Because 12 stations are winning with "What's My Line?" in prime time right now.

13 more stations are putting "What's My Line?" in prime time this Fall.

Sometimes, the best way to lead is to follow.

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 one tie.)
He's one of the thousands of Spanish-speaking migrants and immigrants who live in South Florida. Which meant he was cut off from coverage of major news events because of the language barrier.

To bring the world a little closer home to Miguel and others like him, WPTV's Public Affairs Department arranged for a series of unique simulcasts, with the cooperation of a local educational radio station, WHRS-FM. These broadcasts made it possible to watch the Apollo 16 launch on TV while listening to a simultaneous translation into Spanish on radio.

At Scripps-Howard, we see a great future for this kind of communication link-up. We see it as a part of our constant effort to inform and involve every minority. Every person. And we figure that's real community service—in any language.

Scripps-Howard hits home.
By narrowest of margins, Supreme Court upholds FCC's right to require program origination on cable TV, says the effect is to foster diversity of local expression. Four dissenters say the authority belongs to Congress.

A rare good word for the FTC from advertising: Colihan tells 4A's that agency's activism has slowed pace of restrictive legislation. But others keep up the attack during one-day conference.

Also from 4A's: policy statement urging caution on politicaless.

BBDO walks away with 10 of this year's Clio awards.

NAB board faces crowded agenda this week.

Charles Ireland, president of CBS Inc., dies of heart attack.

FCC general counsel calls for viability, profit in broadcasting.

Middle-of-the-road radio used to be what everybody did. Now the first rock-and-roll generation is over 30, and MOR has become a specialty unto itself.

FCC reaffirms bans against network syndication, program ownership.

Shirley Chisholm won her battle over Section 315; now the FCC may go to court to try to win the war.

MCI plans public stock offering.

George Lois: advertising madman and/or genius.
News is the business of Agronsky & Co.

Martin Agronsky, Carl Rowan, James J. Kilpatrick, Hugh Sidey, Peter Lisagor, and other distinguished journalists, get together every Saturday evening at 7 on TV 9 to talk about the news as a newsman sees it. Their discussions, both provocative and penetrating, cover a broad spectrum of issues from political primaries to pollution, from our Asian bombing policies to busing. Each week this distinguished panel illuminates a vital news event or personality in a free-wheeling exchange of very personal views. Agronsky & Company. Make it your business to see it when in Washington.
The record
Now that Senator George McGovern (D-S.D.) is emerging as hot contender for Democratic presidential nomination, there's interest in how he has stood on legislation affecting broadcasting and advertising. Here's capsule: He favored law banning cigarette advertising on radio and television. He voted for political-spending law that puts unique restrictions on broadcasting. He voted for bill Senate passed two months ago to repeal Section 315 in its application to presidential and vice-presidential candidates in general elections but has said he opposes renewal of equal-time law in primaries. He's co-sponsor with Senator Frank Moss (D-Utah) of Truth in Advertising Act (S. 1461) which is opposed by most of advertising business.

Vacancy
It's virtual certainty CBS Chairman William S. Paley and Vice Chairman Frank Stanton will extend their contracts—both due to terminate next March—to stay on as company's senior executives in wake of death last week of President Charles Ireland (story page 26). No successor is in sight. Mr. Ireland, in job only eight months, had been recruited from ITT after CBS reached apparent conclusion its management cadre lacked candidate to lead increasingly diversified company. As neither Mr. Paley nor Dr. Stanton had yet relinquished key duties to Mr. Ireland—they remain chief executive officer and chief operating officer, respectively—there's no immediate need to fill president's post, although Dr. Stanton could reclaim title if board directs. In effect, clock has been turned back to last September.

Cable movies
Upsurge in buying and slotting feature films on cable systems is expected as result of Supreme Court ruling upholding FCC's authority to require local program origination. Telemation Program Service, New York, program-buying service for cable systems, said three systems signed with TPS within 24 hours after court decision, raising client list to 47. Rationale is that systems will include features on channel originating local shows to attract and maintain subscribers.

Double jeopardy
Broadcasters who thought that FCC's new license-renewal procedures would afford some relief by repealing requirement that renewal applicants survey community needs are likely to be disappointed. Understanding—in and outside commission—had been that new question requesting renewal applicants to list 10 major problems in their areas and to report what programming they have carried to meet them would replace survey. However, commission, in first meeting, on Friday (June 9), on proposed license-renewal procedures indicated it felt it would be desirable for broadcasters to go through both exercises.

That position reportedly was urged on commission by its consultant on renewal procedures, Dr. Barry Cole. Only difference would be that broadcaster would not be required to file survey along with renewal application; but he would be required to keep it on public file locally. (Survey technique has become so complicated that commission developed lengthy primer to explain how survey is to be conducted.)

Houston cable
What would it cost to wire Houston nation's 15th market—for cable TV? Question evolved last week as Houston city council received nine applications for franchise. Figure was placed at roughly $50 million original cost for system without two-way capability tocover 500-square-mile area with 1.8-million population. City council plans to visit FCC before final consideration of applications.

Applicants for Houston franchise are: 1) Greater Houston CATV Inc., comprising 30 Houston business executives and professional men; 2) Gulf Coast Cable TV, also locally oriented with 20-odd leading citizens; 3) Teleprompter Inc.; 4) Cypress of Los Angeles; 5) General Electric Cablevision Corp.; 6) Time-Life Broadcast; 7) Southwest Video Corp., operator of systems in Baytown and other Houston-area towns; 8) Twin County Trans-Videot, a Pennsylvania corporation; and 9) Phonoscope Corp. of America.

Separation
Movement to divorce National Association of Broadcasters Code Authority from direct relationship with association has been initiated and may become unscheduled topic at NAB board meetings next week in Washington (see page 25). Critics feel authority is overstuffed, that there is false implication that NAB membership means automatic code membership, and that code should be financially self-sustaining. (NAB provides free office space for Washington staffs of both TV and radio codes).

Next year
With passage of legislation to alleviate license-renewal troubles written off for this year, Chairman Harley O. Staggers (D-W.Va.), of House Commerce Committee, has assured National Association of Broadcasters that hearings will be scheduled early in first session of 93d Congress convening next January. In letter last week to Vincent T. Wasilewski, NAB president, Mr. Staggers is understood to have made commitment in light of congressional demand. As of last week some 200 members of Congress (including 12 senators) had co-authored renewal-relief bills.

Broadcast stripes
In official recognition of broadcast news's importance to UPI, board of directors has elected Pete Willett, general manager of broadcast services, to UPI vice presidency. New title: VP, broadcast services. He has headed broadcast operations since 1966, led expansion of UPI Audio network to current total of about 650 stations, launched special service currently serving estimated 75 cable-TV systems, is also responsible for UPI broadcast news with giving election night broadcasting officer status at both major newspaper/broadcasting news services: Robert Eunson, AP assistant general manager for broadcast, was elected AP VP at April meeting (Broadcasting, May 1).

Straightened out
Network news executives feel they have established principle they can live with in settlement with Miami Beach, Fla., over use of convention hall there between Democratic and Republican conventions (Broadcasting, May 1, et seq.). When city first broached subject after GOP decided to move its convention there from San Diego, networks got impression they were being asked to pay to cover convention, which they said they would never do. City next asked for full rental rates—on grounds they would be deprived of rentals to others—from end of Democratic convention July 13 to start of GOP's Aug. 21, estimating cost would be about $175,000 each for ABC, CBS, NBC. But agreement, announced by city, gives them "free access" from Aug. 7 to end of GOP convention Aug. 23 and also treats week after Democratic convention as "normal tear-down time." Thus networks pay for only 16 days or, by city's estimate, $60,000 each—about one-third of original demand.

Dollars, however, apparently were less important than principle. GOP convention agreement with Miami Beach, unlike Democratic party agreement and all other convention-site contracts in past, failed to provide for lead-time for media to set up. But in resolution of controversy city said it "specifically reaffirmed" right of news organizations to "free and reasonable access" in accord with "spirit of the agreement" between it and Democratic party. And networks will still save money on move from San Diego—more than $1 million all told.
FCC near decision on domestic satellites

Policy generally would be open-entry with provisos for AT&T, Comsat

FCC is said to be moving toward establishment of domestic communications-satellite policy that will provide for system of generally open entry—except in case of two major entities involved, AT&T and Communications Satellite Corp.

Commission staff on Thursday, following special commission meetings on previous two days, began drafting report and order in proceeding; however, some points remain to be resolved, and these will be discussed again this week, starting Thursday.

Essentially, commission is expected to permit anyone with adequate technical and economic resources to enter domestic communications-satellite business. Common carriers would be required to demonstrate that economic setback in satellite field would not adversely affect services they now perform.

However, sources point out that commission's decision to drop staff's consortium idea—under which companies utilizing similar technologies would be required to share common space segment—is no reason to describe plan that is emerging as open-entry system of kind administration has been urging.

Restrictions on AT&T and probably Comsat, they say, would not lead those companies to describe the plan in that manner. In its satellite service, AT&T will probably be limited, at least initially, to monopoly services it provides, like message toll telephone and Autovon (private line service for Defense Department), and for backup services. It would be barred from general private-line service, except possibly to provide links with Hawaii, Puerto Rico and Alaska, and from other business its competitors in space would like to share in—including transmission of network television programming, if networks decide to switch from terrestrial to satellite system.

Commissioners' positions appear to be: John E. thermal with Comsat, Russell B. called out AT&T and to establish second multipurpose system of its own to serve other customers, as it has proposed, or whether it will be required to choose between two courses, as commission staff has recommended.

Middle-ground solution may be shaping up, one in which Comsat would be permitted to serve AT&T and, in addition, operate as carrier's carrier—that is, serve other carriers in space but not provide end-to-end service.

Question of whether it, like AT&T, would be denied access to network business is still undecided.

Commission apparently will not require space applicants to put proposals out for bid by equipment manufacturers. Four companies involved in applications are equipment manufacturers—Hughes Aircraft, which is associated in application with four GTE Service Corp. companies; Lockheed, which is associated with MCI; Fairchild Industries Inc., and RCA. Only other applicants, besides AT&T and Comsat, are Western Union Telegraph Co. and Western Tele-Communications Inc.

Commission is expected to require GTE, which plans to use eight transponders in Hughes satellite (with eight more in second satellite available for backup) for telephone service, whether it would be providing public benefit or simply offering duplicate telephone service.

However, commission, which would like to build as much competition as possible into satellite business, would like to see Hughes plan implemented. It plans to use channel capacity left unoccupied by GTE for distributing programing to CATV systems, and commission considers plan one of most innovative proposed.

If commission resolves remaining issues and agrees on language this week, as expected, staff could draft final report and order, and bring it back to commission for final vote before end of month.

Federal agencies urged to open doors to radio-TV

Advisory conference, however, spells out some restrictions for broadcast coverage

Broadcast coverage of some federal agency proceedings has been given stamp of approval by Administrative Conference of United States.

Conference, in plenary session it held in Washington Thursday and Friday, adopted committee report recommending that federal agencies encourage radio and television coverage of their proceedings, particularly those dealing with broad social and economic issues.

Report was adopted by vote of 28-to-23, but opponents of recommendation had come even closer to scratching it than that vote indicates. Alternative proposal that would have provided only that agencies reach own conclusion on that proceedings, if any, will be open to broadcast coverage, and to announce their positions, lost only by vote of 26-to-27.

Federal agencies, some of which have felt inhibited by canon of legal ethics which forbids broadcast of judicial proceedings, are not bound by conference's recommendations. However, conference, which is made up of some 85 agency representatives, law professors and private individuals, is accorded some deference by agencies.

Recommendation on broadcast of proceedings includes suggested restrictions on proceedings that should be covered. It says adjudicatory cases involving past culpable conduct of individual should not be covered by radio-TV and that individual witness should be free to refuse to be covered.

Recommendation was presented by committee which was headed by Washington communications attorney Thomas Wall and on which Robert Bennett, former legal assistant to FCC Commissioner Nicholas Johnson and now law professor at Northwestern, served as consultant.

FCC asked to put cable under antisiphoning rule

Association of Maximum Service Telecasters' efforts to persuade FCC to tighten antisiphoning rules for sports programing were endorsed last week by National Association of Broadcasters and three national TV networks.

In separate filings with commission, NAB and networks came out in support of AMST petition for reconsideration of antisiphoning rule enacted by commission last April. Broadcasting, April 17.

AMST, which filed petition last month, wants commission to apply rule—prohibiting pay-TV operations from showing sports events already broadcast on conventional TV within five years of date of free broadcast—to cable operations as well. In April action, commission said it would deal with siphoning issue as it affects pay cable at later date. AMST objected to that course of action and asked that prohibition be applied to entire cable industry, not just pay cable.

Also filing brief on subject was National Cable Television Association, which opposed AMST petition, calling AMST request that rule be applied to all CATV operations "quite unreasonable."

Rahall sells Florida CATV

Rahall Communications Corp., St. Petersburg, Fla., has announced it will sell its Pasco Cablevision System, CATV operation serving portion of Pasco county, Fla., to multiple cable owner Cablecom General Inc. Consideration totals $1.71 million, including $750,000 in Cablecom stock (37,692 shares) in acquisition by seller of some $950,000 in outstandingPasco liabilities. System, which is still under consideration, currently serves more than 1,900 subscribers. Rahall has already laid 150 miles of cable and plans call for additional 100 miles. System is being sold, Rahall said, in compliance
WGN? Well, I've lived in Chicago all my life, so I've kind of grown up with WGN...To me, it's as much a part of Chicago as I am.”

WGN is Chicago
Audience estimates are subject to qualification available on request.
The Beverly Hillbillies are rich in friends and oil.
They will share their friends.
Starting this Fall, you can welcome friends of the Clampett family to your station. Here are some indications of the kind of crowds to expect.

As television newcomers in 1962-63, The Beverly Hillbillies attracted 54% of their time-period audience.


In 9 prime-time seasons, The Beverly Hillbillies averaged a 40% share of audience. In 6 daytime seasons, a 39% average share.

During 1971, the series ranked first or second in its time period in 35 of the Top 50 markets.

Also in its 1971 daytime period: 68% of all women viewers were 18-49; 80% of all viewing was in households of 3 or more; 42%, in households of 5 or more.

Ready to claim your share of the wealth?
Call us for another great sitcom from Viacom.
Fusco to ITC. Joseph Fusco Jr., director of advertising, promotion and public relations, Fox Television, New York, will join Independent Television Corp., New York, on June 26 as vice president in charge of advertising, public relations and promotion. Mr. Fusco will also serve as president of ITC's advertising agency, Donall & Harmon Inc., New York, assuming many of duties relinquished by Irving Klein, ITC executive vice president, who resigned ("Closed Circuit," June 9).

Kaplow on the go. Herbert Kaplow, ABC News correspondent and reporter for 21 years, joins ABC News today (June 12) as correspondent in Washington bureau. Mr. Kaplow, who was removed as White House correspondent for NBC News earlier this year, was granted a release from his contract with NBC to accept his new assignment. His reports will appear on both ABC-TV and ABC Radio News programs.

Bullishness underscored. ABC Chairman Leonard Goldenson had announced at stockholders meeting May 17 that Wall Street estimates of $3-5.30 per share earnings this year were in "ballpark." He issued statement Friday (June 9) saying earlier statement was conservative.

British lend-lease. Viacom Enterprises and CBS-TV have signed to develop half-hour comedy TV series, "Murray's Lucky Leprechaun," aimed at 1973-74 season. Viacom has bought rights to Thames TV series, "Never Mind The Quality, Feel The Width," from which Leprechaun will be adapted. Program will transfer locale to U.S. but will maintain pivotal relationship of Irish-Jewish business partnership.

plans for construction will start immediately. Company said it has interest in 13 cable TV systems and holds many CATV franchises.

Donrey Media runs into double trouble with FCC

FCC has designated license-renewal application of one Donrey Media Group station for hearing, and notified second it is liable for $5,000 fine.

Commission ordered renewal hearing in case of KORK-TV Las Vegas on issues designed to determine whether station engaged in fraudulent billing practices or made misrepresentations to commission.

Notice of apparent liability sent to KFSA-TV Fort Smith, Ark., also involved allegations of fraudulent billing.

Question in each proceeding is whether station certified to network with which it is affiliated—NBC in case of KORK-TV, CBS in case of KFSA-TV—that it had broadcast network programs in their entirety, including commercials, when it had deleted some commercials and verified them as having been broadcast. KFSA-TV is also said to have engaged in double billing.

Misrepresentation issue in KORK-TV hearing order involves question of whether station was truthful concerning its policies or practices in joining network programs after they had begun, leaving before they had ended, or by extending network station or commercial break as so as to affect network-program content.

Donrey may have additional problems in KORK-TV case. It reached merger agreement with Las Vegas Valley Broadcasting Co. that was intended to end Valley's effort to dismiss itself as licensee, Western Communications Inc. But commission said it would defer consideration of agreement, under which Valley would get 50% of station.

It also said that if either party wants to terminate agreement, as it can under agreement's terms, and Valley decides to prosecute its application for KORK-TV's channel 3, subsequent order will be issued designating that application for hearing along with KORK-TV's renewal application.

FCC okays Nixon pay plan

FCC has told Nixon re-election committee that its plan aimed at simplifying payment for political spots and certification requirements under new Federal Election Campaign Act is within law.

FCC Complaints and Compliance Division Chief William B. Ray informed Committee for the Re-Election of the President that its proposal conforms with certification requirements of campaign act—which obligates stations to obtain certificates from all candidates purchasing time stating that amount charged for such time will be credited against candidate's expense limitation set by act.

Proposal would enable stations to use agents (their sales reps or trade associations) to collect and return certificates for spots purchased by Nixon camp. Agent would be sent single check and certification covering all buys on particular station. This will eliminate need for Nixon group to send payment and certification for each spot purchased directly to station. Agent will place all funds received in central depository, from which it will make individual payments to each station it is representing. Upon receipt of certification, agent will notify station that requirements of campaign act have been fulfilled and spot may be aired.
Impossible!

CBS Laboratories did it. Developed the first practical Chroma Keyer for composite signal. Now, with the new NTSC Chroma Keyer you can:

Key from a composite color video signal. Record on video tape and play back for post-production editing and keying. And tape talent when convenient and later key in the background material. Now, key your newsmen over a network feed without that color-edge crawl.

Keys at the output of the composite program switcher and requires no separate RGB switchers.

Edges are sharper and clearer because the CBS Laboratories Chroma Keyer eliminates color-edge crawl. The NTSC Chroma Keyer is a production tool that will save you time, save you money... and open up a whole new realm of programming possibilities.

To discuss your station’s requirements, call (203) 327-2000 or write:

CBS LABORATORIES
A division of Columbia Broadcasting System, Inc.
227 High Ridge Road, Stamford, Connecticut 06905
This Week

June 11-14—Spring meeting, Georgia Association of Broadcasters. Principal speakers: Lee Lodgeinger, Washington lawyer and former FCC member for broadcasters; Vincent T. Wasilewski, president of National Association of Broadcasters; John Gwin, Cox Cable Communications, chairman of National Cable Television, Inc.; John Torbel, FCC; Herbert G. Klined, White House director of Urban Communications, member, Georgia legislature. Callaway Gardens, Pine Mountain.

June 11-30—National Institute for Religious Communications, co-sponsored by Loyola University and the Institute for Religious Communications. Loyola University, New Orleans.

June 13-15—Senate Commerce Committee hearing on nomination of Frank Fitzsimmons as board member of Communications Satellite Corp.; nominations of Gloria Anderson, Theodore Braul and Neil Blackwell Freeman, National Association of Broadcasters; John Hughes as August broadcasting consultant for Public Broadcast- ing, and reappointments of Michael Gammon Jr. and Joseph Hughes to CBP board. 10 a.m., Room 1018, New Senate Office building, Washington.

June 14-16—Meeting, Virginia Association of Broadcasters.


Also in June
June 19-21—International conference on communications, jointly sponsored by IEEE Communications Society and Institute of the Electrical and Electronic Engineers and the Society of ISPE, held at University of Pennsylvania, Philadelphia.

June 19-23—Triannual meeting, board of directors, National Association of Broadcasters. NAS building, Washington.

June 19-24—19th International Advertising Film Festi- val, Venice, Italy.


June 20-24—Sixth annual audio/recording seminar, sponsored by Brigham Young University. First session (classes) will be held at university, Provo, Utah; second session (classes) will be held in Los Angeles. Cost for first session is $100; for both sessions, $250. Contact: Ted Davis, (310) MGR, Brigham Young University, Salt Lake City.


June 24-26—15th annual TV Programming Conference, Happy Dolphin Inn, St. Petersburg, Fla.

June 25-26—Convention, National Association of Farm Broadcasters. Bay Lake, Fla.

June 30—Deadline for entries in International cate- gory of All Japan Radio and Television Commercial Council's commercial festival. Five categories of commercials broadcast between June 1, 1971 and May 31, 1972 will be considered

Live action (45 seconds and over); animation (three minutes or less); series of three commercials (totaling nine minutes or less). Single entry fee is $30, series entry fee is $50. Address, AGO, Bunchun building, Kio-cho, Chiyoda-ku, Tokyo.

July
July 9-12—Annual convention, Florida Association of Broadcasters. Contemporary hotel, Walt Disney World, Bay Lake, Fla.


July 10-13—Democratic national convention. Miami Convention Center, Miami Beach.


July 16-18—Convention, New York State Broadcasters Association. Glessips house, Cooperstown, N.Y.


July 25-28—Annual meeting, Association of Railroad Advertising Managers. The Lodge, Vel, Colo.

August
August 9-12—Convention, Rocky Mountain Broad- casters Association. Special featured speakers: D. Frank Stanton, CBS; Dean Burch, FCC chairman; Vincent T. Wasilewski, National Association of Broadcasters, and Senator Mike Mansfield (D-Mont.), Frank Church (D-Idaho), Gafe McGee (D-Wyo.) and Frank E. Moss (D-Utah). Moderating news panel will be Chet Hunt- ley, former NBC newman. Sun Valley, Idaho.


August 12-27—Third summer film institute, sponsored by American Film Institute. Program will include an examination of film study techniques, film history and criticism and a filmmaking workshop. Fee is $275, Kent School, Kent, Conn.

August 16-20—Convention, National Association of Tele- vision and Radio Announcers. Marriott hotel, Phila- delphia.


September
September 7-9—Fall business meeting, Florida Cable Tele- vision Association. Fort Walton Beach, Fla.


September 21-24—Workshop, Video Expo III, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed- circuit office box and film packages. Conference and}

**Major meeting dates in 1972**

July 10-13—Democratic national convention. Miami Convention Center, Miami Beach.

Aug. 21-24—Republican national convention. Miami Convention Center, Miami Beach.


Oct. 29-Nov. 1—Annual convention, National Association of Educational Broadcasters. Hil- ton Inn, La Jolla, Calif.


Nov. 15-18—Sigma Delta Chi national conven- tion. Statler Hilton, Dallas.

Nov. 28-29—Annual meeting, Association of National Advertisers. Carneros Beach, Puerto Rico.

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Here are the audio consoles for stations whose standards are higher than their budgets. Look what you get:

Model 5M11 Mono—11 HI/LO inputs into 5 mixers
Model 8M20 Mono—20 HI/LO inputs into 8 mixers
Model 5S11 Stereo—11 pairs of HI/LO inputs into 5 mixers
Model 8S14 Stereo—14 pairs of HI/LO inputs into 8 mixers

- Electronic switching of input channels via FET's
- Low and high level preamps for each channel
- Top quality ladder attenuators (Daen or equiv.); carbon pots optional at lower cost in mono models
- Identical program and audition output channels for dual console capability
- Individual program, audition, monitor, cue and headphone amplifiers, plus mono mixdown amps in stereo models
- Solid state construction throughout; modular, plug-in circuitry; superb specs; complete with self-contained power supply
- Beautiful as well as functional; wood grain side panels

Write or call for details about the budget-pleasing prices:

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Must reading

Editor: The piece on "... the Price of Setting Sale Protests" [May 29] was another superb job of analysis and reporting by [senior correspondent] Len Zeidenberg. I have learned not to pass him by.—James Conley, vice president-general manager, broadcasting division, Meredith Corp., New York.

Never off the ground

Editor: An article in the June 5 issue quoted an unnamed MGM spokesman as saying in effect that wtop-TV Washington, along with two other Washington stations, first accepted commercials for the motion picture "Skyjacked" and then rejected them. The MGM spokesman is incorrect in relation to wtop-TV. The commercials were rejected ab initio by this station—Daniel E. Gold, vice president and general manager, WTOP-TV.

(Appearently the MGM spokesman also was wrong in relation to the other two stations. A spokesman for wwas-TV said the commercials were rejected from the beginning; a spokesman for wac-TV said the spots were accepted conditional on a screening—standard procedure—and when the commercials were screened, they were rejected.)

Cable compliment

Editor: I want to take this opportunity to tell you how much I appreciate the very excellent coverage that you are providing the cable television industry. The reports and articles are very well done.—George J. Barco, cable operator and attorney, Media, Pa.

Ad absurdum

Editor: Now that we have almost reached the height of absurdity with a Florida schoolgirl testifying before a congressional subcommittee on the harmful effects of eating cereals and candy bars [BROADCASTING, June 5], perhaps I might suggest we now turn our attention to cathartics. All boxes or bottles would bear the label: "Warning: Taking this laxative may force you to the bathroom."

Then we could culminate the entire affair by labeling humans with the statement: "Warning: Living may be dangerous to your health."

Of course, the story appeared complete with photograph on page one of our newspaper with the heading "11-Year-Old Girl Blasts TV Advertising."
The same newspaper, however, also carried a sizable ad for candy bars. It figures.—W. C. Porsh, general manager, WGBS(AM) Geneva, Ill.

Name of the game

Editor: Per your "Closed Circuit" request in the May 22d issue ("What's in a name?") for a catchy synonym for pay TV, may we suggest the following: "pay again and again and again TV."—L. S. Levine and D. F. Elander, Broadcast Markets, Roseville, Minn.
Radio advertising: It's tailor made for the retail trade

Newspaper circulations are slipping, circular costs are soaring and television is expensive as hell. So what is a retailer to do?

He can turn to radio. But I believe when most retailers and their advisers (including agency and station people) turn on their radio budgets, they take off their thinking caps.

Jack Byrne Advertising has operated successfully in the retail advertising area, and I feel it is because we act on the following principles with regard to retailers and radio commercials:

- Most advertising, no matter how creative, is an advertising cliche. People in real life don't talk the way they do in ads. If we were trying to convince my neighbor to go to my favorite store, the things I would say would not sound like the average radio commercial dialogue. So we try to create advertising that arises out of or approximates the life situation.
- Ralph Nader is what he is today for a reason. Until recently we lived in an age of silent wonder. We trusted bigness, the majority, corporate integrity and the printed and spoken word. All of this has changed. In these days, age follows youth. But advertising had built in its own distrust—by just being advertising, by presenting cliches, slogans, clever jingles and a maximum of wallop and a minimum of fact. And when advertising men became aware that youth was distrusting advertising, they hired Stan Freberg and mocked advertising along with the youth instead of changing advertising.
- A store is more than the sum of its merchandise. Ninety-nine percent of all retail advertising content is a piece of merchandise and its price. Yet a store's relationship with its public goes far deeper and is far more complex than any product. It is size, selection, decor, sales personnel, credit policies, return policies, management involvement, pleasurables, lightness, sound, sales training, parking lots, judgment of buyers, shopping bags, community involvement and a dozen more factors.

But store advertising rarely talks of anything but the specific merchandise at the specific price. Yet, think of this: The retailer spends fortunes on things other than merchandise to attract and hold customers. His advertising is his only contact with the customer, his hoped-for customer-to-be. How are they to learn of these things?
- Value equals price plus trust. These are value days. So stores push price. But the lower the image, the lower must be the price to make the consumer identify a value. If you push price to the exclusion of image, you will be pushing your prices downward to obtain the same value response. Look at what Sears is doing. It knows the public looks for value, not for price. Good advertising can do one thing well if you have something to back it up. It can raise your image and make your prices look more valuable.
- Radio should be used as a retail image maker. Retailers generally accept print efforts blandly, as people accept taxes, parents or warts. And people do shop newspapers for bargains. Women do this a lot. The continuous solution seems obvious: big ad, big price, big sales. And, since people seem to read less and less these days, it would seem that using newspapers to build image to the exclusion of getting across the day-to-day special may be a not too wise effort.

There is, however, radio. And radio can push price and image simultaneously or alternately, hour by hour. Radio has a lot of nice things about it, if retailers use it right.

Radio is the lowest cost-per-contact. A radio impression costs anywhere from one-tenth to one-twentieth that of a newspaper impression.

Radio is flexible. You can change your message by hour, by market, by station, by weather conditions, etc.

Radio should be frequent. Radio functions best when it reaches your prospects on a frequent and regular basis. How frequent? It depends on your business, your competition, and what you are trying to accomplish. If you could spend 106 per capita per year in your markets, you would have a very powerful radio budget. Five cents would be strong. Some classes of retailer might require that rate of effort for only 13 weeks a year. It is cheaper than newspaper per impression, but to be effective in accomplishing what it can accomplish, dollars should be equivalent to what you were effectively spending in newspaper should you try to replace newspaper with radio.

Radio listeners read. Don't forget the power of intermedia advertising. Let your radio talk about your newspaper ad. Let your newspaper refer to your radio commercials.


Radio is the theater of the mind. It doesn't cost much to take the prospect to your sale on radio. You can transport him right into the middle of things where his mind can "see for itself" that there's lots going on.

Radio can concentrate reality. Every writer has a style. And we accept that in art. But advertising isn't art. It's an attempt to replace face-to-face communication between seller and buyer. Want to convince me? Name a lot of your customers from my neighborhood. Name your sales people, your management, your buyers. Speak to me openly of these people and things as you may to a friend. Tell me anecdotes about yourself. Drop names of local big shots who shop your store. Or have them talk to me. Don't make everything you say slick and letter perfect.


