tions, bars, contests, parties, etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc,
Instructions continued

Need 1st phone test. Then the Don Martin School intensive Theory Course (five weeks) is the one you need (approved for Veterans) (Bank financing available). Learn from the finest instructional staff in the country. Utilizing animated films in addition to our visual aids you are assured of obtaining your 1st phone as well as gaining a good basic background in communications electronics. Our proven record of success is surpassed by no one. Why take chances on second best or Q&A courses? Our next Intensive Theory Course will begin June 19, 1972. For additional information call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, NO 2-2821.

Announcers

WTOD TOLEDO
Modern Country, a South-American station. Seeks afternoon drive man. Must have CM experience, good production ability, 1st phone helpful, immediate opening. Resume and tape first letter. Top salary for top man.

WBMJ, SAN JUAN
Needs experienced production man. Work with the pros at Puerto Rico’s English-language station. Airmail tape, resume, picture and references. Mike Michaels, WBMJ Penthouse #1, Hotel Boringuen San Juan, P.R. 00907

Situations Wanted, Management

84 PERCENT INCREASE IN REVENUE
In just 3 years major radio station in Miami, Florida. Professional broadcaster with documented track record in management and sales seeks new challenge. Call JAMES AUSTIN (305) 271-6083

NEED HELP?
Your ad here . . .

News

Anchor Man / Reporter
We are leading network affiliate in secondary market in beautiful California area, with an opening for an experienced combination TV anchor man/field reporter. Qualifications quite simple: must have good on-camera delivery and appearance; must be excellent field reporter; and must be able to adhere to company news policies which are set by management. Our station and news block are top rated in area. Company owns multiple broadcast properties. Excellent fringe benefits. If you qualify and are interested, rush tape and/or film, references and work-salary history to Box E-98, BROADCASTING

Situations Wanted

TOP TALENT AVAILABLE
DJ’s All Formats
TV Newsman-Anchormen
BROADCAST SERVICES DIVISION
Media Management Corporation
710 Tower Bldg., Seattle, Wash. 98101 (206) 682-8897

News

***************

TODAY’S KIND OF FUNNY
Morning personality with comedy as modern as today’s music. An original approach in radio entertainment to complement any playlist. No-nonsense, literate, laugh. Major markets only send for an aircheck and resume.

Box E-149, Broadcasting

***************

Programing, Production

Girl Fridays, JR/SR accountants. Mutual Broadcasting System now has three radio networks. Presently in NYC, but making expansion move to DC this summer. Need Girl Fridays, with shorthand and typing skills. JR/SR accountants and bookkeepers. Work closely with top network executives. Write or call Joe Fortune, 138 W. 50th St., N.Y. 10020, (212) 581-6100, NO COLLECT CALLS.
Television Help Wanted

Technical continued

**WTLV**

Television Vision 12 of Jacksonville

is interested in receiving applications for the position of Chief Engineer. We lost our long-time Chief, Harry Wingfield, in a tragic death and, therefore, we are seeking applicants to fill that position supervising a fine staff of skilled and loyal technicians.

If interested, please send a resume of your experience and full particulars to:

Mr. Gert Schmidt, President Station WTLV

P.O. Box 1212

Jacksonville, Florida 32201

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**Business Opportunity**

**ATTENTION**

**CATV OPERATORS**

**NEW SEEBURG MUSIC LIBRARY**

**TAPE LIBRARIES**

For details visit our Hospitality Suite, 503 Essex Inn, 800 So. Michigan Ave., Chicago, Illinois. DURING CATV CONVENTION, May 14-17, 1972, or write:

Joseph F. Hards, Vice Pres.

SEEBURG MUSIC LIBRARY, INC.

1500 North Dayton Street

Chicago, Illinois 60622

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**WANTED**

Small market AM, Prefer Midwest single station market, 300 M maximum with terms. Experienced broadcaster wants ownership. All replies confidential.

