White House policy in work: open entry to cable ownership
Since cigarettes went off air: most smoking ever

SANDY FRANK
FILM SYNDICATION, INC.
SETS A NEW
SYNDICATION SALES
RECORD WITH
THE PARENT GAME!

125 MARKETS SOLD IN JUST
100 DAYS OF SELLING

(SEE PAGE 13)
Winning Team
At The Miami Marathon
At the Democratic Convention, it took a little time to get things counted properly.
Including the roll-call of how many homes were tuned in to NBC, to CBS, and to ABC.
But now the Nielsens are in. And the word is out: Once again, as in every political convention since the Fifties (or for the seventh straight convention), more American homes voted for NBC.

<table>
<thead>
<tr>
<th>Democratic Convention Ratings</th>
<th>Average Rating</th>
<th>Convention Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>11.4</td>
<td>42 percent</td>
</tr>
<tr>
<td>CBS</td>
<td>9.4</td>
<td>34 percent</td>
</tr>
<tr>
<td>ABC</td>
<td>6.7</td>
<td>24 percent</td>
</tr>
<tr>
<td><strong>Lead over CBS</strong></td>
<td><strong>21 percent</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Lead over ABC</strong></td>
<td><strong>70 percent</strong></td>
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</tr>
</tbody>
</table>

Just how we won it is interesting, too. During the hours of three-network common coverage (chart), NBC News won each of the four nights—with the gap between our share of the audience and the CBS share widening each night.
Clearly, it was performance that earned this kind of result. Given the chance to shop around, more and more viewers discovered where the best coverage was. And stayed with it.
Those two delegates from Wisconsin may have preferred Roger Mudd. But the Chancellor-Brinkley slate proved to be the winning ticket “from California to the New York island.”
Well, it was a tough week for lots of people.
Even if nobody noticed, we'd still work as hard as we do.

For us, at WTOP-TV, there's only one way to work. Hard. And there's only one standard to work toward. Excellence. That's the way we believe we'll be noticed. Fortunately, our audience agrees. They appreciate and applaud the kind of work we do. But even if we were noticed less, we still wouldn't change our no-nonsense news approach, our no-holds-barred editorials, innovative specials, community-involved programming, or our commitment to intelligent, quality broadcasting. It's especially gratifying to know that experts in our own industry and in the fields of journalism, education and advertising think our work is worth rewarding. In the past year, WTOP-TV and the Post-Newsweek Stations have been honored with a number of awards. We'd like to thank those who felt we deserved their recognition. They include: The University of Missouri Honor Award for Distinguished Service in Journalism. San Francisco State University Preceptor's Award for broadcast pioneering. Action for Children's Television Act Award to the Post-Newsweek Stations for seeking out quality programs for children and for clustering and reducing the number of commercials on such programs. The Association of American University Women, Four awards to WTOP-TV for Public Service for "Caution!"—Public Service, Davey Marlin-Jones—cinema and theatre review, Warner Wolf—sports reporting and commentary. The Associated Press Chesapeake Broadcasters Award to WTOP-TV for coverage of the 1971 May Day Demonstrations. The White House Press Photographers First Place Award for Spot News to Bob Boyers, WTOP-TV. The Baltimore Press Photographers First Place Award for Spot News to Hal Hoiland, WTOP-TV. THE WASHINGTON DAILY NEWS First Place to WTOP-TV's Warner Wolf as Washington's favorite sportsman.
Common-carrier status for cable television, with separate ownership of systems and content but otherwise open entry for everyone, remains favored approach of administration committee on cable policy, intentionally disregarding present cable rules.

Americans smoked more than ever in the 12 months after broadcast cigarette advertising was banned. Now FTC wants government to buy antismoking advertising.

How the specter of fairness haunted Allstate’s pro-airbag commercials.

Macdonald promises hearings next year on radio’s special problems.

No “great debates” between presidential contenders are in sight, but Democrats in Congress may still press for 315 suspension.

How and why television production is going international.

NCTA digs into pay-cable issue, backs Sterling in hotel case.

Western Union tones down its domestic-satellite plans.

Country-music shows thrive in syndication market.

Cable companies are building for the future—and, for the first time, major lenders are ready to help them get there. A look at who’s underwriting the expansion, and why.
WGAL-TV public service programming touches the lives of all its viewers

This pioneering central Pennsylvania television station reaches numerous communities which are widely divergent in interests and needs. Through the years, WGAL-TV has played an active role in the life of these as well as many other communities. From this has come the understanding which makes possible public service programming that truly serves the needs of Channel 8 viewers.

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco
Burch with Johnson?

FCC this week will ask parties involved for special showing that Triangle Broadcasting Corp.'s proposed $7.5-million sale of WJAS-TV Winston-Salem, N.C., to Multimedia Inc. is in public interest. With Chairman Dean Burch leaning toward negative side, sale may be in trouble. Triangle, which owns CATV system in market, says sale is designed to bring it into compliance with rule barring CATV-TV crossownership. But Commissioners Nicholas Johnson, H. Rex Lee and, to some extent, Chairman Burch are concerned about "regional concentration" of control of mass media. Multimedia owns radio and television stations in Greenville, S.C., Knoxville, Tenn., Macon, Ga., and Asheville, N.C., as well as number of newspapers in area.

Commissioners Robert E. Lee, Charlotte Reid and Richard E. Wiley want to follow staff report to approve sale. New Commissioner L. Hooks is not yet prepared to vote. That could mean 3-3 tie and no sale if Chairman Burch voted no. Letter to parties, reportedly chairman's idea, is designed to give them further opportunity to provide justification for sale. Commission is not expected to take up matter again until Sept. 13, and sale contract gives either party option of canceling after Sept. 1. However, indications are that both sides intend to see matter through.

GI productions

Performers' unions are eagerly awaiting release, expected next week, of comprehensive survey of television, radio and other audio-visual works produced by federal government. Survey will reportedly show wide variations in professionalism, quality and costs. Unions have been lobbying for standardization of pay scales and working conditions and complaining that government uses amateur talent at low pay. Survey is work of staff of Representative Barry Goldwater Jr. (R-Calif.)—strong supporter of government use of audio-visual techniques but critic of its competition with private producers and its lack of professionalism. Screen Actors Guild and American Federation of Television and Radio Artists have been trying to stake out position in government production.

Who's to own what

Major subject FCC intends to tackle in September is how to structure ownership of cable television. First question is whether to repeal or modify rule barring crossownership of cable systems and television stations in same markets. Review of whole rule was precipitated by Commissioner H. Rex Lee's contention that noncommercial stations ought to be given exemption. Related question is what to do with proposed rule to break up newspaper-cable crossownerships in same markets. (High-level administration committee on long-range cable policy is veering toward recommendation of unrestricted entry into cable ownership by any representative Barry Goldwater Jr. (R-N.C.)—that is, no more lobbyingism, as was case with proposed rule.) FCC is also facing long-deferred consideration of proposed limit on total subscribers any cable company would be allowed. Trend toward consolidations in cable ownerships is reviving FCC interest in ceilings—though commission officials point out that no multiple-system owner is near 2-million-subscriber limit that has been proposed.

Answer man

Massive study by Dr. Charles Winick of City University of New York is said to disprove commonest criticisms made against television advertising directed to children—i.e., that it encourages youngsters to nag parents to buy advertised products, emphasizes sweetness in cereals, etc. Study, due for release end of August, exhaustively examines 150 elements in each of many commercials that were painstakingly reviewed. It's said to be so comprehensive as to defy easy national. National Association of Broadcasters Television Code Authority picked up tab.

Bad blood?

Honeymoon may be over for FCC's chairman, Dean Burch, and senior Republican and dean, Robert E. Lee (who's acting chairman when Mr. Burch is away, as he is now on European trip). Mr. Lee hasn't seen eye-to-eye with chairman on number of key cases and, more than that, hasn't been privy to chairman's views prior to meetings. Commissioner Lee, now serving his 19th year, has two years to go before completing his third seven-year term.

Mr. Burch, in his third, and what his confidants believe will be his final, year (although his term runs until June 30, 1976) often becomes impatient with colleagues who may not see things his way. Commissioner Lee, who seldom loses his cool, is content to observe that he sometimes is "disenchanted" with events.

Not this time

Safe bet seems to be that Office of Management and Budget recommendations for centralizing FCC's administrative authority in chairman's office ("Closed Circuit," July 3, et seq.) will not be adopted, at least in anything like their present form. No votes have been taken but there are at least three against them—those of Commissioners Robert E. Lee, Nicholas Johnson and H. Rex Lee.

With that much opposition, it would take power play by Chairman Dean Burch to put plan over, and that does not seem to be his style; commissioners feel he would like ample majority for any reorganization plan—particularly since Congress would be expected to show deep interest in any proposed changes. Supposedly revised version of report was received at commission early last week, but it is said to resemble original very closely. It turned up about week after comments on report had been filed by commission staffers and at least one commissioner, Robert E. Lee, is said to have argued that aim should be to relieve chairman's office of work, not add to it.

Papp to CBS-TV

Number of major specials reportedly are on drawing board at CBS-TV. First, according to reports circulating last week, is 12-hour play of Shakespearean productions by Joseph Papp, one of New York's hottest new theatrical producers, currently represented on Broadway with "Sticks and Bones," antivar satire, and rock musical version of "Two Gentlemen of Verona." He's also founder and head of New York Shakespeare Festival Public Theater, currently offering "That Championship Season" and "Hamlet" among others.

Dear sir

By paying attention to his mail, ABC Inc. President Elton H. Rule initiated latest ABC-TV movie made for television. Former nun in Aurora, Colo., wrote to Mr. Rule telling him of her work rehabilitating parolees. Impressed, Mr. Rule sent letter on for further action to Barry Diller, his young vice president in charge of feature films. Mr. Diller, in turn, put Paramount TV to task of developing material contained in letter. Result: 90-minute Movie of the Week, "The Weekend Nun," now in script form and scheduled for filming next month.

Used to it

One broadcast researcher, his interest whetted by reports of strong performance of prime-time newsmagazines on some independent TV stations, has been poring over Nielsen multinet-work-area ratings in effort to see how independents are faring in daytime. His study of averages of MNA reports for comparable four-week periods in February of 1972 and 1971 produced mixed pattern. Heaviest gains were concentrated—with some exceptions—in periods when networks were not feeding programs, especially after 4:30 p.m. NYT. Recalling that independent stations increased in prime access periods of local programing last fall, he sees new findings as further evidence that independents fare better when affiliates are on their own.
Watch and wait on Dick Cavett
Deadline for decision passes; speculation centers on Paar and possibly others appearing on rotating basis
Fate of ABC-TV's late-night Dick Cavett Show was still up in air Friday (July 28). Network notified affiliates that, although July 28 was promised date for word on whether show would be kept or canceled, deadline could not be met.

Unofficially but authoritatively, negotiations with Mr. Cavett were said to be still in progress—and name of Jack Paar, formerly NBC-TV late-night star, was brought into speculation as one who might share late-night host assignment with Mr. Cavett on rotation basis. This speculation took line that Cavett series may be renewed to end of year and then be replaced by one in which Mr. Cavett, perhaps Mr. Paar and possibly other hosts would rotate from night to night. This approach reportedly was part of negotiations under way with Mr. Cavett—and, presumably, separate negotiations with Mr. Paar. ABC sources said they expected final resolution this week.

Wiley: Come, let us talk together
FCC Commissioner Richard E. Wiley says relationship between broadcast licensee and commission is marked by feeling of "suspicion and distrust," and by mood that is "negative and counterproductive."

And he says his time at commission will be well spent if he can contribute to creating new mood of regulation—one "based not on fear, isolation and distrust but . . . one in which the spirit of partnership and cooperation in serving the public can flourish and prosper."

He also is hopeful that commission's "unsteady steps toward radio re-regulation"—project which he heads—"may be the harbinger of an eventual review and re-evaluation of our entire regulatory posture vis-a-vis the broadcasting industry."

Ultimate goal, he says, is healthy, stable industry, confident of its place in serving public and secure in knowledge that commission's role is "to assist rather than hinder it in meeting the legitimate needs and interests of the American public."

Commissioner Wiley, who made remarks Thursday night in appearance before Mutual Affiliates Advisory Council, in Washington, discussed broadcaster-FCC relationship in expressing concern, as he has in past, about paucity of comments on policies as received in connection with its study of ways to "de-regulate" radio. Commissioner Wiley said only 200 letters have been received—"a drop in what should be . . . a rainstorm of comment."

He said he has been told that at least part of reason for industry's reluctance to participate has been that broadcasters feel apprehensive about direct communication with their government and believe that "low profile" (or perhaps an invisible profile) is much the best policy when dealing with the FCC.

Commissioner Wiley said commission's study of radio rules could play role in promoting spirit of cooperation between broadcaster and commission. If government can be made aware of broadcasters' "legitimate concerns" regarding rules, he said, government—"keeping in mind always what the public interest dictates"—can shape an appropriate regulatory response and an appropriate regulatory climate."

Ready-to-merge Cox Cable has record second half
Cox Cable Communications Inc., Atlanta, reported that second quarter ended June 30 was "best in the company's history," reflected "a continuation of the growth and progress which the company is making in developing cable television." Company added that operating results for 1972's first half were "helped considerably" by inclusion of Santa Barbara, Calif., system, acquired June 1, 1971. Cox also said it hoped to complete merger with American Television and Communications Corp., Denver (Broadcasting, July 24) by next fall. For six months ended June 30:

<table>
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<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenues</th>
<th>Net income</th>
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<tr>
<td>1972</td>
<td>$0.23</td>
<td>$7,707,712</td>
<td>803,159</td>
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<tr>
<td>1971</td>
<td>$0.14</td>
<td>6,125,940</td>
<td>506,571</td>
</tr>
</tbody>
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Border tensions
San Diego broadcasters have urged FCC to "apply whatever powers of persuasion as may be necessary" in effort to resolve controversy over American-owned but Mexican-licensed stations beaming signals across border from Tijuana (Broadcasting, July 10).

Committee for Equality in Radio Frequency (CERF), association of 15 San Diego radio and TV licensees, told commission in written brief last week that U.S. should not sign proposed agreement with Mexican government on FM allocations within 200 miles of either side of border until issue is resolved. Filing came in same week that representatives of FCC and State Department were meeting with officials in Mexico City on Tijuana problem.