Give radio money. Both for the proper distribution of the commercial (the product) and for the creation of the product itself. Here is the one area where most retailers are almost universally in error. They forget that good distribution of a poor product is not productive of sales. Yet, they talk 2% and 3% and 5% as costs of good (commercial) versus distribution (media) and scream when production costs run high. If every department in the store was operated on those ratios, it would be out of business. Remember, a good product requires less exposure to sell.
"The cruelest lies are often told in silence."

Throughout history, the triumphs of injustice often have owed more to a silence that has been construed as consent, than to the vocal power of falsehood.

In this respect, modern broadcasting shoulders a considerable and not always comfortable obligation. As today's equivalent of the public forum, radio and television must allow divergent voices to be heard. While responsible free discussion is the surest safeguard against the easy success of falsehood, the dialogue may be far more painful than keeping silent. Before it leads to any ultimate unity of purpose, the clash of strong opinions strongly held can produce confusion, even recrimination.

Nevertheless, the dialogue must continue. And we in broadcasting share the responsibility for its continuance.

For these are the voices of a people thinking and searching out their conscience and in turn speaking out.
The cruelest lies are often told in silence.

Robert Louis Stevenson
Central New York's helping hand-
WSYR-TV

WSYR-TV means public service in Syracuse and Central New York.
High court gives FCC firmer grip on cables

In 5-4 squeaker it confirms agency's authority to require program origination on CATV systems; dissents assert that Congress ought to be source of such rules

The Supreme Court decision that FCC officials considered critical to the agency's authority to expand its regulatory role in cable television came last week and at a propitious time—shortly before the commission was expected to take final action in promulgating its new CATV rules. The decision convinced commission attorneys that the agency is free to act as it intended. But it was a near thing.

The court, by a vote of 5-4, with Chief Justice Warren E. Burger concurring in the result, last week upheld the commission rule, adopted in October 1969, requiring CATV systems with at least 3,500 subscribers to originate programming. In the process, the court overturned a decision of the U.S. Court of Appeals in St. Louis last year that the commission had exceeded its authority in issuing the rule (Broadcasting, May 17, 1971).

The high court, quoting language it had used in the Southwestern Cable Co. decision in 1968 when it originally upheld commission authority over cable systems (Broadcasting, June 17, 1968), said that the rule, in increasing the number of outlets for local self-expression, is within the commission's authority to regulate CATV "at least to the extent reasonably ancillary to the effective performance of the commission's various responsibilities." It also said the rule, as applied, is supported by evidence that it will promote the public interest.

Commission officials last week were uncertain about the agency's next step. The rule, which was to have taken effect April 1, 1971, has been stayed as a result of the lower court's decision pending the high court's review. Officials said they did not know when the rule—which would affect an estimated 800 of the nation's 2,800 CATV systems—will be reinstated. They even suggested that the rule may be given a fresh look, in view of some of the new rules which require major-market systems to make channels available on a free or leased basis. As one official said, "there is nothing a cable system operator can do under the cablecasting rule that an entrepreneur can't do with a leased channel."

The challenge to the commission's rule had been made by Midwest Video Corp., which operates cable-television systems in Missouri, New Mexico and Texas. The victory Midwest won in the appeals court shocked commission officials, then in the process of drafting new rules; the basis of some of those proposed rules suddenly seemed shaky.

If a rule requiring program origination—or cablecasting, as the commission and the industry call it—was not justified by the commission's authority to adopt rules "reasonably ancillary" to its responsibilities in broadcasting, then what of the proposed rules which, among other things, set minimum channel capacities for CATV systems and require cables to make channels available to the public and local governmental authorities on a lease or free basis? Adherence to those rules was the price the commission intended to make cable systems pay for ending the freeze on distant-signal importation into the major markets.

The commission adopted its new rules in February; last week it was nearing final action on an order denying most petitions for reconsideration and affirming the new regulations. And commission attorneys were saying that there is now no cloud over the commission's authority to act.

The cable-television industry, which has been ambivalent on the commission's role in the cablecasting field, is split among rules adopted for the stability it feels they will provide the industry, also reacted to the decision with some relief. David Foster, president of the National Cable Television Association, said that although the full impact of the court's action cannot be assessed until the decision is studied, "it would seem that the FCC's authority to regulate and encourage the growth of CATV has been given a significant boost. We are pleased with this clarification of the commission's authority."

As for the program-origination rule itself, he said that NCTA "has always supported and encouraged the concept of local origination by cable television systems."

Raymond P. Shafer, board chairman of Teleprompter Corp., called the court's decision "an affirmation of cable TV's potential for dramatic growth," while Alfred R. Stern, president of Television Communications, Corp., said the decision clarifies the commission's powers regarding cablecasting and serves to outline the industry's future in that area. Both said their companies support the concept of local origination.

Henry R. Stem, president of Sterling Communications, of New York, was ambivalent on the subject. He acknowledged that the growth of CATV systems in large markets is key to program origination. But he expressed doubt that quality programs would be produced if systems were forced by law to originate programming.

The National Association of Broadcasters had no comment on the Supreme Court decision. In comments in the rule-making proceeding, in 1969, NAB took no position on whether the commission had the authority to adopt the proposed rule, but it opposed it as not being in the public interest. And while the NAB endorsed origination of public-service-type programs—such as coverage of city council meetings—it expressed opposition to cablecasting of mass-appeal programming.

The high court divided along unusual lines in the case. Justice William Brennan, considered a liberal, wrote the court's opinion, in which he was joined by Thurgood Marshall, another member of the liberal wing, and Byron White and Harry Blackmun.

The dissenting opinion was written by Justice William O. Douglas, the veteran liberal member of the court, who was joined by Potter Stewart and the two recent Nixon appointees—Lewis Powell and William Rehnquist.

Justice Douglas, accepting the argument advanced by Midwest and sustained by the appeals court, said that "nowhere in the [Communications] Act is there the slightest suggestion that a person may be compelled to enter the broadcasting or cablecasting field."

"The policies reflected in the plurality opinion may be wise ones," Justice Douglas wrote. "But whether CATV systems should be required to originate programs is a decision that we certainly are not
competent to make and in my judgment the commission is not authorized to make." The responsibility for making the decision, he said, rests entirely with Congress.

The closeness of the court's decision and Chief Justice Burger's concurring opinion might serve to nudge the administration in the direction of proposing CA TV's policy proposals, contained in its new cable policy regulations. The chief justice said that, for him, "the commission's position strains the outer limits of even the commission's open-ended and pervasive jurisdiction that evolved by decisions of the commission and the courts." He also indicated he was not convinced that the commission made the correct decision in adopting its rule. But, the scope of the court's review, he noted, does not permit him to decide the case as he would if he were a member of the FCC.

He concluded that the commission is Congress's instrument for regulating broadcasting, and has been given "pervasive powers." So "until Congress acts," he said, "the commission should be allowed wide latitude."

A special high-level administration committee named by President Nixon last July has been developing a package of long-range CATV policy proposals, containing suggested legislation—some of which would conflict with the new commission rules. It would not provide for a limit on distant-signal importation, for instance, and would not require cable systems to make public-access channels available at no cost (Broadcasting, Dec. 20, 1971).

However, the committee has not yet completed its work. It suspended operations last winter to avoid interfering with the final stages of the commission's deliberations on the new rules, and has not resumed its work. At least one more meeting of the group—consisting of three cabinet members and three White House aids, under the chairmanship of Clay T. Whitehead, director of the Office of Telecommunications Policy—is necessary, but it has not yet been scheduled.

One major question said to be unresolved is whether the committee should recommend legislation that would impose common-carrier status on cable-system operators, and remove them from control of content of material transmitted on their channels ("Closed Circuit," April 17). Mr. Whitehead has indicated on several occasions that he feels cable operators should be excluded from such content control.

Justice Brennan, in holding that the commission has authority to require cable systems to originate programming, noted that in the Southwestern case, the high court had held that the commission had been given a broad grant of authority by Congress to deal with the dynamic evolution of broadcasting.

But, he added, the commission's concern in regulating CATV "is not limited to controlling the competitive impact CATV has on broadcasting."

He said the regulatory authority that the commission asserted in 1966, when it assumed jurisdiction over the CATV industry, and that the court sustained in the Southwestern decision "was authority to regulate CATV with a view not merely to protect the public from the objectives for which the commission had been assigned jurisdiction over broadcasting."

"In this light," he added, "the critical question in this case is whether the commission has reasonably determined that its objectives for which the commission has assigned jurisdiction over broadcasting . . . are predominant or substantial enough to justify the achievement of long-established regulatory goals in the field of television broadcasting by increasing the number of outlets for community self-expression and augmenting the public's choice of programs and types of programming that would not otherwise be available." Justice Brennan also cited the court's 1943 decision upholding the commission's chain-broadcasting rules. In that one, the court agreed with the commission's contention that a broadcast station should be ready and able to serve local programming needs.

"Equally plainly," Justice Brennan said, "the broadcasting policies the commission has specified are served by the program-originating rule under review."

And, he said, that rule does not require the use of broadcast spectrum, he said, "the regulation is not the less, for that reason, reasonably ancillary to the commission's jurisdiction over broadcast services."

In a reference to the contention that the commission has no authority to compel cable systems to originate programming, Justice Brennan said the agency is not forcing anyone into the cable business. "CATV operators to whom the cable systems have voluntarily engaged themselves in providing that service, and the commission seeks only to insure that it satisfactorily meets community needs within the context of their undertaking," he said.

As for the question of whether the regulation is supported by substantial evidence, Justice Brennan said the appeals court was "patently incorrect" in holding that it did not. The lower court's opinion was based on the conclusion that the rule would place an added burden on cable systems that would eventually result in higher subscription fees and could possibly mean the termination of some CATV services.

Justice Brennan noted that the commission found that the 3,500-subscriber cutoff would exempt 70% of the systems then operating and that, in denying petitions for reconsideration, it held that no data had been submitted indicating that systems with more than 3,500 subscribers could not compete without suffering financial hardship.

Furthermore, the justice added, the commission postponed the effective date of the rule, from Jan. 1, 1971, to April 1, 1971, "to afford additional preparation time," and later said that systems with fewer than 10,000 subscribers that seek a waiver of the rule would not be required to cablecast until their waiver requests had been resolved.

"This history speaks for itself," Justice Brennan concluded. The broadcasting requirement thus applied is plainly supported by substantial evidence that it will promote the public interest."
a couple of years in the resolution and will probably be decided finally in the Congress or by the Supreme Court."

(Mr. Colihan is leaving the AAAA and Washington to return to New York as board chairman of Criterion Advertising Service, poster advertising company [Broadcasting, June 5]).

Representing government on the one-day program was Robert A. Skitol, assistant director of the Division of Consumer Protection at FTC and called by Mr. Colihan the original architect of the corrective advertising concept.

Mr. Skitol suggested that FTC has wrestled with the question of what is considered adequate substantiation to support an advertising claim and reviewed current benchmark cases at FTC, including those of the sugar industry and the makers of analgesics.

The FTC spokesman reiterated that the commission's interest is not only in an explicit claim but also in the claim that is implied in advertisements. His advice to advertising agencies: Expect to get technical data and advice and an explanation about the product from the client.

Mr. Skitol also discussed problems and concerns as to the validity of test procedures used to provide substantiation of claims.

A man many agency executives might deal with after they've been hit with a Federal Trade Commission investigation also took the podium and addressed himself to both advertiser- and agency-related FTC problems. Felix Kent, senior partner, Lawler, Sterling & Kent, New York, a specialist in broadcast and advertising law, said that although there are few cases against advertisers and agencies that deserve FTC scrutiny, many reputable and well-meaning concerns may find themselves on the defensive.

"If they [the FTC] go after you on something that you think is right and substantiated, there comes a point where you must not turn the other cheek but stand your ground and stop the abuse of power."

"Greater care than ever must be taken to back up advertising claims," he said. "There is less and less room allowed for differences of opinion on product characteristics. The FTC doesn't have to prove deception, only the capacity or tendency to deceive. I don't know what new interpretations and views of section five (of the Federal Trade Act) may be made tomorrow."

Mr. Kent also offered some legal advice. He noted that an FTC investigator could come into any agency, unannounced, to see client files or discuss advertising although most often a complaint will come through the mail written by an FTC attorney: "You are under no obligation to discuss anything at that point. Say you won't meet without legal counsel." If you're subpoenaed, that's a different story, he noted.

"But an agency can be much more damaging than an order against an advertiser," he said. "An advertiser may not want to stay with an agency that has an order against it. They are afraid of scrutiny, too."

The legal right of the FTC to issue orders for corrective advertising was also questioned by Mr. Kent. "That power has not been tested," he said.

Yale Brozen, the University of Chicago economics professor who has become one of the FTC's chief critics, kept up the attack by citing economic studies that he said show the trade commission is acting on erroneous and out-dated data.

He dismissed as "old and obsolete" the FTC's contention that consumers pay high prices for products because of advertising. For example, he said, one recent study, as yet unpublished, found that the price of eyeglasses was more than 50% lower in states where they may be advertised than in states that completely prohibit eyeglass advertising.

He also contended that the cost of advertising, instead of being the barrier to entering markets that FTC claims it is, actually is "a means to entry" and should be treated as a normal cost of going into business, like the cost of building a store plant.

Part of the problem, Professor Brozen said, is that the FTC fails to recognize that advertising is a productive activity that supplies, cheaply, information that would be costly if each consumer had to seek it out for himself whenever he needed it.

Members of the advertising business should become acquainted with the studies that have been done on the economics of advertising and then "let the public know what advertising actually does," Professor Brozen said.

"You face a hostile environment and you must change that environment," he said. "If the present drive in government and among consumerists is carried through, your industry will be much reduced and our economy will be the loser."

Allen G. Rosenshine, vice president, BBDO in a speech titled "Uncle Sam, Creative Supervisor," said that although he was not in agreement with restrictions imposed and proposed by the FTC, creative ad men could work within its ground rules and still come up with creative copy.

"The creative troops have had to learn that the initials FTC do not stand for 'Freedom to Communicate,' " he said. "If you want to be labeled FTC stand-in for 'Forget the Camouflage' then maybe we can convert some of the negative legal restrictions to a positive creative advantage."

An insider's view of how one advertiser explores all areas of possible FTC disapproval before it is put on the defensive by the government agency was presented by F. Kent Mitchel, vice president and director of corporate marketing services, General Foods Corp. GF's intensive internal scrutiny is due to its heavy advertising budget. "The FTC's bombing target list is made up in direct relation to the size of the advertising budget," he said and General Foods is close to the bullseye.

Among some of the procedures followed at GF, according to Mr. Mitchel, are an annual review of advertising policies; constant identification of areas of possible vulnerability in copy in light of changing FTC ground rules; a consumer review board which "puts a fine screen on advertising and packaging and promotion copy"; a discouragement of the use of superlatives, i.e., richer, stronger, etc.; consumer research and laboratory support.

The extensive examinations haven't hurt GF's marketing program, Mr. Mitchel said. "It's necessary to go all the way to deal with consumers. We have to rebuild the credibility of advertisers." Roger A. Purdon, vice president of the national advertising division of the Council of Better Business Bureaus, appeared on the program to report on the machinery of voluntary controls.

Mr. Purdon noted, as he had at the AAAA annual meeting in Boca Raton, Fla. (Broadcasting, March 20), that of 25 major cases handled by the division all were settled without any going to be referred to the National Advertising Review Board.

Counterad comment

Broadcaster rebuttal to counter advertising proposals extended to Mississippi where Maurice Webster, CBS Radio's vice
president, division services, told a medical group that Federal Trade Commission insistence on advertiser disclosure of negative aspects of products would be "something like requiring doctors to publicize their mistakes."

Mr. Webster's jab at the FTC's counter proposal was delivered May 26 in Jackson at the annual conference of the Mississippi Heart Association.

Among other things, Mr. Webster said the FTC's proposal, if adopted, would turn time over to response advertising that is now devoted to public service causes; would reduce broadcasting to "a welter of claims, counterclaims and contradictions. "Fly, don't fly. Go, don't go. Buy, don't buy. It's good for you; it's bad for you. Try it, you'll like it. No, you won't like it.

"If we're forced to stumble around in this wilderness we are being pushed into," said Mr. Webster, "broadcasting will cease to be useful to an advertiser."

Advertising's moment of glory

Agencies and their clients troop to the Clio and Effie gala:

BBDO walks away with 10 honors for creativity and marketability

In recent years competition for radio and television commercial awards has been as keen as—and perhaps approached with even more enthusiasm than—network programming rivalries. In fact, the ceremonies last Monday night (June 5) announcing this year's Clio and Effie awards could have passed for Emmy night, as over 1,000 agency executives and celebrities gathered in Philharmonic hall at Lincoln Center in New York.

Hosts of the ceremonies were David Frost and Barry Farber, a New York radio personality, and Sonny Fox, chairman of the New York chapter of the National Academy of Television Arts and Sciences. The cast included Julie Budd, Charlie Callas, Hermione Gingold, Geoffrey Holder, Micki Grant, Diana Sands and Carl Stokes.

This year marked the 13th annual Clio competition and the fifth year for Effies. Clios are awarded for commercial creative excellence; Effies, given in cooperation with the American Marketing Association, New York chapter, are presented for excellence in meeting marketing objectives.

Over 3,200 entries were received this year, the second highest number in the history of the competition. Twenty-three television Clios were awarded, 14 Clios for technique and 13 for print excellence. Ten Effies were handed out, five for television and five for print.

Topping the list of agency winners this year were BBDO (five Clios and five Effies); McCann-Erickson (four Clios and one Effie); Benton & Bowles (four Clios); N. W. Ayer & Son; Delia Femia, Travisano & Partners and Grey Advertising (three Clios each); Needham, Harper & Steers, Doyle Dane Bernbach, Honig-Cooper & Harrington and Wells, Rich, Greene (two Clios each).

The awards program was written by Jack Anson Finke and produced by Alexander Cantwell. Talent coordinator was Nicki Goldstein. Alan Ross provided the show music.

Radio Clio and Effie honors will be presented as a luncheon feature of the all-day Association of National Advertisers/Radio Advertising Bureau workshop on June 20 in New York.

TV Clio winners (firm, personal and agency):

Over-all campaign: H&R Block—"Internal Revenue.


Apologies: Levi's slacks and jeans—"Stranger," Honig-Cooper & Harrington, San Francisco.


Bank/financial: H&R Block—"Internal Revenue.


Dairy foods/juices: Heinz tomato juice—"Caley Stick," Doyle Dane Bernbach, Toronto.

Dentifice/pharmaceuticals: Alka-Seltzer—"Restaurant.


Home furnishing: Westclox clock radio—"Wake up Late," Delia Femia, Travisano, New York.


Media promotion/entertainment: Aquaduct and Belmont stakes—"History," McCann-Erickson, New York.


Public service: Bureau of Narcotics and Dangerous Drugs, Department of Justice—"10 Little Indians," Liberty Studios, New York.


Copyrighting: Use the War—"Apple Pie," George Gage, New York.


Film effects: Levi's slacks and jeans—"Stranger," Honig-Cooper & Harrington, San Francisco.

Humor: Dr. Scholl's foot deodorant—"Last to Know," N. W. Ayer & Son, Chicago, and Western Harness Racing—Announcer Intro, Chalayr, Day, Los Angeles.

Local low budget: Urban League of Greater Miami,


Canadian market: Canadian Advertising Advisory Board—"The Flat," Ronalds-Reynolds, Toronto.

Effie winners (TV):


Coca-Cola—"Buy the World a Coke," McCann-Erickson, New York.


Agencies cast wary eyes at politics

Fearing more governmental trouble, 4 A's issues policy statement encouraging self-policing by all connected with campaign advertising

Advertising agency leaders are concerned that in the heat of an election year, the content of political advertising may get way out of line. They said last week they are particularly troubled this year that, as one agency spokesman put it, advertising will be "getting a bum rap" out of political advertising as it has in commercial advertising.

This remark referred to current regulatory pressures from government, particularly the Federal Trade Commission, and from consumerists. It was voiced by Stanley Tannenbaum, Kenyon & Eckhardt chairman, who also said the ad industry itself is "under fire and we are..."
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 Baker 404/351-6510/
CHICAGO: Dick Potter 312/654-5200/DALLAS: Frank Rinkburg 214/351-3221/
HOLLYWOOD: John Warner 213/631-6131/NEW YORK: Bill Reddick 212/262-7100/
SAN FRANCISCO: Joe Semmelmeyer 415/776-6055.
You can turn your unused FM side channel into a moneymaker by offering a background music service. But why take the profit out of it by paying more than you have to...and getting less than you should? Competitive sources usually charge rates averaging 10% to 20% of your gross. Ours usually averages only 5%.

Our tapes are 100% music, not 15 minutes on, 15 minutes off. They are the highest quality tapes available, always new (we destroy old, returned tapes).

Here's how it works. The Rowe Central Studio Library initially consists of 15 six hour reels for a total of ninety hours. Every 30 days thereafter two six-hour refresher reels are sent with instructions on which reels to return and recommendations for programming. The service includes our providing Christmas music at no additional charge. It's actually less expensive than "do-it-yourself" programming.

rowe international, inc.
A SUBSIDIARY OF TRIANGLE INDUSTRIES, INC.
75 TROY HILLS RD, WHIPPANY, N.J. 07981, TEL: (201) 287-0400, CABLE: ROVENO

FRANCHISES ARE NOW AVAILABLE THROUGHOUT THE COUNTRY
Please send me more information about Central Studio Background Music

Rowe International, Inc. 75 Troy Hills Road
Whippany, New Jersey 07981

NAME ____________________________

STREET __________________________

CITY ______________ STATE _____ ZIP _____
concerned with having good and meaningful advertising for politicians as well as for products."

Mr. Tannenbaum appeared with John E. O'Toole, president; Carl Nichols, Cunningham & Walsh chairman, and Eugene F. Novak, chairman, at a news conference in the New York offices of the American Association of Advertising Agencies. They discussed a new AAAA policy statement on political advertising. Mr. Tannenbaum is chairman of the AAAA committee of the board on improving advertising. The other officials made up a special committee that developed the policy statement for which it received approval on May 24 of the AAAA's operations committee of the board.

In essence, the statement calls on media, political candidates and the advertising agencies involved in political advertising to be responsible and fair in their political messages. Media are asked to screen political messages in advance as they do product advertising and to reject "political messages that do not meet their standards of fairness and good taste."

The statement also urges that "in addition to selling conventional time segments for political messages, broadcasters offer for sale segments of at least five minutes for political announcements."

The agency spokesmen said that it was political advertising on television they were worried about.

The policy statement calls for the candidate to be regarded "as the advertiser and to bear the same responsibility as any other advertiser for the content for any ad or commercial run in his behalf" and says that "every candidate should sign and comply with the code of the fair campaign practices committee."

AAAA said it expected that the FCPC board will endorse the AAAA statement at the FCPC board meeting June 16 in Washington. Mr. Novak said that at that meeting, the FCPC will also be presented with his plan for a symbol, similar to the Seal of Good Housekeeping, to be included voluntarily with each political ad as subscribing to fair practice of less and good taste.

The policy paper urged all involved in political advertising to be "fair and truthful, honest and factual." "Tactics of political campaigning based on defamation, innuendo, unfounded claims and hollow promises would reflect discredit on both candidate and communicator."

"And worse," it said, "they would degrade the voter, demean our country and jeopardize our democratic election process."

The AAAA statement also noted that should the agency "find it no longer exercises sufficient control over the content or execution of the messages, we think it's the duty of the agency to make a public statement to that effect. The AAAA will make its public-relations resources available to any member or nonmember agency for such a statement."

In past years, the AAAA has issuing a political booklet, "Political Campaign Advertising and Advertising Agencies," The booklet is being reissued with incorporation of the policy statement.

Boards to weigh ways to run tighter NAB ship

On agenda: association streamlining, more missionary work with government plus that ticklish question of Las Vegas as convention site

If next week's meetings of the boards of the National Association of Broadcasters in Washington (June 19-23) follow the cue cards, there will be changes in procedures aimed at closer involvement of the chairman of the joint boards in the operating affairs of the association. Also scheduled to be clarified is the role of the executive committee in running the NAB.

The only newsmaking events may be the election of a chairman of the TV board, acceptance or rejection of Las Vegas as the site for the 1975 annual convention, and action on a proposal that the TV board relinquish its ratification role in personal-product advertising.

The procedural moves that are to be recommended come primarily from two committees established as a result of the January board meetings in Florida where the tenure of Vincent T. Wasilewski, president of the association, was an issue. Mr. Wasilewski was given a unanimous voice of confidence (BROADCASTING, Jan. 24). The two committees are the goals and directions committee, formed after the January meeting, under Richard D. Dudley, Forward Stations, Wausau, Wis., and the bylaws committee, selected after April NAB convention and headed by Harold R. Krelstein, Plough Stations, Memphis.

The committees' proposals were refined by the association's executive committee last month (BROADCASTING, May 29).

The principal recommendations are:

(1) Annual election of a president by majority vote (instead of three-quarters as now specified). The bylaws committee recommended that this be made mandatory, but that the executive committee changed the wording back to make it discretionary, as it is in the present bylaws. The same change in voting requirements was made for the annual election of the secretary-treasurer, a post held since 1956 by Everett E. Revercomb to which he has been re-elected annually.

(2) Appointment of committees, heretofore the solo province of the president, to be made jointly by the president and the chairman.

These are two of the significant changes recommended by the bylaws committee. Additional changes in top-management procedures are also to be submitted to the boards by the goals committee. Among these: that the president maintain a more personal relationship with key members of Congress; that job descriptions be written for NAB employees and periodic evaluations be made by the president and department heads for submission to the board, and that the executive committee be empowered to
act as a personnel committee, in concert with the president.

Other elements of the board's five-day meeting next week include the election of a joint board chairman. Richard W. Chapin (Stuart Enterprises) is the present chairman and is running unopposed for re-election.

Also scheduled is the election of a TV board chairman and vice chairman. Peter Storer, Storer Broadcasting Co., is the only candidate for chairman. Mr. Storer's candidacy has been questioned because of this firm's association in a cable pay-TV test in Sarasota, Fla.

Last week, Mr. Storer said that he would continue to seek the post as the result of no response to his letter.

Running for vice chairman of the TV board are Robert K. Wright, WOK-TV Meridian, Miss (who had been mentioned as a possible candidate for chairman if Mr. Storer withdrew); Leslie H. Arries Jr., Wben-TV Buffalo, N.Y., and Dale G. Moore, KGVO-TV Missoula, Mont.

Perhaps the most divisive issue facing the joint board is the question of holding the NAB's 1975 convention in Las Vegas. Latest readings splitting almost evenly.

Las Vegas was selected without objection during the board meeting in January, according to reports. But at the board meeting during the association's Chicago convention, objections were raised principally by the TV networks and large market TV stations. They felt, according to George Comte, WTMJ-TV Milwaukee, who opened the subject, that Las Vegas would be bad for broadcasting's image.

Other proposals from the bylaws committee touch on the election processes.

It recommended that the chairman be elected by a simple majority vote of the joint board (instead of three-fourths as now specified) and that he be limited to two consecutive one-year terms; that the present joint chairman not only be a full member of the board (which he is not now) but that he also be authorized to vote—a privilege he only enjoys as a member of the executive committee; that the existence of an executive committee be legitimized in the bylaws.

The goals committee called the association's government-relations and legal staff to evaluate more critically the causes in which the NAB gets involved, noting that the association seems to have more embroiled in too many, some of which are plainly hopeless.

Among other recommendations by the goals committee:

- That there be more and better early-bird sessions at conventions, although not so pre-breakfast as heretofore, and that they be given more depth by scheduling out rather than the usual NAB-FCC-Washington lawyer panels.
- That the mini-conferences that have been held since 1970 by William Carlisle, now vice president for broadcast liaison, be formalized and that they be combination TV and radio meetings.
- That the association investigate providing more services to secondary TV and radio markets and that an NAB staffer be specifically assigned to work with small stations.
- Also on the agenda for the board is a request from the small-market radio committee that the FCC be asked to permit political commercials to be counted as public-service announcements.
- That the NAB stations research department institute a survey of association members to determine what members want and need from the organization. The goals committee heard a presentation from an outside consulting firm that sought a contract to do this, at a suggested price of $30,000-$40,000.

And, for the TV board there is the recommendation from the TV code review board that acceptance of personal-product advertising be left in the hands of the committee, rather than having it ratified by the senior group each time a new personal-product category is found suitable for TV advertising by the review board.

This move is considered an opening for future acceptance of such products as sanitary napkins, tampons, and other feminine products.

**CBS president Charles Ireland dies after second seizure**

Ex-ITT executive had assumed post only last October, suffered 'coronary insufficiency' in March

Charles T. Ireland Jr., president of CBS Inc. since last Oct. 1 and heir apparent to Frank Stanton as the corporation's chief operating officer, was found dead of a heart attack at his home in Chapppqua, N.Y., last Thursday morning (June 8).

Mr. Ireland had an attack late in March that was described first as "acute digestive distress" and later as "temporary coronary insufficiency." He returned to his office about three weeks later and subsequently, according to associates, resumed the long work days that were his habit. He had been at his office at least until 7 o'clock the night before his death, they reported. His body was found slumped at the door of his bedroom.

Mr. Ireland's father, Charles T. Ireland Sr., had died Tuesday (June 6) of cancer at the age of 77 at a hospital at Portland, Me. Mr. Ireland had been to Portland earlier in the week and was planning to return shortly. His wife was still in Portland.

Mr. Ireland, known to his friends as Chick, was a red-haired former Main marine with experience in law and high corporate management. He was picked for the CBS presidency last late summer after a quiet but intense search for a man to fill the post under Chairman William S. Paley and Dr. Stanton, who moved up from president to vice chairman to make room (Broadcasting, Sept. 13, 1971, et seq.). He was then a vice president of International Telephone & Telegraph Corp. and his assignment, it was widely believed, was to expedite CBS's already on-going transition from an essentially broadcasting to a widely diversified business operation.