Box E-102, BROADCASTING

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**Instructions**

**BASIC RADIO ADVERTISING SALES SCHOOL**

Classes start the second Sunday of every month and end the following Friday. Licensed by State of Oklahoma Board of Private Schools. Bonded. Contact...

**A**

**O**

**THE ALPHA OMEGA COMPANY**

Post Office Box 10

Sapulpa, Oklahoma 74066

918-324-7465

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**FOR SALE Stations**

**STATIONS FOR SALE**

1. **NORTHEAST.** Major market. AM-FM, $315,000. Terms.

2. **MIDWEST.** AM-FM, Profitable, Exclusive to market. $375,000. Terms.

3. **SOUTHWEST.** AM-FM. Includes valuable real estate. $435,000.

4. **ARIZONA.** AM-FM. Excellent cash flow. $325,000. Terms.

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**LaRue Media Brokers Inc.**

116 CENTRAL PARK SOUTH

NEW YORK, N.Y.

(212) 255-3430

NCTA Hospitality: Continental Plaza

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**LARSON/WALKER & COMPANY**

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067

1831 Ave. of the Stars

Century City, Suite 501

90067

Incorporated

Brokers & Consultants

DALLAS, TEXAS 75205 (214) 526-8427

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**CENTRAL AMERICA**

AM chain — exceptionally well established. Growing market — strong sales trend. Principals only.

Box E-83, BROADCASTING

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**Owner Retiring FOR SALE**

Well established, debt free FM network associate. Experienced owner, manager, or a proven salesman can obtain for reasonable down and long payout.

Box E-213, BROADCASTING

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**Chapman Associates**

Business brokerage service

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The FCC's cable chief is a firm disbeliever in the status quo

Flair is not something you expect to find among the bureaucrats. Maybe among the White House staff or on Capitol Hill, but not in the federal bureaucracy. A few years in that atmosphere—with the petty internal politics, the bigness, the routine—seems to leave a man, no matter how he started, with about as much panache as can be found in a government news release.

Not so Sol Schildhause, chief of the FCC's Cable Television Bureau, whose handling of that office has made him one of the commission's most controversial staffers. After some 30 years of government, he retains some flair. He is an attractive man, and his clothes certify him as a graduate of the Ivy League (Harvard Law), though he affects a certain sharpness in his dress that sets him apart even in that regard.

But it is the mocking humor—one that reflects some of the wise-guyish flavor of the New York where he grew up, and that he can turn on himself as well as use to make a comment—that, as one commissioner said, allows him to take a detached look at himself in relation to the commission and that it is so at variance with the common image of a bureaucrat.

It also contributes to the controversy that surrounds him. Take his appearance last March, in Beverly Hills, Calif., at the largest conference on cable ever held on the West Coast—it was sponsored by the National Academy of Television Arts and Sciences and had an attendance of some 900 when talk turned to the alleged waste of spectrum space allocated to UHF, Mr. Schildhause remarked: "I've begun to think in recent years that UHF was conceived as part of a plot to bankrupt Jewish dentists."

To some commission officials, such irreverence is not only shocking, it is unprofessional. They feel Mr. Schildhause should confine his criticisms of commission policy to internal statements and memoranda. But what they find even harder to fathom is the indulgence the commissioners show Mr. Schildhause. "That Jewish dentists' remark got a good laugh," one official recalls. "They said, 'good old Sol; that's Sol for you.'"

By the standards of a bureaucracy, Mr. Schildhause has forged a success. He began in 1966 with a staff of 12 professionals working as a task force whose future was indefinite; today, he is in charge of a new, staffed bureau that includes 30 professionals, and will take on 17 more in fiscal 1973. More important, cable television, in his view, is now ready to develop as an industry. He played a major role in both developments.

As chief of the new CATV task force, his mission was largely to process the mountain of petitions that cable systems had filed for waiver of the rules requiring hearings on proposals to import distant signals in the top-100 markets. There was not much enthusiasm for the project at the commission level; indeed, the rules were generally interpreted as constituting a freeze on CATV development.