San Diego broadcasters' complaint concerns operation of two 200-kw Tijuana FM stations, XHERS and XMRS, and another proposed 50-kw FM, XOURS. Stations, they say, broadcast 100% in English language and aim signals directly at San Diego. Although stations are licensed by Mexican authorities, they are owned by Paul Schafer, an American, and derive their income from San Diego advertisers.

San Diego broadcasters want U.S. representatives at Mexico City meeting to negotiate for agreement which would require FM stations in Tijuana and San Diego to directionalize their signals to "suppress" reception capability on other side of border. They also requested requirement that stations in both cities program at least 75% in their native languages.

McClellan wants his stamp on copyright legislation
Senator John L. McClellan (D-Ark.) will take over chairmanship of Senate Appropriations Committee, post held by Senator Allen J. Ellender (D-La.) until his death last week. McClellan said Friday (July 28) that Senator McClellan's switch from head of Government Operations Committee to Appropriations will not affect his chairmanship of Copyright Subcommittee.

Senator McClellan, spokesman said, wants to remain with Copyright Subcommittee until after its report next year. But, he added, senator may elect to relinquish subcommittee post after that.

In that event, Senator John Tunney (D-Calif.) is still likely candidate for subcommittee chairmanship, he said ("Closed Circuit," June 5).

Johnson vs. Wiley on fairness doctrine
FCC Commissioner Nicholas Johnson says that commission, in fairness-doctrine policy statement issued last month, shirked its responsibilities, sought to shift its work to Congress and left incumbent President as politician in an unchallenged superior position to all his opponents.

Failure to adopt policy reassuring right of response to presidential appearances on television, he says, amounts to "blatantly partisan gift to an incumbent President seeking re-election."

Commissioner made comments Friday (July 28) in "fuller" opinion he promised in dissenting statement he issued when policy statement was issued (Broadcasting, June 26). Statement dealt with fairness doctrine as it relates to political broadcasting, and was commission's first report on massive inquiry it has undertaken into doctrine.

Commissioner's charges brought sharp retort from Commissioner Richard E. Wiley—who did not restrict comments to matter at hand. He said Commissioner Johnson had unfairly impugned motives of fellow commissioners and of agency "At Deadline" continues on Page 12
TV Guide says some very nice things about Phil Donahue.

In the July 22 issue of TV Guide, author Edith Efron wrote:

"First Law of Broadcasting: You can't get a nation-wide audience for a talk show unless you feature big bands, big-name entertainers and big comics.
Second Law of Broadcasting: You can't get a nation-wide audience for a talk show on which people merely talk to each other.
Third Law of Broadcasting: No pure talk show survives in the daytime, because housewives have the concentration span of a flea...

"Only... it's not so... (There) is a talk show host who has violated these laws, and turned his violations into one of the more successful syndicated properties in the United States... devoured by a nation-wide audience of housewives in 40 cities...

"The Phil Donahue Show, in its own special way, is unique... Phil Donahue has created a successful televised talk show featuring the 'Silent Majority'—and that 'Silent Majority' talks its head off and listens to itself with eager fascination...

"He can relate to almost any guest alive—and he is utterly without condescension to his audience. He's one of the few men on television who can simultaneously stuff his show full of the 'counter culture' while treating Middle America with the utmost understanding and respect..."

And we think those are some very nice reasons to include The Phil Donahue Show in your fall schedule. Get the full Donahue story. Contact:

hal GOLDEN PRODUCTIONS, INC.
6 East 45th Street, New York, New York, 10017/(212) 687-0755

Avco Program Sales, a division of AVCO BROADCASTING CORPORATION
When the little red light went on, she didn't know what to do.
She thought she’d tell her father about that little red light when she got home. A few miles later, the car died. Very dead. No oil pressure.

Was her dad mad? He sure was, since now he needs a new engine. But he should be angry at himself. He never told her what to do in a basic situation like this.

15 million Americans who watched the “National Automotive Trouble Quiz” do know. They learned that you stop your engine and pull off the road when the oil pressure light goes on.

They learned a lot more about car trouble. How to smell trouble, feel trouble, hear trouble, and see trouble. Most importantly, how to avoid trouble.

They also heard about a recent California Highway Patrol study that concluded that 18% of all accidents studied are caused by mechanical failures. All problems car owners could have taken care of before they cause accidents.

The “National Automotive Trouble Quiz” was shown on 144 stations, an audience of some 15 million Americans.

The format: a quiz show. 23 tough questions to test people’s knowledge about their cars. Predistributed quiz sheets allowed audience participation.

Hosted by Dave Garroway, the show had Peggy Cass, Louis Nye and race driver Peter Revson ask and answer questions.

The response was outstanding. One station wrote: “Help... help. We are besieged with requests for a set of answers to the quiz.” Many who wrote in are involved in driver education, and asked for films and tapes to show in schools.

In the opinion of the major sponsor, FRAM Filter Corporation and participating advertiser, Champion Spark Plug Company, it was a good show because it helped teach 15 million Americans important, life-saving facts about their cars.

As long as there are lessons to be learned, Capital Cities will try to teach them.
As long as there are untold stories, Capital Cities will be telling them.
Capital Cities believes television should do more than entertain.
Beginning August 19th, this show will be televised again. Shouldn’t your station be included?

Capital Cities Television Productions
We talk to people.
staff, and had assailed integrity of com-
mision action.

And he said it has been such conduct, 
over course of Commissioner Johnson's 
six years on commission, that "has done 
so much to diminish the credibility and 
effectiveness within the commission which 
is abundant talents would otherwise 
command."

Commissioner Johnson rejected com-
mmission contention that major changes 
in policy dealing with political broadcast-
ing would have to await congressional 
action. He said commission has neces-
sary authority and that it should either 
face up to its responsibilities and regu-
late broadcasting "or admit its unwill-
ingness and close down."

He was primarily concerned about 
commission's failure to assure right of 
response to opponents of President when 
he uses radio and television to express 
is views. Automatic-response proposal 
was advanced by Democratic National 
Committee. Commissioner Johnson said 
voluntary action on part of networks is 
no answer to problem of providing op-
posing views and that Congress is ham-
pered by political considerations from 
writing necessary legislation.

He suggested that commission require 
networks make time available to presi-
dential opponents on basis of two prime-
time appearances on three networks for 
President to one on networks for opposi-
tion spokesmen. And selection of those 
spokesmen could be left to networks, he 
said.

Commissioner Wiley said that commis-
sion's statement—adopted by vote of 6 to 
l—was "devoid of partisan considera-
tions or any other narrow apprecia-
tion of the goals of this highly important 
quiry." He said decision was prepared by 
nonpartisan staff members of "dis-
parate views and regulatory philoso-
phies" and was adopted by bipartisan 
commission which did not divide on 
party lines.

ACTS wants break for UHF

FCC has been asked to end its present 
ban on crossownership of UHF stations 
and cable-TV systems in same market.

In petition for rulemaking filed with 
agency last week, All Channel Television 
Society, national organization of UHF 
interests, asked commission to exempt 
UHF from crossownership rule, which 
prohibits single interest from owning 
cable system falling within grade B con-
tour of TV station it also owns.

ACTS noted that commission has in 
past actions recognized need to "redress 
the competitive imbalance between UHF 
and VHF," claiming that this imbalance 
resulted from technical differences that 
were required by FCC itself in early 
channel allocations.

Society claimed that common UHF-
cable ownership would work to advan-
tage of both media. Noting that under 
commission's new cable rules, CATV 
systems were to provide several local 
origination channels, ACTS said 
system's use of affiliated UHF equipment 
could result in cost reductions. It further 
claimed that cable could be operated 
more efficiently if it could take advan-
tage of neighboring UHF's technical and 
sales staff.

ACTS denied that common ownership 
of UHF and cable would work against 
diversity in local media. It contended 
that average UHF would have trans-
mission capacity of some 20 channels, 
and that crossownership between system 
and occupant of one of those channels 
would have "little appreciable effect" on 
program diversity.

The how of NBC News

NBC News has directed Wallace O. 
Westfeldt, executive producer of NBC 
Nightly News, to conduct study of as-
signment procedures and contents of 
news programs at NBC News both in 
New York and in various other bureaus. 

Richard C. Wald, executive vice presi-
dent, NBC News, said Friday (July 28), 
that Mr. Westfeldt will examine ratio 
between spot news and in-depth reports 
on NBC News broadcasts. Another 
spokesman said later that trend recently 
has been to emphasize in-depth reports 
and Mr. Westfeldt's mission is to make 
recommendations that would establish 
better balance between spot news and 
coverage requiring longer forms. Robert 
Mulholland, one of producers of Nightly 
News, will act as executive producer 
while Mr. Westfeldt is on special assign-
ment.

FDIC in on the act

Federal Deposit Insurance Corp. has re-
viewed radio and television commercials 
for savings banks in station to station 
crossownership of New York State and found them to contain 
"certain misleading statements." Burton 
I. Raimi, deputy assistant general coun-
sel for FDIC, has asked the association to 
"cease using such misleading state-
ments in all their future advertising."

"Such statements are based on the 
assumption that a savings bank would 
be capable of earning a rate of interest 
paid on savings accounts, statements were not 
completely accurate.

Spokesmen for Kenyon & Eckhardt, 
New York, association's agency, said, 
"I've no idea what their response would 
be. Such a letter has been received." As-
sociation is "million dollars plus" ac-
count. Spokesman for association was 
not available for comment.

Moyers moves to WNET; 
aim is diversification

Bill D. Moyers, whose $75,000 salary 
helped fuel controversy over public 
broadcasting, is taking on new duties in 
that field. He will be editor and host of 
new program, tentatively titled One Na-
tion, produced at WNET (TV) New 
York for national distribution, and will be 
member of three-man editorial board 
there to oversee national program.

Mr. Moyers will seek out producers 
from various regional production centers 
to do programs for One Nation, in appar-
tent attempt to broaden outlook of WNET 
programs.

Way was cleared for new Moyers as-
signment when CPB board cleared shift-
ing of some WNET funds into public aff-
fairs (Broadcasting, July 24). In his 
new dual role at WNET, Mr. Moyers will 
receive salary between $65,000 and $70,- 
too. Money will come from both Ford 
Foundation and CPB.

Mr. Moyers's effort for this season's 
public-TV schedule, This Week, had al-
ready been canceled.

Editorial board at production center 
will consist of Mr. Moyers; John Jay 
Iselin, general manager of WNET, and 
Robert Kotlowitz, director of national 
programming there. Board is apparent 
tempt to help ease tensions that have 
existed between WNET producers and 
Public Broadcasting Service over some 
controversial programs.

FCC challenged on 
reimbursements

National Association of Broadcasters has 
told FCC that it would be both inap-
propriate and beyond commission's au-
thority to order license to reimburse 
citizen group for expenses it incurred in 
challenging station's license renewal. As-
sociation made that contention in state-
ment it filed with commission last week 
in reference to renewal proceeding of 
WSMT (AM) Sandersville, Ga. In that case, 
challenging black group agreed to drop 
petition to deny but asked commission to 
hear station to station contest. Commission 
Station refused to make such payment.

NAB claimed commission order favor-
ing challenger in this case would be in 
nature of "penalty" against licensee, for 
which no provisions are made in Com-
munications Act. Noting commission 
turned down challenger's original request 
last October (group has asked for recon-
sideration), association urged agency to 
"adhere to the policy" announced in 
October decision—namely that it would 
not be appropriate for FCC to compel 
reimbursement in absence of voluntary 
agreement between station and challenger 
calling for such payment.
# The Parent Game

125 Markets Sold!

(48 of the Top 50; 91 of the Top 100)

Sales Score Card as of 7/21/72

## Top 100 Markets By Rank

<table>
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<tr>
<th>Station</th>
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<th>Market Rank</th>
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<td>31-40</td>
<td>WTVD-TV</td>
<td>81-10</td>
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## Markets Over 100 Rank Sold

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SANDY FRANK FILM SYNDICATION, INC.

790 Madison Avenue  •  New York, N.Y. 10021  •  Tel: 212—628-2770

Market Rank Source: Feb.-Mar. 1972 ABA Television Market Audience Rankings
Monday Memo

A broadcast advertising commentary from Robert Svensson, vice president, Harris & Frank, Los Angeles

It was local television with no ads, but a maximum of advertising impact

To a regional retailer, the thought of buying 90 minutes of prime time on two successive nights and then not using a single product commercial seemed an unlikely prospect. This is something an oil company, national insurance firm or other highly consumer-conscious corporation might do, but a retail clothing firm—hardly.

Throughout its years of retailing clothing on the West Coast, Harris & Frank has been a prominent advertiser on a Los Angeles independent TV, with a regular full-sponsorship Sunday news half-hour, various spot schedules and sports participations. Our consistent use of KTLA, other Los Angeles outlets, and stations in the other markets Harris & Frank serves has paid off on a continuing basis.

When our KTLA advertising representative called me to view the United States Information Agency-produced documentary, “John F. Kennedy: Years of Lightning, Day of Drums,” which had only recently been cleared by an act of Congress for TV distribution in this country, I attended with interest and some reservations. After screening it, I was so stirred by this masterfully produced document of the successes and sorrows of that exciting period in American history, I felt that Harris & Frank had to have it, in spite of the bite that it would put in my budget. More important, my feelings were echoed by Burton L. Kieffer, president of Harris & Frank, when he saw the film.

The problem: Here was a documentary that was so majestic, so poignant and such a moving experience that strong men literally wept. It just couldn’t be interrupted by commercial breaks—not unless we wanted to risk bringing the wrath of the viewing public down on us.

It seemed essential that Harris & Frank should do little more than refer to its own 116-year history in the opening billboard and immediately get to the statement: “Brought to you without commercial interruption, in appreciation of the patronage which has contributed so much to our long and continuous growth.”

After producing over 700 product TV commercials during our years of television campaigning, it felt pretty soft for my staff and myself not to be in a crash program to produce spots to cover a full 90 minutes of programing.