Mr. Ireland was born in Boston April 14, 1921. After graduation summa cum laude from Bowdoin College, Brunswick, Me., in 1942, he joined the marines, emerging as a captain in 1946. He entered Yale law school and was awarded a J.D. with distinction in 1948.

He practiced law with the New York firm of White and Case for three years before joining the Alleghany Corp., combining the law with corporate management and finance. He was elected president of Alleghany in 1961 and four years later, while still head of Alleghany, was named to the ITT board. In 1967 he joined ITT as vice president and special assistant to Chairman and President Harold S. Geneen, and in 1969 was promoted to senior vice president. In addition he was group vice president for financial and consumer services, which included ITT's Hartford Fire Insurance Co. and numerous other insurance and financial interests, Avis Rent-a-Car, Sheraton hotels and other consumer-service subsidiaries.

In announcing his death to the CBS organization, Mr. Paley said: "Though Mr. Ireland had been with us for only a brief time, his outstanding ability as an executive, his grasp of our problems and our opportunities, his tireless devotion to his duties and, above all, his warm and friendly nature, made a deep and lasting impact upon CBS. I know that all of you will join Dr. Stanton and me in expressing the greatest sympathy to his family."

Julian Goodman, NBC president, called Mr. Ireland's death a loss "to the national community." In a joint statement, Leonard H. Goldenson and Elton H. Rule, chairman and president of ABC Inc., said the loss was "grievous."

Survivors include his wife, the former Dorothy Schwebel, whom he married in 1951; two sons, Stephen and Alan, and two daughters, Anne and Claire.
From FCC's Pettit: the case against stiff controls

In address to Vermont broadcasters he frowns on needless regulation, criticizes FTC's counterad proposal

The FCC's new general counsel, John Pettit, has been getting around the country, meeting the broadcasters he helps to regulate and giving them an insight into the kind of regulation he thinks best. On Friday (June 9), in an appearance before the Vermont Association of Broadcasters in Warren, as he has in previous talks, he indicated he believes that, in regulatory matters, the less government activity the better.

"I am personally convinced that the "public interest" is served by a strong, independent, economically viable and profitable commercial system unhampereed by outdated, inconsistent and wholly unnecessary regulation," he said.

More specifically, he criticized the Federal Trade Commission's proposal that FCC encourage broadcasters to make time available for counteradvertising. That kind of advertising, he said, is not likely to contribute to the kind of healthy American marketplace with which he is familiar. "This whole concept presupposes a kind of protective role for the broadcaster, under the direction of the FCC: he is cast as a wise and impartial counselor to consumers with regard to their personal economic decisions. . . . My idea of a marketplace is a collection of people trying to sell their wares by showing that they are desirable."

Furthermore, Mr. Pettit, who joined the commission in January, is picturing the agency in his talks as one that is dedicated to "providing more order and stability [in broadcasting] than the industry has had in recent years. The goal," he said, "is to create a climate, consistent with the public interest, which will leave most of your problem-solving to you and will recognize your role as businessmen entitled to try to earn a profit."

"I'm not suggesting—and you wouldn't either—that the public interest ought to take a back seat to the economic interests of the industry. What I am saying is that the public interest is served by a strong, viable, economically sound commercial broadcast system—dedicated to serving the public—and encouraged, not hampered, by its government."

The VBA also heard a reminder from Gerald B. Trapp, general broadcast news editor of the Associated Press, that "the most exciting and interesting news is happening in your home town."

Beyond the diet of national and international news summaries, Mr. Trapp said, there are local events and developments that should be investigated with a fresh approach and packaged for delivery by a city, state or federal agency or commission, for example, should be explored by station newsmen to determine the impact it may have on a city or village.

Mr. Trapp also suggested that the sales manager and others within a station be brought together so that they can discuss common problems. But he made it clear the sales manager should never indicate to the news director the stories the station should cover.

Challengers want look at financial records

Kramer says to determine accuracy of KTTV claim of minimal profits, groups need to examine FCC files

Four citizen groups challenging the license renewal of Metromedia Inc.'s KTTV-(tv) Los Angeles have asked the FCC to disclose the station's annual financial reports for the past three years.

In a letter to FCC Executive Director John Torbet last week, Albert H. Kramer of the Communications Center, Washington, who is representing the petitioners, said that his clients should be granted access to KTTV's financial reports for 1969, 1970 and 1971 in order to disprove representations made by Metromedia that KTTV is "viable and profitable commercial operation of a station.

In the petition to deny, the challenging groups claimed that Metromedia has been "siphoning" the profits of KTTV without reinvesting the profits locally, thus producing programing. Metromedia responded that the profits it has experienced from the operation of KTTV have been minimal when compared with the returns of the three network owned-and-operated television stations in the Los Angeles market, and that most of the Los Angeles market wide profit figures made public by the FCC came from waiting for the O'o's. It further claimed that the rate of return on capital investments for KTTV is "less than the commission permits a public utility to make".

Kramer within his letter last week that KTTV's financial statement for the three years are needed in order to judge the accuracy of this assertion.

Acknowledging that the commission has in the past stringently upheld the confidentiality of broadcasters' financial statements, Mr. Kramer nevertheless claimed that the commission has established a "precedent" whereby a citizen group may be granted access to those documents under certain circumstances. That precedent, Mr. Kramer claimed, was set by the commission in denying a request by the Alianza Federal de Pueblos Libres for disclosure of the financial reports (form 324) of three Albuquerque, N.M., stations when the group was at the time considering as targets for petitions to deny. (BROADCASTING, July 27, 1971, et seq.). (The Alianza later filed the petitions, despite the commission's denial.) One of the criteria set by the commission in that action, Mr. Kramer said, is that the group making the request prove that the information sought is "relevant" to renewal considerations. And Metromedia, he claimed, had put this issue in its response—in which it asked that the commission "examine its records" (presumably meaning form 324) to determine that the petitioners' "siphoning" charges are invalid.

"Moreover," Mr. Kramer said, "public intervenors bring a unique perspective to the renewal process and have a right to fully participate, including the right to examine evidence; they need not rely on the commission alone to protect the public interest."

Mr. Kramer also noted that Metro Media, in its response, had asked the commission to use standards proposed in an rulemaking proceeding, in which the commission is attempting to determine the credibility of a renewal applicant's past performance, in judging whether KTTV's track record warrants renewal. Having advanced this pleading, Mr. Kramer argued, Metromedia must also be prepared to accept another standard proposed in that inquiry, referring to a question as to whether reinvestment of profits should be an issue in renewal proceedings.

Mr. Kramer's Citizens Communications Center and the Stern Community Law Firm, Washington, have jointly petitioned the commission to implement a rule that would make reinvestment of profits a standard issue to be considered when a station is up for renewal.

New types of charges against TV stations

Children say they were had by ad for motionless mouse; women look upon Boy Scouts as male chauvinist pigs

The spectrum of complaints against broadcasters widened last week in origin and subject. Members of a fifth-grade class asked the FCC to take action against two television stations on which an allegedly deceptive 59-cent toy was advertised. A local chapter of women's lib protested another station's plan to sponsor a Boy Scout troop. The women alleged discrimination in the absence of a similar plan to underwrite a Girl Scout troop.

The toy protest was filed in behalf of 17 fifth graders in Montpelier, Vt., by a local attorney, Donald L. Rushford. Mr. Rushford accused WPPTZ-TV Plattsburgh, N.Y., and WMTW(TV) Poland Springs, Me., of "deceiving and deceiving" the children. He accused the stations of broadcasting commercials for "Motor Mouse," a toy that the children assertedly understood—wrongly, it turned out—to contain a motor mechanism. Mr. Rushford told the FCC neither station had satisfactorily answered the children's proposals for tighter controls over deceptive advertising.

A spokesman for Rollins Inc., group owner and the WPPTZ license, denied the charge and said that the "Motor Mouse" spot had been withdrawn from broadcast in accordance with company policy. Jay E. Ricks, attorney for WMTW, said that station had withdrawn the commercial
NEGLECT OF
THE AGED IS A BLIGHT ON
AMERICA'S CONSCIENCE.

Broadcasters are concerned
and are doing something about it.
When you become a "senior citizen," the road can get pretty bumpy at times. And for many of the 20 million people in this country over 65 it's a trip they want to forget.

For them, the twilight years have turned into a nightmare of darkness. Financial darkness. Medical darkness. Housing darkness. And things aren't likely to get better soon. The over-65 group is growing twice as fast as the under-65 group. One quarter of them live below the poverty level. And almost two-thirds of those living alone or with non-relatives are poor or near-poor.

But America's broadcasters feel that life doesn't have to be downhill all the way just because you're on the far side of 65. The Storer TV and radio stations don't think so. And they're trying to convince their audiences.

In Detroit

WJBK-TV and WDEE-Radio air problems of the elderly.

TV2 set up a live studio phone-in program entitled the "Senior Citizens Hotline". It gave the elderly a chance to phone in questions to a panel of experts on areas of concern to senior citizens. Results? Outstanding. More than 2,000 calls were received.

Among other specials produced by TV2 were hour-long discussion programs covering the fixed incomes, health costs and housing of today's elderly. And three reports throughout the year on a senior citizens' business venture in Oakland County.

WDEE-Radio on the other hand, devoted a 15-part series (which covered a 3-day span) to the elderly and welfare reform. On "Assignment: Detroit!" it also conducted a number of interesting personal interviews on the cares and care of the aged with a Congregational minister and ladies of the Jewish Welfare Federation.

Atlanta's WAGA-TV pleads that aged's income is fixed but taxes aren't.

In a series of editorials, TV5 spoke out for property tax reform for elderly people. It pointed out that rising property taxes were putting the homes of old people on shaky ground.

The station also tried to get a freeze on school taxes for the elderly. (There are over 367,000 people over 65 in Georgia.) Things like homestead exemption, sales tax exemptions and reduced fares on public transit systems were covered.

When the American Association of Retired Persons and the National Retired Teachers Association were meeting in Atlanta, TV5 also aired an editorial entitled "Does life begin at 40 and end at ... 65?" Topics ranged from housing to medical expenses to retirement benefits.

Milwaukee's WITI-TV says to nursing homes: treat them right or don't treat them.

While TV6 applauded surveillance of nursing homes and an investigation into licensing abuses, it took state officials to task for too much talk and too little action. And for a reduced standard funding for nursing home operation.

At the same time, TV6 cautioned nursing home operators to work towards meeting state and federal standards. It pointed out that HEW threatened to remove funding for those operators who were negligent. In short, shape up or ship out.

As part of its concern for the financial plight of senior citizens, TV6 editorials also urged the Public Service Commission to allow the elderly to ride for half-fare during off-hours and weekends.

WSPD-TV and WSPD-Radio in Toledo push for money relief.

TV13 devoted no fewer than 24 editorials to "tax reform". Among the beneficiaries of this reform were to be senior citizens through a homestead exemption, plus a 10% property tax rollback. After 11 grueling months, the reform package was finally passed — the first substantial break for the elderly, budget-strapped homeowner in Ohio history.

To help make it easier for the aged to get around, the station also spoke out in support of ramps at curbs and stairways. And for tighter supervision of urban renewal projects which have a sizable bearing on adequate housing for the elderly. To stimulate understanding, TV13 also aired a report on the attitudes of the young toward the old. And vice versa. Then listened to reactions from local senior citizen organizations.

Meanwhile WSPD-Radio editorialized for more social security relief — the sooner the better. WSPD also took on the sky-rocketing cost of Old Folks Homes, and pointed out how increasing rates increased the likelihood of the elderly being forced out. A return visit by WSPD to an Old Folks Home showed that 15 occupants had moved in less than two months — apparently because of their inability to meet the rising rates.

Concerned stations — talking to concerned citizens.

All Storer stations get involved in the vital affairs of the communities they serve. It's a matter of policy with us, and a matter of pride for the people who staff our stations.

That's why our stations often do as routine, things that community leaders consider rather special.

We look at it this way. The more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

STORER BROADCASTING COMPANY
before being approached by Mr. Rushford.

The children asked to be given "equal time" at both stations to answer the claims made in their commercials.

In another complaint received at the commission last week, the Genesee Valley chapter of the National Organization for Women claimed that WOKR-TV Rochester, N.Y., had violated the FCC's equal-employment requirements by failing to actively recruit women for jobs. The chapter cited an October 1970 WOKR staff memo stating that the station would sponsor a Boy Scout troop during the 1970-71 school year. But "since there is no indication that the station also intends to sponsor a Girl Scout troop and consequently expose young girls to the TV industry," NOW said, "this indicates that the station has utilized discriminatory action against women." NOW asked the commission to take this into consideration in acting on WOKR's pending renewal applications.

In response, WOKR's attorney, William S. Green, told the commission last week that WOKR's employment policy expressly prohibits discrimination in hiring because of sex and that the station's employment application includes a statement to this effect, in compliance with New York State law. In reference to the allegations regarding the Boy Scout sponsorship, Mr. Green noted that "in the recent past," WOKR has sponsored tours of its facilities for 15 troops of Girl Scouts, 16 troops of Brownies and one troop of Bluebirds, while hosting only seven Boy Scout troops. This, Mr. Green asserted, refutes the NOW charges.

The second time around. Commissioner Richard E. Wiley on Monday (June 5) was sworn in—for the second time—as a member of the FCC. The ceremony in his office followed Senate confirmation of his nomination two weeks ago to fill the unexpired term of Robert Wells, which ends June 30, 1977. The former general counsel took the oath the first time on Jan. 5, after President Nixon gave him an interim appointment.

Hill likely to pick up CPB flag

With administration dragging heels on long-range funding, hope rests mainly with Pastore and two-year bill

The Nixon administration, which has grown thoroughly impatient with the public broadcasting community, is threatening to abandon efforts to secure for the industry the kind of long-range financing that would give it a greater measure of independence.

But public broadcasting officials are determined to move ahead with the final push at the station for a more generous funding bill than the White House would like this year. And key figures on Capitol Hill appear ready to assume the necessary legislative leadership.

The scene was set two weeks ago with House passage of a bill that would provide a two-year authorization for the Corporation for Public Broadcasting, and funding of up to $65 million in 1973 and $90 million in 1974. The bill would also require that at least five of CPB's 15 board members be station managers, and that at least 30% of its money be distributed to local stations. And, in an amendment introduced and approved on the House floor, it would limit CPB officials' salaries to a maximum of $42,500 (BROADCASTING, June 5).

The administration has proposed legislation that would provide a one-year authorization at $45 million, of which one-third would be returned to stations. But this, administration sources say, is only a stopgap, designed to keep CPB operating until a true long-range financing measure can be developed and passed. The inability of the Office of Telecommunications Policy, the White House's spokesman and adviser in telecommunications matters, and CPB to get together on legislation has thus far prevented President Nixon from fulfilling a two-year-old promise to propose long-range financing.

The administration says that what it really has in mind is a five-year bill—about as long as could conceivably be expected. But spokesmen say that if a two-year bill passes the Senate, that will be it. It will consider that the long-range bill, spokesmen say, and will make no effort to draft and get agreement on a five-year bill.

OTP, they note, has other things to occupy it—including cable, satellites, international communications. And if a two-year bill is passed, the argument runs, there will be no incentive on anybody's part next year to develop and enact a long-range bill.

CPB spokesmen, on the other hand, note that the corporation has already established an all-industry committee that is charged with formulating and presenting a long-range financing plan by the end of this year. And they insist that an authorization of at least two years is essential if public broadcasting is to do any real program planning at all.

There are indications that they may get it. Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.) is said to favor the two-year plan ("Closed Circuit," June 5), even though he and Commerce Committee Chairman Warren G. Magnuson introduced a one-year bill as a stopgap measure late last year. Senator Howard Baker (R-Tenn.) is ready to lead the opposing forces, but the backing of majority party leaders gives CPB reason to hope for passage of the bill it wants.

One thing appears certain. Even if a two-year bill with the House-passed funding levels is approved, there will be no presidential veto. The administration position tends in precisely the opposite direction: approve this bill and be done with the matter.

In that one respect at least, CPB's officials sound like the administration's: both appear tired of the whole quarrel. After months of dispute over structure, networking, funding levels, Sander Vanocur and a dozen other things, the corporation clearly wants no more. When the administration's latest statements were relayed to Bill Duke, CPB's director of public affairs, for a reaction, he talked around them for a few seconds before uttering an unintentional summary of the whole situation. "If I seem to be hedging a bit," he said, "I guess I am. I just don't want to fight about this any more."

Tapes for public checkbacks urged

AJC contends stations should maintain such open files in letter to FCC about 'anti-Semitic' remark on WBAI(FM)

A WBAI(FM) New York program in which President Nixon's foreign policy adviser, Henry Kissinger, was the object of a remark some listeners described as "anti-Semitic" has led the American Jewish Congress to file a complaint with the FCC.

However, although the AJC said that stations should prevent the airing of the kind of remark allegedly made, the main thrust of its letter was to request the commission to make it clear that a station has an obligation to maintain and make available for public inspection tapes of programs whose propriety has been questioned.

At issue was a remark by Larry Josephson, a producer on the Pacifica Foundation station, on his program, In the Beginning, about Mr. Kissinger's role in the resolution of bombing in Vietnam, on April 17. Listeners complained to AJC, Will Maslow, AJC executive director, said in his letter to the commission, that Mr. Kissinger had been characterized as "a Jewish mass murderer."

Mr. Maslow added that Mr. Josephson, when questioned on the day of the pro-
FIRST PLACE—TOM COCHRUN
WIBC NEWS
"Best story on local level showing public interest and community involvement in general public affairs."

FIRST PLACE—VIRGIL NAPIER
WIBC NEWS
"General excellence of individual reporter... showing initiative... follow-up enterprise... hardships."

FIRST PLACE—SID COLLINS
WIBC SPORTS
"General excellence in team reporting."

FIRST PLACE—WIBC NEWS
"Best series on local level."

BOB HOOVER
Dean of Indiana News Broadcasters, was inducted into the SIGMA DELTA CHI HALL OF FAME... May 19, 1972

WIBC/1070
50,000 WATTS•INDIANAPOLIS
Represented by BLAIR & RADIO
gram, said that his recollection was that he had said that Mr. Kissinger "should be invited to address a teach-in on the question of the Jew as mass murderer." He also suggested that the remark, coming after a week's programming on the killing of six million European Jews—should be read in context to be correctly understood.

AJC asked for permission to monitor the tapes. But while Mr. Josephson and, later, Edwin Goodman, WBAI general manager, invited AJC to designate an official to be a guest on the Josephson show to discuss the issue, the AJC request was denied.

Mr. Goodman, in a letter to AJC, said the "small, noncommercial radio station" could not accept "the responsibility, or logistical burden of duplicating hours of tape for your consideration,"

Mr. Maslow reported. (The station's position was that all of the tapes should be heard, so that the remark could be heard in context.) He also said that Mr. Goodman rejected an offer of an AJC staffer to listen to the tapes and take notes.

Mr. Maslow said a station has an obligation to prevent the airing of statements like the one originally attributed to Mr. Josephson—that Dr. Kissinger is "a mass murderer." But, he added, "we have no way of determining what was in fact said" on the Josephson program.

Even if the remark was not improper and the station's only obligation is that required by the fairness doctrine, Mr. Maslow added, "it is clear that we can hardly respond effectively to the station's programming without knowing what was said."

Mr. Goodman last week indicated that the station would probably accede to AJC's request, although it wanted to receive the commission's ruling. "We are loathe" to accept the fact that a person who raises an issue but declines to discuss it on the air is entitled to hear hours of tapes, Mr. Goodman said. Permitting outsiders to monitor tapes ties up equipment and studio facilities, he noted. However, "in the interest of resolving the matter," he said, "I think we'll give AJC access."

The Pacifica Foundation station has been accused of broadcasting anti-Semitic remarks in the past. Three years ago, the National Educational Foundation Inc. then competing with Pacifica for an FM channel in Washington, petitioned the commission to deny Pacifica's application on the ground that WBAI had broadcast a poem said to have been anti-Semitic (Broadcasting, March 10, 1969). (NEF later withdrew from the contest for the frequency, but Pacifica's application is still in hearing.)

However, the commission rejected the petition, contending that the station had lived up to its responsibility as a broadcaster by affording reasonable opportunity for the presentation of contrasting views on the question of anti-Semitism (Broadcasting, March 31, 1969).

Sonderling says it's trading up

It heads for the Houston market in deal that throws in Long Beach

Sonderling Broadcasting Corp., New York, said last week it has agreed to buy KIKK(AM) Pasadena, Tex., and KIKK-FM Houston and certain real estate in those cities in exchange for KFOX-AM-FM Long Beach, Calif., and about $1.1 million in cash and notes.

Egmont Sonderling, president, said the acquisitions are "the first step in a planned program to strengthen the company by moving into areas which present more attractive growth potential."

Mr. Sonderling said the KIKK stations, bought from Leroy J. Gloger of Houston, feature country-and-western music. The AM and FM outlets are programed and operated separately, he added, and formats will remain unchanged.

The Houston stations had revenues of approximately $1.7 million for the fiscal year ended last Sept. 30. KFOX-AM-FM grossed about $800,000 in 1971, according to the announcement.

All transactions are subject to FCC approval.

Sonderling also owns and operates WLVK-TV Louisville, Ky.; WAST(TV) Albany, N.Y.; WYPA(AM) and WGLD(FM) Oak Park, Ill.; WDIA(AM) and WAI(AM) Memphis; WWR(AM) New York; WOL(AM) and WMOD(FM) Washington and KDIA(AM) Oakland, Calif. The company owns Modern Teleservice Inc., New York, national distributor of radio and TV tapes and films, and Bernard Howard & Co., New York, station representative.

Time is almost out

FCC okays sale of WFBM-AM-FM to Rahall for $3.05 million, leaving only one sale hanging

Time Inc.'s exit from the broadcasting industry was further facilitated last week by the FCC approval of Time's sale of WFBM-AM-FM Indianapolis, to group owner Rahall Communications Corp. Price was $3.05 million. With that sale consummated, only one radio property remains in Time's fold—KFOX-FM San Diego, whose sale to Kelly Broadcasting is being deferred by the commission because of a citizen-group challenge.

Time's sale of its five television stations to McGraw-Hill Inc. cleared the commission last March (Broadcasting, March 13). But in response to minority groups that were attempting to block the sale and were threatening a court appeal of the FCC grant, M-H elected not to acquire one of those properties—wood-TV Grand Rapids, Mich. (Broadcasting, May 15). That station remains under Time ownership.

Rahall President Harold Holder, after the commission's grant last week, said: "We would expect to have the Indianapolis properties performing under our ban-
ner by the end of July and further anticipate these properties to make a profit contribution immediately to Rahall's overall operating results."

St. Petersburg, Fla.-based Rahall, a publicly owned corporation, operates WJAZ-AM St. Petersburg, Fla., and WKY-AM-TV St. Petersburg. The WJAZ transaction includes an associated Muzak franchise.

Approved

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 64).  

**WIFH-AM** Indianapolis: Sold by Time-Life Broadcast Inc. to Rahall Communications Corp. for $3.05 million (see page 32).

### Changing Hands

**Announced**

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

- **Kzik-AM** Pasadena, Calif., and **KKK-FM** Houston, both Texas, and various Houston real estate properties sold by Leroy J. Gioger to Sonderling Broadcasting Corp. in exchange for Sonderling's KFOX-AM-FM Long Beach, Calif., plus about $1.1 million in cash and notes (see page 32).

- **WTAP-AM-FM** Parkersburg, W. Va.: Sold by R. L. Drake to Falgren and Associates for $425,000. Falgren and Associates, a Parkersburg ad agency, is principally owned by Smoof Falgren. Mr. Drake retains WTAP-TV Parkersburg. **WTAP** is a full timer on 1230 kHz with 1 kw day and 250 w night. **WTAP-FM** operates on 103.1 mhz with 730 w and an antenna 570 feet above average terrain. Broker: R. C. Crisler & Co.

- **WHMS-FM** Hialeah, Fla.: Sold by Flamingo Broadcasting Co. to Joe Field Jr. and John Rutledge for $290,000. Mr. Field owns WIRK-AM-FM West Palm Beach, Fla. In partnership with Mr. Rutledge, he owns WQXFM(FM) Clearwater, Fla. Mr. Rutledge formerly owned WLOF-AM Orlando, Fla. WHMS operates on 92.1 mhz with 3 kw and an antenna 110 feet above average terrain. Broker: R. C. Crisler & Co.

- **Koko-AM** Little Rock, Ark.: Sold by A. J. Lindsey and others to Cleve J. Brian for $175,000. Mr. Brian has an interest in WQX-FM Pensacola, Fla. KOKY is a daytimer on 1440 kHz with 5 kw. Broker: Chapman Associates.

- **WBCG-AM** Chipley, Fla.: Sold by Jim Broaddus to William A. Masi for $150,- 000. Mr. Masi has an interest in the Bill Masi Network, a South Orange, N.J., agency servicing religious organizations. He also has an interest in WHRT(FM) Newark, N.J. WBCG operates on 1240 kHz with 1 kw day and 250 w night. Broker: Chapman Associates.

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When you deal with us, you receive our undivided attention and 100% of our efforts.

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Twenty-six years of service and millions of dollars in sales tell us we have done our job well.

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Brokers of Newspaper, Radio, CATV & TV Properties
Johnson castigates TV for drug ads
Commissioner sees conspiracy between broadcasters, Nixon

To FCC Commissioner Nicholas Johnson, the "real pusher" in the nation's drug scene is television—more specifically, the same large corporations that make substantial campaign contributions to the President Nixon and "the same networks that bring coverage of his extravaganzas" in China and the Soviet Union.

So those who want to do something about the drug problem and have influence with the President should ask him to follow the advice of his own commission on marijuana and drug abuse, Commissioner Johnson said in a speech last week in Washington to the National Coordinating Council on Drug Education.

"Ask him to support legislation banning over-the-counter drug advertisements on TV," he said, "to emphasized the necessity of a consistent position on drug abuse of all kinds."

For, he charged, the national policy in dealing with drug abuse is far less than consistent. He charged that the administration is using "the marijuana menace" as a scapegoat to divert public attention from wars and domestic needs.

Broadcasters, he said, have been willing to help the President in that diversion—"while fighting tooth and nail to keep off the air messages of public interest groups about the implications of legal drugs, and the lifestyle pushed by radio and TV, for a drugged society."

In accusing television of being "the pusher," he said that "every indicator of drug use—from cigarette sales to aspirin sales; from the use of alcohol to the use of vitamins; from sleeping pills to stay-awake pills—is increasing annually. And television is intimately involved in selling these drugs."

He gave television little credit for the public service announcements it carries that are designed to warn young people of the dangers of illegal drugs. Not only is there no evidence that drug use is on the decline—on the contrary, "it is on the increase in most major cities," he said the spots may be encouraging drug use—by calling the attention of young people to a glamorized, illegal alternative to the alcohol gulzed by the adult word.

"The least one can say is that we simply don't know the effects of these spots," he said. "Yet we continue to use them although the conclusion of the more substantial contributions the broadcasting industry could make."

FCC shies from union matter
A pleading by the International Brotherhood of Electrical Workers that, in essence, requested that the FCC claim jurisdiction over collective bargaining matters has been rejected by the commission. At issue was an IBEW petition for reconsideration of the commission's February approval of the sale of KTTS-AM-FM Springfield, Mo. In initially disputing the sale, the local chapter had claimed that the proposed buyer, Springfield Great Empire Broadcasting Inc., not only failed to honor a contract the union had previously negotiated with the KTTS licensee, Radio 14 Inc., regarding seven station employees. It had noted that the station sale contract excluded that agreement and failed to provide for a carry-over to the new ownership. The commission rejected the IBEW plea and approved the sale (Broadcasting, Feb. 7).

In asking the commission to reconsider its action, IBEW had disputed the agency's determination that it did not have authority over collective bargaining matters. The commission, in granting the KTTS sale, had claimed that a 1965 U.S. Court of Appeals for the District of Columbia Circuit decision rejecting a similar plea by the National Association of Broadcast Employees and Technicians served as the benchmark in such cases.

IBEW had argued, however, that its particular situation differed from the NABET case. It emphasized that in a town the size of Springfield, the shutdown of a radio station due to a union-endorsed work stoppage would work a substantial disservice to the public interest.

Once-in-a-while lobbying
Law firm green-lights Hill activity by public broadcasters on behalf of 'sporadic' bills for funding

No public broadcasting organization need worry about losing its tax-exempt status so long as it confines its legislative activity to occasional funding bills, according to a Washington law firm.

Schwartz & Woods, counsel for the National Association of Educational Broadcasters, said in a nine-page opinion that under present Internal Revenue Service standards, "the educational broadcasting entity which does not spend a clearly inordinate portion of its resources on influencing legislation, and which is concerned only with a few and sporadic bills for funding, would seem safe from adverse tax consequences."

The applicable section of the Internal Revenue Code prohibits "substantial" attempts by tax-exempt educational groups to influence legislation and flout bars.

Senate unit OK's money for propaganda outlets

The 10-to-1 vote last Wednesday (June 7) was on the administration's request for $38.5 million for the two stations. (The Senate Appropriations Committee had voted to provide the funds, pending passage of authorization legislation.)

Sen. Clinton P. Anderson (D-Ark.), a frequent critic of the outlets, voted against the bill along with Senators Mike Mansfield (D-Mont.) and Stuart Symington (D-Mo.).

The Foreign Relations Committee's action followed two days of hearings at which support for continued funding was voiced by Dr. Dirk U. Stikker, chairman of the West European Advisory Committee for RFE, and U. Alexis Johnson, undersecretary of state for political affairs.

The House Foreign Affairs Committee has not yet voted on the administration's funding plan for RFE and Radio Liberty, but expects to do so by the end of the month.

Funding for the propaganda outlets ran out Feb. 22 but was continued at its $35-million-a-year level under legislation signed by President Nixon two months ago (Broadcasting, April 10). That authorization runs out June 30.

RFE broadcasts to eastern European nations; Radio Liberty beams programing to the USSR.