Whether the interpretation was correct or not, Mr. Schildhause attacked the backlog with such vigor, and was so generous in his recommendations for waivers, that he caused first surprise, then dismay among some commissioners. Kenneth A. Cox, then a member of the FCC and an advocate of protection for broad-casting against cable incursion, was particularly bitter: as Mr. Schildhause persuaded the commission to grant more and more waivers, Mr. Cox accused him of "subverting" the rules. But, while others, in and out of the commission, said he was "subverting" the commission's rules.

Over the years, along with the gratitude of the cable owners, Mr. Schildhause has won the enmity of broadcasters fearful of the impact an unchecked CATV industry could have on their business. The fact does not seem to disturb him, though he does attempt to protest his sympathy and regard for broadcasting. After all, he says, in effect: I used to be a broadcaster myself. In 1957, he left the commission, after eight years, and became 15% owner and general manager of KOMA (AM) Oklahoma City. Later that year, he sold out to his partners at a profit, after disagreements over policy, and returned to the commission.

Mr. Schildhause pleads guilty to the charge that he is an advocate for the CATV industry. But he says he is simply playing the game as it is played at the commission. The Broadcast Bureau supports the broadcasters, he says; his constituency is the CATV industry. The reason for debate, he feels, sharpens the issues for the commissioners; it is their job to make the public-interest decisions.

In discussing his support of cable, he makes the kind of arguments that are now familiar—it is a technology that "holds great promise" and "it's worth a try to see what it will produce." But while there is no need to doubt the sincerity of such comments, there is another, less cerebral reason. "It's a matter of metabolism," he says. "I'm very competitive. Whatever I do, I like to do well. If I have a job of helping to develop the cable industry, I'm going to do it."

Second in popularity at the commission to the game of guessing when Chairman Burch will leave is that of picking Mr. Schildhause's departure date. Twice he has been reported as among those being considered for the presidency of the National Cable Television Association. Twice NCTA picked someone else. But some communications law firms would like to recruit him—and Mr. Schildhause is now being admitted to the D.C. bar.

However, he says there is nothing significant in that. He is simply looking ahead "five or 10 years," and seeking admission now because the bar will soon require all applicants to take an examination, an ordeal he would rather forgo. "I have no current plans to leave the FCC," he says "yes, a couple of people" have talked to him about a job. And he adds, "I will listen very carefully to anyone who wants to pay me a lot more than I'm worth."
The real world of cable TV

The National Cable Television Association is to meet in Chicago this week under conditions more benign than those favoring the industry since its primitive beginnings. Federal regulation has at last been defined, and in terms loose enough to permit healthy growth. The cables have won a copyright suit that CBS brought in hopes of establishing liability for modern, broadband cable systems. If problems still remain in state and local regulation and franchising, they are made easier by the clarification of federal policy. As compared with broadcasters, whose signals still form the core service of CATV, the cable operators are relatively free of the governmental distractions that can distort business judgments.

It is generally believed that cable is moving into a period of significant development. As reported here a week ago, Moses Shapiro, chairman of General Instrument, the parent of Jerrold, a pioneer in cable equipment and installation, has predicted a compounded annual growth rate of 21% in cable construction and renovation for the next several years. He sees a $255-million market in system building in 1974.

Mr. Shapiro was addressing New York security analysts and may therefore have been avoiding any understatement of prospects that would enhance the appeal of his company’s stock. Even so, his forecasts were no more optimistic than others we have seen. Unless everybody is dead wrong, this business will be big business soon.

That does not mean, however, that it will be the only business in the mass-communications field, as some of its earlier missionaries envisioned it to be. The wise cable operators will look to innovation in their own domain, as well as to the increased use of on-air resources that the new climate permits, as the source of future growth. That is the objective that progressive delegates will pursue in their experiences this week in Chicago.

Who’s in charge?