One 40-second intermission in the middle was reserved for an offer of a John F. Kennedy medallion key chain free for those asking at any adult counter at the Harris & Frank store throughout the signal area. Further, the program was aired on Sunday, May 28, at 8:00 p.m.—an announcement brought in for the purpose of giving continuing identification to promos and in opening, closing, and mid-break of the special itself. News-media interest was fanned through the use of special screenings in a cocktail-party and catered dinner atmosphere at the cordial setting of the home of KTLA’s promotion director. He delivered an introduction preceding the telecast of the Kennedy Special on half-inch tape fed to separate sets for intimate viewing groups via a special Sony home TV system. Press turnout and reception were nothing short of spectacular.

From guests representing every TV magazine, supplement and publication in the area, KTLA received major linage, ranging from color covers to full-page stories, profiles and close-up coverage. Meanwhile, all Harris & Frank managers and key personnel attended a special screening and presentation at the studio to make sure that there was full communication and understanding on the retail front. Store posters were furnished and allocations of the medallion key chains arranged. An announcement was sent to all Harris & Frank charge-account customers with their monthly bills. Harris & Frank ran a dominant-sized ad in the Sunday issue of the Los Angeles Times. KTLA produced and placed two ads on each of the two telecast dates in local TV directories.

The two nights of telecasts registered a 22 rating. We got a share of 26% the first night to lead all networks and independents. Our 21% share on the repeat telecast was shaded by only 1% and on only two of the three networks.

When the Harris & Frank stores opened their doors on Tuesday morning, 15,000 Kennedy key chains—which I had worried might be exorbitant—were given to grateful customers within the first few hours. Ten thousand more were immediately ordered and promptly delivered. We are now preparing to order an additional 10,000 medallions to cover the continuing customer requests.

Hundreds of letters from appreciative viewers were received by both KTLA and Harris & Frank. Interestingly enough, the letters to the station included Harris & Frank in their expressions of gratitude. The entire venture, a cooperative effort, proved that when a retailer such as Harris & Frank, that has the guts to gamble big on an outstanding property like the Kennedy special, teams up with an energetic independent, something great can happen.

I am confident we will reap benefits for a long time to come, in terms of goodwill and prestige. We will naturally recognize. Furthermore, I feel the products we did not promote will be selling better as a result of our “special” effort.
TOP RATED THROUGHOUT THE COUNTRY...

NOW MORE VALUABLE THAN EVER!

The BEST of

LAUREL & HARDY

Available as 30 FEATURES
[Or 10 Features plus 60 Featurettes]

AND

ABBOTT & COSTELLO

52 Half Hours

For availability and price in your market, contact: ALAN GLEITSMAN - ALAN ENTERPRISES, Inc.
17366 Sunset Blvd. Pacific Palisades, California. 213-459-2925
Exclusive Distributor For THE WALTER READE ORGANIZATION, Television Division
August
Aug. 7-8—Second organizing meeting of Independent Multifamily Housing Action Network (IMHAN), by Monarch Housing Assns., at Radisson Hotel, San Antonio, Texas.
Aug. 8-9—Television Show, National Telecasting Assn. of Tex. Baseball Stadium, Houston.
Aug. 9-12—Annual convention, Rocky Mountain Broadcasters Assn., Sun Valley, Idaho.
Aug. 18-20—Convention, National Association of Television and Radio Announcers, Marriott hotel, Philadelphia.
Aug. 17-Law and media seminar, sponsored by San Francisco Chapter, National Academy of Television Arts and Sciences, Mark Hopkins hotel.
Aug. 20-23—Fall conference, American Marketing Association, Rice hotel, Houston.
Aug. 21-24—Republicannational convention, Miami Convention Center, Miami Beach.

September
Sept. 1—Deadline for entries, U.S. Television Commercial Film Festival, 4415 West Harrison Street, suite 230B, Hillsdale, Ill. 60432.
Sept. 7-8—Fall business meeting, Florida Cable Television Association, Fort Walton Beach.
Sept. 7-9—Annual convention, Louisiana Association of Broadcasters, Monteleone hotel, New Orleans.
Sept. 11-12—Eighteenth annual convention, Nevada Broadcasters Association, Hotel Tropicana, Las Vegas.
Sept. 24-26—Annual convention, Nebraska Broadcasters Association, Yancy hotel, Grand Island.

October
Oct. 6-8—National meeting, Theta Sigma Phi (professional women in communications). Marriott hotel, Houston.

November
Nov. 1—Fall conference, National Association of Broadcasters. San Francisco.
Nov. 2—Fall conference, National Association of Broadcasters, Sands hotel, Las Vegas.
Nov. 3-5—Central regional conference. American Association of Advertising Agencies, Ambassador hotel, Chicago.
Nov. 5—Fall conference, National Association of Educational Broadcasters. Scottsdale, Arizona.

Datebook®

Note: All meeting dates in 1972
Aug. 21-24—Republican national convention, Miami Convention Center, Miami Beach.
Nov. 15-18—Sigma Delta Chi national convention. Statler Hilton, Dallas.
Nov. 28-29—Annual meeting, Association of National Advertisers. Cerritos Beach hotel, Newport Beach, Orange County.

ATLANTA HAS A SUNDAY AFTERNOON TV SHOW WHOSE LINEBACKER IS A LADY.

AND IT'S GETTING A 41% SHARE OF AUDIENCE.

Wally's Workshop is a hot little half hour of do-it-yourselfery that has prompted a lot of folks into re-examining their "sports only" weekend viewing habits.

Because Wally's Workshop is working. In over 40 markets. Representing almost 50% of all TV homes.

For example: On a trend-setting station like Atlanta's WAGA, it's grabbing a 41% share at 1:30 Sunday afternoon.

And there are a raft of other stations where it's making impressive waves.

Wally is Wally Bruner of "What's My Line?" fame, and his "linebacker" in taking on all sorts of do-it-yourself tasks is wife Natalie. Which is maybe why the show is such a hit with both men and women.

Wally's Workshop opens up dozens of new sales opportunities for stations: hardware stores, lumber yards, all sorts of do-it-yourself-oriented accounts. And you can have it on a trade basis from Young & Rubicam International.

If you'd like to talk shop, the names to call are Don Foote at (212) 576-1728 or Steve Lazarus at (212) 576-8006.

YOUNG & RUBICAM INTERNATIONAL Also distributors of The Adventures of Black Beauty and The Galloping Gourmet.
SOUL SEARCHING

There's a lot of talk about it. How many of us do it?

Soul searching is what happens when we try to figure out the ratings. Why are we No. 1 in our market, or as the case may be, sometimes No. 3 or 4?

Soul searching is the business of McHUGH & HOFFMAN, and we search out the heart, soul, affection and defection of audiences toward stations. The audience knows why it likes your station and why it doesn't, person by person, program by program. Since the viewers and listeners spend far more time with the stations than anyone in management, they are amazingly honest and articulate about what they like or dislike. Ratings only tell you how you make out with these audiences, not WHY.

We find out why through the use of the social scientist and in-home, in-person interviewing. But we do a lot more during the course of the year—we work for you. We make specific recommendations for change, monitoring you and your competitors on a regular basis. We make sure that constructive change occurs to get things going in the right direction—and keep it that way. We literally harass you into improving.

There is a lot more to it though, and it doesn't fit in an ad. Give us a call for a presentation, with absolutely no obligation on your part.

Volunteer

EDITOR: Many statements have been made and much written about the accomplishments of some broadcast organizations in the reduction in the amount of commercial time used by their stations. Early in 1969 we felt that it was necessary to reduce the amount of commercial time used on channel 6. Since then we have operated at least 20% below the allowable standards as set forth in the National Association of Broadcasters television code.

We view this policy as a matter of self-regulation in the best interests of the television viewers of our area. The advertisers who utilize this station have commented that they are also beneficiaries of this anticult policy.

Examples of how we implement the policy in comparison with the NAB code follow: 4:30-6 p.m., Mike Douglas Show, 15 minutes of commercial time used by channel 6, 24 minutes allowed by NAB; 9-9:30 a.m., Virginia Graham Show, five minutes and eight minutes; noon-1 p.m., Afternoon 6, 10 minutes and 16 minutes; 6-7 p.m. news, 14 minutes, 16 minutes; 7:30-8 p.m., Jeannie, four minutes, five minutes; 10:30-11 p.m., Death Valley Days, three minutes, five minutes; 11-11:30 p.m. news, eight minutes, eight minutes. —Jerry Chapman, station manager, WRTV(TV) Indianapolis.

Archives

EDITOR: The history committee of the Association for Professional Broadcasting Education is attempting to preserve transcriptions of old radio programs. It would be appreciated if radio stations that have such material still on hand would contact me. I will put them in touch with the closest university or college participating in this project, usually within their state. Arrangements will then be made for cataloging the material, preserving the original disks and audio-taping those in danger of destruction. —Marvin R. Bensman, department of speech, Memphis State University, Memphis.

Who's buying?

EDITOR: Regarding your article about the Association of National Advertisers' guidelines for advertising to children (July 17): While the ANA's move is a decidely a step in the right direction, it almost entirely misses the point. Specifically, children under the age of 12 have no significant purchasing power. ANA's suggestion that "Rather than urging children to pressure their parents to make purchases, advertising to children should urge them to seek parental guidance and counsel" is nonsense. When you advertise a product to a child, his dialogue with his parents consists of lobbying for the product. Advertisers should confine their commercial messages about children's products to parents. —Arthur Greenwald, student, Yale University, New Haven, Conn.

Open package

EDITOR: The item "NCAA picks CATV packager" (May 22) contained inaccuracies. NCAA Films, an agent of the National Collegiate Athletic Association, has not designated North America Cable Inc. as the exclusive distributor and packager for NCAA's Championship Film Library. While NCAA Films has approached North American Cable as a possible distributor, other cable systems would be able to distribute the Championship Library. It is not the intention of NCAA to grant exclusivity to a distributor at this time. —Graile Howlett, promotion director, NCAA, Kansas City, Mo.

Trading post

EDITOR: I have been trying to locate a record, or a tape, of what I believe to be one of a kind: "Clarinet Polka" and "Tiempo Through the Tulips" by Jimmie Carroll. It came out about 1954 or 1955. The thing that makes them unusual is that Jimmie Carroll plays all the different instruments on the record. To the best of my knowledge, it is the only commercial record ever made through multiple recording on which a full orchestration was played with only one musician. Les Paul makes one-man records, but does all the parts on guitar. Jimmie Carroll played more than a dozen instruments to make this one. — Dale Brooks, vice president, WKRC(AM) Spencer, W.Va.

On the RADAR

EDITOR: We appreciated your coverage in the June 26 issue of our RADAR survey on radio audiences. Unfortunately, a portion of another story was inserted in the middle of the RADAR article, splitting a listing of the sponsoring networks. For the record, NBC Radio as well as ABC Radio, CBS Radio and Mutual Broadcasting System jointly sponsored the current RADAR study. — Gale D. Metger, president, Statistical Research Inc., Westfield, N.J.

Last word

EDITOR: Methinks Mr. Waterman begs the question when he says "the golden anniversary of commercial radio will be upon us shortly." We celebrated that anniversary here at WSB on July 3. Even though he has corrected the WFGD to read Aug. 28, 1922, my calendar indicates the Kiel Furniture Co. sponsored the dedicatory program on WGAZ [original call of WSB(AM)] eight weeks to the
Full time...air time with Gates dual TV transmitters

In St. Louis, Des Moines, Philadelphia, Jacksonville and soon New York City, Chicago, San Francisco and Tampa, Gates dual VHF television transmitters, operating in parallel, provide complete redundancy for maximum on-air time. Because, only Gates provides switchable modulators, switchable low-level VSB and switchable color correction for 100% redundancy.

If one transmitter should fail, its duplicating twin keeps you on the air. And full time — air time is just one of the advantages of parallel operation.

For full time — air time there's really no parallel to paralleling.

For full details, write Gates Division, Harris-Intertype Corporation, Quincy, Illinois 62301.

RF switcher and diplexer for Gates dual TV transmitter
Broadcast Management
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Explores, in detail, all management problems in American radio and television... including personnel matters, and government regulations.
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This practical manual shows how to produce and use televised instruction most effectively on all educational levels from the elementary school through the university. It is about instructional television—how, when and where to use it.
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☐ 113. The Technique of Television Production, $13.50
☐ 114. Case Studies in Broadcast Management, $4.95
☐ 115. Teach with Television, $5.95

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Address ______________________________
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(continued on next page)
day earlier—minus three hours and 15 minutes, if New York was on Eastern time then.

Let's get back to the original question: Can any other station document a commercially sponsored program prior to July 3, 1922 (not Aug. 28, 1922)?—Justin Meacham, promotion manager, WSBT-AM-FM-TV South Bend, Ind.

(That original question was asked in a letter from Meacham in "Open Mike" July 3. An editor's note observed that until then we'd referenced a story in the New York Times that had generally been credited with the first commercial broadcast, advertising a housing development, on Sept. 7, 1922. Don Water- man, promotion manager of WNYM then wrote to correct the date of what he continued to describe as "the first commercially sponsored program" to Aug. 28, 1922 ("Open Mike," July 17). So far no one has laid claim to any sponsorship preceding Mr. Meacham's first assertion of priority for WNYM and there, the editors trust, the matter will rest.)

Conspicuous omission

Editor: Your article in the July 10 issue pertaining to the exit of jingles and the entrance of songs for commercials is right on target. However, as the account supervisor for Crocker Bank in San Francisco, I find it almost unbelievable that you omitted mentioning the only song written for a commercial that has been nominated for a Grammy. I refer to "We'll Only Just Begun," written originally for Crocker Bank's advertising campaign and first aired in February 1970. To date there have been over 50 leading artists who have recorded this song.—Robert J. Dreyer, BBDO, San Francisco.

Local favorite

Editor: Very rarely have I taken exception to anything that I have read in your fine publication. But this time I have to refer to your, what I consider, snide mention of Las Vegas as the site for the 1975 National Association of Broadcasters convention. You don't understand why Las Vegas was chosen in the first place. I feel that the NAB board selected Las Vegas because it's the finest city in the country to meet. Certainly if the American Bankers Association, Jehovah's Witnesses, the Association of District Attorneys, the Knights of Columbus, the American Medical Association and hundreds of other distinguished organizations have not found their image tarnished by holding an annual convention in Las Vegas, the National Association of Broadcasters cannot be damaged by coming.—Cy Newman, president and general manager, KVOV (AM) Henderson, Nev.