Further KJCF
Parties to the sale of KJCF(AM) Festus, Mo., have asked the FCC to dismiss a Justice Department petition seeking to block the sale on antitrust grounds (Broadcasting, May 29). United Broadcasting Corp., the licensee, and James Higgins and Harold Wright, the buyers, told the commission that the Justice petition was procedurally defective. They contested that the department's attempt to prevent the sale was moot because the transaction was completed two weeks prior to when Justice filed its petition.

The two also claimed that the department failed to prove in its petition that it has standing to contest the sale. Justice is opposing the sale on antitrust grounds, claiming that Mr. Wright's controlling interest in Festus's only newspaper would cause concentration of control if he obtained interest in the station.

Media Briefs

Settling in * Law firm of Bechhofer, Snapp & Trippe has opened new offices at 1801 K Street, N.W., suite 220, Washington 20006. (202) 223-1036.

Project 7 expands. Project 7 Inc., New York, closed-circuit communications firm has announced agreement to acquire Globe Music Corp., Los Angeles, as wholly owned subsidiary. Globe Music produces background music and has plans to work out multiplexing opportunities for radio stations and CATV systems, according to spokesman.
Whatever happened to Paducah protection?

Senator asks FCC to restore limitations it first proposed on distant-signal carriage

Senator Marlow W. Cook (R-Ky.) last week asked the FCC to review its rules governing cable importation of distant signals into the Paducah (Ky.)-Cape Girardeau (Mo.)-Harrisburg (Ill.) market. The senator said that this market and others like it had been marked for special protection in the FCC's first outline of cable rules but omitted from its final decision.

In a "letter of intent" the FCC submitted to Congress in August 1971, the senator said, the commission identified a dozen "anomalous" markets that might require "special treatment" restricting signal importation to at most one or perhaps none. The tri-city market he had in mind was among those originally cited as including more than one central city and at least one independent UHF, the senator said.

In the FCC's final cable regulations adopted last February, it omitted the special treatment it had first proposed. The senator surmised that in the interval between issuance of the letter of intent and final regulations no one submitted arguments favoring the treatment originally proposed. The assumption, he thought, was that the commission would routinely adopt it.

In his letter Senator Cook suggested that the FCC include the "anomalous" markets in its current reconsideration of its cable rules.

Appeals court turns down Lamb in Toledo cable case

It finds no antitrust violation in exclusive franchise award to 'Blade'-Cox combination

The U.S. Court of Appeals for the sixth circuit has upheld a district court's dismissal of an antitrust suit that Lamb Enterprises Inc. had filed against Buckeye Cablevision Inc., of Toledo, and its two owners, the Toledo Blade and Cox Broadcasting Co., and the Ohio Bell Telephone Co., which installed the Buckeye plant.

The appeals court's ruling, though limited to the Toledo case, discusses the CATV business itself in a way that may prove useful to other cable operators who are sued on antitrust grounds by those who had been competitors for the franchise.

Lamb was seeking $54 million triple damages as a result of what it alleged was a conspiracy on the part of the defendants to exclude it from the CATV field in Toledo, in 1965, when both were attempting to establish a system there.

The district court's decision came in June 1971 on the findings of a jury, which heard five weeks of testimony (Broadcasting, June 14, 1971). Lamb, in its appeal, claimed there had been a per se violation of the Sherman Antitrust Act, and said the case should be remanded to the district court for a new trial.

The appeals-court, however, said Bell was entitled to the directed verdict it was given and that the jury had made the only finding possible under the evidence when it concluded that Cox, the Blade and Buckeye had not conspired among themselves. (The Blade had owned 55% of the system and Cox 45%. Now the Blade owns 80% and Cox 20%)..

Furthermore, the court said, finding there had been a violation of the Sherman act would put obstacles in the way of entrepreneurs in situations—like those involving cable television interests—"where only one competitor could survive."

Both Buckeye and Lamb, for instance, were competing to become the first in business in the Toledo area, the court noted. "If success in such a venture could become a per se violation of the antitrust laws, the ultimate effect would be to stifle, rather than to encourage, competition and formation of new business enterprises," the court said.

Forecast for 1980: 23-million cable homes

New York research firm also sees $4.5 billion expenditure for equipment, installation services

The growth in CATV homes from about five million today to more than 23 million by 1980 is projected in a study released last week by Frost & Sullivan Inc., New York, market research firm.

The study estimates that revenues from subscribers alone will reach almost $2 billion by 1980 (not counting income from advertising or special services). Frost & Sullivan claims that CATV operators will invest $4.5 billion for equipment and installation services between now and 1980 to meet this expansion.

Back to work on cable

Teleprompter Manhattan CATV Corp. and Local 3, International Brotherhood of Electrical Workers signed last week to a new three-year contract, ending a five-week strike by installers and technicians.

The agreement includes a pay increase of 9.5% in the first year, retroactive to April 1, and 5% in each of the next two years.

Cablecom, FCB agreement

FCB Cablevision Inc., Irvine, Calif., has reached an agreement with Cablecom General, Denver, for the sale at book value of the assets of its Menlo Park, Calif., cable-TV system, it was announced last week. The sale is subject to local franchising authority approval. The system, one of the six franchises in FCB, is still under construction.
1927-1972

Celebrating 45 Years of Service to Milwaukee and Southeastern Wisconsin

WTMJ
RADIO 62

Henry I. Christal Co.
There's still magic in the middle of the radio road

There was a time when you didn't have to describe MOR — it was what everyone was doing. Now it's hard to define at all. But whatever the approach, MOR has become a specialty all its own.

"Let's all get up and dance to a song that was a hit before your mother was born . . ."

—The Beatles

Nobody but nobody likes the term MOR. For one thing, the only way to describe it is in negatives: not too soft, not too loud, not too fast, not too slow, not too hard, not too lush, not too old, not too new. Its one positive constant is that MOR is adult radio, programmed at a demographic of 25 to 49 — on the middle ground in music, down the middle of the demographic scale, hence . . . middle of the road.

But in a very real sense, the middle has dropped out of the musical scale. Patti Page, Peggy Lee, Frank Sinatra, Tony Bennett and Lena Horne are not the staples any more. They've been replaced by the Carpenters, Bread, Carly Simon, Neil Young and Neil Diamond. An audience that grew up on rock-and-roll radio is now 30-and-over. To it, MOR means something different from the music that the Pages and Sinatras were selling, say, 10 years ago.

Moreover, music is only one part of a message. MOR must hold an adult audience. Music, news and information all are almost equal in importance to the adult mind and must be given credibility and cohesion through presentation by personalities. That has been the tried and true method for more than 20 years now. But whether it will remain so and what changes have to take place within these separate but equal elements are points agonized over by programers, salesmen, record companies and advertisers alike. The big unanswered question is: How will adults use radio in the future?

As inventors and keepers of the thing known as radio formats, program directors are charged with solving the problem. Some have left that job to management. "I'm not a soothsayer," says one. "I'll do what we do as damn good as we can do it. And if we see that isn't working, we'll consider alternatives. But I'll ride with the winner." Other stations are quickly acquiring an attitude espoused by Jack Sullivan, general manager of WPEN(AM) New York: "Everybody always wondered what talent Ed Sullivan had. Well, I'll tell you — he was a pointer. It was the same with Martin Block. Some stations give an audience what it knows it likes, Others point and give an audience what it knows it's going to like."

Until perhaps five years ago, the delineation between adult and young adult-teen music was fairly clear: There was rock and roll on the one hand and what was called pop music on the other. Then the distinction began to blur. The dividing line meandered so much that audiences stopped trying to follow it. Was the Beatles' "Yesterday" rock or pop? Was Petula Clark's "Downtown" pop or rock?

Chuck Southcott is the program director of KSL(AM) San Fernando, Calif., and winner of last year's MOR programer of the year award from the Bill Gavin conference. "It's getting more and more difficult to perceive how important music is to the adult ear," he says. "Adults are not buying records as they used to. I'm talking about the days when the kids bought the Elvis singles and mom and pop bought the Sinatra albums. And just looking at the major charts, you find that isn't the case any more. It's difficult to find out what the adult ear is."

Elliott "Biggie" Nevins, programer of WOOL(AM) Miami: "The dividing lines between the middle of the road and the soft shoulders are not as clear as they used to be. You now have the Neil Diamonds and the Petula Clarks doing a little different kind of material. The Jackson 5 are doing material that is melodic and bouncy and acceptable to the adult ear. You have a lot of artists who were previously either/or. At one time the Supremes were considered R&B. Now the Supremes are a night club act that plays the Copacabana. The standards are just completely different."

During the time of MOR's seeming invincibility (when it could be assumed that the MOR in a market was at the top of its audience heap), the prograning of an adult station could be done as objectively as the top 40's are today. The charts basically reflected adult tastes. (Adults were the only ones with money to spend on records then, remember?) So did box office at the night clubs and movies.

For the most part, those roles have
Jack Sullivan, WHN:
“Ed Sullivan . . . was a pointer. It was the same with Martin Block. Some stations give an audience what it knows it likes.
Others point and give an audience what it knows it’s going to like.”

switched. The top-40 programer will say, “If it’s selling, we’re going to have to play it.” But the adult-radio programer cannot. He must say instead, “I don’t care if it’s selling. Does it fit this station?

Dean Tyler is one of the most respected program directors in adult radio today. He has worked in several major markets as a DJ, finally went to WIP (AM) Philadelphia four years ago as music director, was made program director a year later. In the 21 ARB rating books since 1966, WIP has been number one among 25-to-49 men.

Dean Tyler: “Our audience primarily buys albums, if they buy anything. And there are only a few records that we play that are not hits and never will be hits. Our audience is more interested in being entertained than they are in just hearing hits. If an MOR station plays only hits, it can be in trouble because there just aren’t enough. But there are a lot of orders that are meaningful.”

Bob Henley, director of program development for ABC Radio: “A station can move with the population and keep talking to the same people all the time by changing its format. Or it can stay the same and have the population move through it. The people who like the Beatles are not the same people who were 30 ten years ago. People over 30 hated the Beatles, and still do because now they’re over 40. But the people who are now 30 love the Beatles. That’s why the Beatles are now middle of the road.”

That figure of 10 years seems to pop up often when adult-music programs talk about where MOR is.

Chuck Southcott of KOOL: “Classically, MOR has been adult appeal, not necessarily sophisticated, but music that appeals to the 18-to-49-year-old ear. Generally speaking, I’m talking about music that’s 10 years old. Today, we’re talking about songs written by the Beatles, and

that goes back 10 years. Top 40 and underground have had that. They don’t want to touch ‘And I Love Her.’ We do. If you go back to the fifties, MOR was playing big bands, which were big in the forties. It always seems to be 10 years behind the time, yet always with an ear to today.”

“We’re trying to gear ourselves backwards,” says Bob Henley, program director of Chicago’s WGN. “The audience can do nothing but grow older. And what we’re trying to do is not grow older with them; we’re trying to keep our age constant. That means you have to continually go back and review your music policies and start including those things that were appealing to youngsters who are now older.”

Interestingly, this realization has given rise to the much expanded use of oldies—especially old rock and roll. WIOD (AM) Miami is now playing four oldies an hour. KDIA (AM) Pittsburgh, under its new program director, Allan Mitchell, has cut its current list down to 30 in order to get many more oldies in. “And it doesn’t make the sound older,” Mr. Mitchell claims. “It actually makes it sound much more contemporary.” And there are even adult-oriented AM stations thriving now and playing close to 50% oldies—WGAR Cleveland, WNOO Chicago, KLOW San Jose, Calif. and KNEX Oakland, Calif. among them. It is not surprising that stations playing so much old rock and roll are skewing well above 30 in their demographics.

Those artists that were the staple of adult radio in the sixties (because they were big in the fifties?) have more than felt the pinch. Some, like Frank Sinatra, have stopped recording altogether. And according to the record companies, the days of the “pure” MOR artist no longer exist. “It’s just an incredible hassle to break an MOR artist any more,” says Dave Knight, head of A&R (artists and repertoire) for Metromedia Records, “I’d much rather take a new artist and break him top 40 and then try to get him to cross over from there. But to go from MOR to top 40 is just not worth the effort and money.”

There are, of course, many pure MOR’s still left and doing very well, Mr. Knight admits, “but hits like ‘Candy Man’ (Sammy Davis Jr.) are a fluke and not the norm.”

“It’s radio and not the record companies that puts labels on music,” Dave Marshall, national promotion manager of London Records, pointed out. “To us music is music is music. I have to admit that I am happy to see Patti Page go off the MOR playlists, because that means that some new record is going to get five plays a day rather than three. And that’s the way you sell records,” he grinned.

The singles market for records has shrunk in the last decade to the point where 45’s account for only 10% of the total. Singles have now become tools for selling albums. “Whet the appetite with the single and they’ll go out and buy the album” is now the philosophy. And if adult stations sell any records at all, it is albums.

Jack Gold, vice president of artists and repertoire for Columbia Records: “A hit on MOR means much more on album sales and for a longer period of time to an artist. Give them any kind of
Every now and then an issue comes along that provokes emotion. But, you do what you have to do. Take sides.

For us, gun control is such an issue. For the past year, we've advocated tougher gun laws with specific legislative proposals. Editorials. Pro/con on-air listener responses. Bumper stickers.

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5-minute program, 5-times a week 1½-minutes each program for your commercial messages.

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1 Sales effectiveness.
Sales effectiveness through identification with the best known voice in radio. For 43 years he has been influencing people, moving merchandise. He's America's #1 salesman.

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Warm, witty, human, thought-provoking talk from an erudite man.

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For station and sponsor, through association with one of the great personalities of our time.

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Makes sponsor and you important in the community because this is an important program — and personality — of a quality rarely offered locally.

5 Attention.
Arthur's program will generate conversation. It will improve identification, awareness — set you and your sponsor apart from competition.

6 Exclusive.
Exclusive in your market.

7 Timely.
Fresh commentary every week.

8 Flexible.
Run it at the time of day that is best for you and the sponsor. Sell it to one or more sponsors.

9 Promotion.
Station "promo" announcements highlight program — delivered by Arthur, personally.

10 Economy.
Because it is syndicated in so many markets, the price for each individual market is reasonable.

11 Efficiency.
Unlimited use. You can run it two, three times a day.

12 Reliability.
Produced by Horizons Communications Corp., owned equally by Chet Huntley, Jerome Feniger, William W. Mulvey and Edward Wood. Horizons also syndicates the Chet Huntley and Tom Haggai programs, and owns eight radio and television stations.

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BY           TITLE

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taste of airplay, and their fans will want to buy them. With some of the top-40 artists, the hit single can sell a million but the album will sell 300,000. Then you take a band like Nabor's, who had a single that didn't do over 50,000, but his album sold 800,000.

"MOR radio has come closer and closer to top-40 radio, so that the openings for a real MOR artist are slim. The Andy Williams, Jim Patti Pigeon had their problems. And their increasing problem getting on the air reflects on sales."

"The sales have held up surprisingly well on the albums though. It's the singles that are not doing so hot. But what worries me is that the downfall of album sales will probably happen if MOR artists don't get more airplay. You just can't cover artists like the Carpenters in order to get MOR play. They can get it themselves."

Many stations have resisted the change in music programming taking place around them, while others, once given a taste of a program that works, have embraced it to the point of changing their formats. Kt0(FM) San Francisco began as a beautiful-music station. Unsatisfied with what he considered too easy a format, Jim Gabbert, the 35-year-old owner and manager, switched to a much brighter MOR format. Finally, about a year ago, the station went full rock, and for what Mr. Gabbert feels a very good reason.

Jim Gabbert: "Back when top 40 was rock and roll, singles were their vehicle. The k-90s did them for 88-4 down at the drug store. And Frank Sinatra and Dean Martin were all album artists. But what do you do with a Guess Who or a Chicago? Are they MOR or are they rock? Where the hell are they?"

Haven't today's MOR stations found a place for them?

"Yes they have. But when you play them, it whets your appetite for more. So pretty soon you find out you really should get all the Sinatra records out of there because they really don't sound very good any more. That's what it did; that's what made us change."

"We listened to the response we were getting from playing contemporary music] and we looked at the album charts and we had to confess that the world was changing. And then I looked at Kt0(FM) Los Angeles and KFRC(AM) San Francisco and saw they will still running 50% to 60% teens. But their 18-49 was very good. And I said, those are not teen-aged listeners, they are the MOR stations. So we we said, 'What if we come in with jocks who are not the heavy screamers but aren't the blab-blah progressive jocks either. Suppose we come in with almost young MOR jocks and keep talk to a minimum, but still keep it one-to-one?"' Yes, we're rock, but we don't sound like it rock. It's not progressive, it's not top 40.

"MOR hasn't really changed much. Sure, they play a little bit of Blood, Sweat and Tears now, but basically, there hasn't been any change. I looked at it and said, 'Music changed. Adults are listening to a different kind of music now. Top 40 isn't going to serve them; the standard MOR isn't going to serve them. So let's slide right down the middle."

Brown down the coast of California several hundred miles is a station and its music director who have not succumbed to the new temptation. "The people have a right to hear Frank Sinatra," says Rudi Mau- geri, music director of KFRI(AM) Los Angeles. "They have a right to hear Tony Bennett doing a standard. They have a right to hear Lena Horne doing a standard. I know we are considered by people in the business to be dated. But we don't feel that we are confined and dated in the programming concept in music: There is only good music and bad music. There is no in-between. And if the arrangement of a song is not good and it is number one in the country, it's a bad record. That's the way I define music and management likes what we're doing and goes along with us 100%.

"Doesn't Mr. Maugeri feel that a policy like that is a little reactionary?"

"Yes it is. We are a conservative station in the music we program. We appeal to a number of listeners 25-49 and we do not try to do anything other than do it."

Rudi Maugeri was a member of the Crew Cuts for over 12 years before he went into radio in 1966. The Crew Cuts really grandfathered the hard-rhythm harmonies that characterized much of rock and roll of the late fifties, although Mr. Maugeri admits he is really a musical product of the swing era. KFRI programs a two-hour big-band show from 7 to 9 each night.

"The station had tried, up until the time that this format was instituted, to be more contemporary, to play chart Short course in MOR. If there is a formula for assembling and running a big-time, mainstream MOR station it is this: Walk into a major market with the license to a 50 kw AM station in your hand. Hire a morning man who is a bit uninhibited and not afraid to do anything to get attention. Find nine to 10 men for your news department. Buy a helicopter for traffic reports (a fixed-wing aircraft is OK, but one can't get off the ground in bad weather). Hire a former top-40 program director or jock with a good knowledge of contemporary music but who still remembers a few Wayne King hits. Pick up at least one of the drum bands in town, preferably football (and be careful about buying football and baseball for the same year; the schedules overlap). For your key-Short course in MOR. If there is a formula for assembling and running a big-time, mainstream MOR station it is this: Walk into a major market with the license to a 50 kw AM station in your hand. Hire a morning man who is a bit uninhibited and not afraid to do anything to get attention. Find nine to 10 men for your news department. Buy a helicopter for traffic reports (a fixed-wing aircraft is OK, but one can't get off the ground in bad weather). Hire a former top-40 program director or jock with a good knowledge of contemporary music but who still remembers a few Wayne King hits. Pick up at least one of the drum bands in town, preferably football (and be careful about buying football and baseball for the same year; the schedules overlap). For your key-guitar. And set up a production unit that will make everything look right and sound right. And resign yourself to carrying close to a minute of commercials an hour to support all of these operations. If you do this, you will be demanding that you maintain and probably expand."

beautiful-music radio is perhaps the most enigmatic of the adult formats. The men who program it are as quiet and unobtrusive as their music. Just as quietly, these keen minds have been at the forefront of the FM revolution of the past several years.

Jim Schulte, head of the syndication firm of Stereo Radio Productions, estimates that 20 to 25% of all radio listenership is to beautiful music. And best of all, when all the other beautiful-music stations in town are beaten, he says, a station can have almost all of that audience for its own. To the small-market broadcaster with no competition, success is also that more guaranteed. "It's like a fabulous chess game," Mr. Schulte laughs.

Behind the success of several large-market beautiful-music stations and the desire of smaller-market station owners to maximize success while minimizing cost, syndication of this music has in recent years become the staple of such operations. As WR6(FM) crawled within reach of the top four or five stations in New York, licensee Bonneville International set up then program director Marlin Taylor in his own division of Bonneville to provide programing for the group's five other stations and soon be demanding that you maintain and probably expand."

When Jim Schulte sold the QMI rep firm
...and movin' right along
Mommy-O's and Daddy-O's—
the big, bad sounds of Frankie Figg
and his Five Leaves featuring Buster Ears
on the skins—a'comin' your way night and
day from the greatest little non-stop station in
the nation—Super Soul City—just a'rockin'
and a'sockin' at your door—so don't you sweat and don't you fret
'cause everything's gonna be A-OK on the crystal set when you
hear me say that comin' up is King Kong and the Kinks—so stay
where you're at—we're groovin' this one out for Jim and Pat...”

Rock 'n Roll to the right of us.
Saccharine 'n Soul to the left of us.

To get to the top, go to the middle!

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In the past 50 years we've had to think young to stay progressive. We've watched Milwaukee change... and we've had to change a little ourselves... In 1922 we were Milwaukee's first and only radio station... today we're content with just being first.

to Kaiser Broadcasting he kept all its music assets and created Stereo Radio Productions. SRP now has 46 client stations and another five on the way, pending FCC approval of transfers. And the TM Productions service came originally from the successful WDFK(FM) Cleveland.

Syndication has come a long way from the days when the major suppliers of programming software were hardware manufacturers who provided taped music, for the most part ill-conceived and poorly produced, as an incentive for buying automation equipment; if an operator signs with one of the major firms today, he buys not only reels of music but a consultancy that reviews all aspects of station operations. Jim Schulke of SRP put it this way: "Station owners found out that things other than music are so very important to the sound and to public reaction to and acceptance of the sound. Just music is not enough. We are paid on the basis of market size, partially by the competition in that market. The reason for that is, in effect, we sell our time as well as our music."

Among the principals in the field of programming, consulting and managing beautiful-music radio the relationships all seem rather incestuous. They have all worked for one another or consulted together and ultimately are competing with one another in what is one of the wealthiest fraternities in broadcasting. The music division of the QMI rep firm tested its program service at WJIB(FM) Boston when it first created under the guidance of Jim Schulke. Marlin Taylor had just left WDVR(FM) Philadelphia at that time and was programming WJIB. The rep firm, minus its music service, was sold to Kaiser soon after WJIB went on the air, and the programming was turned over to Peter Taylor. Since that time, Peter Taylor has been programming both WJIB and KFOG(FM) San Francisco (both in process of being purchased by General Electric [BROADCASTING, June 5]). And the program director who followed Marlin Taylor at WDVR was Phil Stout, now vice president and program chief for SRP.

With all this intermingling of programmers it was inevitable that many of the services and station formats will sound similar. That they all sound alike is of course not strictly true, for there are indeed differences from one programmer to the next. Peter Taylor, Phil Stout and Marlin Taylor may program a few more single vocalists than WOVR. But WDVR's over-all sound may be a little more uptempo than, say, SRP's, and Marlin Taylor's playlist comes from a broader range of material than does Pete Taylor's. Despite slight differences in all these sounds, for the most part the variance is quite subtle.

"Let's face it," Peter Taylor acknowledges, "65 or 75% of what we play Marlin Taylor and Jim Schulke play. It's the other 25% that makes a difference." The other thing that makes a difference, as is true of all music radio, is the mix of material. All programs music, the cardinal rules of mixing music: Don't put two male or female vocals back to back, vary tempos and mood, play bright music in the morning and softer music at night. There are many other such rules, but the secret to mixing is much more than that. What that more is, these programmers cannot or will not say. And the difference between their separate methods remains elusive.

The standard in beautiful-music programming is the quarter-hour. All of the programmers mentioned above program music in 15-minute blocks starting at the top of the hour. Spots and news are slotted in between the music blocks allowing for six to eight interruptions an hour.

Peter Taylor of Kaiser: "Most people credit Ted Niarhos as having the first really successful good-music station in Cleveland, WDBN(FM). Jim Schulke was involved with that because he was with QMI repping WDBN. Schulke deserves a lot of the credit for the format that all of us are using right now, which is four breaks an hour. All of us have our own way of taking it from there, what we put in between the breaks. But I give him a lot of credit for all that."

Marlin Taylor: "The key is to make the format flow as one complete programming sound, not just a bunch of pieces in a row. That's the difference between programming music and playing records. I think I could defy anyone to set a formula for our segments of music, simply because I don't have one. I know what the over-all sound should be."

I start off with a particular selection, and that usually determines how the rest of the quarter-hour will go. We deal with about four different categories or seg-

George Duncan, wnew:

"As the culture of rock changed—after Kent State, basically—the music, as a reflection of the culture, became softer... What it did to the rock work was push out its boundaries. What it did to our world [of MOR] was make it easier to expose new music."
Remember when it was easy to tell the best MOR station in the market?

In Houston, it still is!

KXYZ is #3 in Men 18+, 6-10 AM
KXYZ is #3 in Men 18-34, 6-10 AM
KXYZ is #2 in Men 18-49, 6-10 AM
KXYZ is #1 in Men 25-49, 6-10 AM
KXYZ is #2 in Men 35-64, 6-10 AM
KXYZ is #1 in Men 25-64, 6-10 AM
KXYZ is #3 in Men 18-34, 10 AM-3 PM
KXYZ is #2 in Men 18-49, 10 AM-3 PM
KXYZ is #2 in Men 25-49, 10 AM-3 PM
KXYZ is #1 in Men 25-64, 10 AM-3 PM
KXYZ is #3 in Men 18-34, 3-7 PM
KXYZ is #2 in Men 18-49, 3-7 PM
KXYZ is #2 in Men 25-49, 3-7 PM
KXYZ is #1 in Men 25-64, 3-7 PM
KXYZ is #3 in Men 18-34, 7 PM-Midnight
KXYZ is #2 in Men 18-49, 7 PM-Midnight
KXYZ is #3 in Men 25-49, 7 PM-Midnight
KXYZ is #3 in Men 35-64, 7 PM-Midnight

KXYZ is #2 in Women 35-64, 6-10 AM
KXYZ is #3 in Women 18+, 10 AM-3 PM
KXYZ is #3 in Women 18-34, 10 AM-3 PM
KXYZ is #2 in Women 18-49, 10 AM-3 PM
KXYZ is #2 in Women 25-49, 10 AM-3 PM
KXYZ is #2 in Women 25-64, 10 AM-3 PM
KXYZ is #2 in Women 18-49, 3-7 PM
KXYZ is #3 in Women 18-49, 3-7 PM
KXYZ is #2 in Women 25-49, 3-7 PM
KXYZ is #1 in Women 25-64, 3-7 PM
KXYZ is #1 in Women 35-64, 3-7 PM
KXYZ is #3 in Women 18-49, 7 PM-Midnight
KXYZ is #3 in Women 18-34, 7 PM-Midnight
KXYZ is #2 in Women 18-49, 7 PM-Midnight
KXYZ is #2 in Women 18-34, 7 PM-Midnight
KXYZ is #2 in Women 25-49, 7 PM-Midnight
KXYZ is #2 in Women 25-64, 7 PM-Midnight
KXYZ is #3 in Adults 18+, 6-10 AM
KXYZ is #3 in Adults 18-34, 6-10 AM
KXYZ is #3 in Adults 18-49, 6-10 AM
KXYZ is #2 in Adults 25-49, 6-10 AM
KXYZ is #3 in Adults 25-64, 6-10 AM
KXYZ is #2 in Adults 35-64, 6-10 AM
KXYZ is #2 in Adults 18-49, 10 AM-3 PM
KXYZ is #3 in Adults 18-34, 10 AM-3 PM
KXYZ is #1 in Adults 18-49, 10 AM-3 PM
KXYZ is #2 in Adults 25-49, 10 AM-3 PM
KXYZ is #1 in Adults 25-64, 10 AM-3 PM
KXYZ is #2 in Adults 35-64, 10 AM-3 PM
KXYZ is #1 in Adults 18+, 3-7 PM
KXYZ is #3 in Adults 18-34, 3-7 PM
KXYZ is #3 in Adults 18-49, 3-7 PM
KXYZ is #3 in Adults 18-64, 3-7 PM
KXYZ is #1 in Adults 18-34, 7 PM-Midnight
KXYZ is #3 in Adults 18-49, 7 PM-Midnight
KXYZ is #3 in Adults 18-64, 7 PM-Midnight
KXYZ is #2 in Adults 25-49, 7 PM-Midnight
KXYZ is #2 in Adults 25-64, 7 PM-Midnight
KXYZ is #3 in Adults 18+, 7 PM-Midnight
KXYZ is #3 in Adults 25-49, 7 PM-Midnight
KXYZ is #2 in Adults 25-64, 7 PM-Midnight
KXYZ is #2 in Adults 35-64, 7 PM-Midnight

(Based on Monday through Friday average quarter hour estimates, Houston 5 County Metro Area ARB Report October/November 1971. Subject to qualifications available on request.)
WNA MOR MUSIC

"THE SOUND THAT SELLS"

Best of Contemporary (Non-Rock)
Best of Familiar Standards
60 Hours of Upbeat Instrumentals "A" Reels
60 Hours of Choice Vocals and Instrumentals "B" Reels
120 Hour Total—15 Hours Exchange Per Month.
"Mix or Match" for a Beautiful Blend of MOR Music.
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OR:
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6430 Sunset Blvd.
Hollywood, Calif. 90028 (408-292-5080)

Marlin Taylor, Bonnevile:
“The key is to make the format flow as one complete programing sound, not just a bunch of pieces in a row. That’s the difference between programing music and playing records.”

Perhaps the biggest problem among these programers today is the drying up of music sources. The record companies claim that although beautiful-music radio has a vast audience, there are not enough people buying records of this type to support an extensive catalogue. Cut-outs (the term used by record companies to describe those records dropped from their inventories) and artists who at one time were staples for beautiful-music radio but have gone too up-tempo are causing programers many new headaches.