In the settlement McGraw-Hill has made with several minority groups that had challenged its acquisition of the Time-Life television stations, the United States government has been relegated to a subsidiary role in broadcast regulation. A transfer that had been formally approved by the FCC, after extended and meticulous consideration, has been undone by one Albert H. Kramer, a professional solicitor of minority protests, and remade according to his terms. It sets a precedent that can be followed by anyone with Mr. Kramer’s resources, which include arrogance, ingenuity and tax-free foundation support.

Here was a station transfer conducted from the outset in full compliance with FCC rules and policy. Indeed, Time-Life’s original decision to sell was made in anticipation of the effectiveness of the FCC rule that will prohibit common ownerships of co-located television stations and cable-televison systems after August 1973. It was a transaction that the FCC explicitly found to meet the “compelling public-interest showing” that justified the transfer of three VHF stations in the top-50 markets, along with another V and a UHF, from a multimedia owner getting out of broadcasting to a new one getting in.

Mr. Kramer, however, has written his own multiple-ownership rules and by clever manipulation of the FCC’s procedures has managed to enforce them. According to the Kramer standards, no more than two Vs in top-50 markets may now be bought by anyone under any circumstances. Presumably, however, those standards may be subject to further refinement in future challenges to other transfers. The challenger needs only to apply the tactics that Mr. Kramer pioneered in early 1971, when he forced Capital Cities Broadcasting to come to his terms in its purchase of the Triangle stations, and that he has perfected now in the McGraw-Hill confrontation.

It was the same Mr. Kramer, then representing predominantly black groups, who got Capcities to make a $1-million commitment for minority employment and programming in exchange for his withdrawal of petitions to deny the transfers it sought (BROADCASTING, Jan. 11, 1971). That turned out to be only a warm-up. His deal with McGraw-Hill contains all the Capcities commitments, if in somewhat different form, plus more—including virtually unlimited access to the air for any minority grievance—in addition to the new Kramer rule of multiple ownership.

These ends have been achieved by tactics of delay. Mr. Kramer filed so many papers with the FCC that the agency took a year to reach a decision. Once the decision was reached, he took it to the appellate court which, in its present composition, was almost sure to remand the case for an FCC hearing if he had persisted. McGraw-Hill and Time-Life faced years of litigation if they resisted his demands. No two companies would find it prudent to extend a sales contract of such size into so indefinite a future.

If equities are to be restored to the processing of station transfers, legislation must be written to make realistic deadlines for the filing of protests and supporting documents. As the law is now interpreted by the courts, and perforce by the FCC, it lets the Kramers keep obstructing justice by the mere act of inventing new papers to file. In such circumstances it makes little difference what the FCC thinks or how it acts; the real power of regulation lies with the challenger who has the leverage to queer a deal or corrupt it by staving off the government’s ultimate action.

As the system is now rigged, it invites abuse. And the abuses will only worsen. Mr. Kramer has just been given $400,000 by the Ford Foundation to expand his practice. Others are finding foundation support for similar enterprises. The end will be regulatory anarchy if Congress doesn’t step in.

"They never told me this was one of the farm director’s jobs.”

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"They never told me this was one of the farm director’s jobs.”
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WSB TELEVISION ATLANTA.
Here are the latest average week TV audience estimates February 9th thru March 7th, 1972 in the Monroe-El Dorado ARB TV market.

**Monday thru Friday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>&quot;Z&quot;</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>11 AM to 3:30 PM</td>
<td>KNOE-TV</td>
<td>80%</td>
<td>92,000</td>
</tr>
<tr>
<td>12:30 PM to 1 PM</td>
<td>KNOE-TV</td>
<td>95%</td>
<td>132,000</td>
</tr>
<tr>
<td>(As the World Turns)</td>
<td>KNOE-TV</td>
<td>5%</td>
<td>73,000</td>
</tr>
<tr>
<td>3:30 PM to 5 PM</td>
<td>KNOE-TV</td>
<td>89%</td>
<td>105,000</td>
</tr>
<tr>
<td>5 PM to 6:30 PM News</td>
<td>KNOE-TV</td>
<td>76%</td>
<td>95,000</td>
</tr>
<tr>
<td>6:30 PM News</td>
<td>KNOE-TV</td>
<td>82%</td>
<td>90,000</td>
</tr>
<tr>
<td>10 PM to 10:30 PM News</td>
<td>KNOE-TV</td>
<td>75%</td>
<td>67,000</td>
</tr>
</tbody>
</table>