Well done

Editor: Your good story on the exemplary conduct of broadcast stations in the flood area and close by again [make us] all proud of our industry. As chairman of our area Red Cross chapter, I got fact sheets to [the 24 radio and six television stations in Houston] on the Agnes disaster. Radio and TV spots were made and circulated, and an appeal was made to the general public as well as corpora-

tions. Funds are still coming in, and we hope to reach our local goal of $200,000 soon. We could not have done it without the quick and effective response of broadcasting.—William E. Walbridge, senior vice president, corporate affairs, Capital Cities Broadcasting Corp., Houston.
Cable policy in the making: open entry, little control by government

Common-carrier status is foreseen in cabinet-level committee draft; ownership of systems and content would be separate, but available to anyone—including broadcasters.

Members of a high-level administration committee are beginning to file comments on a draft of a proposed report that views cable television as a virgin field for the development of federal policy ("Closed Circuit," July 25). The draft pays little attention to precedents in the regulation of cable or broadcasting. It is a fresh approach by officials who mostly are informed in only general terms on existing regulation.

The draft was prepared by the staff of the Office of Telecommunications Policy, whose director, Clay T. Whitehead, is chairman of the committee, and was based on previous drafts and on the views that committee members—three cabinet officers and three White House aides—have expressed on those drafts.

Sources familiar with the committee's work say there is no indication of any "serious disagreement" within the committee. And, in fact, the report now serving as the focal point of the committee's consideration closely resembles one of five options the committee was known to have been considering in December—the option that was believed at the time to reflect most closely the thinking of at least a majority of the committee (Broadcasting, Dec. 20, 1971).

However, there is still room and time for change. The committee, after reviewing the comments on the draft, is expected to meet within the next few weeks, probably after the Republican national convention. That meeting in turn could lead to another draft, further comments and another meeting before a report is finally ready for presentation to President Nixon.

The draft report makes it clear that the committee is considering legislation that would put its recommendations into effect. And these recommendations would provide for a different kind of cable structure from the one the FCC is building with its new rules.

However, the draft report says there should be "no sudden change" in cable policy "without substantial notice." Accordingly it says that the industry should operate under the commission's rules "for a period of years after the passage of legislation embodying the policy recommended here, as a transition interval."

The major differences between the FCC's approach and that reflected in the committee's draft appear to stem from different points of view and backgrounds. The commission views cable as a kind of broadcasting system—inheritting many of the principles of broadcast regulation—but with some common-carrier functions thrown in. The committee, on the other hand, looks at cable not in terms of broadcasting but in terms of the tech-
Technology itself and how it can be put to most effective use. "The committee's main objective was to look at cable free and clear of what the FCC did," one source has said.

The product of that approach is the recommendation that cable television be structured as a true common carrier, although one of limited utility. The aim of government policy, the draft contends, should be increased access to the medium and elimination of virtually all government control of content (except for the conventional sanctions against libel, obscenity and incitement to riot).

The committee would achieve this aim, according to the draft report. System ownership and program origination would be separate, thus eliminating the danger of excessive private control of the medium; and cable capacity would be available to all on a nondiscriminatory basis (and expanded upon demand), thus obviating any reason for government intervention to insure program balance or fairness, as in broadcasting.

The draft report says that common carrier status seems particularly appropriate for cable systems since the status is typically imposed on firms that enjoy substantial monopoly power. And a cable system, the draft report adds, "is likely to be a natural monopoly in a given area."

It does not follow, however, that public-utility regulation would be required, at least for an initial period in which the typical system matures into a substantial market force. The existence of "close substitutes"—air broadcasting and telephone services—will severely limit the monopoly power that a cable system can exploit.

The report also says it would be "highly inappropriate during the early years of cable development, when systems are required to make "substantial investments" and take "considerable risks," to limit them to a "fair rate of return." The committee is known to be opposed at least to federal regulation of rates largely by the systems and by heir channel lessees to subscribers and sponsors. It is understood that the committee has not focused on the question of rate regulation by state or local authorities.

Systems providing only antenna service for local signals would not be required to lease channels or to add capacity on demand; all systems would be required to offer local signals. However, unlike FCC policy, the draft report would not appear to require the systems and by heir channel lessees to subscribers and sponsors.

Instead, the committee would rely on the play of the market to protect local stations. For channel lessees would have to pay full copyright liability—and thus compete in the market place—if programmed imports. (One issue the committee has not yet resolved is whether the system operator would be permitted to use channels to import signals even if he paid the copyright fee.) Failure to place copyright liability on the lessee could result in local stations being driven off the air because of unfair competition, the draft report says. It expresses concern not about the stations but that rural viewers who would be deprived of service "so long as the cost of providing them the cable service remains high."

Indeed, the draft report contains a recommenda-

tion that the government act to preserve the television service to rural homes that might otherwise be lost as a result of cable development forcing "marginal" stations. The draft also says that copyright industry and the motivation of creators would be "seriously weakened" if copyright protection were denied.

The draft report departs from the commi-

nity policy also in asserting that sys-

tems should not be required to lease cable system. The committee has adopted rules barring television stations from owning CATV systems, even in the markets where the newspaper or television station is located. The FCC has adopted rules permitting local stations from owning systems in their markets and networks from owning them anywhere; it is considering a rule to break up newspaper-cable crossownership in the same market.

Under a common-carrier structure, the draft report says, such crossownership would pose no danger of media monopoly since the owners would be required to carry all local signals that lease all non-

broadcast capacity to others, and to ex-

pand capacity on reasonable demand, and since the franchise would be nonexclusive. In addition, newspapers, television stations and networks should be free to lease a reasonable number of channels in any area, the report says, and it says that the smaller stations should have the right to sell some of their capacity to larger stations.

The draft also indicates the committee is less inclined than it has been in the past to permit telephone companies to operate cable systems providing two-way services. Such a provision was contained in what was believed to be the preferred option last December. But in the draft now under consideration, telephone companies would be permitted only to provide facilities such as conduit space and poles to system operators, and then only on a nondiscriminatory basis. "Exclusive franchises, of course, are not to be construed as applying to the provision of broadband services," the draft says.

The draft also touches on the over-all question of how regulatory authority is to be allocated among federal, state and local governments—and it suggests that much of it "be shifted toward local control. Indeed, it raises a question as to what role the FCC would play. For it suggests that "broadcast broadcasting is primarily local in nature; franchising arrangements must be consistent with varying local needs . . . ; and cable operations involve

no use of the spectrum and thus little possibility of technical interference, unlike broadcast operations." Thus the draft reflects the view that neither the traditional approaches to government regulation—that of broadcasting or of public utilities—is appropriate for cable television growth "in the public interest." It says that "a new direction must be found," and adds that "a sound industry structure, combined with a reduction in the role of government in media content determination," is the way to go.

The committee members who are in the process of filing comments on the draft report are George Romney, secretary of housing and urban development; Elliott Richardson, secretary of health, education and welfare; Peter Peterson, secretary of commerce; Herbert G. Klein, White House director of communications; Robert Finch, counselor to the President, and Leonard Garment, special consultant to the President on the arts and minority-group affairs.

**Broadcast Advertising**

**Since cigarettes went off the air: most smoking ever**

That's conclusion of FTC which now wants government to buy antismoking advertising

In an appraisal of the first full year of prohibition of cigarette advertising on radio and television, the Federal Trade Commission announced last week that cigarette sales reached record levels and per-capita consumption increased for the first time in five years. The FTC recommended that the government buy time on the air and space in print media for a campaign to persuade smokers to quit.

The FTC also noted that although total advertising expenditures by cigarette manufacturers declined, spending in nonbroadcast media tripled. The figures were for 1971. The law banning cigarette advertising on the air became effective Jan. 2 that year.

The information was sent to Congress July 23 as a tabular supplement to a report submitted earlier this year. The latest document provides final figures in place of estimates used earlier.

Last week's report said domestic sales of cigarettes in 1971 reached 547.2 billion units, well above the previous high of 540.3 billion in 1968.

Per-capita consumption by U.S. residents and overseas military personnel was 3,982, compared to 3,969 the year before. The per-capita index had been declining since 1966 until last year.

Cigarette manufacturers were increasing their sales, they were decreasing their total advertising. They saved $215

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Broadcasting Jul 31 1972

23
millon in broadcast advertising but spent $160.3 million more on newspapers, magazines and other advertising forms than they did in 1971. Allstate's cigarette revenues were $251.6 million in 1971, $314.7 million in 1970. By media, these were the figures:

Television went from $205 million in cigarette revenues in 1970 to $2.2 million in 1971—all spent on the heavy sports schedules of Jan. 1 that year. Radio went from $12.4 million to zero.

Cigarette advertising in newspapers rose from $14.7 million in 1970 to $59.3 million in 1971; in magazines from $38.6 million to $98.3 million; in billboards and posters from $11.7 million to $60.6 million, and in direct promotion from $19.9 million to $27 million.

Since 1967, the FTC noted, it has been recommending more money for the Department of Health, Education and Welfare to initiate more programs to inform the public, especially young people, of the dangers of cigarette smoking.

Last week's recommendation added a new provision: "... that any such appropriation should specifically authorize [HEW] to purchase time on commercial broadcast facilities and space in print media for the dissemination of messages designed to discourage cigarette smoking."

The FTC also urged stronger health warnings on cigarette packaging and advertising.

It also called on Congress to require a declaration of tar-and-nicotine content to appear on all packages and in all advertising, and to provide that, if further hazards are found, that too be listed. Additionally, it recommended the appropriation of funds for research by the National Institutes of Health for the purpose of developing a safe cigarette.

### Never on Sunday

New Zealand plans to continue its ban on Sunday TV and radio advertising. The New Zealand Broadcasting Authority's decision was based on a public-opinion poll that showed 61% of those surveyed opposed TV and radio commercials on Sunday.

Allstate initially sought to run one of the commercials on Meet the Press on NBC on May 28. He indicated that the network appeared to be amenable at first, provided tests portrayed in the commercials were successful. But, said Mr. Schaffer, when tests made in Michigan in May by other groups failed, NBC turned down the commercials. (Mr. Schaffer said the failures were not scientifically controlled while his company's tests, performed in April by an independent testing company, proved out and were scientific.)

After NBC rejected the airbag commercials, it was said, Allstate substituted "standby" messages. ABC network rejected Allstate airbag commercials when film a automation firm has resubmitted the commercials in modified form. ABC has not ruled on the new commercials.

Senator Vance Hartke (D-Ind.), acting chairman of the committee, said he was shocked by the network interpretation of the fairness. "Something is wrong," he said, "when the networks refuse an item of safety on a paid basis" in view of the fact they accept commercials from car advertisers who promote auto safety features.

Mr. Schaffer said later that his company disagreed with the networks' position and that Allstate had asked to appear before the committee to voice its complaint.

At CBS, on which Allstate is a substantial participant in sponsorship of campaign coverage, Robert D. Wood, CBS-TV president, said:

"The thrust of the commercial submitted was that the airbag provides the best possible restraint system.

However, no airbag was demonstrated on the driver's side, and the advertiser's representatives [Leo Burnett] told us that as yet a foolproof airbag has not been developed for the driver. It was our feeling that such commercials could be misleading until such time as the driver can enjoy the same protection that apparently is provided for the passenger."

NBC said that as a matter of "general policy" the network does not sell commercial time on controversial issues and that the FCC's staff last January held the airbag controversial "and subject to the commission's fairness doctrine."

NBC said its policy was based on the belief that the public is better served when controversial issues are covered in news and public affairs shows. (Mr. Schaffer said later that Allstate's sponsored airbag test had indeed been made available to the networks for news coverage but maintained that the subsequent failures intruded and the latter got all the news play.)

An ABC spokesman said the commercials failed to pass muster with the network because of the "manner of the presentation" which "appeared to raise controversial issues."

### Court asked to prod FCC on remanded Chevron case

Complainants say commission drags its feet by failing to re-evaluate fairness edict

The FCC is being pressed hard for a decision in a case in which the question is the controversial one of whether a product commercial triggers the fairness doctrine.

More than six months ago, the U.S. Court of Appeals in Washington, in response to a commission request, remanded the case, in which two San Francisco Bay area residents were appealing the agency's decision denying the fairness doctrine complaint they had filed against five Bay area stations.

Last week, Alan B. Neckritz and Lawrence B. Ordower notified the court that the commission had yet to resolve complaints involving the case and asked the court to force the commission's hand.

They said the court either should consider the commission's failure to act as a final order denying relief and review it, or direct the commission "to render an immediate, written decision."

An action was filed in September 1970, when Messrs. Neckritz and Ordower were students at the University of California Law School, involved commercials for Chevron F-310 gasoline. The spots contend that use of the product helps reduce air pollution. The complainants asked the commission to require the stations involved to air
WHY COMPANIES HIRE THE WRONG EXECUTIVE!

Many companies err in their selection procedures because they do not obtain an adequate number of candidates at the outset. This is because recruitment is costly, time-consuming, often frustrating, and frequently fruitless, particularly when men are being sought for higher level positions.

It is not that many candidates are not men of good character who are anxious to do a good job. Rather it is that very few men have the precise constellation of qualifications needed for the work. (Selection here is analogous to finding a good left-handed pitcher who can also bat .300.) For this reason it is usually necessary to obtain proportionately more candidates for these more sophisticated, higher level positions.

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

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

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

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

Ron Curtis & Company
O'HARE PLAZA, 5725 EAST RIVER ROAD, CHICAGO, ILLINOIS 60631. (312) 693-6171
BAR reports: television-network sales as of July 9
CBS $327,020,300 (36.9%); NBC $289,043,200 (32.6%); ABC $271,014,000 (30.5%) *

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<th>Total dollars week ended July 9</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
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* Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.

The other side of the issue they said was raised by the spots, and to direct the stations to stop carrying the ads, which they said were deceptive.

The commission acted eight months later—after the complainants had petitioned the appeals court in San Francisco for relief. The commission denied the complaint, and Messrs. Neckritz and Ordower appealed.