Jerry Lee: “Material is so scarce, we find ourselves taking maybe only one song off a new album. The new songs just aren’t being recorded in our type of tempo.”

Marlin Taylor: “Selecting new material
is getting much tougher because our old artists are fading away on us. Percy Faith has gone semi-rock, Andre Kostelanetz has gone semi-rock, Ray Conniff has gotten a new arranger—he's got four drummers now and six guys playing the cymbals. The real indicator of the shortage is that 10 years ago I could take a typical album and get anywhere from six to all 12 cuts out of the album and use them. Now, of the 10 or 11 cuts they put on an album, if I get two out of them, I've done pretty well.

Record companies, not conspicuously trying to shun beautiful-music play but really aiming at increased MOR play (which has suffered for those music-makers of the Percy Faith genre) have begun to persuade their artists to use more up-tempo arrangements and more current material: Jack Gold, A&R vice president for Columbia Records: "In order to convince Ray Conniff to record today's songs rather than the things that he was doing when I came along five years ago, I told him this story. I was talking to my kid one morning and said, 'How are you going to be able to hit like Ted Williams if you don't eat your breakfast?' And he said, 'Who's Ted Williams?' That's what I told Ray. 'The minute you're not on the radio any more, people forget you. So forget those old songs because no one's going to whistle them.'"

Oddly, people in beautiful-music radio claim that even though they usually do not identify records on the air, they can sell records. And for the most part, the record companies agree. "All you have to do is sit for a day in one of those radio stations," Dave Marshall, national promotion manager for London records, says, "to know that they sell records. People are constantly calling in to find out what cut was just played. And most of the time, they want to know everything about the cut, if it's from an album, where you can get it. They even ask for the catalogue number."

Phil Stout takes the record companies to task for not stocking this kind of music. "They are more concerned with the record that is going to make the charts today," he says, "and not so much concerned with the catalogue items. I think the record companies have blinders on because if you'll check the steady, constant sellers you'll see that the Mantovani's (and similar music) are the consistent sellers." London verifies that, indeed, Mantovani is a consistent seller. In something more than 20 years he has released 58 albums, every one of them charted. Sales on a new Mantovani can be expected to top 150,000 copies.

Despite its ability to sell records, beautiful music seems likely to find its new-product bind even tighter in years to come. There are simply too few artists like Mantovani and Ray Conniff replacing the old masters. But it should not be construed that beautiful-music programmers are looking for material to fit specifications that developed many years ago. As one has recently explained: "Our sound is not what it was last year, nor will it be the same next year." And they are most sensitive about typing their programming as "background music"; they all

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Don't program OLDIES blindfolded. Over 3,000 M-O-R OLDIES, from 1950 through 1971, are listed in our OLDIE publications. Write for information and free samples:

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say that they find themselves coming more and more "out front" as years go by.

Peter Taylor: "I think good music is getting a little bit closer to MOR. Overall, I think the stations that seem to be making the most waves are trying to sound a little more like the MOR stations sounded 10 years ago. Changes in population, the percentage of people in each age group, have brought us to this change—the desire for more participation in the music and not just a passive sound."

Jerry Lee: "We keep our music a little more up tempo for a very good reason. It actually hurts our numbers, too; we could have higher numbers if we played it more down. But we play it a little more up tempo so we can get results for our advertisers. We don't have those listeners who use [WVOR] as background music, because we don't want them."

And beautiful-music radio is a numbers game. "We are structured to get ratings, there's no doubt about that," says Jim Schulte. And of course, with the numbers come the dollars that make this format an extremely efficient one in terms of expenses versus revenues.

The men and women (Betty Niarhos, the wife of pioneer Ted Niarhos, is considered one of the best) who program this type of music really believe in it. Peter Taylor: "I think people are becoming pollution conscious. And pollution in broadcasting means an excessive amount of talking. People are getting sick of 18 commercials an hour. You can get much of the same music [on AM] as on FM, but you don't get idiotized, or talked down to, or commercialized to death on this format."

Phil Stout: "I appreciate taste. And I believe in this kind of a format because it can maintain taste."

Jerry Lee simply puts it: "It's the difference between classy and class."

If there is one person who is the living, breathing embodiment of MOR, the Mecca to whom all believers pray three times a day, the point on which the upside-down triangle of adult radio rests, the man who stands 12 feet tall behind a two-inch speaker, it is the AM radio morning personality. The names of John Gambling (WOR New York), Bob Van Camp (WSB Atlanta), Larry Glick (WBZ Boston), Gene Klavan (WNEW New York), Dick Puritan (WXYZ Detroit), Wally Phillips (WGON Chicago), Russ Syracuse (KSFO San Francisco), Dick Whittington (KGIL San Fernando), Howard Miller (WMAQ Chicago), Frank Harden and Jackson Weavers (WMAL Washington) and J. Akuhead Pupule (KOMA Honolulu) probably are more familiar to the people of those cities than are the mayors.

"As the morning goes," says Perry Bascom, general manager of WOR New York, "so goes the station." He thought having a morning man was so important that he went out and spent more than a quarter of a million dollars on the most outrageous one he could find. He found the man he believed could revitalize an ailing WNBC (the station had been on the block for several months) sitting behind a microphone at Cleveland's WQAR (AM) screaming and cooing, selling religion like used cars, Hollywood like a looney bin, and punching holes in anyone who dared set foot on the front page of the morning papers—Don Imus. Mr. Bascom says the money was well spent too, $100,000 for Mr. Imus's salary, a bit for his pension fund ("I'm incorporated, you see," Don Imus beams), and the rest on a massive promotion for Imus in the Morning, as he is called. The station has yet to go through an indicative rating book with its new "loud mouth," but if the amount of press he has been getting is any indication—stories in New York magazine, New York Daily News, Time and Long Island's Newsday—Imus could break the iron grip that John Gambling has held on New York morning radio for many years.

Pranks and chicanery have become the mode of the day in morning radio. Grabbing attention in large markets with dozens upon dozens of signals has made such flamboyance a necessity. Ken Garland of WIP Philadelphia runs marathons, Gene Klavan slams doors and rings bells at WNEW, Dick Puritan is a virtuoso push-button telephonist (giving his WXYZ Detroit audience expert instruction on how to play "Twinkle, Twinkle, Little Star"), Don Imus calls hamburger stands to order lunch for his entire Army Reserve and 1,200 men. Dick Whittington likes to organize theater parties for Los Angeles matrons to attend pornographic films.

Chuck Southcott of KGIL: "It's my feeling that personality will always be in demand. Whether music is a primary ingredient or a secondary ingredient, that human being who can empathize with the listener's ear will always be necessary."

"There are going to be more and more guys on the radio like me from now on," Don Imus thinks. "I appeal to guys over 30 because they can identify with someone who can tell his boss to—off. I guess it's the same kind of vicarious thrill people get out of pro football. I'm the grease of radio."

Imus in the Morning has based his rather short career on radio (it's been only four years since he got his first phone license through the Don Martin broadcasting school) on outrage and mischief. He lost a hefty Irish Airline account early on in his tenure at WNBC by tagging a spot with "And all Protestants have to ride coach."

"I've gotten away with stuff here that nobody else would let me do. I have to give a lot of respect to Perry Bascom for that. I can remember when spots were going for $40 when I first began. They're now up from that by a considerable amount, he says, and now he is sold out. NBC seems to feel there's no real contradiction in the fact that within the short 700 or so miles between New York and Chicago it has two morning men with diametrically opposed styles on its owned stations. Howard Miller, former top-rated morning personality at WIND (AM), was hired several months ago at WMAQ (AM). Mr. Miller made his first first reputation as a swing-era jock who could make or break a record in Chicago. When
rock and roll, a form of music he never quite embraced, came along and knocked his influence down several notches, he developed a second reputation with a firebrand conservatism that eventually got him thrown off wind.

WNB's Don Imus, on the other hand, wears his shaggy blonde hair long and has an abiding love for clothing that sports the "Old Glory" motif. Although he claims no political inclinations, his jibes at President Nixon ("President Nixon has been invited to Hanoi—provided he comes by boat") and his unabashed imitation of former President Lyndon Johnson used for the continuing character of Judge Hangin' ("Are you tired of the commie, pinko, bedwetters . . .?") attract a fairly young audience. "Howard Miller and I are going to switch shows one morning and not tell anybody," Mr. Imus declares—one assumes facetiously.

But personalities are also taking on much more serious functions in today's adult radio as well. Since the rise of television put such a big dent in nighttime listening, many stations have gone to talk in the late evening. KDKA (AM) Pittsburgh is now talk 12 hours a day, 6 p.m. to 6 a.m. WAZ's Dick Williams garnered an 18.8 share of Boston's nighttime audience last time out.

Peter Scott, program director of KSRO (AM) San Francisco: "I don't think you can throw away the idea that you are going to play popular music. But beyond that are all the things you are going to put around all the pop music that you're playing which are touchstones or reference points. With a station like this, with the target audience being 25 to 49, you're not going to please everybody by playing all the currently popular records.

"If you go to a full-entertainment concept, you're for the most part playing less music than you were two or three years ago. And the music becomes even more important because you're playing few and fewer things and they better be right. So music is an important part of the format, but it is not the thing on which you hang your hat."

Storer's WHN (AM) New York has gone to a rather different blend of music and talk during midday, 10 a.m. to 4 p.m., called Feminine Forum. Starting with a question of the day, usually published in the morning paper, two hosts take calls from women only [men are occasionally] and an afternoon's discussion goes from there. "And those discussions aren't about recipes or sewing," Jack Sullivan, general manager of WHN, points out. Topics like "sex before marriage" and "can a woman love two men?" keep the afternoon's programming tightly targeted with the condiment of music keeping the pace fast and the sound more tightly produced.

"We didn't allow our air people the luxury of sitting back and spinning records in between witticisms," Al Hotlen, program director of WHN, explains. "We force them to be confronted with people."

(Storer shipped the Feminine Forum idea to WHN from KGBS Los Angeles, where Bill Ballance used the format to boost the station from the number 26 spot to number three. The format has proved so infectious to men in L.A. that the afternoon show is even piped into the police department, KGBS reports. In recent months, it has proved to be one of the most imitated concepts in radio, generating similar formats in Cleveland, Miami and Toledo in addition to New York.)

WHN has committed itself to a format of variety. It picked up the New York Mets this season for several reasons. Says Mr. Sullivan: "As far as advertisers are concerned, baseball is first an emotional buy. Some just have to do it and there's no way to sway them. It is also an exclusive buy whose worth is almost immeasurable. When I was at WNEW, I resisted baseball—as much as any Irish Catholic in this town could. But there isn't another ball club like them, so when they got free last year, we got them.

"So at night, if there is no game, WHN goes to a sports roundtable.

"While I'm not consciously excluding anybody or saying we don't want people to listen to us all day, we don't want to continue the philosophy that independent radio stations have held for 25 years of trying to present the same appeal to people all day long. We are just saying rather that if we are going to go with idea C at a certain time of the day, if idea C does not appeal to the same general audience as idea B, we hope idea C..."
ALL MILWAUKEE LISTENS . . .
AND REACTS!

ESPECIALLY 25-49 WHERE THE BUYING POWER IS.

MUSIC: Modern, up-tempo, middle-of-the-road, with the best personalities in the market offering the personal touch and believability to your sales messages.

NEWS: The most complete local and national news coverage in Milwaukee.

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KSF, has gone to programing old radio shows at night with great success, Mr. Scott says, and plans to do some original comedies in the future. It has coupled this programing with a plethora of music and nostalgia specials as well, during the day.

On the other hand, Chuck Southcott at KGIL has stayed away from the ball clubs in L.A. and keeps his music programed all through the night. "I have to admit to a certain amount of bellicosity and nonracial bigotry toward block programing. I remain sold on the idea of a major-market radio station remaining in one format. The more radio stations you have in a given market and the more block programing you have, the less identity you have in a market where identity is of utmost importance."

"It doesn't bother me to draw this circle," says Jack Sullivan at WHN, "and say: 'This program is for you, sports lover, and may not be for you, housewife.' We're not saying for men only, at any time, but we're being realistic, I feel. We're just trying to acknowledge that those likes or dislikes are not equal. One of the constants we hope we're putting in is the way we do everything. But it doesn't get away from the idea that when ever you punch me in you're going to know what station you're listening to. I would like people to feel that no matter what they hear, the way it's being performed and the rather irreverent way it's presented, whether it's sports or women's confessions, that's what they will recognize.

"I'm going to use H. L. Mencken here: 'Consistency is the refuge of small minds, and is less to be desired than truth.' If we can find something that's right for us during the daytime that is not as right at other times, then we're going to do that rather than say it isn't consistent."

Dean Tyler, program director of WP at Philadelphia: "I think of us as being a personality station and a music station, but it's a music station with that music presented by personalities. They are almost of equal importance."

That opinion about MOR radio has been the norm for heavyweight adult stations for decades. It has worked for a long time and more than likely will continue to work. But there are some programers who believe the time may be ripe for more music, rather than less. In Philadelphia, the audience of adult listeners has been dominated by WP, WDRV and all-news stations KYW and WCAU. Bob Mounty, a former sales and general manager at WNEW, now vice president of Field Broadcasting, owner of WP, feels that an adult-oriented all-music station has a chance to make its mark in Philadelphia.

Bob Mounty: "Why is WDRV, in New York, the number-one rated station in housewife time [according to latest ARB's, WDRV is top-ranked with an 8 share]? Why does WGM [also in New York], which doesn't even do as well as WDRV, have numbers comparable, and better, than some of its so-called personality MOR stations? Those are adults listening to those stations and those numbers seem to say that they want music. And if they don't want music, what do they want—18 minutes of commercials an hour? The commercialism there is necessary, and I'm not saying they're money grabbers or anything, but when you have to pay the big bread to the high-priced personality, the giveaways, the contests, the jingle residuals, the heavy this, the heavy that, they've got to run 18 minutes in an hour."

This alternate total music path [with eight and a half minutes of commercials] was in many ways the only road left for WP, says Larry Wexler, the general manager. For several years, WP had tried to go head-on with WP, even to the point of hiring old WP personalities, but to no avail. Field was ready to sell the station when this idea came along and, although the jury is still out on the success of such a format, ratings have begun to show a marked rise.

"But we're not out after WP," Mr. Mounty asserts, "not at all. Of course we're in competition with them in terms of dollars, just like everybody else in this market is. But we are here to offer a service to this market that it's never had before. I'm after some of those music listeners that deserted WP and WCAU, when it was music and personality, to go to WDRV (FM) and WWHFM [both beautiful-music stations] to get music. WDRV was the only music thing available
Among the over "button-punching" proliferation instances, the thing to aim at is keeping 20% of your audience in the station for more than two years. According to Mr. Lewis, the station has lost 10,000 listeners in that period. WCCO's strong signal as an adult music station is also an attractive feature.

Garfield Clark, station manager of KSTP, says: "Programmers generally think about filling a station in the spectrum of all other stations. In other words, they will go into a market and look at what the competition is doing. They'll try to find an open format and try to fit their station in that opening. I don't think that's smart business. Smart business is when you decide what age-sex group you want and then build your programing around that group, irrespective of what the other stations in town are doing. Program your station based on people rather than on other formats."

"A rating book is a marketing tool, it is not a programing tool," Bob Mouny emphasizes. "To use New York as an example because everybody tries to know what's going there, to assume that only blue-collars listen to WRWF is specious. And to assume that only doctors and lawyers listen to WRFS is nonsense. There are the same people who listen to both. So the argument that if you want 18-34's you've got to hit the rocker is all wrong. You've got to design a format based on the people and their life styles, and not just their age and sex."

"The days of dominance are gone," Allan Hotlen believes. "The time of the 20 and 30 shares, except for very small stations, is gone. And we have to adjust to that fact. Advertisers are finding it a lot more desirable to sell something to 20% of a smaller audience than to 10% of a larger one."

Many programers are facing the problem that has been caused by the proliferation of specialized formats—all news, all-music—more and more. Despite the relative loyalties of an adult audience, "button-punching" is more of a reality among the over-25 set than ever before. Some programers, like Pete Scott at KSRO and Allan Hotlen at WWIN, have tried to fight back by "specializing on their own air."

Fading fanfare. The days of the big giveaways are all but gone from full service radio stations in major markets. The days of the big giveaways are all but gone from full service radio stations in major markets. Some stations have been forced to give away a house in a suburban New Jersey community, promoted the drawing heavily and ended up with a mall count close to 15,000. Later the same summer it gave away a trip to Atlantic City to hear Frank Sinatra and ended up with a mall count close to 150,000. The house cost $30,000, the trip several hundred dollars. "Promotions today have sort of equalized themselves," says Dean Tyler of WIP Philadelphia. "You can win anything from a country down to 50 cents or a Green Stamp. And people have gotten a little biaze over it. I think the main thrust of the contests should be to have fun and involve the audience, not to give away a lot of money."

"Biggie" Nevias of WQCD Miami: "There are all kinds of things you can do in MOR radio, some things from the past, some for the future, that you can't do in a specialized format. I think MOR is extremely exciting for that reason and very much alive. But people have to keep pumping life into it. If not, well, it's just going to die."

Chuck Southcott of KGIL: "Everyone wants his own private radio station. That seems to be what radio has been and continues to be, private to a listener. Compare it to a television network. Nobody in their right mind is going to say 'I love to watch CBS or NBC.' Nobody would make that statement. But they will say: 'Love that KHJ,' or KPCC or KGIL. Why? Because there's that one-to-one thing working there. Of course, specialized formats take away some audience, but you have to hope that some people will just be finding you as others begin to leave. Actually, you can just say that personality is MOR's speciality."

George Duncan of WNEW: "Middle-of-the-road radio occupies a unique position in the over-all radio offering. I don't believe these fellows that will tell you that all the music will eventually be on FM and all the talk on AM. I believe MOR as a mixture of services, information and talk blended with music, will remain unique. There is a reason for MOR radio. In the future you may only see one or two MOR's in a given market just like there are only one or two top 40's or one or two all-news operations. But MOR can put together dimensions on a radio station that other stations just cannot duplicate."

"Everybody likes steak and chicken," Elmo Ellis, general manager of WSB Atlanta, says simply. "And for that reason, I think you can put together a radio station with some universality of appeal. But the markets in which that statement holds true are fewer and fewer, and as Allan Hotlen says, "We are going to have to redefine dominance."

(\footnote{This special report was written by Michael Shain, assistant editor, New York.)}
Jumping the gun on Justice

FCC turns down networks, puts back rules reducing their activities in the programming arena

The FCC has denied requests of ABC and NBC and reinstated its rules barring networks from the domestic syndication business and prohibiting them from acquiring financial or proprietary rights in programs they do not produce.

The rule dealing with syndication will not become effective until June 1, 1973. But the rule aimed at prohibiting the networks from acquiring subsidiary rights, which is where the commission feels the "greatest potential for anticompetitive evil exists," becomes effective Aug. 1.

The rules were adopted in 1970, along with the prime-time access rule, which prohibits top-50-market stations from taking more than three hours of network programming in prime time nightly. The commission stayed the rules—the financial-interest rule, though, only as it applied to programs not intended for exhibition on a network—after ABC, CBS and NBC, among others, sought judicial review. And after the U.S. Court of Appeals in New York upheld the package of prime-time access rules, on May 3, 1971, ABC and NBC asked the commission to continue the stay. CBS by then had decided to get out of the CATV and syndication businesses by spinning-off its interests in those activities.

The commission, in denying the ABC and NBC petitions, made the kind of arguments it made in adopting the rules in the first place—that the ability to make network time available gives the networks "tremendous leverage" in dealing with program suppliers.

The commission said it is unrealistic to assume that negotiations concerning syndication rights or profit shares in a particular program, even one not intended for network exhibition, could not be influenced by the question of whether the seller wants to offer at another time a program for network showing. The common network practice before the May 1970 decision, the commission said, was to acquire subsidiary rights or interests in programs taken for network exhibition.

The commission also said the potential for "abuse" on the part of the networks exists in the domestic syndication field. It said the networks could use their strong relationship with affiliates to sell them nonnetwork material. In addition, it said, there is the possibility of a conflict of interest, with networks selling network programs to affiliates and nonnetwork programs to stations competing with the affiliates.

The commission action thus achieves some of the goals the Justice Department is seeking in the antitrust suit it filed against the three networks two months ago. Besides seeking to bar them from the production of any entertainment programs, including feature films, the suits ask that the networks be barred from obtaining any interest, other than first-run right of exhibition, in television programs produced by others, and from syndicating. (Broadcasting, April 17)

The commission staff had completed its work on the order and presented it to the commission a month before Justice acted. However, the commission did not move forward with it until last week. Officials said Justice's suit had had no impact on the commission's action. The order was adopted by a 5-to-0 vote.

SAG offensive begins against TV reruns

First item in 1974 contract talks will be repeats unless the number of them is reduced, union warns

The Screen Actors Guild has served notice to television producers that unless a limitation is placed on network TV reruns, actors are going to demand the equivalent of their original salary every time their performances are repeated on television.

The contracts evaluation committee of the guild, in a statement (cleared by SAG's board of directors) to a general membership meeting held June 4 in Hollywood, said that unless "an end is brought to the ongoing policy of intolerable greed in the matter of reruns . . . the guild's firm and primary goals at the next [contract] negotiations will be a strict and effective limitation on the number of reruns permitted on network TV in prime time and/or 100% of original salary every time actors' performances are repeated on the TV screen." A new SAG contract is to be negotiated in 1974.

Also at the meeting, petitions were circulated that ask the FCC to restrict reruns in prime-time television to 25% of the total allotted prime-time hours each year. Earlier, SAG had joined the Hollywood AFL Film Council and the Writers Guild of America, West, in an effort to halt what the three labor organizations consider to be a proliferation of reruns on network TV. A coordinated campaign is planned under the slogan, "stop reruns and save TV original programming."

John Gavin, president of SAG, announced at the membership meeting that an advisory council of actors has been established with Raymond Burr as chairman. The advisory council, among other responsibilities, is to assist in government lobbying.

White elephant

The Canadian Broadcasting Corp. has decided to abandon its costly Whiteoaks of Jolna series after an investment of over $2 million. The decision to forgo filming of further episodes was announced by the CBC's new president, Laurent P. Beaudoin, who has diminished ratings and the CBC's long-standing union problems as major reasons.

Three-time loser on waiver request

Despite financial plea, FCC again turns down ABC effort to obtain waiver for coverage of summer Olympics

ABC struck out for the third time last week in its effort to persuade the FCC to grant a waiver of the prime-time access rule that would enable the network to provide three and one-half hours of Olympic games coverage for 10 weeknights over a 16-day period beginning in late August.

The commission, on a 4-to-2 vote, denied ABC's petition for reconsideration of its May 17 decision turning down the request (Broadcasting, May 22). A more general request for a waiver, one that covered the entire 16-day period, was denied last October (Broadcasting, Oct. 11, 1971).

The commission action on Wednesday came in the face of biting criticism from Chairman Dean Burch in the present case . . . I believe we are witnessing regulation gone mad—literal application of the rule simply for the sake of literal application," he said in a statement dissenting to the May 17 order.

Chairman Burch, who had opposed adoption of the rule, which bars top-50-market stations from taking more than three hours of prime-time programming from a network nightly, noted that he has voted against previous waiver requests.

But, he saw a difference in the ABC case. During late August, when the games will be held in Munich, Germany, "prime hours will be filled with repeats and 'reruns of reruns,'" he said. And while the commission has repeatedly waived the rule for such "public interest" offerings as Miss America," he said, it has held in the ABC case that the rule must be preserved—"despite the fact that the Olympic games are indeed something special and share a special audience." In seeking reconsideration, ABC said devaluation of the dollar had added $1.9 million to the $13.5 million it had bid for coverage of the games and that the "major loss" it expects to incur even if permitted to broadcast three and one-half hours nightly will be increased by $1.1 million if the coverage is limited to three hours.

The commission said it was sympathetic to the network's financial problems, but said this "cannot be permitted to outweigh the public interest in preserving the rule and its protection against network impingement into early evening prime hours."

The commission last week also turned down a request for a waiver of the prime-time access rule filed by Campbell Soup Co. Campbell wants to syndicate Lastie for broadcast in prime time even though it is an off-network program and, therefore, barred from prime time. Campbell said that 12 of the 38 episodes would be new.

A waiver request was granted, how-
ever, to NBC affiliates in the top-50 markets in the mountain time zone, to enable them to carry to completion 10 Monday night major-league baseball games. The time will not count against the three-hour limit. Three other NBC stations in sections of the East that do not observe daylight saving time—WWJ-TV Detroit and WOOD-TV Grand Rapids, both Michigan, and WRTV-TV Indianapolis—were granted the same authorization.

The commission said that NBC had scheduled the games at 8 p.m. EDT, and that the waiver is appropriate because the problem of exceeding the three-hour limit is not likely to occur often.

### House bill would give the FCC reins for networks

**Murphy draws up legislation designed to bring ABC, NBC, CBS, lesser groups under jurisdiction of commission**

Representative John Murphy (D-N.Y.) last week translated his dissatisfaction with efforts to eliminate televised violence into legislation empowering the FCC to regulate TV and radio networks.

The bill, introduced last Thursday (June 8), is aimed at ABC, CBS and NBC, but amends the Communications Act to define a "network" as "any person engaged in the business of supplying more than 10 hours of program matter per week to five or more stations by means of the interconnection facilities of a carrier."

The measure gives the commission general authority to issue rules prohibiting network practices that "may have the effect of substantially lessening competition with respect to the supplying of programs to broadcast stations, or to assure that [network practices] shall not adversely affect the duty or ability of broadcast licensees to operate their stations in the public interest . . . ."

Specifically, the bill gives the FCC power to oversee contracts between networks and affiliates, to specify the extent to which the network will make a program available for purchase by a licensee in competition with a licensee to whom the program was previously offered, and specify the extent to which a licensee may option its time to a network.

The FCC would also be empowered to determine a network's financial interest in the programs it supplies, the maximum weekly duration of the programs that a network furnishes to a licensee, the number of stations in which a network may have financial interest, and the extent to which a network may represent a station to the sale of time for nonnetwork programs.

Further, the FCC could classify networks as to type of broadcast service involved, number and types of programs supplied, number of licenses served and the size and character of the area served by the licensee carrying the programs, and prescribe different rules for each.

The commission could issue cease and desist orders against the networks and levy fines for violations at the rate of $10,000 per day of violation, up to a maximum of $500,000.

In a statement prepared for delivery in the House, Mr. Murphy emphasized that the measure "will give the FCC no control over the content of network programs. The bill will permit the FCC to bring about a better balance in the program offerings of station licensees. But this is not interference with free speech; it is simply an extension of the authority the FCC has now to consider the program balance being promised when the FCC chooses between competing applicants for a station license, or to compare a station's promises and performance when the FCC passes upon an application for the renewal of a station license."

Specifically, the bill gives the FCC power to override contracts between networks and affiliates, to specify the extent to which the network will make a program available for purchase by a licensee in competition with a licensee to whom the program was previously offered, and specify the extent to which a licensee may option its time to a network.

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Redhead returns. Veteran TV-radio personality Arthur Godfrey, who retired from CBS recently after a 37-year association, is available for local sponsorship on the daily five-minute radio series being produced and distributed by Horizons Communications Corp., New York. The series is set to start on June 26, and will feature Mr. Godfrey in discussions of subjects in which he is interested. Horizons is a group TV-radio station owner and program producer-distributor. The company also syndicates radio programs starring Chet Huntley and Tom Hagell.

Even grander. Opryland USA, the new $28-million entertainment complex, was dedicated at ceremonies in Nashville late last month. The 110-acre park is designed to represent "The Home of American Music," through different "towns" representing five major currents of American music—western, folk, country, jazz and blues, and contemporary. The complex includes amusement areas and animal reserves. Present for the dedication were (I to r): Sam Fleming, president of NLT Corp., which owns the Grand Ole Opry and Opryland; Irving Waugh, president of WSM Inc., an NLT subsidiary and licensee of WSM-AM-FM-TV; Tennessee Governor Winfield Dunn; entertainer Tennessee Ernie Ford; William C. Weaver Jr., president of National Life and Accident Insurance Co., an NLT subsidiary; G. Daniel Brooks, chairman of WSM, National Life and the NLT Corp., and Mike Downs, Opryland's general manager. Future plans for the Opryland development include a convention center and a 4,340-seat Opry House.

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### Nestle sweetens ETV kitty

WNET (TV) Newark, N.J.—New York reported last week that the Chocolate Division of the Nestle Co. has offered to contribute one dollar for each two dollars contributed by the general public to keep repeats of Sesame Street and The Electric Company on the air this summer. The station needs $37,000 to keep the reruns on. Early mail response to the appeal was said to be "heavy."

Broadcasting Jun 12 1972

53
Representative Shirley Chisholm (D.-N.Y.) won her battle for equal time on ABC and CBS in advance of the California presidential primary (Broadcasting, June 5), but the FCC last week was considering whether to renew the fight in hopes of winning the war.

The U.S. Court of Appeals in Washington, in ordering the commission to direct the two networks to afford Mrs. Chisholm equal time, granted only her motion for “interim relief.” It did not, in the hurriedly drafted order it issued on Friday, June 2, pass on the merits of her appeal from a commission order issued earlier that day and denying her request for equal time.

The distinction may seem academic, since she achieved her goal. Technically, however, her appeal is still pending, and there is a possibility—a good one, in the view of some commission lawyers—that the commission would win if the case were pressed to a decision on the merits.

Representative Chisholm’s attorney, Thomas Asowsky, has indicated his client is prepared to pursue the appeal—and not simply dismiss it—if the commission is interested in continuing. The commission last week, however, had not had a chance to focus on the matter, and there was no indication when a decision would be made.

A principal question to be considered—besides the chance of winning—is the degree of precedential value the June 2 decision will have; in granting interim relief, the court considered only such factors as the harm that would be done the parties involved and the public if it did or did not grant relief.