**Sunday thru Saturday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>&quot;Z&quot;</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 PM to 10 PM</td>
<td>KNOE-TV</td>
<td>65%</td>
<td>64,000</td>
</tr>
<tr>
<td>9:00 AM to 12:00 Midnight</td>
<td>KNOE-TV</td>
<td>71%</td>
<td>68,000</td>
</tr>
</tbody>
</table>

* Audience measurements of all media are estimates only subject to defects and limitations of source, material and methods.

**The Top 15 Programs in the Ark-La-Miss**

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Gunsmoke</td>
<td>CBS</td>
<td>212,000</td>
</tr>
<tr>
<td>2. Hawaii Five-O</td>
<td>CBS</td>
<td>205,000</td>
</tr>
<tr>
<td>3. Mannix</td>
<td>CBS</td>
<td>163,000</td>
</tr>
<tr>
<td>4. All in the Family</td>
<td>CBS</td>
<td>170,000</td>
</tr>
<tr>
<td>5. Glen Campbell</td>
<td>CBS</td>
<td>159,000</td>
</tr>
<tr>
<td>6. Teenage</td>
<td>CBS</td>
<td>174,000</td>
</tr>
<tr>
<td>7. Here's Lucy</td>
<td>CBS</td>
<td>147,000</td>
</tr>
<tr>
<td>8. Mary Tyler Moore</td>
<td>CBS</td>
<td>148,000</td>
</tr>
<tr>
<td>9. News, 6-6:15 PM</td>
<td>CBS</td>
<td>122,000</td>
</tr>
<tr>
<td>10. Weather/Sports</td>
<td>CBS</td>
<td>120,000</td>
</tr>
<tr>
<td>11. Medical Center</td>
<td>CBS</td>
<td>135,000</td>
</tr>
<tr>
<td>12. Cannon</td>
<td>CBS</td>
<td>141,000</td>
</tr>
<tr>
<td>13. News, 6:15 PM</td>
<td>CBS</td>
<td>139,000</td>
</tr>
<tr>
<td>14. Doris Day</td>
<td>CBS</td>
<td>123,000</td>
</tr>
<tr>
<td>15. As the World Turns</td>
<td>CBS</td>
<td>77,000</td>
</tr>
</tbody>
</table>

**Counties Included in the Survey Area**

LOUISIANA: AVOYELLES, BIENVILLE, CALDWELL, CATAHOULA, CLAIBORNE, CONCORDIA, EAST CARROLL, FRANKLIN, LA SALLE, LINCOLN, MADISON, MOREHOUSE, MATHICHEMES, ORCHITA, RED RIVER, RICHMOND, TENSAS, UNION, VERNON, WEST CARROLL, WINN

ARKANSAS: ASHLEY, BRADLEY, CALHOUN, CHESTER, CLEBURNE, CONWAY, DALLAS, DEHRA, DEER, DREW, GOSPEL, OCACITA, UNION

MISSISSIPPI: ADAMS, BOCYVAR, FRANKLIN, IRAQUIA, JEFFERSON, ROBERT, SUNFLOWER, WARREN, WASHINGTON

**IN THE TOP 5 NATIONALLY!**

1. New York 21,000
2. Los Angeles 31,000
3. San Francisco 31,000
4. Memphis 21,000
5. Monroe 23,000


* Audience measurements of all media are estimates only subject to defects and limitations of source, material and methods.

* Source: Nielsen Station Index Network Programs by Market November 1971.