The next major development in the history of the case occurred last August, when the appeal court in Washington, in the Friends of the Earth case, overruled the commission and held that commercials for leaded gasoline and automobiles stemming from a fairness-doctrine issue concerning air pollution.

The commission in November asked the court to remand the Neckritz case so that it could reconsider its decision in light of the Friends of the Earth decision. The court agreed to the request, and directed the commission to rule on the fairness-doctrine issue, the deceptive advertising issue and on a request by the complainants for interim relief, which would allow them to seek a decision on the merits.

The commission three months ago issued an order denying the request for interim relief and the request that it direct the stations to stop carrying the contested commercials. But it has yet to resolve the key question as to whether the commercials raise a fairness-doctrine issue. And the complainants contend the time has come for the court to act.

Three face FCC fines for ad practices

The FCC has ruled that KLAS-TV Las Vegas, owned by billionaire Howard Hughes, is apparently liable for a fine of $4,000 for alleged fraudulent billing practices.

The commission said it found four instances in which the station issued invoices to advertisers containing fraudulent information as to time of broadcast, actual cost of the commercial and the nature of the material aired. The licensee, Hughes Tool Co., has 30 days to either pay or contest the fine.

In another action last week, the commission held that Birch Bay Broadcasting Co.'s KARI(AM) Blaine, Wash., is subject to a $5,000 fine for purported violations of the logging requirements. The commission said the station apparently entered the names of certain advertisers into its program logs several days after the clients' advertisements were actually broadcast. The FCC said the station had no explanation for its actions.

The commission also issued a notice of apparent liability to WEXT(AM) West Hartford, Conn., for failing to log commercials and for failing to identify certain sponsors. The station faces a fine of $4,000.

Down go discrepancies

Ayer finds TV's have reduced number of spots in wrong place at wrong time or not there at all

N. W. Ayer & Son is giving TV stations good marks for "doing a better job of handling commercials for agencies and advertisers," based on results of the agency's most recent study of station performance.

Results were reported by Hans L. Carstensen Jr., senior vice president and director of media in Ayer's New York office. He said that the agency's latest study covered a five-month period from December 1971 through April 1972. A similar study was conducted from May through September 1971.

In the period ended last April, 23,000 messages were measured. Mr. Carstensen said the agency found 4.1% of the commercials in discrepancy, a drop from the 5.1% reported in the previous five-month period.

Mr. Carstensen said that in the latest study, 0.9% of the spots were discrepant because they ran at the wrong time; 1.3% because the wrong commercial was run and 1.9% because no commercial ran at all. The biggest improvement, according to Ayer, was in the third category: In the previous five-month period, 2.8% of the commercials studied were not run by stations.

Ayer officials said that these percentages covered commercials "lost in advertising delivery insofar as clients were concerned."

Aside from this area, there were commercials in discrepancy that were not lost but adjusted, entailing "extra work and unnecessary expense" for the agency and stations. These amounted to an additional 10% of all spots measured. In about half of these discrepancies, the spot did not run exactly as the agency ordered but was approved by the buyer as an acceptable substitute. In the other half of the cases, make-goods were negotiated between the buyer and station.

Schweiker renews fight on radio-TV exclusion

Speech to Senate denounces ban on armed forces purchase of broadcast time for recruiting

Senator Richard S. Schweiker (R-Pa.) is continuing to push for Senate passage of his amendment to the military procurement bill to allow the armed forces to spend recruitment advertising funds on television and radio (BROADCASTING, July 10). In a statement prepared for delivery on the floor Friday (July 28), he detailed his argument in favor of the amendment.

Prohibiting broadcast advertising by the armed forces does not further progress toward ending the draft "because it ties the hands of the military man when it comes to recruiting," he said. "In addition, [it] is extremely unfair to the broadcast industry and unnecessarily singles out that segment of the media for discriminatory treatment."

Senator Schweiker said that TV and radio advertising is "essential to permit the Defense Department to maximize the effectiveness and efficiency of its recruiting dollar." He cited a Gallup study which found that "there is an advantage of approximately 18-to-1 for paid broadcasting over public-service broadcasting" directed at men between the ages of 18 and 34. Most public-service ads do not reach young men in this age group, the study noted.

"I don't think we should kid ourselves to think that public-service advertising would be enough," the senator said. He pointed out that many agencies and organizations compete for public-service time, that public service cannot be used to reach a target audience or regional market and that it does not permit a coordinated ad campaign that tells a comprehensive story.

The prohibition on paid broadcast advertising stems from a provision inserted in the conference report on last year's Defense Department appropriations bill. The Senate had deleted 39 million of the Army's advertising budget, but the con-
“Collins 40-kW FM transmitter gives KOAX a great new sound...

...and a new level of ‘on-the-air’ performance.”

Miller R. Gardner, President of KOAX-FM, comments on the selection of Collins 40-kW FM transmitter for his station:

“We wanted the newest, most up-to-date system of its kind in the world... one that would provide superior performance and reliability. We found all these features in Collins 40-kW transmitter and a Collins circularly-polarized antenna system. Not only have we realized a tremendous improvement in our signal quality, but we also have the assurance of system redundancy and automatic switchover with minimum signal degradation.”

Collins new 40-kW transmitter is specifically designed as a twin system with built-in redundancy, including dual exciters. If one of the 20-kW units should fail, automatic switchover occurs and the system picks up a dummy load and continues to operate with only a 3-dB signal loss.

The new transmitter uses solid-state on-off switching and is equipped with automatic power output control. Complete self-monitoring capability, flexible controls, and fault-alarm indicators afford ease of operation and maximum protection. The direct FM all-solid-state exciter offers such options as stereo multiplex and an SCA generator.

For more information, contact your Collins representative or write Collins Radio Company, Dept. 400, Dallas, Texas 75207. Phone: (214) 235-9511.
ARB devises plan to reach the unreachables

New ESF will use "occupant" mailings to get participants in surveys from unlisted and nonhome phones

The American Research Bureau convened close to 100 advertising-agency and broadcasting researchers in New York last Thursday (July 27) to explain its technique for getting nonphone homes and homes with unlisted phones into its TV and radio audience-measurement samples ("Closed Circuit," April 24, June 5).

The trick, Research Vice President Rupert R. Ridgeway told the group, involves use of "occupant" lists—lists of home addresses to which mail is sent simply to "occupant," which are bought from professional suppliers—and the computerized matching of these lists against telephone-directory computer lists. The matching process, he explained, identifies homes on the "occupant" list that do not have phones or have unlisted phones.

These homes are then given representation in the sample and are sent letters in specially designed envelopes, addressed to "resident" but carrying first-class postage, asking the occupants to call ARB. Special inducements, such as a dollar bill, are also included. Those who call are then identified and asked to cooperate by keeping ARB diaries. "We are getting different kinds of people responding, people who never responded before in telephone-oriented surveys," Mr. Ridgeway reported.

Audience-measurement services have been criticized over the years for failure to cover homes not listed in telephone directories, in that they are not covering the complete market. Random digit dialing breaks the barrier for homes with unlisted phones but reaching nonphone homes remains a problem.

Mr. Ridgeway, credited by ARB with developing the new technique, said a number of possibilities were explored—use of auto registration lists, utility lists and the like—before ARB settled on the combination of occupant lists and phone-directory listings. ARB calls the homes added its "expanded sample frame" (ESF).

He said ARB was "encouraged" by initial results of its first field test, undertaken in June. But he also made plain that it will require more time to be answered and much more field work to be done, some of it already under way. And he left no doubt that ESF would be "expensive," though he gave no clue to what the cost might be.

ESF homes are "expanded," Mr. Ridgeway suggested, may be largely divided into two distinct groups, the "very rich" (unlisted phones) and the "very poor" (no phones), although many of them—as represented by the mobile, generally younger families who have moved since the last phone book was printed—would cut across all lines.

Mr. Ridgeway said current testing is confined to TV but will be expanded to radio when the TV tests have been evaluated. TV viewing data based on ESF in New York and Los Angeles during November will be published as demonstration reports for those markets in addition to the regular November reports.

ESF measurement will necessarily be limited to metropolitan areas, Mr. Ridgeway said, because rural addresses and post office box numbers cannot be sampled, thanks in part to postal regulations that forbid delivery of "occupant" mail to selective addresses on rural routes. He mentioned Atlanta and San Francisco as "prime candidates" for future use of the ESF technique.

Mr. Ridgeway said the technique was explained to the Advertising Research Foundation's research advisory panel and the National Association of Broadcasters committee on local television and radio audience measurement (COLTRAM) about a month ago. He also called upon last week's audience to help determine how the data should be analyzed and to let ARB know "what you are looking for." ARB, he said, "feels the necessary added investment in benefits to the broadcasting industry, but only our clients can tell us if the cost is worthwhile."

Profits to revenues: off year at agencies

Net income as percentage of gross income dropped in 1971, AAAA study shows

The Association of American Advertising Agencies reports in a study due out today that the average net profit of agencies as a percentage of revenues, declined in 1971. According to AAAA, the net profit of agencies, after taxes, declined to 3.32% of their revenues, compared with 3.46% in 1970.

The study, covering costs and profits of 215 AAAA member agencies, also showed that among incorporated agencies—excluding partnerships and proprietorships—the average after-tax profit went from 3.11% of revenues in 1970 to 2.87% in 1971, or, in terms of sales, from 0.66% of agency annual billings to 0.56%.

The report did not specify profits by agency size but said the 1971 average ranged from a low of almost zero for one size group to 5.93% of revenues for the largest group. In terms of agency billings, the profit pendulum moved from almost zero for one size group to a high of 0.92% for another. Profit averages usually tend to run somewhat higher for larger agencies, according to AAAA. (The average...
rate of profit dropped in six of the nine size groups, and rose from the previous year for the three groups representing larger agencies).

Though payroll continued to be the dominant agency expense, it dropped from 67.6% of revenues in 1970 to 65.26% in 1971. AAAA said the reduction of 0.24% in the average rate of profit for incorporated agencies in 1971 resulted from increases in virtually all overhead costs, since the total of these increases exceeded the reduction in payroll.

Institutionalizing counteradvertising?

Law school dean proposes regular amount of free time for responses to ads; case-by-case decisions would no longer be made by FCC

The dean of the University of San Francisco School of Law is the latest to try his hand at resolving the controversy stirred by the Federal Trade Commission's proposal for counteradvertising—a "compromise," he calls it, between opposing sides in that fight.

Dean C. Delos Putz Jr., writing in the current issue of the University of San Francisco Law Review, suggests that the FCC require broadcasters to make available a "substantial amount" of free time, "equal to a significant percentage of the licensee's total paid commercial advertising time" for the discussion of points of view counter to those raised in the commercials.

Thus this resembles the FTC's proposal. He would also use the FTC's "four categories of advertising"—those that explicitly raise controversial issues, that raise them implicitly, that are silent about negative aspects of the products, and those that call for guidelines for directing attention to problem areas.

But Dean Putz would not use them as a basis for the assertion of individual claims for reply time as a matter of right. That, he says, would lead to "open-ended invitations for endless litigation about whether a particular advertisement . . . comes within one category or the other for purposes of determining what guidelines apply in measuring reply obligations."

Under Dean Putz's proposal, each licensee would administer the fund of free time as he saw fit, with his discretion subject to review by the FCC, not at the complaint of individual protesters but at license-renewal time, on the basis of over-all performance.

A licensee who devoted the required amount of time to counteradvertising would be favored with the presumption that he had satisfied all fairness-doctrine obligations created by his airing of commercial advertising; he would be relieved of any obligation to obtain counteradvertising at his own expense. And the courts would themselves could not be used as the basis for a fairness-doctrine claim for free reply time.

I see you. If a candidate for public office makes any appearance in a spot announcement in which he is identified (or identifiable) by voice or image, the entire spot is considered a use by the candidate and therefore subjects it to Section 315 of the Communications Act. That was the ruling by William B. Ray, chief of the FCC's Complaints and Compliance Division, in response to Charles F. Dykes, an aide to Representative W. S. (Bull) Stuckey Jr. (R-Ga.). Mr. Dykes wanted to know how long a candidate must appear on a spot in order to require equal opportunities for his opponents under Section 315.

Dean Putz lists three advantages for his proposal:

It would enable broadcasters to fix the exact cost of meeting their fairness obligations resulting from the airing of product advertising—and so pass the cost on to advertisers in an orderly way. (Dean Putz, noting that advertisers pass on such costs to consumers, does not think it unfair that the public pay the cost of "a limited amount of time" for counteradvertising.)

"It would assure presentation of a significant amount of counteradvertising to the same audiences reached by commercial advertising and in a similarly effective format," he maintains.

Wood sees threat from counteradvertising

Robert D. Wood, president of CBS-TV, said Thursday (July 27) that the Federal Trade Commission's counteradvertising proposals could "choke the life out of broadcasting."

Advertisers, he told a luncheon meeting of the New York chapter of the Academy of Television Arts and Sciences, "would flee from broadcasting to the sanctuary of print ads." If the three TV networks lost as much as 10% in advertising billing each year, or $140 million in annual income, he said, that loss would just about match the amount the networks spend on news and public-affairs programming each year.

During the question period Mr. Wood spoke disparagingly of the petition by Hollywood craft unions to the FCC to force networks to reduce the number of reruns each year. "I sympathize with the unions' compunctions," he said, "but as the production costs have gone up and up and up we've had to shorten the season for new episodes each year. And there's the problem of the creative drain as well. Our contract for All in the Family calls for 24 new shows, with an option for two more. But when I told Norman Lear we wanted those final two for last spring, he threw up his hands and told us we were breaking his back, we were trying to squeeze blood out of the skin of his head."

In a final question, Eleanor Guggenheim, a reporter of a morning discussion show on WOR-TV New York, told Mr. Wood that she didn't think CBS was moving fast enough in hiring women for both on-air and behind-the-scenes jobs. After a pause he replied, "I think you're right. We've done far too little. You've caught me short on that question; you've caught CBS's record short."