At issue in the case is whether programs that the three networks had scheduled between May 28 and June 4 featuring the front-runners in the California primary, Senators George McGovern (D.-S.D.) and Hubert H. Humphrey (D-Minn.), fell within the category of bona fide news-interview programs that are exempt from the equal-time requirement. Mrs. Chisholm withdrew a complaint against NBC after she accepted an offer, made several times previously, to be interviewed on the Today show, on Monday, June 5.

In each case, CBS’s Face the Nation, NBC’s Meet the Press and ABC’s Issues and Answers—the network expanded the program from 30 minutes to an hour and aired it at a time different from normal to catch a larger audience. The commission, however, noted that the networks had made similar changes in the programs’ length and time of presentation in the past, and concluded that it would “constitute too narrow a view of the statute” to hold that the changes cost the programs their exempt status.

The court, however, held that Representative Chisholm has “a reasonably good chance of demonstrating on the merits that the programs in question were more akin to debates than to news interviews.” But its basis for that belief had little to do with format changes. Rather, the court pointed to “the apparent concerted effort by the three networks in promoting and scheduling the three programs within an eight-day period immediately prior to the California primary.”

It said that “the carefully scenarioed network series of three encounters between the two leading contenders has been widely recognized for what, on this admittedly sparse record, the series appears to us now—debates, though filtered through the somewhat altered format of pre-existing news-interview programs.”

The networks gave no indication last week of an interest in continuing the fight. CBS officials said they had reached no decision; a source at ABC said he was “doubtful” his network would want to press the case to a decision on the merits. Various broadcast-industry lawyers appeared to feel it might be better to let the “interim-relief” decision stand than to risk losing the case on the merits in a court that has already indicated where its sympathies lie.

CBS Vice Chairman Frank Stanton, however, cited “the whole hurried, preposterous series of events” as underscoring “the need for wiping Section 315 off the books once and for all.”

Dr. Stanton, who has long made appeal of the equal-time law one of his chief legislative objectives, said the fact that the FCC...unanimously held that the Face the Nation Humphrey-McGovern joint appearance was exempt from Section 315, while a few hours later the court of appeals unanimously held precisely the opposite, demonstrates the uncertainties under which the broadcaster must live in this vital area of providing political information to the American voter. This ridiculous confusion and uncertainty will force the broadcasters to limit their efforts to inform the people.”

House Communications Subcommittee Chairman Torbert H. Macdonald is said to feel that the court’s decision is “ridiculous,” possibly even “illegal.” But Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, had no comment. And the only action on the Hill regarding Section 315 involves a narrow bill that would repeal the section only as it applies to presidential and vice-presidential candidates in general elections; primary races would not be affected (see page 56).

The hurried series of events did not end with the court’s decision early Friday afternoon (June 2). On Saturday, with commission staffers working in their offices or at home and contacting commissioners by telephone, the commission adopted an order implementing the court’s decision. The vote was 5 to 1, with Commissioner Robert T. Bartley dissenting; he felt the commission should have sought immediate Supreme Court review. (Commissioner Nicholas Johnson could not reach.)

Later that day, the commission, operating in the same fashion, denied a wired request from Los Angeles Mayor Sam Yorty for inclusion in the order applying to Representative Chisholm’s complaint. The vote was again 5 to 1, this time with Commissioner Robert E. Lee the dissenter. Mayor Yorty’s equal-time complaint against CBS had been turned down by the commission in the same decision in which it rejected Representative Chisholm’s complaint. However, the court did not pass on the Yorty aspect of the case in its order, and the commission, in its Saturday ruling, pointed out that since the court’s order only afforded Mrs. Chisholm interim relief, it did not cover the Los Angeles mayor.

Mayor Yorty, on May 26, had sought—and failed to get—an order from the federal district court in Los Angeles forcing the three networks to include him in their McGovern programs. On Friday (June 2) and again on Monday, the day before the primary, he went into the U.S. Court of Appeals in San Francisco seeking an order that would require the networks to give him equal time, but won nothing down each time on procedural grounds.

Even before the mayor’s lawyer, Melvin...
Belli, finished his argument on Monday, the networks had complied with the order of the appeals court in Washington—and the audience was not only did Representative Chisholm appear, along with Senators McGovern and Humphrey, on ABC’s special edition of Issues and Answers on Sunday night (June 4), but also Mayor Yorty and General Taylor Hardin, representing Alabama Governor George Wallace, who was a write-in candidate on the primary ballot. Mrs. Chisholm participated from a studio in New York.

CBS, whose special edition of Face the Nation featuring the two leading candidates had been aired on May 28, gave Mrs. Chisholm a half-hour, starting at 6:30 p.m. the same day—but did not furnish any questioners; she brought her own—Mary Breasted, of the Village Voice; Joel Dreyfus, of the New York Post, and Dick Pollak, editor of (More), a journalism review—along with Nat Hentoff, author and New Yorker staff writer, who served as moderator for the program.

Not only did Mrs. Chisholm show up on NBC’s Today show Monday morning—for an interview that lasted 12 minutes and two seconds, by an NBC count—Mayor Yorty did too. Both also appeared in 15-minute segments of the network’s Comment show, broadcast on the previous evening.

Mayor Yorty’s appearance on the Today show had nothing to do with the court case, according to NBC sources. They said his appearance, in a different segment from the one featuring Mrs. Chisholm, had been scheduled in connection with Today’s practice of visiting states in which primaries are to be held and interviewing candidates on their home grounds.

The network invited the mayor to appear on Comment after he insisted in a telegram that the appeals court’s Chisholm decision applied to him. NBC rejected the argument but told him that since it had already scheduled Mrs. Chisholm for half of the Comment program it would permit him to occupy the remainder, on condition he give up any claim that he was entitled to the time—a condition he accepted.

Of the three networks, then, only CBS refused to grant the mayor time.

For a time, there was the possibility of a fourth network confrontation. During the Issues and Answers program, Senator Humphrey complained that the crowd of guests prevented a real confrontation. Not only did Representative Chisholm, but also Mr. McGovern, and Professor Dean Chisholm, and proposed that the two of them split the cost of air time for a debate—on the theory that their purchase of time would avoid any further equal time problems.

Senator McGovern at first indicated he would cooperate. But later, he expressed concern over exceeding a previously agreed-upon campaign spending limit of $460,000 (Broadcasting, June 5). He also remembered a previous commitment to visit New Mexico where he was running another primary. As a result, the voters were spared the fourth confrontation.

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**Picking up steam. Broadcast coverage of the 1972 election campaign moved into second gear last week with reporting of the California primary. This was the scene in NBC’s West Coast election headquarters Tuesday night.**

"We knew in San Francisco that even though the polls closed at 8 o’clock (PDT), the law provides that anybody in line when the polls close should be allowed to vote," Thomas Quinn, assistant to Secretary of State Brown, told Broadcasting. "It was our feeling and belief that it was going to take about two hours in San Francisco after the polls closed for everybody completed casting their ballots. It was also our feeling that people waiting in those lines, by hearing projections, might either leave the line or it might affect their vote." Mr. Quinn indicated that his office was hoping to head off a problem that first manifest itself in the gubernatorial election in California in 1966 when the polls in San Francisco were kept open an hour later than in other parts of the state and a number of voters later complained that they already were hearing projections via television that Ronald Reagan had defeated Edmund (Pat) Brown Sr. (the current secretary of state’s father) before they had an opportunity to cast their ballots. In direct response to that situation, the California state legislature, in 1967, passed a law saying that returns couldn’t be counted anywhere until all polls were closed. It was this law that was to snarl the vote count on June 6.

But first, William Sheehan, vice president and director of television news for ABC News, in responding to Secretary of State Brown’s request concerning projections, said that in keeping with longstanding network policy to withhold projections until polls-closing time had passed, "we will avoid projections... until the process of balloting in San Francisco has been completed."

NBC News President Reuven Frank, however, told Mr. Brown that while the reason for his concern about projections was understood and respected, "the disadvantages you see in broadcasting projections are so conjectural, as compared with the substantial interest in such projections of the national viewing audience, that the balance of public interest is clearly in favor of broadcasting the projections." Though "respectfully" declining Mr. Brown’s request, Mr. Frank assured...
him that projections would not be broadcast until after 8 p.m. California time—what was to have been the legal closing time of the polls—and would be based on returns already released by election officials. (No response was received from CBS-TV.)

The controversy was made academic by a federal judge who, on election day, in response to a citizen-group petition, ordered the polls in San Francisco to be kept open to 11 p.m., PDT, three hours past the normal closing time, to assure that all eligible voters would have an opportunity to cast ballots. (The problem in San Francisco was a long and involved slate of issues and candidates requiring use of two voting machines to complete a single ballot.) The judge's order delayed, until the San Francisco polls closed, any tabulations of results in California’s primary election.

The secretary of state's office was notified of the court decision extending the polling time at about 5:30 p.m., California time. Many election officials around the state at the local level, apparently didn't know about the court decision. Through inadvertence or improper understanding of the law, some registrars of voting offices began releasing tabulations of votes soon after all the polls but those in San Francisco were closed at 5 p.m. PDT. For the networks—ready to go, pre-emption scheduled, but with little useful information to supply to viewers—it was fortunate that some votes did slip through. Yet it was just a trickle—just 1% of the total at 8:30 p.m., merely 4% at 9:30 p.m.

The secretary of state's office, after conferring at length with the California attorney general about the interpretation of the law, began notifying every county voting office in the state, ordering them to cease counting votes and not to resume until 11 p.m. While the networks were not in a panic, they were hard-pressed to come up with meaningful information. At NBC-TV, for example, well-laid plans for live bulletin reporting on election returns had to be constantly revamped.

Originally NBC was to present a 90-minute special pre-emting The Tonight Show Starring Johnny Carson in the East, going on 8:30-10 p.m. PDT. But the cry went up in NBC-TV’s West Coast studios in Burbank that “we may not have anything to put on.”

A contingency plan was set up with an 8:30-9 p.m. live election special report, followed by the Nichols series from 9 to 10, election bulletin report from 10 to 10:05, followed by Action Playhouse until 11, when election coverage would take over until conclusion. But as the confusion over the delayed vote count mounted, NBC finally wound up with a half-hour special report from 8:30 to 9, an election bulletin from 9:30 (interrupting the Nichols program with the announcement that a survey of selected precincts showed Senators Humphrey and McGovern “quite close,” in some cases separated by only 1%), and straight election coverage from 12:13 a.m. PDT. The network's total time on the air with election coverage was two hours and 48 minutes. John Chancellor was the principal reporter, with David Brinkley presenting evaluations. Additional coverage of the California primary election results was provided in the June 7 edition of the Today show, which originated from NBC Burbank, and going on the air as it did at 4 a.m., live to the East Coast, very nearly resuming the network's special election coverage.

CBS-TV presented its initial special report at 8:30 p.m. PDT. It was a five-minute broadcast reporting the delay in counting the vote. The network's coverage continued through 12:37 a.m. In all, CBS was on the air two hours and 29 minutes. Walter Cronkite anchored the coverage from Los Angeles. Author Theodore H. White and news correspondent David Schoumacher provided analysis of the returns. Also reporting were correspondents Mike Wallace from Houston and Bruce Morton in Los Angeles and reporter Michele Clark, also from Los Angeles. Coverage also was including on the CBS Morning News, anchored in Los Angeles.

ABC network news was on the air from 9-9:30 p.m. PDT. The network projected the winner at 11:25 p.m., feeding information to local stations that indicated Senator McGovern would win by a 5% margin. The senator’s actual margin of victory, with 99% of the votes counted in the state, was a 45-to-40 percentage lead over Senator Humphrey.

ABC's half-hour special report was anchored by Howard K. Smith in New York City, and by Peter Lawford in Los Angeles. Also participating in the program were correspondents Sam Donaldson, Bill Matney and Steve Bell.

Actually, perhaps the longest sustained coverage of the California primary was provided by KNBC (TV) Los Angeles. The local station was on the air from 7:30 p.m. to 1:30 a.m. (including cutaways to the network) with election returns. According to the station, A. C. Nielsen overnight ratings gave KNBC an average of just over 20% over the 24-hour hours of election coverage.

Coverage on the networks also included the results in the primaries in New Jersey, South Dakota and New Mexico.

Sec. 315 repeal move hinges on Staggers

Macdonald bill stalled despite conference of Democratic chieftains

House Democratic leaders met last week in an attempt to map strategy on a bill to repeal Section 315 of the Communications Act for presidential and vice-presidential candidates in the general election. But their efforts to persuade Commerce Committee Chairman Harley O. Staggers (D-W. Va.) to act on the measure have thus far been unsuccessful.

Said to be included in the meeting last Wednesday (June 7) were Speaker Carl Albert (D-Okl.), Majority Leader Hale Boggs (La.), Majority Whip Thomas P. O’Neill Jr. (Mass.), Mr. Staggers and Communications Subcommittee Chair-
Broadcast journalism."

The Ashbrook committee asked the commission to issue a ruling stating that the equal-time requirements of Section 315 apply to the March 16 telecast, and that the networks' fairness obligations extend to both the presidential broadcast and to coverage of the Ashbrook campaign.

Summit retrospective

Returning newsmen remember how Poles turned off coverage when Nixon got lost in crowd

U.S. correspondents who traveled with the President to the Moscow summit fell to comparing notes last week and agreed that one bit of local television coverage during the trip was unique.

In Warsaw on June 1 the President gave his press-service agents palpitations and befuddled the Polish television crews who were covering ceremonies at the tomb of Poland's unknown soldier when he disappeared into a huge and enthusiastic crowd. While the President was out of sight, the Polish cameraman, using a portable camera, turned his lens toward the sky. The Polish commentator simply quit talking. Both resumed their work when the President was reclaimed from the crowd.

U.S. network news producers praised the cooperation they received from the Polish broadcast system. They rated it better than the service provided by the Russians.

Poland's television system is modeled after Russia's, with one national channel originating in Warsaw and local services in eight major cities. The country claims 4.5-million television sets, of which perhaps 30,000 are color. Set owners are charged a fee of $13 a month.

Polish program services operate on both channels, from 4 to 11 p.m., Monday-Friday and 9 a.m. to midnight on weekends.

A newsmen's parting is not sweet sorrow

Pressman switches to WNEW-TV; critical resignation letter draws equally sharp reply from Frank

Gabe Pressman, reporter for WNBC-TV New York for more than 17 years, has resigned to join Metromedia Inc.'s WNEW-TV New York, effective June 19. Mr. Pressman's salary at WNBC-TV was reported to be in the $80,000 to $90,000-a-year range and his remuneration at WNEW-TV is understood to be higher.

In his letter of resignation to WNBC-TV, Mr. Pressman said he was certain that he and the station management could agree on salary terms. But he added that he wanted to be in the $80,000 to $90,000-a-year range and his remuneration at WNEW-TV is understood to be higher.

replied sharply in a letter to Mr. Pressman, saying NBC News "is still committed to the 'hard news' coverage' and 'profound investigative reporting' that you cite in your letter. The latitude we gave you—including your own program, your own staff and (forgive me) your own chauffeur—attests to that commitment. Because we share your belief that investigative reporting is vital to television journalism, we hoped to see more of it from you than we did."

In announcing the appointment last Wednesday (June 7), Lawrence P. Fraiberg, vice president and general manager of WNEW-TV, called Mr. Pressman "a reporter's reporter" who repre-

Serves as kind of journalism we are interested in."

Wasielewski decrnes Red Lion philosophy

NAB head says Supreme Court must alter its thinking, fears erosion of radio-TV by advocacy journalism

Vincent T. Wasielewski, president of the National Association of Broadcasters, maintains that broadcasting's First Amendment troubles stem from the U.S. Supreme Court.

Addressing the Missouri Broadcasters Association last week, he said that the Supreme Court was wrong in the Red Lion decision in 1969, when it held that differences in the news media justify differences in application of the First Amendment standard.

"I believe [this thinking] is a disaster for the nation's principal news media. I believe it, too, must be changed," he said, after noting that the Supreme Court has changed its mind on a number of issues over the years—slavery, income taxes, separate but equal facilities for the races.

A second problem for broadcasters is intimidation, the NAB president said, particularly in election years. And, he added, it is bipartisan.

After citing recent criticisms of broadcast-from J. Patrick Gray III, now Federal Bureau of Investigation director; from Patrick J. Buchanan, presidential speech writer; from Senator Robert Dole (R-Kan.), chairman of the Republican National Committee; from Senator Robert Byrd (D-W. Va.), and most recently from Clark MacGregor, presidential con-

federal liaison aide, who charged adv-

ocacy journalism."

Mr. Wasielewski castigated the idea of advocacy news.

"Advocacy and journalism," he said, "are mutually exclusive in a functioning democracy. It certainly has no place in radio or television news—not in any form of news."

He continued: "Any extensive practice of advocacy journalism in radio and television would imperil the trust of our audiences, which we have built up over the years, and result in a restriction of our journalistic freedoms.

The place for advocacy, he said, is in editorials, in interviews and in discussion programs.

Broadcasting, as critics note, is regu-

lated, he said, and some is necessary "but that must not be allowed to serve as an excuse for regulating freedom of speech."

Lower sees virtues in fairness doctrine

However, ABC News head warns against outside judgments; cites surveys as proof of impartiality

The FCC's fairness doctrine is "not a particularly onerous news burden" and certainly does not require broadcast newsmen to produce "toothless programming," Elmer W. Lower, president of ABC News, told the anniversary convention of the International Press Institute, meeting in Munich, Germany, last Tuesday (June 6).

"We do not shy from controversy because of it," he said. "Controversy is the stuff of the social process, and journalists are duty-bound to report it, and to report it fairly. We journalists, by our choice of profession, have a commitment to fairness."

But, Mr. Lower continued, "most assuredly, the fairness doctrine does not mean that the government, whether the FCC, Congress or the courts, has the right to substitute its editorial judgment for that of the broadcaster . . .

"There is nothing wrong with fairness. There is a great deal wrong with intimidation of broadcasters under the guise of 'enforcing' fairness. The broadcast press should not be made into a common carrier for others' ideas. Thus far it has not been, and thus far, I think, our sur-

veys have shown we've lived up to our obligation to be fair while producing a strong, valid editorial product."

The surveys he mentioned were part of a continuing series commissioned by the NAB News to evaluate the content of its evening newscasts. The first study, for 1969, drew skeptical reaction at that time from some critics of TV news because the man who supervised it, Dr. Irving E. Fang, associate professor of journalism and mass communication at the University of Minnesota, had once worked for the ABC News election unit. Since then, Dr. Fang has been joined in the surveys by Professor Leslie Moeller of the University of Iowa School of Journalism, and Dr. William Baxter, associate dean of the University of Georgia School of Journalism. Neither of them, Mr. Lower noted, had worked for ABC News before.

In 1970, 31% of the time devoted to news and 33% of the time spent on commentary were evaluated as likely to be pleasing to an administration supporter, while 34% of the news and 36% of the commentary were rated as likely to be displeasing, Mr. Lower reported. In 1971, he said, 27% of the news was judged pleasing, 72% displeasing, while 33% of the commentary was rated pleasing and 18% displeasing. Material that was not rated as either pleasing or displeasing to an administration supporter was held to be either neutral or balanced.
Equipment & Engineering

IDC makes it easier

Founder of ad-monitoring system announces simpler method of getting its cues on tape

International Digitalonics Corp., Chicago, whose visually encoded TV monitoring system is the subject of a current FCC inquiry, last week announced an agreement with Telemet Co., Amityville, N.Y., aimed at simplifying the technical procedures of its system.

IDC said it has placed an order with Telemet for two prototypes of a videotape encoder/verifier which will enable the firm to place identification signals directly on electronic tape. Under the present method, IDC said, it is necessary to transfer the identification signal from a film code strip to the tape itself, and to subsequently use four video-tape machines and a keyer-switch. With the encoder/verifier, IDC said, the need for the film strip is eliminated and only two video-tape machines are needed.

John Fletcher, IDC director of technical operations, said the decoder/verifier will cause a substantial reduction in the amount of time and equipment necessary for the coding process. He said it will also make possible a more simplified checking of the encoded product by simply playing back the master tape on the machine’s verifier section.

IDC has now invested some $7 million in its system. The FCC inquiry, which is seeking guidelines for visual encoding, has solicited numerous comments from broadcasters, production houses and advertisers — broadcasters generally being opposed to the IDC system. In response to broadcast criticism (they feel that the system is incompatible with film product), IDC has been urging advertisers to use tape instead of film in commercials they wish to be coded.

Bullish forecast for color

Industry sales of color television picture tubes are expected to reach a record high in 1972, according to John B. Farese, executive vice president, RCA Electronic Components. He said U.S. sales of color sets in the first quarter of the year are approximately 25% ahead of the 1971 pace, and he added that “an eight-million color set year is a distinct possibility.” Mr. Farese estimated that demand for color picture tubes in Canada and the U.S. will rise 20% and 50%, respectively, in 1972 over 1971.

Stereo moves to AM band

Kahn Research plans to ask FCC for permission to test new system

A stereo AM radio transmission system has been developed by Kahn Research Laboratories, Freeport, N.Y., which hopes to test it on the air late this year, subject to FCC approval.

The tests are to be made in conjunc-

tion with Pacific & Southern Broadcast-

ing’s WWJ (AM) Hackensack, N.J., out-

let.

Leonard Kahn, president of the labora-
tories, was reluctant to reveal details be-
fore the application for FCC test author-
ty is filed. But he indicated that the sys-
tem basically employs the upper and lower sidebands of the assigned carrier frequency, putting “left-hand information” on one and “right-hand information” on the other. Thus two AM sets, one tuned slightly above and the other slightly below the assigned frequency, would receive the broadcast in stereo. Mr. Kahn said a patented device pre-
vents distortion when a single receiver is being used and is tuned squarely on the frequency.

He also indicated that Kahn Labora-
tories, an affiliate of the Electrospace Corp., expects later to license manufact-
urers to build stereo AM sets that can receive both sideband transmissions in a single unit, eliminating the need for two sets.

The development came publicly to light when WWJ announced plans to test the system “during the last quarter of this year,” subject to FCC approval. Mr. Kahn said the FCC application was in preparation and would be filed shortly.

Kent Burkhart, president of Pacific & Southern’s radio division, said WWJ would present special programming, rang-
ing from rock to semi-classical selections, to appeal to a full range of listeners dur-
ing the test period. Stereo, he said, “will be dynamite for AM.”

Peak sales. International Video Corp., Sunnyvale, Calif., which makes and markets color video-tape recorders and cameras, reported record sales of $12.7 million for nine months ended April 29. Figure represents 64% in-
crease over $7.8 million registered for comparable period previous year and reportedly 11% greater than entire previous fiscal year.

Beat the clock. Chrono-Log Corp. has introduced Chrono-Matic TV Studio Digital Clock System, which provides precise digital time source for inserting time on video signal for display in studios, closed-circuit TV systems, recording on video tape or for on-air broadcast. Series 60,000 consists of digital clock and one insert/keyer for each video source on which time is to be displayed. System price is $3,300. 2583 West Chester Pike, Broomall, Pa. 19008.

Canadian sale for RCA. RCA has an-
nounced that Canadian government has bought advanced RCA video equipment for first data acquisition facilities in-
stalled outside U.S. to receive direct TV transmissions from National Aeronautics and Space Administration’s earth resources technology satellites. RCA said equipment is valued at about $500,000.

It will be placed at central receiving site in Prince Albert, Sask., and at Canadian Centre for Remote Sensing in Ottawa.

MCI seeks first public offering

Prospectus filed with SEC says securities’ value hinges on FCC microwave applicant approval

MCI Communications Corp., Washington, an applicant before the FCC to construct a nationwide microwave communications system, has announced an initial public stock offering of $3 million in common shares which, following the transactions, will represent approximately 26% of the firm’s outstanding stock.

The offering, covered in a registration statement filed with— but not yet acted upon by—the Securities and Exchange Commission, is expected to net MCI an aggregate of $30 million. The stock will be offered at $10 per share. Blyth & Co., New York, will underwrite the sale.

In addition to its proposed microwave system, which reportedly will involve more than 600 relay stations covering 11,600 route miles, MCI Communications and its 17 carriers own 50% of MCI Lockheed Satellite Corp., one of eight applicants at the FCC for a do-
mestic direct broadcast communications satellite system.

The company owns about 9% of MCI-Lockheed Satellite; the carriers, 12 of which are controlled by MCI Communications, owns 41%; the Lockheed Air-

craft Corp. owns the remaining 30%.

A prospectus issued by MCI Commu-

nications in connection with the public
offering emphasized that the securities in question "involve a high degree of risk." It noted that no revenues can be expected until the proposed microwave system is put into operation, and that construction of the system is subject to FCC approval. Other vital considerations, the firm warned, include the fact that the proposed system is dependent on other local interconnection sources, requires "extensive" financial underwriting (an estimated $90 million is needed) and is subject to restrictive bank credit.

MCI has reached an agreement with the First National Bank of Chicago and three other institutions for a credit line of $64 million, subject to various conditions. The firm also noted that it has never paid any cash dividends on its common stock and does not contemplate doing so "in the foreseeable future."

Principal officers and stockholders of MCI Communications are William G. McGowan (board chairman and treasurer) with 17.5% of the firm's 8,390,019 outstanding shares, and John D. Goeken (president), with 17.7%. Mr. Goeken is also president of Microwave Communications Inc., an associated firm. According to the prospectus, Mr. McGowan was paid a salary of $50,000 last year, and Mr. Goeken, $51,040. They control 1,466,550 and 1,482,049 shares, respectively.

Other members of the company's board of directors include Kenneth A. Cox (senior vice president), former FCC commissioner and now an attorney with the Washington communications law firm of Haley, Bader and Potts. Michael H. Bader, a senior partner in that law firm, is also a director. Mr. Cox holds a total of 21,000 MCI common shares.

Following the public offering, MCI Communications will have 11,390,019 outstanding common shares. 74% of which will be held by the owners of the current outstanding stock.

**WHDH insurgents blocked**

Garfinkle faction's proxies not recognized by management; Clancy slate still in charge

A new court fight appeared likely for the Boston Herald-Traveler Corp. (now officially WHDH Inc.) last week after the management staved off, at least temporarily, attempts by insurgent stockholders to oust Harold Clancy and install two new directors of their own (BROADCASTING, June 5).

The insurgents, led by Henry Garfinkle of New York, who personally or through his Manhattan News Co. holds about 16%—the largest single block—of the company’s stock, showed up at the Wednesday (June 7) stockholders meeting with about 292,000 shares of proxies as against about 250,000 held by Mr. Clancy and his supporters, according to representatives of each side.

But each side promptly challenged the other's proxies, and in the ensuing proceedings management held its slate of nominees re-elected, and the dissidents' nominees were not nominated or were not allowed to be nominated. All this occurred over the protest of counsel for Mr. Garfinkle, who charged that the actions were illegal and promised further action to overturn them, probably in court. After the meeting the re-elected slate of directors met and reelected Mr. Clancy president.

Five days earlier, in a calmer meeting, the stockholders approved the sale of the Boston Herald-Traveler newspaper facilities to the Hearst Corp. for a revised figure of $8.64 million (BROADCASTING, May 22) and changed the corporate name to WHDH Inc. Sale of the newspaper was made necessary by the company's loss of channel 5 (WHDH-TV) last March, according to officials.

**WRG profits rise**

Wells, Rich, Greene, New York, reported a 19.3% gain in net income for the six months ended April 30. Charles Moss, president, noted that increased earnings and revenues for the first half reflected "a constant emphasis on cost controls as well as new business."

For the six months ended April 30:

<table>
<thead>
<tr>
<th>1972</th>
<th>1971</th>
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<tr>
<td>Earned per share</td>
<td>$0.39</td>
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<tr>
<td>Revenues</td>
<td>$204,910</td>
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<tr>
<td>Gross billings</td>
<td>61,396,750</td>
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<td>Net income</td>
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<tr>
<td>Average shares outstanding</td>
<td>1,643,127</td>
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**Fidelipac gives you phase control**

...the Fidelipac 350 Cartridge has an adjustable guide corner post to solve your inter-track phasing problems. It's the new development from Fidelipac, of course, the people who are determined to make the best better, through research.

Available in all standard lengths. Compatible with all standard broadcast cartridge machines.

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Broadcasting Jun 12 1972
<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Esch.</th>
<th>Closing July 8</th>
<th>Closing May 31</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1972</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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**Broadcasting**

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**Broadcasting with other major interests**

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<th>% change in week</th>
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<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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**CATV**

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<th>% change in week</th>
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<th>Approx. shares outstanding (000)</th>
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**Programming**

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<th>Closing May 31</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>1972</th>
<th>Approx. shares outstanding (000)</th>
<th>Total market capitalization (000)</th>
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</thead>
</table>

Broadcasting Jun 12 1972

60
Broadcast Advertising

Hanley M. Norris, creative director; Young & Rubicam, Los Angeles; and Frazier R. Purdy and Myron Slosberg, associate creative directors, New York, selected senior VP's.

James L. Ramsey, creative supervisor, Young & Rubicam, Detroit, joins Grey Advertising there as VP and creative director on Ford corporate account.

Charles Greene and Robert S. Phillips, creative supervisors, Gramm-Grey, Dusseldorf, Germany, elected VP's, Grey Advertising, New York.


No. 2 in Texas. William P. Hobby Jr., president and executive editor of the Houston Post, whose family also owns KPRC-AM-TV there, has been nominated by Texas Democrats as their choice for lieutenant governor. (BROADCASTING, May 29). He won out over Wayne Connally, brother of former Treasury secretary (and former Texas governor), John B. Connally, in election runoff, receiving more than 50% of the votes cast. Mr. Hobby is unopposed in the general election.

Marianne McDermott, manager of broadcast business affairs, Ketchum, MacLeod & Grove, Pittsburgh office, named VP.

Dominick F. Rossi Jr., account supervisor, N. W. Ayer & Son, New York, elected VP.

Jesse Levinson, senior art director; Nick Pappas, creative and art supervisor; Phil Sott, copywriter, and John Vouligas, creative supervisor, Ted Bates & Co., New York, elected VP's.