$2-million doll buy. The Mego Corp., New York, has allocated almost $2 million to TV fall campaign for Action Jackson, new 8-inch toy doll, that features "largest spot budget ever for single product" in doll industry (60 major markets, starting Sept. 4) and major network children's shows and special "Walt Disney of World of Disney on NBC, starting mid-Ocotober; Macy Thanksgiving Day Parade (Nov. 3) and Thanksgiving Day parades in Detroit, Philadelphia, New York and Toronto, all on CBS. Agency is Helitzer Advertising, New York.


Trip buys Blair. The Road Information Program (TRIP), Washington, through Vansant, Dugdale, Baltimore, has bought holiday weekend schedule on the Blair-represented network. TRIP's buy consists of heavy emphasis on nation's 50 state capitals plus broad national coverage in rest of the country. Campaign will run Sept. 1-4, Oct. 13-15 and Nov. 23-26.

Affiliation formed. Hoefer, Dieterich & Brown, San Francisco-based advertising agency, forms affiliation with international marketing firm, John S. Delin and Associates, also San Francisco, to strengthen agency's overseas capabilities and provide additional services to clients in Far East. Delin organization acts as exclusive representative of U.S. manu-facturers to American markets and helps American firms develop distribution and markets in Pacific. HD&B currently also is affiliated with Yomiko Advertising Inc., Tokyo.

WRG movie. First full-length feature film in motion picture production move by Wells, Rich, Greene, New York-based add agency, will be distributed in fall by Columbia Pictures. Feature, "Dirty Little Billy" (about Billy the Kid's early life), was produced by Jack L. Warner, directed by Sai Dragoti, who wrote screen play with Wells, Rich, Greene President Charles Moss. Mr. Dragoti is president of WRG/Dragoti, agency's new film production arm.

Joining forces. Two Los Angeles-based advertising agencies, Joseph Michaels and Associates and Media Mark Produc-tions, have agreed to form an agency that would serve as a bridge between each other's agency services. Media Mark, owned by syndicator Tom Ludeman, is heavily engaged in radio and TV distribution. Joseph Michaels, operated by veteran agency executive Carl Kuhns and businessman Joseph Harris, specializes in group and regional. Objective of co-operative venture is to provide each agency with full service capability.
Big wash. Personal Products Co., New York, subsidiary of Johnson & Johnson, is introducing nationally new polyester-strengthened household wipe cloth via campaign, starting in mid-July, on network TV and spot TV primarily. Called Wonder Cloth, product is being backed by more than $4.5 million in advertising, placed through SSC&B Inc., New York.

It's national now. General Foods Corp., Post division, has placed Pink Panther Flakes pre-sweetened cereal into national distribution, supported by advertising on various TV schedules and in national newspapers. Called Post Flakes, product has branches in seven states.

Nine show buy. Schering-Plough Inc., Bloomfield, N.J., buy sponsorships in nine NBC-TV weekday daytime programs: Dinah's Place (10:10:30 a.m. N.YT), Connecting Tables (11:30-11:45, Monday), Soap Opera of the Century (11-11:30), Hollywood Squares (11:30noon), Jeopardy (noon-12:30), Who, What, Where Game (12:30-12:55), Three on a Match (1:30-2) Return to Peyton Place (3:30-4), and Somerset (4-4:30). Agency is Lake-Spiro-Shuman, Memphis.


P & G subs for reruns. Procter & Gamble, Cincinnati, through Wells, Rich, Greene, New York, is sponsoring Father on Trial (Darren McGavin and Barbara Feldon in Warner Bros. production) on Sept. 3 and Out to Get It (Faye Dunaway in the production) on NBC-TV in the 8:30-9 p.m. NYT slot, pre-empting reruns of P&G's Jimmy Stewart Show.


Agency appointments. The Mennen Co., Morris Plains, N.J., has named Warren Muller, Dolobowsky, New York, as agency for Protein 21 conditioner, replacing Case & McGrath, New York. Move consolidates all Protein brands with WMD.

Anchor Savings Bank, which has branches throughout metropolitan New York, has started new radio theme, "Think about tomorrow," which also is tied to new jingle composed for the bank by songwriter Janet Kane, wife of Josh Kane, NBC's manager of program and trade publicity. Bank President Donald L. Thomas provided voice-over for three one-minute commercials produced for Anchor Savings Bank in New York. Agency is Phillips/Aloigna Associates, Garden City, N.Y. Stations currently used by Anchor are AM's WKN, WOR, and WNYE, all New York.

Seven-week blitz. Mazda Motors of America Inc., Compton, Calif., through Foote, Cone & Belding Advertising Inc., Los Angeles, has scheduled $1 million seven-week ad blitz in 20 markets throughout six western states. Included are 60-second animated commercials and 30- and 60-second testimonials.

American Gas buy. The American Gas Association (J. Walter Thompson Co.) will sponsor six NBC-TV specials in 1972-73 season. Specials, tentatively scheduled on one-per-month basis from November through April, will be titled Ice Follies, The Little Drummer Boy, The Great Snow Goose Migration, Country and Western Hit Parade, Everybody Soar and Upon This Rock.

New in PR. Johnson & Ries Associates is new public relations agency formed by Ries Cappello, Colwell, advertising agency, and P. J. Johnson, who operated own public relations company and who becomes president of new firm. 200 East 42d Street, New York 10017; telephone (212) 687-3840.

Picks new agency. Wanc-crv New York has appointed Kenneth Sirowitz & Lawson, New York, to handle its account. Former agency was Della Femina, Trivisano & Partners there.

Joint operations. McCadden, Strauss & Irwin Inc., Los Angeles, and Bell & Stanton, New York, both public-relations firms, have pooled certain operations in some instances will provide joint servicing of clients. MS&I has moved its New York staff into B&S's New York headquarters at 909 Third Avenue. MS&I's office at 1017 North La Cienega Boulevard in Los Angeles will serve as B&S's West Coast headquarters. New relationship will serve some but not all clients of two firms. Company name used for joint ventures will be Bell & Stanton Inc./McCadden, Strauss & Irwin.

 Jennerkintown benchmark. Lewis & Gilman, Philadelphia, is working on radio and TV schedules for its new account, Bloombergdale's new home furnishing store in Jenkintown, Pa., Bloombergdale's first store outside New York City area. Commercially, agency notes, will be on air just before store's opening in mid-summer.

Producing its own. FCB Productions has been established as division of Foote, Cone & Belding, Chicago, to produce TV specials "and any other type of program material for tele- vision, industrial or training use on film or video tape." Duane C. Bogle, director and senior vice president at agency (and executive producer on several Hallmark Hall of Fame specials on NBC-TV for Foote, Cone & Belding in the past season and for 1972-73), is in charge of division. Ronald Hobin, whose background as producer-writer-director includes NBC and Westinghouse Broadcasting, will produce. FCB Produc- tions is co-producing the Hall of Fame series and also Zenith-sponsored special on TV's 25th anniversary to be shown Sept. 10 on ABC-TV.

Media

Different rules for radio, TV?

Macdonald says radio will suffer from more regulation than it needs, as fall-out from TV regulation; he promises hearings next session

Representative Torbert H. Macdonald (D-Mass.) said last week that the regulatory problems confronting radio broadcasters deserve "consistent and concentrated attention" and that his House Communications Subcommittee will single out radio for special treatment in hearings early next year on license-renewal legislation.

Mr. Macdonald addressed a luncheon of the Mutual Affiliates Advisory Council in Washington last Wednesday (July 26).

"When we summon the FCC to the Hill each year for a full report on their activities, we tend to concentrate our questioning on the glamorous issues of cable TV and siphoned license fees. Radio, on the other hand, has few problems—radio gets mentioned, if at all, as an extra added footnote," Mr. Macdonald said.

But he said the subcommittee, in its hearing on renewal legislation "early in the next session," will focus on radio "as a medium in its own right."

A spokesman for the congressman said last week that Mr. Macdonald may introduce a license-renewal bill of his own.

Mr. Macdonald noted that renewal requirements are uniform for the 7,000 radio stations in the U.S., regardless of their market situations. "Obviously we have a different set of circumstances than were envisioned when the Communications Act was signed into law in 1934," he said.

The FCC's licensing power is "unquestioned, but its eyes may have grown too big for its stomach," he said. "The answer may not, for once, be to pump more bureaucrats into another bureaucracy." It may be more simplified renewal procedure or longer license periods or no licenses at all, he said, but added he doubted Congress would accept the last solution.

The FCC may not agree that renewal applications should be judged on content rather than by "gross weight," he said. "But if we delve a little deeper than that, we might even think of creating some realistic answers that don't require hiring a law firm or taking your staff's time away from programing and managing and selling."

Mr. Macdonald cited a few of the many questions involved in dealing with renewal legislation: What should the performance criteria be? Does every station in a multistation market need to provide "balanced" programing or will the marketplace provide sufficient diversity and balance? Should a market be deprived of programing? And if not, who has the right to tell a station it must continue in the red?

He said two present renewal require-
ments that "baffle" him involve the complicated ascertainment of community needs and the mandate that every outlet in a multistation market must concoct a lengthy profile of the market.

He wished the FCC well "and especially speed" in its efforts to overhaul "these somewhat arbitrary renewal procedures." It is unclear what the subject of Congress will be inquiring into the FCC's progress. But meanwhile broadcasters should be responding to the commission's invitation for comments on the proceeding, he said. "Only a handful" have voiced their views thus far, he said, "and very productive to your cause" ("Closed Circuit," July 17, June 26).

Once again that debate about debates

As challenger, McGovern wants them; as incumbent, Nixon will stay clear; politics enters the issue in House where Speaker talks of action now to exempt top candidates from 315

President Nixon, who has been through the exercise once, has no interest in repeating it. As a result, there will be no head-to-head debates between presidential contenders this fall. But it was not at all clear that this means the Democratically controlled Congress will not press in the current session for repeal of the equal-time law as it applies to presidential and vice presidential candidates to make such debates possible.

Senator George S. McGovern (D-S.D.), the Democratic presidential nominee, took the approach expected of out-of-office candidates when, in the middle of his post-convention vacation in the Black Hills of South Dakota, he challenged Nixon to a series of nationally televised debates.

The challenge was expressed in a telegram to Representative Carl Albert (D-Okla.), Speaker of the House of Representatives, in which Senator McGovern urged prompt action on legislation to repeal the equal-time provision of Section 315 of the Communications Act for presidential and vice presidential candidates in general elections. The senate passed its version of the bill in March (Broadcasting, March 27). An identical bill introduced by Representative Torbert H. Macdonald (D-Mass.) is pending before his House Communications Subcommittee.

"The voters of this country are entitled to a full and candid discussion of the issues in this election, and that can best be brought about by the Democratic and Republican nominees meeting face to face, on nationwide television, so that everyone can see and judge the two men on their own," Senator McGovern said in his telegram. And he called on the President to join him in the request for House action on the repeal legislation—"to use his extensive influence on Capitol Hill to help assure that the debates can take place." He also asserted at a news conference that, if Congress did not act, he would urge the President to join him in buying television time for the debates.

The challenge, however, was turned down shortly after it was issued. Clark M. MacGregor, Mr. Nixon's campaign director, said that the administration's position on a broad range of issues is "well understood and broadly supported by American citizens." He added that Senator McGovern's views "have been spelled out in this year's primary elections and have not found wide acceptance."

"The people know fully of the great differences on issues between the candidates."

As a result of that position—which White House News Secretary Ronald L. Ziegler later said was "authoritative"—Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, appeared reluctant last week to push for action on the repeal legislation. He said such action would be "a futile gesture." He also expressed doubt that the bill could be brought before the committee before Congress recesses on Aug. 18 for the Republican national convention.

Speaker Albert, however, does not share Representative Staggers' reluctance. He asked the chairman and members of his committee to clear the bill for House action, and he said Representative Staggers was "not unreceptive."

Presumably, the Democratic leadership sees some political advantage in congressional approval of a bill to make Nixon-McGovern debates possible—regardless of whether President Nixon vetoes it or whether he signs it and then continues to refuse to debate the Democratic nominee. President Nixon two years ago objected to a provision in a political-spend ing bill that would have repealed Section 315 only as it applied to the top of the ticket. However, in vetoing the bill, Mr. Nixon did not mention that provision (Broadcasting, Oct. 19, 1970).

President Nixon 12 years ago appeared in the first and so far the last series of broadcast debates between opposing nominees for President. And it is generally agreed that his opponent, John F. Kennedy, won the election largely as a result of his performance in the debates.

However, political incumbents generally see no advantage in debating their challengers. In 1964, with both the White House and Congress under Democratic control, no serious effort was made to secure legislation to make possible debates between Senator Barry Goldwater (R-Ariz.) and President Lyndon Johnson.

Meanwhile, broadcasters and other members of the media were wondering last week whether Vice President Spiro T. Agnew—tapped again by the President to be his running mate—will be an old or a new version, so far as his attitude toward them is concerned. In appearances last week, he offered some basis for speculating that he would prefer to close wounds rather than open new ones. Speaking to the National Newspaper Association in Portland, Ore., the Vice President said that government officials and editors "might do well to forgo harangue and cliché in favor of discussion based on reason and public interest."

He added that "there is a place for the press and the government to coexist...and yet to maintain that vital and delicate adversary relationship that is so vital to the maintenance and preservation of a free society. I think we can bring that about with mutual cooperation."
FCC charges $204,540 for Plough transfers

Percent of stock being retained, comparison with other AM-FM switches are bases for fee in connection with Schering merger

The FCC has finally come up with a formula for determining its fee for the transfer of the Plough Inc. stations when Plough merged with Schering Corp. in 1971 (Broadcasting, Dec. 14, 1970).

Using a mathematical approach termed "regression analysis," the commission's staff has decided that Schering-Plough Corp. (the new firm created following the merger) owes the FCC $204,540.

Calculations were necessary because no cash was exchanged in the transaction; the deal involved stock adjustment in which Plough shareholders were given 30.3% of the new company and Schering holders, 60.7%. Consequently, the commission had to figure out the dollar value of the interest of the stations transferred (WPLG-AM-FM Atlanta, WCAO-AM-FM Baltimore, WCOP-AM-FM Boston, WJJD-AM-FM Chicago and WMPS-AM-FM Memphis) on its own. It did this through an analysis of 20 transfer cases involving AM-FM combinations in the past few years, which showed a definite relationship between the gross revenues of the stations sold and the price offered for them. Taking revenue figures from the Plough stations and applying the mathematical formula, the staff arrived at a technical "consideration" of roughly $25 million. By subtracting 39.3%—the percentage of the stations retained by Plough shareholders, and therefore not transferred—the staff concluded that the grant fee could be assessed on assets totaling $10,227,000. By calculating two percent (which is the standard grant fee) of this figure, the final sum of $204,540 was determined.