Alexander Mohoares, VP and creative director, Chirurg & Cairns, New York, named executive VP.

Martin Ozer, VP, group sales manager, Metro TV Sales, New York, named VP, Eastern sales manager. He succeeds Gerald J. McGavick, who became general sales manager, WCGB-TX Boston (BROADCASTING, March 13).

Arthur W. Calfano, production super-

Prices for Burnup & Sims reflect 2-for-1 stock split.

Standard & Poor's Industrial Average

<table>
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<th>Stock symbol</th>
<th>Exch.</th>
<th>Closing June 7</th>
<th>Closing May 31</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>
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<td>TF</td>
<td>N 10 7/8</td>
<td>12 7/8</td>
<td>- 2</td>
<td>- 15.53</td>
<td>17</td>
<td>10 7/8</td>
<td>8,562</td>
<td>93,111</td>
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<tr>
<td>WALTER READE ORGANIZATION</td>
<td>MALT</td>
<td>2 1/8</td>
<td>2 1/4</td>
<td>- 1/8</td>
<td>- 5.55</td>
<td>4 1/8</td>
<td>1 3/8</td>
<td>2,144</td>
<td>5,129</td>
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<tr>
<td>WARNER COMMUNICATIONS INC.</td>
<td>WCI</td>
<td>46 5/8</td>
<td>46 1/4</td>
<td>+ 3/8</td>
<td>+ 0.81</td>
<td>47 5/8</td>
<td>1 3/8</td>
<td>16,221</td>
<td>756,304</td>
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<tr>
<td>WRADEH CORP.</td>
<td>WCO</td>
<td>A 12</td>
<td>12 5/8</td>
<td>- 5/8</td>
<td>- 4.95</td>
<td>17 7/8</td>
<td>9 7/8</td>
<td>2,164</td>
<td>25,968</td>
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<td>147,963</td>
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Although the absence of symbols and volume columns may indicate no trading in stock, the over-the-counter bid prices supplied by Merrill Lynch, Pierce Fenner & Smith Inc., Washington.

Fates & Fortunes®

Broadcasting Jun 12 1972

61
Robert J. Rawson, deputy chief of FCC Broadcast Bureau, retires June 30 after 26 years with commission, 37 with government. He joined FCC in August 1946 as general attorney, later served as assistant chief of hearing division, chief of renewals and transfers division and, since December 1970, in his present job. He expects to enter private law practice.


Media
Tally Simpson, director of broadcast relations, James Martinson, manager of station development, Cy N. Bahkotel Broadcasting, Charlotte, N.C.-based group owner, named VP’s.

Edward J. Schuellein, general manager, KRKO(TV) Jefferson City, Mo., elected VP of licensee, Mid-America Television.

Russell Witberger, general manager, WMVY(FM) Miami, elected VP of licensee, Bartell Broadcasting of Florida.

Laurence C. Windsor Jr., director of advertising and promotion, Sterling Communications, New York, named VP and director of public affairs.


Bob Hingle, supervisor, affiliate relations/clearance, ABC-TV, New York, appointed affiliate relations, covering Texas, Oklahoma, Kansas, Missouri, Mississippi, Louisiana and Arkansas.

William Dilday Jr., former senior director of personnel, WEHD-AM-FM-TV Boston, joins WLB(TV) Jackson, Miss., as general manager. He succeeds Robert L. McCue Jr. (BROADCASTING, April 24, June 5).


Carter C. Hardwick Jr., former senior VP of Cosmos Broadcasting and general manager of its WTOL-TV Toledo, Ohio, joins WBAD-TV Charleston, S.C., as general manager. Douglass M. Bradham, operations manager, WBAD-TV, appointed director of business affairs.

Howard A. Burkat, community-services manager, WCBS-TV New York, appointed manager of advertising and promotion, succeeding William Mandel.

Irvine B. Hill, executive VP and general manager, WCAM-AM-FM Norfolk, Va., named president.

Gene Autry, Ina Autry, William D. Shaw, Clair L. Stout, Forrest Shumway, Andrew J. Chiticia and Walton S. Reid elected to one-year terms as directors of Golden West Broadcasters, Los Angeles, whose interests include KMPC(AM) Los Angeles; KSFQ(AM) San Francisco; KEX(AM) Portland, Ore.; KVI(AM) Seattle; KTLA(TV) Los Angeles; California Angels baseball club; and minority interest in Los Angeles Rams football team. Messrs. Shumway, Chiticia and Redi represent QWB stock owned by Signal Companies Inc., Los Angeles. Other directors represent majority stock interest held by Golden West Broadcasters.


William H. Wills, formerly with WLTW(TV) Cincinnati, joins WGN-AM-TV Chicago as assistant manager of PR and advertising. Mary E. Zeller, assistant publicity director, wgn, appointed director of publicity.

Lois Shoeholz, production assistant, WB2-TV Boston, appointed community services director.

Hugh Turner, president and general manager, WTMM-AM-FM San Rafael, Calif., retires from radio after 35 years, to be associated with Nightingale-Conant Human Resources Co., Chicago.

Mattie Majors, with WJMO(AM) Cleveland Heights, Ohio, joins WKBV-AM-TV Youngstown, Ohio, as minority affairs coordinator.

Jeff Bell, communications instructor, Graham Junior College, Boston, joins WSAZ-TV Huntington, W. Va., as promotion manager.

Programing
David Levy, executive producer and creator of Sarge series for NBC-TV, joins Paramount Television, Hollywood, as TV development executive with responsibility for developing programs for NBC and syndication release.

Oscar Barzelatto, general manager of Screen Gems de Mexico, appointed VP in charge of Latin American operations for Screen Gems International, with headquarters in Mexico City.

Charlie Smith, director of national field services, Children’s Television Workshop, New York, appointed assistant to presi-
dent of CTW and director of station relations. Ronald Townsend, business manager for field-services program of CTW, appointed director of national field services.

Theodore W. O’Connell Jr., VP and assistant to program manager, CBS-TV, named VP for program services, New York. He assumes administrative duties formerly divided among number of program department and will also serve as liaison between program department and other operating units of network.

David Freedman, director, talent and program administration, NBC-TV, West Coast, named VP of business affairs, Paramount Television, Hollywood.

Thomas F. McAndrews, president, Malibu Motion Picture Productions, Los Angeles, joins Paramount Television, Hollywood, as program executive.

James V. Shannon, head of own marketing consultancy, New York, joins Viacom International there as head of marketing activities of licensing and merchandising department.


Al Adolph, former sales representative with Warner Bros. Television, appointed Western division sales manager, Four Star Entertainment, Los Angeles.

Evelyn F. Burkey, executive director of Writers Guild of America East, retires after 18 years service. She continues with guild on consultant basis. Leonard Wass, assistant to Miss Burkey, appointed guild’s acting executive director, and Paul A. Erbach, assistant executive director, appointed associate executive director.

Samuel Gang, head of his own Global TV distribution firm, New York, joins National General Television there as director of international sales. B. Crenshaw Bonner, formerly with National Todd Group, Atlanta, appointed Southern division manager, Atlanta. Ben Colman, account executive with National General Television, appointed Eastern division manager.

Allan B. Connal, manager, NBC Sports, New York, appointed executive producer.


Bruce L. Wolfson, director of syndication for EUE/Screen Gems Video Services, appointed executive director of Lewton Television Inc., New York.


Thomas F. McAndrews, president, Malibu Motion Picture Productions, Los Angeles, joins Paramount Television, Hollywood, as program executive."

ABC stripes for seven. Seven executives elected VP’s of ABC, broadcasting division of ABC Inc.: Seymour Amlien, director, primary research, ABC-TV; Frank Brill, director, talent, ABC-TV; Robert F. Fountain, director, news sales, ABC-TV; Norman H. Grant, general manager, TV facilities and services, broadcast operations and engineering, Los Angeles; Albert T. Primo, director, news, ABC-owned TV stations; Frederick J. Schuhmann, general manager, TV facilities and services, broadcast operations and engineering, New York; and Edward D. Williams, director, management information systems, ABC.

Big-board board. Robert W. Sarnoff, chairman and chief executive officer of RCA Corp., New York, has been named by New York Stock Exchange as one of 10 members to represent public on its proposed new 21-member board of directors panel—committed to serving public interest and strengthening stock exchange as public market—replaces present 33-man board, which included only three public members.

Walt Herb Telefilm Associates, shaw Bonner, formerly National General TV distribution tor. Mr. O’Connell ment and other operating units of network.

Peter Gamble, with news department, WWDG-AM-FM Washington, joins WCAU-AM Philadelphia as newsmen.


Gene Handsaker, reporter, editor and feature writer for 29 years in Los Angeles bureau, Associated Press, retires to do daily radio interviews from Hollywood to be distributed by AP Voice Features.

Cable

John L. Tatta, executive VP and general manager, Sterling Manhattan Cable Television, New York, named president of Sterling Nassau Cable Television, subsidiary of Sterling Communications, New York, serving Jericho–Hicksville area. Mr. Tatta’s vacated post will not be filled.

Henry Bovin, director of engineering, CBS, New York, joins Sterling Manhattan Cable Television there as general manager of engineering operations.

Joseph W. Benes, VP and general manager of Coachella Valley Television, Palm Desert, Calif., elected president of California Community Television Association.

Music

R. F. Frohlich, PR director of American Society of Composers, Authors and Publishers, New York, appointed assistant to ASCAP President Stanley Adams.

Don Tegeler, former music director, WHN(AM) New York, joins WPEN-AM-FM Philadelphia in similar capacity.

Michael Murphy, announcer KOMO(AM) San Antonio, Tex., appointed music director, KITE(AM) there.

Equipment & Engineering

Ronald M. Baker, chief engineer, WOTU(TV) Traverse City, Mich., elected VP. Paul G. Hansil, product manager, Ampex audio-video systems division, Atlanta office, appointed southeast regional manager. Roger Miller, senior field service engineer, Dallas office, appointed sales engineer for audio-video division, covering areas of Mississippi, Louisiana and southern Texas.

Allied Fields

William G. Harley, president, National Association of Educational Broadcasters, Washington, awarded honorary doctor of laws degree from alma mater, University of Wisconsin, for his national and international contributions to educational broadcasting over 35 years. Mr. Harley put university’s WHA-TV Madison on air in 1954 and ran it for seven years.

Irving Klein, former executive VP of Independent Television Corp., New York (BROADCASTING, June 5), joins law
firm of Klein, Freedman & Brett, New York, where he will specialize in entertainment and TV fields. 645 Madison Avenue, New York 1022. Telephone: 832-2800.

Fay Gillis Wells, White House correspondent, Storer Broadcasting, named winner, Charlotte Friel Memorial Award, sponsored by CBS Inc.

Richard L. Brown leaves FCC's Cable Television Bureau, Washington, to join Farrow, Cahill, Kaswell, Sagura & Rader, Washington communications law firm.

Deaths
John M. Camp, 60, president, J. M. Camp & Associates, Wheaton, Ill, agency, and owner and president of WPOW(AM) New York, whaZ(AM) Troy, N.Y., and kwba(AM) Batayown, Tex., died June 6 at his home in Wheaton of cardiac arrest. He is survived by his wife, Ruth, two daughters and three sons.

Helen S. Mark, 87, widow of Leroy Mark, founder of American Broadcasting Co., died May 31 in San Mateo, Calif. In 1924 her husband put WO(AM) Washington on air. In 1944 WO was traded for WMT(AM) Cedar Rapids-Waterloo, Iowa, owned by Des Moines Register & Tribune's Cowles Broadcasting. Mrs. Mark was president of license American Broadcasting Co. for 25 years following her husband's death. She is survived by two daughters and two sons.

Dick Thomas, 29, sportscaster for WAPT(TV) Jackson, Miss., died June 2 in aircraft accident while on assignment at air show. Mr. Thomas was to have received sportscasting award from Mississippi Broadcasting Association on the following day. He is survived by his parents.

As compiled by Broadcasting, May 31 through June 6, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—altitude; ann.—announced; antennas—antenna,asu.—aerial; aux.—auxiliary; CATV—community antenna television; CH.—critical hours; CP.—construction permit; D.—day; DA.—direction antenna; ERP—effective radiated power; kHz—kilohertz; kw—kilowatts; LS—local station; mhz—megahertz; mod.—modification; night—night; PSA—pressurerise service authority; 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; HAAT—height of antenna above average terrain. CBS—community antenna relay station.

New TV stations
Final action
- McGill, Nev.—FCC adopted amendment of TV table of assignments by realigning Richfeld, Utah, ch. 13 to McGill as educational channel, and replacing it with ch. 8 (presently assigned to McGill) (Doc. 19463). Action June 1.

Action on motion
- Hearing Examiner Lenore G. Ehrig in Jackson, Miss. (Lamar Life Broadcasting Co., et al.), TV proceeding, scheduled conference for June 12, for purpose of affording parties opportunity to state respective positions regarding petition to reopen record by Channel 3 Inc. filed June 1 (Docs. 18645-9). Action June 2.

Call letter applications
- Los Angeles Unified School District, Los Angeles—Seeks *KLCS(TV).*
- New Mexico State University, Las Cruces, N.M.—Seeks *KRKG-TV.*

Call letter action
- Redwood Empire Broadcasting Co., Santa Rosa, Calif.—Granted KFTV(TV).*

Existing TV stations

Final actions
- KINY-TV Juneau, Alaska—Broadcast Bureau granted mod. of license covering change of studio location to 231 South Franklin Street, Juneau, and operate tran. by remote control from studio location. Action May 26.
- WMFE-TV Orlando, Fla.—FCC granted application of Florida Central East Coast Educational Television Inc., for change in facilities of WMFE-TV ch. 24, Orlando. Action May 24.

Official actions

Applications for assignments by reassigning KRWG(AM) Redwood City, Calif., to Humboldt County, Calif.—Seeks renewal of license for assignment of KRWG(AM) Redwood City, Calif., to Humboldt County, Calif. Action May 31.

Hearing Examiner Frederick W. Dennison in Dubuque, Iowa—(Dubuque Broadcasting Co., Inc. [KDUS-TV]), TV proceeding, on request of Chief of Broadcast Bureau, extended through June 15 time to file responses to petition of Dubuque Communications Corp. (Doc. 19339). Action May 30.

Chief Hearing Examiner Arthur A. Gladstone in San Juan, Mayaguez and Ponce, all Puerto Rico (Telesanjuan Inc. [KUUS(TV), WNGZ(TV) and WPUS(TV)]), TV proceeding, scheduled hearing for Sept. 15 in San Juan, and following completion of required sessions in San Juan, further hearing sessions for Oct. 4 in New York; and set certain procedural dates (Docs. 19253/4). Action June 2.

Hearing Examiner Issadore A. Hoina in matter of Alabama Educational Television Commission—for renewal of licenses for WALT(TV), Montgomery, Alabama, et al., granted request by applicant and postponed date for exchange of affirmative case exhibits from My 30, to later date to be determined in further prehearing conference, and to scheduled further prehearing conference for June 8 (action May 30); in separate actions, granted request by Edwards, Farrell and Smith, and extended to June 16, time to file motion to compel answers to interrogatories, Action May 30; and granted motion by applicant and extended to June 6 time to answer interrogatories and for filing further objections based on burdenomeness by ABTC (Docs. 19422-30). Action May 31.

Other actions
- Review board in Daytona Beach, Fla., TV proceeding, denied petition by Cowboy Florida Broadcasting Inc. (WESH-TV Daytona Beach), of comparative efforts issue. Proceeding involves mutually


Initial decision

Hearing Examiner Frederick W. Densintosh in Denver, Colo., granted CP to change station's call letters for application of Circle City Broadcasting Co. for new call letters WIZZ-LV (Doc. 1940-1), 1450 kHz, with 1 kW. DA (Doc. 28858). Action May 31.

Call letter applications


Call letter action

Clark Broadcasting Co., Waterloo, Iowa-Granted KJEU. Action May 22.

New AM stations

Actions on motions


WUFM in Baltimore (Chesapeake Engineering Placement Service), for waiver of compliance effective May 19 and June 10, 1971, through Jan. 1, 1972, a) Network rate $337; compensation paid at 30% prime-time.

WUAB in Lorain-Cleveland, Ohio (WUAB Inc.) —Agreement dated Jan. 19, effective Dec. 1, 1971, through Jan. 1, 1972, Network rate $400; initial compensation paid at 30% prime-time.

New FM stations

Applications

APC—In arriving at clearance payments ABC multiplexes network's station's rate by a compensation percentage based on network's license fees, sales allocations, by fraction of hour of its programming currently occupied by fraction of aggregate length of all commercial available time in a station's market, and by fraction of hour of network's sales. ABC deducts 2.0% of station's network rate as expenses, including payments to ASCAP and BMI and interconnection charges.


WBMP in Baltimore (Chesapeake Engineering Placement Service), for amendment dated effective Nov. 14, 1971, through Sept. 1, 1972, Network rate $570; compensation paid at 30% prime-time.

WUAB in Lorain-Cleveland, Ohio (WUAB Inc.) —Agreement dated Jan. 19, effective Dec. 1, 1971, through Jan. 1, 1972, Network rate $400; initial compensation paid at 30% prime-time.

Call letter applications

WBMP in Baltimore (Chesapeake Engineering Placement Service), for waiver of compliance effective May 19 and June 10, 1971, through Jan. 1, 1972, Network rate $337; compensation paid at 30% prime-time.


WUAB in Lorain-Cleveland, Ohio (WUAB Inc.) —Agreement dated Jan. 19, effective Dec. 1, 1971, through Jan. 1, 1972, Network rate $400; initial compensation paid at 30% prime-time.

Other actions

Review board in Buffalo and Joplin, both Missouri, AM proceeding, granted A-W Broadcasting Co., for renewal of license to operate at Joplin, Mo. (KJUP), late May 13 (Doc. 1943-4). Action June 3.


Review board in Springfield and Joplin, both Missouri, AM proceeding, granted A-W Broadcasting Co., for renewal of license to operate at Joplin, Mo. (KJUP), late May 13 (Doc. 1943-4). Action June 3.

Other actions

Review board in Springfield and Joplin, both Missouri, AM proceeding, granted A-W Broadcasting Co., for renewal of license to operate at Joplin, Mo. (KJUP), late May 13 (Doc. 1943-4). Action June 3.

AM stations

Existing AM stations

Final actions

KSWM Soldotna, Alaska—Broadcast Bureau granted CP to change, ant-trans. and main studio location to Mile 8, Kalifornsky Beach Road, Soleda, Alaska. Action May 31.

KDON Salinas, Calif.—Broadcast Bureau granted CP to make changes in ant. system. Action May 31.

KGO San Francisco, Calif.—Broadcast Bureau granted license covering CP to increase daytime power and install new trans. Action May 31.

WLCA Tribune, Ill.—Broadcast Bureau granted license covering use of former main trans. for all-mall of 98.1 MHz. Action May 31.


KPGM Blue Earth, Minn.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action May 31.

Other actions

Review board in Smyrna, Ga., set oral argument for June 20 on exceptions and briefs to initial decision released July 1, 1971, denying application for transfer of control of Juniqul Broadcasting Co. (WYNK Symfrosa), from Lawrence N. Polk Jr., to Times-Journal Inc. and M. W. Kinney Jr. (Doc. 18784). Action June 3.

Hearing Examiner Ernest Nash in Fajardo, Puerto Rico, and Fredericksted, St. Croix, Virgin Islands (Fajardo Broadcasting Corp. and Carlos Lopes-Lay), AM proceeding, on request of applicants, postponed hearing scheduled for June 14, subject to further order of examiner (Doc. 19437-1). Action May 30.

## Summary of broadcasting

Compiled by FCC May 1, 1972

### Existing FM stations

<table>
<thead>
<tr>
<th>License holder</th>
<th>Frequency (MHz)</th>
<th>ERP kW</th>
<th>City/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>1605-1606</td>
<td>100</td>
<td>Colorado Springs</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>205-206</td>
<td>1000</td>
<td>Rochester, MN</td>
</tr>
<tr>
<td>Educational FM</td>
<td>88.7</td>
<td>50</td>
<td>Kansas City, MO</td>
</tr>
<tr>
<td>Educational TV</td>
<td>54</td>
<td>1000</td>
<td>Charlotte, NC</td>
</tr>
<tr>
<td>Educational FM</td>
<td>90.1</td>
<td>100</td>
<td>Schenectady, NY</td>
</tr>
<tr>
<td>Educational TV</td>
<td>90.5</td>
<td>120</td>
<td>Schenectady, NY</td>
</tr>
</tbody>
</table>

### Designated for hearing
- Chief, Broadcast Bureau, in Sacramento, Calif.
- For hearing applications for new FM stations.

### Final actions

<table>
<thead>
<tr>
<th>Application</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCOF-FM</td>
<td>Granted</td>
</tr>
<tr>
<td>WFXE-FM</td>
<td>Granted</td>
</tr>
<tr>
<td>WSTM-FM</td>
<td>Granted</td>
</tr>
<tr>
<td>WMCI-FM</td>
<td>Granted</td>
</tr>
<tr>
<td>WMEX-FM</td>
<td>Granted</td>
</tr>
</tbody>
</table>

### Other actions

- William B. Ray, chief of complaints division, Broadcast Bureau, informed CBS that its policy of requiring indemnification forms could be premature.

### Renewal of licenses, all stations

- Broadcast Bureau renewal of licenses for following stations and co-possessing auxiliary.

### Renewal of licenses, all stations

- Broadcast Bureau renewal of licenses for following stations and co-possessing auxiliary.

### Special Temporary Authorization

- Includes 25 educational AM's on nonchannels.
- Includes 15 educational stations.
- Indicates 4 educational stations on nonchannels.

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**Notes:**
- Change ant. system; CP to southwest.
- Granted to Springs; ERP in Springs.
- WLCL Commercial.
- Hearing set (FM).
- WNUS-FM Manhattan, Broadcasting.
- WMGM(FM), Bonita Springs; install.
- WKLY(FM) Hartford, and released.
- WMIV(FM) Hartford, and on.
- WKVI-FM Boulder, on.
- WMKO-FM, Great Falls, Mont.
- WMNW-FM, Galena.
- WMPC-FM, Chicago.
- RKLX-FM, Lakeville, Minn.
- WMZT-FM, Hackett, Ark.
- WMH-FM, New York.
- WLNI-FM Sag Harbor, WLSV(FM) Wells.
- WMGM-FM, Bonita Springs.
- WMW-TW, North Carolina.
- WMSC-FM, Cambridge.
- WSMW-TV Worcester, WTEV(TV).
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy., Edgell Rd.
Alexandria, Va. 22314
(703) 544-2400
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CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCE

EDWARD F. LORENTZ
& ASSOCIATES
Consulting Engineers
1324 G St., N.W., Suite 500
Washington, D. C. 20005
Member AFCCE

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CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Munsey Bldg.
Washington, D. C. 20004
Member AFCCE

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CONSULTING ENGINEERS
1711 N St., N.W.
Washington, D. C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Telstar Ct. (739) 560-8900
Falls Church, Va. 22042
Member AFCCE

LOHNE & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D. C. 20004
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W., 785-2200
WASHINGTON, D.C. 20036
Member AFCCE

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CONSULTING ENGINEERS
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BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
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& KOWALSKI
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Republic 7-6646
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Hiland 4-7010
KANSAS CITY, MISSOURI 64114

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& ASSOCIATES
Suite 716, Associates Bldg.
1445 19th St., N.W.
Washington, D. C. 20036
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CONSULTING RADIO ENGINEERS
8200 Sawville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCCE

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CONSULTING ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd., 300K
Denver, Colorado 80206
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan 49036
Phone: 517-278-5733

ROSNER TELEVISION
SYSTEMS
ENGINEERS—CONTRACTORS
29 South Mall
Plainview, N.Y. 11803
(516) 694-1903

TERRELL W. KIRKSEY
Consulting Engineer
5210 Avenue F
Austin, Texas 78751
(512) 454-7014

JOHN H. MULLANEY
CONSULTING RADIO ENGINEER
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Potomac, Maryland 20854
(301) 299-8272
Member AFCCE

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Lex's Summit, Mo. 65063
Phone: 816-524-3777

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PRECISION FREQUENCY
MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone: (617) 876-3210

SPOT YOUR FIRM'S NAME HERE
Contact BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
For availability
Phone: (202) 638-1022
Translator actions
- Mountain City, Nev.—Broadcast Bureau granted CP's for new VHF translators to serve Mountain City, Nevada. Hearing Examiner made a finding that KBOI-TV ch. 2 Boise, Idaho; and ch. 13 by re-broadcasting programs of KTVP-TV ch. 7 Boise. Action May 24.

Modification of CP's, all stations
- **KPOF(FM) San Francisco—Broadcast Bureau granted mod. of CP to change trans. location to 1201 California St., San Francisco; for KLYD-AM and ant.; make change in ant. system; ERP 245 w.; and in include remote control permitted; conditions. Action May 24.
- **KPOF(FM) San Francisco—Broadcast Bureau granted modified CP of extend completion date to Nov. 19, Action May 26.
- **KCRW(FM) Santa Monica, Calif.—Broadcast Bureau granted modified CP of extend time to Aug. 15, Action May 26.
- **KEPC(FM) Colorado Springs—Broadcast Bureau granted mod. of CP for extension of time to Dec. 15. Action June 1.
- **KMNY-FM Maryville, Mo.—Broadcast Bureau granted request to extend time to Dec. 7. Action May 26.
- **Nassau County Association Inc., Garden City, N.Y.—Broadcast Bureau granted modified CP of extend time of to Nov. 30. Action June 1.

Ownership changes
- **KMBL-FM Monroe, La.—Seeks transfer of ownership from Charles L. Vaught (25%) and Donald K. Allen (25%) and George C. Allen (25%). Bureau granted request for extension of time to Dec. 7. Action May 26.
- **WJZ-FM New York City, N.Y.—Broadcast Bureau granted request of CP for extension of time to Aug. 1. Action June 1.
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WANTED MANAGER

EXPERIENCED PLAYABILITY

RESUME TO BOX E

SEND SALES.

NEW ENGLAND. MUST

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Qualifications include aggressive

WAKE Radio, P.O. Box 149, Valparaiso, Indiana 46383.

Seasoned sales professional for Minnesota's fastest growing outstate metro market. We want a creative, mature, dedicated person to take over an active account list with annual commission in mid-teens and moreover to go out up active fringe benefits. Mail personal or professional recommendations, resume, and track record to Andy Hilger, Manager, WJON Radio, St. Cloud, Minn. 56301l Applicants will be thoroughly checked before personal interview.

Experienced salesperson to build direct sales force in excellent market. All info first letter, please. WPDC, Box 1600, Elizabethtown, Pa. 17022.

Midwest country-western market seeks a professional, full time salesman and disc jockey. If you are ambivalent and an experienced salesman, investigate this fine opportunity. Send complete resume to P.O. Box 1209, Mt. Vernon, Illinois 62864.

Looking for independence, permanence and unlimited opportunity for personal earnings? Community Club Awards (CCA) has opening for mid-western sales manager. Full time, five day a week travel. Previous CCA sales experience advantage, but not required. Qualifications include aggressive sales attitudes must be self-starter with ability to large groups of multistory management and motivate station sales staff. Well dressed, youthful, under forty appearance. Prove job and financial stability, must own late model car, apply in writing and confidence if necessary, including recent snapshot. Personal interview successful applicant. Opening immediate. John C. Gilmore, CCC, Inc., P.O. Box 151, Westport, Conn. 06880.

Sales person needed with great opportunity to become outside sales representative. Rocker. Send resume including photo together with your requirements of salary to Alvin L. Korngold, Box 13, Tucson, Arizona 85702.

Major midwest market C&W has an excellent day-shot opening for good experienced jock. Send tape, resume to Box E-228, BROADCASTING.

ANNOUNCERS

Announcer with mature voice for middle music network station in Texas gulf coast city. Box F-36, BROADCASTING.

Major midwest market C&W has an excellent day-shot opening for good experienced jock. Send tape, resume to Box E-228, BROADCASTING.

ANNOUNCERS CONTINUED

We need a morning person for a moving MOR to up tempo AM-FM combination in the area of a medium to larger market in northern Midwest. Must have excellent creativity and possess ability Plus with no holds barred within the realm of reality. Some production, maybe some on-air work. It’s your plum if you’ve never had a chance to pick it. Send tape and resume including references. Box F-111, BROADCASTING.

One of the nation’s best modern country stations has opening for bright, friendly jock with C&W, MOR or top 40 background. Midwest. Box F-128, BROADCASTING.

Announced . . . good voice/production. MOR, plus TV. Resume, tape, snapshot and salary requirements first letter. KODD, Box 48, Joplin, Missouri 64801.

5 KW AM station needs experienced announcer interested in account sales or servicing. Have opening for either/or combination. Expect FM/CP this summer. Top wages. KOLY, Mobridge, South Dakota.

Top 40 DJ with large market experience. First phone date but not required—don’t need a scream top 40 but a warm moving blend in between. Call Tom Bell, 703-334-9623.

If you’re an announcer-salesman looking for a home with commercials & news, must have car. Send tape and resume to Gary Lane, Program Director, 1240 Murray Avenues, Atlantic City, New Jersey 08404.

Experienced Black dj—right top 40 format—clear deejay on commercials & news. Must have car. Send tape and resume to Gary Lane, Program Director, 1240 Murray Avenues, Atlantic City, New Jersey 08404.

Experienced morning jock who can communicate. Contemporary format, top pay. Ultra modern facilities. Send tape, resume and salary requirements to: Eastern Broadcasting Company, P.O. Box 2697, Springfield, Illinois 62706.

TECHNICAL

Chief engineer for stable directional. Very fine equipment and pleasant family living conditions. No shift, combination or sales work. Please send salary requirements and resume to Box D-283, BROADCASTING.

Spanish speaking board operator. 3rd FCC license, experienced or will train. Box F-86, BROADCASTING.