The commission said it would apply this principle in figuring fees for future deals in which no consideration is given. To make things easier, however, the commission asked that parties to such transactions do their own computations.

Blonder-Tongue gets station for its STV

The FCC has cleared the way for the establishment of a subscription-TV station in Newark, N.J., by Blonder-Tongue Laboratories, Old Bridge, N.J., one of the two firms that have commission approval for a self-developed STV system.

The commission last week approved Blonder-Tongue's application to acquire the construction permit for ch. 68 WWBO-TV Newark, which is not yet on the air. It also approved the firm's application to establish STV operations at the station using its BTVision pay-television system. Approval of the STV request had been a condition of the transfer application. The commission authorized the BTVision system in July 1971.

Consideration for the sale was set at $252,099. Atlantic Video Corp. was the seller.

The commission conditioned its grant to Blonder-Tongue on the requirement that the company offer a minimum of three and one-half hours of local prime-time programming per week on WWBO.

Tarzian selling WPTA(TV)

Combined Communications agrees to buy UHF for $3.6 million; station is in all-U market

Phoenix-based group broadcaster Combined Communications Inc. will acquire WPTA(TV) Fort Wayne, Ind., from Sarkes Tarzian Inc. for $3,625,000. The transaction is subject to FCC approval.

Operating on channel 21, WPTA is the ABC-TV affiliate in the all-UHF Fort Wayne market. The other stations are WANE-TV (CBS-TV, ch. 15) and WKJG-TV (NBC-TV, ch. 33).

Sarkes Tarzian is a Bloomington, Ind., broadcast equipment manufacturer. It is also the licensee of WTV(TV) Indianapolis (Bloomington).

CCC, which last January acquired its fourth and fifth television stations (KBTV-TV Denver and KARK-TV Little Rock, Ark.) from the trustees of Mullins Broadcasting Co., is a publicly owned corporation headed by Carl Eller. It also operates KTRK-AM-FM-TV Phoenix and KBLU-AM-TV Yuma, both Arizona, and KOCO-TV Oklahoma City.

Broker in the transaction was R. C. Cripler & Co.

Changing Hands

Announced

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

* WPTA(TV) Ft. Wayne, Ind.: Sold by Sarkes Tarzian Inc. to Combined Communications Inc. for $3,625,000 (see above).

* WNFL(AM) Green Bay, Wis.: Sold by the Green Bay Press-Gazette to Communications Properties Inc. for an estimated $500,000. Philip T. Kelly is president of Communications Properties, a publicly owned Dubuque, Iowa, group broadcaster. The firm also owns WDBQ-AM-FM Dubuque and WAKR-AM-FM Cedar Rapids, both Iowa; KEGO(AM) Fargo, N.D.; WDBC(AM) Escanaba, Mich., and KATE(AM) Albert Lea, Minn. WNFL operates on 1,440 khz with 5 kw day and 500 w night. Broker: John D. Stebbins Co., Lake Forest, Ill.

* KCICA(AM) Clovis, N.M.: Sold by Clovis Broadcasters Inc. to John Mahaffey, Bill Torbet and Norm Stratton for $285,000. Katheryn Williams is president of the selling firm. Mr. Mahaffey has interests in KDFW(AM) and KYSD(FM) Waynesville, Mo., and KCIJ(AM) Shreveport, La. Messrs. Torbet and Stratton

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Broadcasting Jul 31 1972 32
have no other broadcast interests. KICA is fulltime on 980 kw with 1 kw. Broker: Hamilton-Landis & Associates.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 57).

- **WWVA(AM)** Wheeling, W. Va., and **WYDE(AM)** Birmingham, Ala.: Sold by stockholders of Basic Communications Inc. to Columbia Pictures Industries Inc. for $5.6 million (see this page).
- **KBTX(AM)** Denison: Sold by stockholders of Mullins Broadcasting Co. to Mission Denver Co. for $1.5 million (see page 36).
- **WXST(AM)** West Hartford, Conn.: Sold by Donald Wilkes and Michael Schwartz to Harry Reiner and Bernard Sherf for $425,000. Buyers own **WYTM(AM)** West Longmeadow, Mass., and **WPET(AM)** Greensboro, N.C. Mr. Reiner is a certified public accountant in New York and Mr. Sherf is an attorney in that city. WXST(AM) is a daytime on 1550 kHz with 1 kw.
- **WJAB(AM)** Westbrook, Me.: Sold by Chester C. and Karen K. Steadman to John W. Bride for $182,158. Mr. Bride owns **WMBA(AM)** Ambridge, Pa. WJAB operates daytime only on 1440 kHz with 5 kw.
- **WXQY(AM)** Baton Rouge: Sold by Sound Dimensions Inc., a subsidiary of Gulf Union Inc., to Airwaves Inc. for $175,000. Principal stockholders of Airwaves are Lamar Simmons and Gene Nelson. The company also owns **WLCS(AM)** Baton Rouge and **WWUN(AM)** Jackson, Miss. Airwaves has also agreed to purchase the present WXQY transmitter site, a 7.6-acre tract, from L. W. Brooks Jr. for $60,000. WXQY operates on 100.7 mhz with 100 kw and an antenna 410 feet above average terrain.

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**Court backs FCC on fee charging**

**Points by NAB, NCTA rejected; broadcasters win slight concession in protest against effective date**

Since August 1970 the FCC has been charging broadcasters, CATV operators and others it regulates fees based on a schedule designed to provide for recovery of the commission's operating expenses. The fees have not yet produced that much revenue for the U.S. Treasury ($24 million in fiscal 1972 as against an appropriation of some $31 million), but at least the legality of the fee schedule itself has been upheld in the face of challenges by the National Association of Broadcasters, the National Cable Television Association and individual broadcasters.

The U.S. Court of Appeals for the Fifth Circuit in a unanimous opinion said that the schedule, which represents a wholesale revision and expansion of one that was adopted in 1963 and upheld by the courts two years later, "is a reasonable exercise of the authority delegated to the commission by Congress."

Under the schedule, the commission charges for the filing of applications and the grant of station transfers and assignments; it also charges broadcasters an annual fee based on their commercial rates. As for CATV, the commission charges systems a fee based on the number of subscribers.

The NAB had taken issue with the annual license fee and the grant fee imposed on station sales. It said the first was unreasonable because it indicates the commission's concern was only with recovering the full amount of the agency's appropriation and that the second is arbitrary or unfair because it does not precisely reflect the different amounts of effort the commission expends in considering applications of differing complexity.

The court, in a decision written by Judge Walter F. Gewin, held that in its complaint about the annual fee the NAB "demonstrates a myopic misconception of the 'benefits' which the commission confers on commercial licensees." The statutory guidelines under which the commission adopted its fee schedule requires the commission to consider cost to the

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**Screen Gems purchases get FCC approval**

**Columbia Pictures subsidiary buys three Basic stations for $5.6 million**

The FCC last week approved the $5.6 million acquisition of Basic Communications Corp. by Screen Gems Stations Inc., a wholly owned subsidiary of Columbia Pictures Industries Inc.

The transaction involves three of the four Basic stations, **WWVA(AM-FM)** Wheeling, W. Va., and **WYDE(AM)** Birmingham, Ala. The agreement had originally called for Columbia's acquisition of the firm's fourth station—**WOGO(AM)** Atlanta, but the Basic stockholders elected last December to retain that facility through a new corporation (Broadcasting, Dec. 27, 1971-Jan. 3, 1972).

Basic President Emil Mogul will continue to direct the three stations' operation under Columbia ownership. Other Basic stockholders include Helene Mogul and Louis Fried.

Columbia, a publicly owned motion picture producer, owns through various subsidiaries **WNJU-TV** Linden, N.J.; **WWUE-TV** New Orleans; **KCPX(AM-FM-TV)** Salt Lake City; **WAPA-TV** San Juan, Puerto Rico, and a minority interest in **WOLE-TV** Aquadilla, Puerto Rico.

**WYDE(AM)** operates on 1170 kHz clear channel with 50 kw. Its FM counterpart is on 98.7 mhz with 7.4 kw and an antenna 470 feet above average terrain. **WYDE(AM)** operates on 850 kHz with 50 kw daytime and 1 kw at night.

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government, value to the recipient and the public policy or interest served. The court said the commission is not required to publish its costs in determining the various services in the Broadcast Bureau and limit the fee for each service to its precise administrative cost.

And in declaring that the 2% grant fee is not unreasonable, the court rejected NAB's argument that the sales price reflects the assets' value and good will and its inference that the commission has already been reimbursed for its work by the fee paid in connection with the transfer application. The court quoted with approval the commission's assertion that the value of the transferred fee is generally the same as the value of the transferred asset. Therefore, it should be remembered that such grants are unlike construction permits, which often involve competitive applications and comparative hearings and simply authorize new stations of undetermined profitability. Transfers, the commission had added, are "insulated from competition and concern a going business whose profitability is reflected in a judgment by the parties who have reached agreement on the price to be paid."

The court said individual broadcasters—Clay Broadcasting Corp. of Texas, Waco; WINS Broadcasting Co., Pontiac; Steuben Broadcasters Inc. and Forward Communications Corp.—had raised a "more serious question" with respect to the time schedule the commission adopted for instituting grant fees. The schedule was adopted on July 1, 1970, and was to become effective on Aug. 1, 1970, but with applications filed before July 1 excepted. The broadcasters who had filed during the month of July contended that the rule had the effect of retroactively applying the grant fee to them.

The court said that although it "might well have done otherwise," it could not find that the "effective" date and its exemption are unlawful. It noted that the 2% fee is charged not only after the commission has processed the application and approved it—but also after the sale is consummated. "The closing of the transfer or assignment . . . is an event of sufficient independence from the mere filing of the application that the imposition of a fee upon transfers to be made in the future is not a retroactive fee upon those applications already on file but not yet granted," the court said.

The court also rejected the cable interests' arguments that the commission lacks authority to impose a fee on CATV systems; it amounted to 30 cents per subscriber. "It seems apparent," the court said, "that, under the commission's regulatory scheme, CATV operators have received 'valuable benefits' sufficient to justify the imposition of the annual fee."

The court added that some of the commission's regulations have tended to restrict CATV. But it added the question is not whether the regulated industry likes the prescribed regulations but whether the members of the industry have benefited in a manner different from the public at large. And the court said that a "scarcity of television outlets which exists under the commission's regulation of the broadcast market structure creates much of the economic value of the distant signal importation by CATV."

The opinion amplifying more persuasive NCTA's arguments that the annual fee fails to meet the statutory requirements for imposing fees and amounts to a tax because it fails to consider the statutory element of "value recipient" flowing from commission regulation.

NCTA had also argued that the precise fee was based upon a miscalculation. The court, however, held that the balance struck by the commission "was not unreasonable or arbitrary." But it also said that if the fee proves to be unfair in the future, the commission can be expected to revise them.

Joining Judge Gewin in the opinion were Judges Robert A. Ainsworth Jr. and Bryan Simpson.

NAB action group now a reality

Manship of Baton Rouge will head a new committee—outside NAB—for political 'education' and funding

Formation of a national broadcasters' political action committee, with dual functions, is under way at last. It is the broadcasters' reaction to the regulatory and other problems they are facing, particularly those involving license renewal and the threat of counteradvertising.

Leader of the committee, "National Committee for the Support of Free Broadcasting," is Douglas L. Manship, president of WJBO-AM-FM and WBRZ-TV Baton Rouge, and of KRGV-AM-TV Westlake, Tex. Mr. Manship also is the publisher and editor of the Baton Rouge Advocate and State-Times, and is chairman of a special committee of the National Association of Broadcasters devoted to opposing FCC proposals that would require divestiture of commonly owned TV stations and newspapers in the same markets.

One of Mr. Manship's obvious qualifications for the political action leadership is the fact that he raised almost $200,000 (out of the $300,000 needed) for the media structure group to pay for extensive and expensive research aimed at proving there is no conflict and nothing contrary to the public interest in such joint ownership.

The idea of political fund-raising was first suggested by Roy Elson, NAB vice president for government activities, at last January's NAB board meeting in Florida. At that time, the NAB board voted it a good idea, but insisted that it be organized outside the association.

Mr. Elson said that under the NAB convention in Chicago, there was no feeling of urgency in organizing for the coming election. In June, however, the NAB board, meeting in Washington, NAB officials to move rapidly to establish a political action group with the goal of involving itself, no matter how modestly, in the current election campaign.

The meeting that officially brought the political campaign group into existence took place last week in Washington. Present, in addition to Mr. Manship, were Grover C. Cobb, executive vice president for government relations; William Carlisle, a member of that department; Louis Rosen, assistant general counsel, all of the NAB, and George Webster, a Washington attorney retained by NAB as special counsel for this project.

The committee will consist of a board of six or seven directors, and a second group of 15-20 advisory trustees. In addition to Mr. Manship, one of the executive trustees will be Vincent T. Wasilewski, NAB president. Others are being chosen but their names are being shielded pending their acceptance of the posts.

The organization will operate on two levels, Mr. Manship explained last week. One will concern itself with raising and disbursing money to help the campaigns of friendly congressional and senatorial candidates. This will be the focus of the group, Mr. Manship stressed: it will not get involved in presidential races or state elections.

The other, he said, will be in the educational and will be operated completely apart from the political contribution activities. This activity will probably become involved in compiling voting records, reprinting speeches, and issuing booklets and pamphlets explaining issues. This type of activity is eligible to be supported by corporations, it was noted: political contributions are not.

Mr. Manship emphasized that the goal is to raise an unstated amount of money from as large a number of contributors as possible. "We would rather raise $1,000 from 40 broadcasters giving $25 each, than from one 'big contributor,'" he said. And, he said, no anonymous contributions will be accepted.

"This undertaking," he said, "is going to operate in a fishbowl. It will have to withstand the most extreme public scrutiny. And it will."