Capable engineer. Join successful Rocky Mountain station staff. Help us plan two more operations. Ability to voice commercials helpful, but not required. Write Box F-93, BROADCASTING.
Announcers Continued

Mature voice wants di in C&W or MOR. Broadcasting school grad. 3rd phone. Experience: 1 year at local FM parity. Box 455, McDonnell, Route 1, Sunset Apts., Springfield, Ill. 62707.

Black broadcaster, Any location, First phone. Good voice, competent producer, light production. Call Broad-

casting Placement Office, Brown Institute, Minneapolis.

Black female di seeks all nights on any money making station. 3rd phone. N.Y. trained. A. Lundy, 91-35 1931st., Jamaica, New York, Apr. 3-M.

Personable Baro who appreciates easy-listening format. Authoritative sound on news. Assistant ad-

writer, 3rd endorsed. Jnle Market, 516-946-3652. 1470

N. Illinois St., Rockford, Illinois 61043.

C&W dj for 8½ years wishes to relocate in the West or South. Knows the music and the business. Reliable hard worker. Contact DJ, Rt. 3, Box PAA, Vermilion, South Dakota 57069.

Technical

Chief AM-FM, studio construction, proofs, automation experience. No announcing. Married. Presently em-

ployed: $200 weekly minimum. Box F-21, BROAD-

CASTING.

DJ, tight board, good news, commercials, 3rd phone. Box E-304, BROADCASTING.

Major-market chief available. Specializes: Automation, stereo, directional. Experienced, expensive. Chau-

sions considered. Box BROADCASTING.

Chief-AM-FM, mature, experienced construction main-

tenance and automation-no announcing. Box F-75, BROAD-

CASTING.

Wanted small group of stations to maintain. Experi-

enced in FM and digital studio engineering or work for consultant engineer. 12 years experience plus commercial pilots. Can make modest investment. Box F-120, BROAD-

CASTING.

Highly experienced CE announcer prefers small mar-


News

TV anchorman-extraordinary broadcast journalist with impeccable credentials, an opportunity to move from network radio into local television. Box E-322, BROAD-

CASTING.

Top news reporter applicant last year spent 100,000. Seeking news director's position at probable major or street reporter/editor-larger magazine. Married-de-

gree-military. Former news director-ten years broad-

casting. Box F-20, BROADCASTING.

Experienced newsman looking—journalism degree, smooth delivery, good writer-reporter, small-medium markets. Box F-52, BROADCASTING.

Attorney-Cal. bar, 38, B.A. degree, speech, theater, English. Experienced radio-television news, public af-

fair's position. Prefer West Coast. Box F-57, BROAD-

CASTING.

With four years experience, Virginia, West Virginia, North Carolina, 12 years broadcasting veteran desires to relocate near home. Primary interest—radio news. Good references. Write Box F-765, BROADCASTING.

Newpaper reporter wants broadcast news oppor-

tunity. Good voice. Prefer N.C. or Florida. Box F-83, BROADCASTING.

Experienced, young, news director seeks position as newsman in northern Ohio, southeastern Michigan. Prefer Detroit, Toledo, Flint markets. Box F-90, BROAD-

CASTING.

Law student seeks summer or longer. Experienced sports commentator for DBB, DJ. Pop or under ground news, production, programming, 3rd, Bright, articulate, eager. Box F-92, BROADCASTING.

Two years radio experience, MA in communication, 24, major sports reporter position. Available mid-August. Box F-96, BROADCASTING.

Medium radio-TV market: Want polished pro, good writing, reporting, air ability? I'm your man. Box F-123, BROADCASTING.

Newsman (di—salesman). Desperate mature experi-

enced newsman. Creative, Versatile, 3rd endorsed MOR di. Tight board, strong football/basketball play-

ner, excellent personality. Box P.O. 567, Carmel, New York.

Digger, who gets the news... first. Proven record. Strong on writing with original, ear-catching style. Good taste, authoritative delivery. 5 years experi-

ence. 014-331-0905, weekdays after one p.m.

Programing, Production, Others

Denver area rocker/alive-MOR . . . if your profes-

sional operation invests in better people to create and present your product, you'll appreciate this articu-

late, educated, humorous PD/morning man. Midwest-

erner who's done it all. BROADCASTING.

Program director, 10 years experience all phases pub-

lic affairs/arts programming. Producer/partner with Midwest firm. Early 25. BA degree plus. Prefer Midwest location and opportunity to complete MA. Box E-306, BROAD-

CASTING.

Successful contemporary program director seeking challenging position in top country music/ethnic market. Documented track record, checkable references. Box F-2, BROAD-

CASTING.

Programming/operations pro. Producer and/or maintain top sound, solid ratings. Thirteen years steady growth with two companies in medium market. All adult for-

mat. Prefer east. Box F-5, BROAD-

CASTING.

C&W program director, I get results, majors only, replies confidential. Box F-46, BROAD-

CASTING.

Experienced (15) years in major market with college degree. Background includes sports director (play-by-

play), telephone-talk, mid-day record show (MOR), news plus writing. Consistently awarded winner. Seeks job as P.D. or as Sports Director. Seeking advance-

ment. Box F-68, BROAD-

CASTING.

Award-winning newsman seeking PD slot, in small/medium markets. 11 years experience including di, 25, single, stable, reliable. Now with large station. Available after July 15. Box F-91, BROAD-

CASTING.

I seek program director or music director position in a medium market. Major market experience. First phone: contemporary stations only. Box F-102, BROAD-

CASTING.

Excellant copywriter—family—experienced sales—family college. Box F-124, BROAD-

CASTING.

31-year old sports pro seeks college football and basketball play-by-play or college and high school play-by-play. Excellent position such as news-sports or news-talk-sports. Will relocate for right opportunity. Excellent personal and professional references. Phone 317-966-3655 or write Patrick Hol-

lan, 111 North 34th Street, Fort Wayne, Indiana 46724. Only strong sports stations need reply.

TELEVISION

Help Wanted Sales

Professional salesmen wanted. Southernhills Australian TV has immediate openings for experienced man. Salary, commission, active list and a chance for the right man to grow. Send resume and salary requirements to Box F-85, BROAD-

CASTING.

Announcing

Director-announcer with dependability and originality. Must have news background and TV judgment. Texas station. Box F-15, BROAD-

CASTING.

Technical

Working chief engineer for top 50, VHF, well-equip-

ped full color TV station. Pleasant living and working conditions. Send resume and salary requirements to Box F-85, BROAD-

CASTING.

California Central Coast television station has openings for qualified persons wishing to move to a first-rate station. Position should be well remunerated, and in a place where you will have the opportunity to work in television. A background of management, experience in sales, and special problems is considered essential. Box F-117, BROAD-

CASTING.

ProgramManager for major independent station in the east. Must be hard working, self-motivating pro with through knowledge of writing, production, and technical technique. Reply Box F-721, BROAD-

CASTING.

Studie crew member (camera, floor, break-director) for ETV Station. $7000. Equal opportunity employer. Send resume, box, and picture to Larry Gives, WNET-TV, Hotel Lafayette, Buffalo, New York 14203.

WTVJ Miami—Traffic operations manager. In charge of 16 person department responsible for sales and program traffic for 21 TV station in Florida. Experience in supervising similar operations required. Equal opportunity employer. Send resume and details of experience to WTVJ, 316 N. Miami Avenue, Miami, Florida 33128.

Situated Wanted Announcing

Personally presenty employed at northeastern MOR 2½ years experience, 3rd, 25, Black without the sweats around. Part of the new Black breed in broadcasting. I am not just another pretty face and can be used as utility man, TV booth announcing, commercial weather, walking character--even been known to do some voice work. Wanted, job with a future and a chance to grow. Send resume, picture and resume to Box F-110, BROAD-

CASTING.

Five years experience. Last 2 years in Washington-Balti-

more TV market. Talk/personality, children's product announcer and voice-over news/weather, and sports. Tony Alexi, 2310 Viers Mill Road, Rockville, Md. 20851, (301) 424-2648.

Technical

Recommended first phone operations engineer, all production facilities. Box F-79, BROAD-

CASTING.

Experienced chief, large and small markets, U and V available. Box F-80, BROADCASTING.

News

Assistant news director with experience and editorial skills for south Texas station. Box F-12, BROAD-

CASTING.

Newsmen-announcer with mature voice and good on-
camera delivery for Gulf Coast VHF. Box F-14, BROAD-

CASTING.

California TV station needs experienced self-starting news reporter/anchorman. A man who can do it all. Send resume and tape to Box F-172, BROAD-

CASTING.

Broadcasting Professional, with good knowledge of major markets, station positions, and the region, to direct news and public service information efforts of a university radio and television. Must have baccalaureate degree and six years experience in radio and TV news and documentary production, programming, community relations, and management. Send resume to Box F-116, BROAD-

CASTING. An equal opportunity employer.

Personality Weatherman. Warm, easy, natural delivery that fits into an interaction newscast. A man who takes the weather seriously but not himself. No car-

toonists. Send tape and letter to Phil Car Pro-

gram Director, KIRO-TV, 3rd and Broad St., Seattle, Wash. 98121.

Television news: Experienced television newsman with abilities in gathering news, as well as strong air creative qualities. For co-host position, top salary for fully qualified individual. Contact D. Smith, KIRO-TV, 1000 Monte Sano Boulevard, Huntsville, Alabama... or call (205) 393-7823.

2nd weatherman wanted. WCVB-TV Channel 5, Bos-

ton, has immediate opening for 2nd weatherman. Must be an accomplished meteorologist capable of handling all weather aspects associated with the six to ten PM Miami weather position. Send resume, tape if possible to Larry Pickard, Director of News, WCVB-TV Channel 5, Public Affair's, Northeast, Needham, Mass. 02192. An equal opportunity em-

ployer.

Weatherman, TV news field reporter. Must have on-
camera experience, and be able to handle film assignments, shooting, editing and writing. Handle weather, and commercials, six and ten PM. Contact Aly Swan-

son, News Director, WEAU-TV, Eau Claire, Wisconsin 54701. (715) 832-3474. A Post station.
Central Medium-large markets! As a versatile, dependable pro. Box F-55, BROADCASTING.

If you believe today's audience is tired of just politics, if you believe teaching habits, features, human interest, and the offbeat will hypo new ratings, this is the news director's dream. A pliable feature editor to give your shows a new look. I have the sales tools and the ratings as proof of suc-

For Sale Equipment


4½% Andrews Rigold T/L 775 type B2503, 75 OHM 3 yds. & parts, high gas stop, good condition. Excellent condition. P.O. Box 188, Mendonah Falls, Wisconsin.

Amplas designed Model 450 background music tape reproducer. RCA TR-11A Multi Flexer; 2-516 1600 OHM Film Projector; 1-RC-21; Turntable; 1-Opal, Pick-up Package Assembly. 815-964-3143.

RCA TR-4 Lo-band color video recorder, reasonable. BROADCASTING Equipment Service, Box 2989, Bon Air, Virginia 22325, 703-227-0969.


(1) Collins 62A1-1 cartridge playhead—$200.00. (1) Collins RB150 cartridge playhead—$200.00, both in original carton. A-190/P190 cartridge record and playhead—$250.00. All running well as is. Take for all $600.00. Connecticut Educational Television, 230 Main Street, Hartford, Conn. 06102-9988.

Trade will Dinair 12 input x 5 output routing switcher (new p.p) follow for an 8 input video switcher. Prefer switcher with effects if possible and must in good condition. Write Department of Education, Washington Sanitarium & Hospital, Takoma Park, Maryland 20917.

RCA STA-5F 500W AM Transmitter, excellent condi-
tion. Hy-Power Electronics, Dallas, Texas 75227.

S. E. M. board 6 channel with wooden box. Com-
plete $500 or 731-787-6008.


Recently dismantled 550’ tower suitable for FM, TV or microwave complete with co-axial, guy wires and extra stand. Excellent condition. Excellent Channel 2 or 10 antenna; also ideal for emergency standby. Will sell separate or in combination. Info., write Brian Moll, Mid-Florida TV Corp., P.O. Box 61053, Orlando, Fl. 32803, or phone (305) 841-5040.

Trade in system for sandwich! (1) IGM-226 stereo control unit, (1) 2800, (2) 2520, (2) single play-
backs; (1) cart. recorder; (1) time announcer; (1) 503 random select programmer; remote control; 3 racks. Available now from Broadcast Products Co, Bill Call 301-424-6700.

Capstan idlers for Amplas 300, 330, 440 series, self aligning with replaceable ball bearings. $22.50 net. VIF International, Box 1555, Minn. View, Cal. 94405. (415) 720-9740.

Wanted To Buy Equipment

Amplex MKX Headwheels: Will pay top dollar for used MKX headwheels. Please contact Box E-399, BROADCASTING.

We used 250, 500, 1 KW, 5 KW & 10 KW AM and FM transmitters, No junk, Guaranteed Radio Supply Corp., 1314 Irbitde St., Laredo, Texas 78040.

Will trade Dinair Input x 5 output routing switcher (new p.p) follow for an 8 input video switcher. Prefer switcher with effects if possible and must in good condition. Write Department of Education, Washington Sanitarium & Hospital, Takoma Park, Maryland 20917, or call 301-891-7351.

A friend in your studio, drop-ins, wild lines, Free audition tape. Free bonus package with your first $25 order. V.O.U., P.O. Box 1187, Miami, Florida 33138.

Stan/Lee football sc Ottawa and stat sheets. All new Detailed, just simple to use. Created by vet-

Broadcasting Jun 12 1972

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Think about it. We cost less but take more time to prepare you for your first phone. 10 weeks $325. It's the best way. State approved, Omega Services, 333 East Ontario, Chicago, Illinois 60611. 649-0927.

Need 1st phone fast, 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 other 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. Phone 3-3981.


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The newsweekly of broadcasting and allied arts

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Homesick For Radio
Experienced all phases except for engr. Currently working "live" audiences at trade shows and seminars. This year Las Vegas, Houston, Chicago, Atlanta and Catskills. Ready quit road for M-F 6 metro WLK and/or talk show. No tapes. Need personal interview audition. Reeves Cox, 205-501-1234 or write P.O. Drawer 1086, Birmingham, Ala. 35201.

Situations Wanted, Announcers

SUPER TALENTED TALKER
Very talented air personality with gab impact. Can do it all for you! Am employed and number one in top ten market. This highly experienced and versatile conversationalist is a pro who now seeks greater challenge and opportunity.
Box F-7, BROADCASTING

GET RICH QUICK
Live entertainment is coming back to radio and I'm ready. KKNK Hollywood... and WBT Charlotte (102.3% audience increase) had the Rick Reeves Show... and now it can be yours. To hear me between 3 and 5 PM EST, June 12 to 16, call 213/460-9867 (tell free watts line) on Hollywood Showcase tapes.

Programming, Production, Others

BUSINESS MANAGER-CONTROLLER
Station reorganization specialist. Heavy in systems, administration and people training. Experienced in V's, U's, Radio, Afis, and Indies. Looking for a station or group HQ in pleasant market.
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TELEVISION

Help Wanted News

NEWS ANCHORMAN
Major market VHF net affiliate in the Southwest looking for news anchorman for 6 and 10 pm newscasts. Send videotape and resume to Box F-106, BROADCASTING

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Traffic experience required. Upper Mid-West station. NBC affiliate in top 50 ADI market. Excellent salary and fringe.
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Radio Broadcast Sales Engineer

Broadcast Equipment/Technical Operations Experienced

The leading manufacturer of radio broadcast equipment has an established territory open for immediate take over. Prior broadcast equipment sales and technical operations experience are essential. The company is dedicated to broadcasting and has an enviable record of steady growth in its service to the broadcaster since 1922. Salary plus commission with benefits and paid travel expenses. For further information, send your resume, in confidence, to OR CALL: Robert T. Fluent, Assistant Personnel Manager (217) 222-8200

RADIO NEWSMAN

East Coast Major Market Station Needs A-1 Newsman with Bright, Contemporary Sound and Strong Voice. Consistent "UP" Delivery and Solid Commercial. "Inside/Outside" Ability a Must. Top 5-Figure Salary and Fringes. Excellent Living and Working Conditions. Rush Tape and Resume to Box F-16, BROADCASTING

Applicants From All Races Desired

Help Wanted Management

RADIO PROGRAM DIRECTOR
WOW, Omaha, needs a pro who will help us become #1. This person must have the stuff to take personal charge of our total sound, news, music, the whole bag. He should be experienced and very good. Write in confidence, with one page, unvarnished resume giving current and expected dollars.

Attention Steve Shannon, 3501 Farnam, Omaha, Nebraska 68131
WOW Radio is an Equal Opportunity Employer

Help Wanted Sales

RADIO BROADCAST SALES ENGINEER

Broadcast Equipment/Technical Operations Experienced

RADIO PROGRAM DIRECTOR
WOW, Omaha, needs a pro who will help us become #1. This person must have the stuff to take personal charge of our total sound, news, music, the whole bag. He should be experienced and very good. Write in confidence, with one page, unvarnished resume giving current and expected dollars.

Attention Steve Shannon, 3501 Farnam, Omaha, Nebraska 68131
WOW Radio is an Equal Opportunity Employer

Help Wanted Sales

PRODUCTION MANAGER

KXYZ, a CBS owned station is presently auditioning for a talented, creative Production Manager. You must be able to work proficiently on talent, agency and sales level. Only mature professional broadcasters will be considered. Excellent salary, working hours, company benefits and working conditions. No air shift. Send resume and production tape to: Program Director, KXYZ Radio, 3800 Farnam Bank, Houston, Texas 77005.

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CATV OPPORTUNITY

Rapidly-growing, multiple-system cable television company seeks sale, merger, financial partner or CATV acquisition leading to public offering. More than 25,000 subscribers. 800 miles of modern system passing 100,000 homes. Positive cash flow.

Reply to Box F-61, BROADCASTING

Help Wanted Programming Production, Continued

DOCUMENTARY PHOTOGRAPHER
Immediate opening available for highly creative documentary photographer, experienced in both single and double system editing and photography.

We are seeking an award-winning photographer. Position offers good starting salary, commensurate with experience and ability, and an attractive benefit program. Please send complete resume, including salary history to:

Mr. Tom Robertson
Avco Broadcasting Corporation
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An Equal Opportunity Employer

Situations Wanted

CREATIVE TALENT with experience including 2 markets of top 10, will sacrifice dollars for right spot on air, in production, or both. Prefer Southwest, deep South, or West Coast. I'm a "young" 37, family man, and 20-year pro seeking position as talk or film host, weather personality, assistant PD, documentary producer, production manager, VTR and audiotape samples. Box E-346, Broadcasting.

Miscellaneous

TOP VOICES—$6 AND UP
New York City announcers will record spots, promos, I.D.'s, etc. $10 per minute spot, $6 per thirty-second (or less) spot of whatever. Any style for any format. $20 minimum for two choices. No minimum for one. Money pack if not satisfied. Send copy, instructions and check to Terry Sullivan, 185 West End Avenue, New York, N.Y. 10023.

Ideal for Washington news bureau
In the heart of the Communications district
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• NBC
• ABC
• AP
• National Broadcasters Club
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All within 4 block radius, directly across from the newly refurbished Mayflower Hotel. Modern Air Conditioned building, ample parking.

Lowest comparable lease rates in this highly desirable Connecticut Avenue area.

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Broadcast Station Interested in acquiring an AM/FM station in North or South Carolina.

Box E-300, BROADCASTING

WANTED

Small market AM, Prefer northeast or New England. All replies confidential.

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Fla. Small Full-Time $ 85M Cash
MW Small Day 75M 29%
SE Small Day 65M 29%
W Major Day 300M Nego
MW Major FM 700M Nego

MW Small Day $ 130M Cash
E Small Day 225M 29%
MW Small AM/FM 550M 29%
SE Medium Day 125M 29%
SE Sub Full-Time 1,000M Cash

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STATIONS FOR SALE

1. SOUTHWEST. Priced at one and one-quarter gross. $25,000 down.
2. FLORIDA. Major market. $425,000, 29% down. Includes real estate valued at $150,000.
3. CALIFORNIA. Exclusive to city of license. Needs owner-operator. $130,000. 29% down.
4. SOUTH. Exclusive AM-FM. Illness forces sale, $125,000. Terms.
5. ARIZONA. AM-FM. $325,000.

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SUBURBAN ATLANTA

Daytimer with P.S.A. Twenty percent down with excellent terms on the balance. Virtually untouched potential. Principals only, no brokers, $250,000.

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WANTED

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5. ARIZONA. AM-FM. $325,000.
Who is Harry Lois, and can he really walk on water?

Those who know, or think they know, George Haralampos (Harry) Lois have at one time or another called him an iconoclast, a genius, an advertising legend. Be that as it may, Mr. Lois considers himself as foremost an advertising man. He made it twice in a lifetime on Madison Avenue, where few make it once. He formed a hot-shot agency, Papert, Koenig, Lois, only to leave it in 1967 and form another, Lois Holland Callaway, when, in his opinion, PKL stopped producing creative ads and turned out safe ads. "They sold," he says.

He made his million a decade ago when PKL went public at a time when few agencies would reveal minimal financial data. Yet he is only celebrating his 41st birthday this month.

George Lois, chairman of the board of his agency, son of a Bronx florist, former Golden Gloves competitor, sports buff who dreamed of becoming a professional athlete, was destined for the florist shop or the docks and a job as a longshoreman, were it not for an extraordinary talent and an obsession to design advertising in a lifestyle that he could accept as contemporary, relative and "good work."

Uninhibited, Mr. Lois says of himself: "Young creative people look to me as the innovator. The more established in the business think I am a crazy man."

About seven months ago an ad in Business Week magazine featured a photograph of Mr. Lois walking on water. The caption asked, "What makes George Lois so humble?" The copy read in part, "becoming an advertising legend in your own time leaves little to be humble about." (The ad came about, says Mr. Lois, when Bob Dolobowsky of Warren, Muller, Dolobowsky, agency for the magazine, needed "somebody doing something very different to get the series off to a great start. He thought of me. "That crazy nut Lois will do it. And why not? Bob is a good friend. I did it."

Another ad in the series showed Sam Scali (Scali, McCabe, Sloves) immersed in water, depicting himself as an iceberg. Mr. Lois ran into Mr. Scali: "Sam, schmo! Do what I did. Walk on the rocks." Helmut Krone (formerly of Doyle Dane Bernbach and Case & Krone) wrote asking how the shot was "rigged." The reply was fired back: "The shot wasn't rigged. It's easy if you know how." He now suspects people in the business, though shocked at first, later kicked themselves at not having been the man in the picture ("Only my father didn't like it—couldn't understand what kind of business I'm in to make me do a thing like that.")

In addition to his aquatic feat, other items in the Lois legend: his stunning design techniques (the Zum-Zum restaurants in New York are his, and he has consistently won awards for his Esquire magazine covers); his "escaped" (as he calls them) early in his career; his successful political advertising campaigns (for the late Democrat Robert Kennedy's 1964 and Republican Jacob Javits's 1962 Senate campaigns in New York while Mr. Lois was with PKL); and for Democrat Warren Magnuson of Washington in 1968 and Republican Hugh Scott of Pennsylvania in 1970 while at LHC) and of course, his affinity for television.

"Television is the most amazing medium in the world," says Mr. Lois. LHC has creative teams and Mr. Lois is on every project. A dedicated ad man, Mr. Lois lives with ideas and quickly sketches them out on paper. Working on a campaign, he'll draw the print ad ideas and sketch rough storyboards, including campaign positions and directions. And he's on the scene during a commercial shooting and the follow-through.

When he formed LHC, he was adamant that the agency market itself by creating good, powerful advertising. "We just can't sit and wait for business to come in," he told his colleagues. He looked for a business that was moderately successful, well managed, but unknown. Edwards & Hanly, a New York stock brokerage, became that firm.

"We wanted to make them famous fast," he says. Mr. Lois worked with his agency in pumping out commercials. The agency placed 180 spots (ID's and 30's) over a six-week period. New Yorkers and client prospects soon knew of Edwards & Hanly ("Edwards & Hanly, where were you when I needed you?") said the TV commercial.

All of his advertising life, Mr. Lois has been associated with clients who made it through advertising ideas—from Dilly beans to Xerox at PKL to Olivetti at LHC. (The Olivetti girls commercial now on television is Lois-conceived.)

Mr. Lois recalls how PKL put Xerox on CBS-TV (CBS Reports) when it had a limited $250,000 budget. "We used a demonstrable commercial, changed the image of the copying machine, took it out of the dirty back room and gave it a clean-designed 'Xerox room' which no progressive business concern could be without." A Lois agency, he says, "doesn't usually get the easy guys, but the aggressive companies."

Many people have fed fiction with the truth about Mr. Lois. He says the notion some people have that he "punches people" is not true. "They know I boxed in Golden Gloves. I won two but lost the third fight. I was 18. I was crazy but not a fighter."

Mr. Lois's escapades are hilarious as he relates them (He's a mimic who uses facial expressions and hands freely.) The better known incidents, which embellished the Lois legend, happened years ago. At Lennen & Newell (a very brief stay, the agency was too conventional), he turned over an account man's desk—"I still remember the ink splatter it left on the wall"—when the agency official literally walked all over his ads. He was not fired, though he left a month later on his own.

While with Doyle Dane Bernbach, he defended a poster ad he made for Goodman Matzoh by "reasoning" with the client, as he later told Bill Bernbach, by climbing out onto a window ledge, three stories from the ground, "and still selling my work from out there." The client "bought" the poster and "he told me if ever I wanted to get out of advertising, I had a job as a matzoh salesman. I said, 'You make the matzoh, I'll make the ads.'"
Editorials

Taboo guide
It suddenly dawned on us, thumbing through the latest issue of TV Guide, that the advertising content of that fabulously successful publication provides a weekly record of discrimination against broadcasting. The issue at hand contained 13 3/4 pages of advertising that has been denied to radio or television by political action or political threat.

There were six pages of cigarette advertising, banned from the air by law. There were four pages of Army and Navy recruitment advertising, explicitly withheld from broadcasting by the same act of Congress that granted the appropriations for the print media. There were two and three-quarters pages of hard-liquor advertising, voluntarily rejected by broadcasters to head off repeated threats by Congress to take beer and wine commercials off the air. There was a page of Tampa advertisement which the television code establishment eschews in fear of political reprisal.

It is not to begrudge TV Guide these utterly legitimate accounts if broadcasters feel especially abused upon seeing that publication so heavily burdened with advertising they are forbidden to accept. Without television, there would be no TV Guide to take the business.

Mr. Chairman
The flap over the probable election of Peter Storer to the chairmanship of the National Association of Broadcasters television board seems to be dying down. It was started, readers of this publication's May 29 "Closed Circuit" page will recall, after Storer Broadcasting Co. arranged with Theatrevision Inc. to test pay television on Storer's Sarasota, Fla., cable system. Some NAB directors thought the pay-TV association disqualified Mr. Storer from heading a board that contains antipay members.

There might have been a point if Storer's principal business were in cable or pay television. But as Mr. Storer himself has explained, in letters to the board members, the company's tilt is still very much toward on-the-air commercial TV. Mr. Storer is hardly the type to lead a movement toward destruction of Storer's main source of income.

Mr. Storer is as qualified now to be chairman of the television board as he was before the venture with Theatrevision was begun, which is to say he is eminently qualified. It is hard to imagine his defeat in next week's election.

A look to the top
On this page two weeks ago we cited the calculated campaign of administration spokesmen against what they characterize as the anti-Nixon bias of the news media.

The tempo was stepped up as the Moscow summit approached; indeed there was one wild assertion that "advocacy journalism" could wreck the Moscow deliberations.

Yet the drumfire continues. The June 5 issue of the Republican National Committee's publication, Monday, accused network commentators, newspaper and news magazines of distributing antiadministration propaganda.

What is coming out of this administration fits the tactics of dictatorships rather than the criticism of a free society.

Though administration spokesmen keep complaining that President Nixon is being treated unfairly, Mr. Nixon has not himself made such a charge.

Clarification is needed. President Nixon, we respectfully suggest, should speak up. In this season of summits a media summit would be timely. The President should consider inviting deeply concerned leaders of the various news media—broadcasting, newspapers, magazines—to confer with him and his senior communications specialists. Otherwise the point of no-return may be crossed, with irreparable injury inevitable and the sanctity of the First Amendment subverted.

Inequality
It doesn't really matter whether the FCC was right in ruling that McGovern-Humphrey confrontations on network interview programs were exempt from the equal-time law or the Court of Appeals was right in reversing the commission on the same day. What matters is that the insidious equal-time law, Section 315, remains on the books.

Frank Stanton put his finger on the problem in denouncing the sequence of decisions. "This ridiculous confusion and uncertainty will force the broadcasters to limit their efforts to inform the people," the CBS vice chairman said. As this publication has pointed out repeatedly over the years, equal time is a delusion that leads only to less time for candidates who matter to the electorate. Somehow it must be repealed.

Tam Craven
Tunis Augustus Macdonough Craven, who died May 31 at 79, belongs in the communications hall of fame. He was the only person to serve two separated terms on the FCC (after having been its chief engineer). He was mainly responsible for the directional antenna, which allowed AM stations to proliferate. In his time he was the nation's foremost allocation expert.

Commander Craven came from a naval family, dating back to early times. If he hadn't been susceptible to sea sickness, he might have become a flag officer in the line. Instead he specialized in communications. In a life that spanned the era from spark transmitter to satellite, he was also a consulting engineer, manager of radio stations and consultant to Comsat. Few men in communications have had more diversified careers.

"I'll bet the government would think twice about suing the networks if Perry Mason was still on CBS."
It's been a great 50 years. And the best is yet to come.
Discover U.B.C.

Whether it's the free-spending young adults and teens, the influential Blacks or the affluent Mexican-Americans and Spanish-speaking peoples, "special groups" make up a great part of America's major cities such as New York, Baltimore, Washington, Cleveland, Miami, Los Angeles and San Francisco.

For more than 25 years, United Broadcasting Company has been giving special attention to these special groups.

Whenever your sales and marketing plans call for campaigns in these great American markets, call your nearest UBC Sales representative to find out how a UBC station can play a vital selling part in your program and what the "special" interests can mean to your success.