Environmentalist petition would hit all stations, WABC-TV says in defense

Station tells FCC that attempt to use fairness-doctrine complaint as license-denial issue would be precedential; Philadelphia stations challenge challengers

WABC-TV New York warned the FCC last week that if the agency honors a petition to deny filed by two environmentalist groups, it will be setting a precedent of overregulation from which no broadcaster in the country could escape.

The station made that claim in opposing the challenge filed three months ago by the Conservation Committee of New York City, and of Citizens for Clean Air and Friends of the Earth, which claimed that WABC-TV's alleged failure to present a balanced pic-
ture of New York's air pollution problem is a violation of the fairness doctrine serious enough to warrant denial of the station's license-renewal application (Broadcasting, May 8).

The ABC-owned station claimed that the CCA-FOE petition is "both sympathetic and reflective" to recent citizen-group efforts to expand the fairness doctrine beyond its intended degree of applicability. But the petition in question, WABC-TV claimed, "takes that process one step further and attempts to frustrate the license renewal application of an individual station on the basis of a proposition that, if germane at all, must extend to the entire broadcast industry." The station claimed that neither the FCC nor the U.S. Court of Appeals in Washington, which has overruled the commission in significant fairness cases several times within the past year, intended the fairness doctrine to be applied in a singular instance to the license renewal process. No past fairness cases have ever resulted in a station losing its license due to an individual fairness violation, it noted, and denial of renewal on fairness grounds has proven appropriate only in cases where a consistent history of violations can be shown.

WABC-TV observed that the CCA-FOE argument did not relate to the station's general performance in the fairness area but merely to one narrow subject—and even here the petitioners have not contended the station has failed to provide any coverage, but merely an inadequate amount, it said.

The station asserted further that the petitioners' principal legal argument—that the Court of Appeals ruling extending the fairness doctrine to the subjects of high-powered automobiles and high-test gasoline applies in the immediate case—is the product of a misinterpretation of the court's decision. WABC-TV said the petitioners have taken this ruling to mean that the station must schedule a proportionate number of counteradvertisements to balance out its commercials for cars and gasoline, that such advertisements should be run immediately after the commercial announcements, and that WABC-TV was obligated to air antiadvertisements prepared by CCA. Such is not the case, the station said. While the court provided for a general extension of the doctrine in these areas, WABC-TV argued, it left the matter of how a station fulfills its fairness obligation to the discretion of the licensee.

In other pleadings filed at the FCC last week, representatives of the 28 Philadelphia stations named in a petition seeking enjoinderment of alleged equal-employment violations, stated that petitioner Communications Coalition's statistical approach belies the true nature of the employment situation at their facilities. The stations, WPQI, "M," and WWBP-AM-FM, claimed that a mere restatement of statistics taken from their FCC equal-employment forms does not constitute a valid argument that the stations followed a policy of discrimination against minorities. The stations cited past instances in which they allegedly made an affirmative effort to hire...
and train minority personnel—a process sometimes frustrated by lack of experience on the part of the applicants, they said.

In another filing, WXBO(AM) Harrisburg, Pa., claimed that the black group that had proposed withdrawal of its application had refused to sign the petitions and that the station's ownership was not as stable as the group claimed. The station was also cited as a reason for the failure of the FCC's test of validity among petitions to deny in that it did not present specific allegations warranting a renewal hearing and submitted no affidavits in support of its allegations. The station questioned whether all the individuals named in the petition agreed with the points made in the document. WXBO also alleged that the petitioners do not have standing to file the challenge and that the petition itself relies on generalizations—the latter point underscored, it said, by the fact that another petition by the same group, against WPSC(AM) Harrisburg, is worded identically.

**KBTR sale survives format-change challenge**

However, FCC notes that it's ready to study thinking behind such switches

The FCC last week held firm to its position that licensees and purchasers of stations have a right to change the formats of their stations despite opposition from the community. In approving the $1.5-million sale of Mullins Broadcasting Co.'s KBTR(AM) Denver to Mission Denver Co., which intends to replace the station's 24-hour all-news format with one featuring country and western music, the commission said it is prepared to consider the reasonableness of a format-change decision.

The sale had been opposed by four citizen groups in one petition and, in another, by KLAK(AM) Lakewood, Colo., a Denver suburb. KLAK expressed concern because the format proposed for KBTR would make that station a direct competitor for the same audience, since both stations would be broadcasting country music. Both KLAK and the citizen groups contended that Denver was receiving enough of that kind of music.

And both petitions contended that Mission Denver's ascertainment of community needs was deficient; they said that the evaluation of problems was not set out and that the community leaders who were interviewed had not been informed of the proposed format change.

The commission, however, held that Mission Denver had complied with all ascertainment requirements and that the allegations regarding Mission Denver's procedures and proposed programing do not raise substantial questions of fact which must be resolved in a hearing.

It also pointed out that KBTR was not the only source of radio news in Denver. It noted that stations in the Denver market provide 291 hours and 39 minutes of radio news each week, and that radio news is available on a 24-hour basis, even if not on the same frequency.

Reflecting the position taken in previous cases involving format changes, the commission said that "under our system of broadcasting, the public interest is best served by not hampering a licensee's flexibility in choosing or changing formats." But it also said that economic factors must be considered—and noted that Mullins had mulled new formats.

"We cannot insist that Mullins sell only to someone who will continue 'all news,'" the commission said. If an assignee proposes an alternative service, the commission added, the issue to be considered is "whether approval of his application will serve the public interest."

The commission said the "plethora" of news services available in the market including the prime-time "all-news" service recently begun by KGMC(AM) Englewood and KOKM(AM) Lakewood was evidence that Mullins Communications' alternative balanced program proposed by Mission all "justify the format change at KBTR."

The commission also rejected a claim of KLAK's that Mission Denver is not financially qualified. The commission said the purchaser's financial qualifications have been demonstrated.

Mission Denver is 100% owned by Jack Roth, who also owns KONO(AM) and KITY(FM) San Antonio, Tex., WWOK(AM) Miami, Fla., and WAME(AM) Charlotte, N.C. In addition, he has a construction permit for WQLI(FM) Miami.

KBTR is the sole Mullins Broadcasting Co. property surviving from what had been a group of five stations. KBTV(TV) Denver and KARK-TV Little Rock were involved in Mullins Communications Corp.'s merger into Combined Communications Corp. in January. At the same time KARK-AM-FM were sold to the station's general manager, Ted L. Snider (BROADCASTING, Jan. 31). The KBTR spinoff to Denver was held up because of the two petitions to deny.

The commission acted on a vote of 4-4-0-1, with Acting Chairman Robert E. Lee and Commissioners H. Rex Lee, Charlotte Reid and Richard E. Wiley in agreement, and Commissioner Nicholas Johnson dissenting. Commissioner Benjamin L. Hooks did not participate. Chairman Dean Burch was absent.

**FCC shuns format plea, but has other questions**

Advanced date for renewal filing set in order to determine whether AM in Greenwood lived up to promises

Leflore Broadcasting Inc. has been directed by the FCC to file an early license renewal application for WSGW(AM) Greenwood, Miss., as a result of a petition by a group of former station employees, local community leaders and members of civil-rights organizations.

The petition was aimed at requiring Leflore to abandon the station's present middle-of-the-road format and to revert to a radio format and programs. The petitioners said the loss of the station would not be necessary because the station's license should not be revoked.

The commission turned down the request regarding format on the ground that—as it has stated in previous cases—to proceed with a format change requires a matter "largely within the discretion of the licensee, particularly in the face of a deteriorating financial situation," as Leflore asserted was situation with regard to wswg.

But it said that the petitioners had raised substantial issues and that a hearing "may be necessary" to resolve them. The commission decided to operate proceedings, in light of the issues and the fact that the station is in the final year of its license period. Instead, in an unusual action it directed Leflore to file its renewal application by Nov. 1, 1972; Leflore said the due date had been due March 1, 1973, three months before the license is due for renewal.

The commission is concerned about questions as to whether Leflore carried out the promises it made in its 1970 renewal application, particularly those involving programs aimed at meeting the needs of the area's blacks; whether Leflore misrepresented its performance in the application and subsequent written statements, and whether it violated the commission's rules prohibiting discrimination in employment on the basis of race.

The commission also said it would make available to the petitioners the financial reports of WSGW and the commonly owned WSGW-FM for 1970 and 1971. The commission has shown a reluctance to make public such records. And it rejected the petitioners' request that the financial reports of all Greenwood, Miss., stations be made available to the petitioners. But it said that since Leflore gave its "poor financial position" as a reason for the format change and "since this is in the nature of a contested proceeding," the recent WSGW-FM financial records should be turned over to the petitioners. The commission has made public stations' financial reports under similar circumstances in the past.

Leflore in 1971 advised the commission that it was because of a $20,000 loss in the preceding year that wsgw was dropping its rhythm-and-blues format in favor of one featuring country-and-western music. In May 1971, WSGW-FM began duplicating programing during daylight, employing a middle-of-the-road format.

Leflore had acquired wswg on Aug. 4, 1969, and had promised to present programs to meet the needs of the area's black population, almost 50% of the total. In its 1970 renewal application, Leflore said it would continue that orientation, and proposed to devote 95% of its programing to rhythm and blues, 3% to popular music, and 2% to religion.

At the time of the first format change, wsgw fired three black announcers. One was later hired by the FM affiliate. And the petitioners urged the commission to order the reinstatement with back pay of the two others. The commission, however, said that would no have been "necessary." In making its decision on the discrimination charge, it had no specific statutory authority to order the reinstatement of the two blacks, and has not adopted any rules in that regard.

The commission action was adopted by

*Broadcasting Jul 31 1972*
30 stations queried on employment records
They're first to get letters in FCC's equal-opportunity drive; Hooks to be specialist on subject

The FCC moved ahead on a new front last week to implement its policy aimed at eliminating discrimination in employment in broadcasting. It wrote 30 stations in Pennsylvania and Delaware—three of them television outlets—for more information on their efforts to provide equal employment opportunity to women and members of minority groups.

The stations, along with others in those states, are due for renewal tomorrow (Tuesday). But the commission said action on their renewals will be deferred pending completion of the inquiry.

The 30 were selected by the staff after an examination of the equal employment opportunity programs filed by each of the Pennsylvania and Delaware renewal applicants, along with the annual employment reports they submitted in 1971 and 1972.

The 30 stations had reported either no minority-group or female employees in either year or a decline in those employment categories from 1971 to 1972 if the total number of workers stayed the same or increased.

The commission, in a public notice announcing the equal-employment-opportunity inquiry, said it had two objectives.

One is to evaluate the effectiveness of the 30 stations' equal-employment-opportunity programs.

The other—of longer range—is to help the commission obtain an insight into the problems broadcasters are encountering in searching out minority employees.

"Based on the experience gained," the notice added, "the commission will be in a position to determine whether further action is necessary to effectuate equal employment opportunity for minority persons and women."

The notice indicated that the commission did not intend to rely solely on statistics in determining whether a station is guilty of discrimination in employment.

It noted that in adopting its 1970 rules barring discrimination it said that statistical data for any given year may not necessarily demonstrate such discrimination exists at a station. But the commission also said that such data can be useful in revealing industry employment patterns and in raising questions about the reasons for them.

The notice, which stressed the commission's concern that all broadcast licensees make "positive efforts to implement both the spirit and the letter" of the national policy seeking to promote equal opportunity in employment, was not the only indication of the commission's interest in that field last week.

Another was Chairman Dean Burch's request that the commission's newest, and first black, commissioner, Benjamin L. Hooks, assume a special role in helping the commission focus on the policy problems involved in promoting equal employment opportunities in the industries the commission regulates.

The chairman, in a memorandum to Commissioner Hooks, said that the problems involved "go to the criteria the commission should apply in evaluating licensee performance in the EEO area and to this agency's implementation procedures." He said the same problems arise in a greater or lesser degree in other areas of commission interest—cable television and common carrier, in particular.

Commissioner Hooks was asked to present his analysis of the problems, along with a variety of options to govern future commission actions, early in September. He said that a new unit—an EEO office—might be needed, "or beefed- up units within the bureaus, or some combination of both."

Commissioner Hooks, in expressing a readiness to take on the assignment, said that he hopes to help the commission enforce the equal-employment opportunity "through education and persuasion." But while he said he does not want to use "a sledgehammer," he wants "results."

All but two of the stations being queried in the EEO inquiry are in Pennsylvania. The television outlets are WPHL-TV Philadelphia, WGCL-TV Harrisburg and WPSB-TV York, all Pennsylvania.

The Pennsylvania radio stations are WPHL(AM), WQCB(AM), WPHW(AM) and WVLM(AM), all Philadelphia; WWWM(AM), WJDF(AM) and WEEQ(AM), Pittsburgh; WBAM(AM) and WLBO(AM), Harrisburg; WBAM(AM), WNOA(AM) and WKBK(AM), York; WBAL(AM), Lancaster; WBFB(AM) Altoona; WBRE(AM) Wilkes- Barre; WHLY(AM) Carlisle; WKPA(AM) New Kensington; WESA(AM) Charleroi; WBYP(AM) Beaver Falls; WMBA(AM) Ambridge; WBCB(AM) Levittown-Fairless Hills; WCOJ(AM) Costatale; WWPW(AM) Greensburg. The two Delaware stations are WDEL(AM) and WLJL(AM), both located in Wilmington.

Independent TV's to organize next week
How to get credit for audience on distant cables is one concern

Cable TV looms large on the agenda of independent television stations that will meet next week (Aug. 8) in St. Louis for the formal organization of a new association.

Principal speaker for the one-day meeting at the Chase Park Plaza will be David Poster, president of the National Cable TV Association.

CATV carriage and the measurement of stations watching on cable systems distant from the station are two issues that triggered moves looking to the organization of independent TV stations, sparked by Roger D. Rice, KTVU-TV San Francisco-Oakland. The first meet-
ing in San Francisco June 20 resulted in the formation of a steering committee that includes, in addition to Mr. Rice, John T. Reynolds, KTLA-TV Los Angeles; James R. Herd, KRER-TV St. Louis; Henry V. Greene Jr., KRO General, and Richard C. Block, Kois Broadcasting.

Aside from the organizational aspects of the meeting (adoption of bylaws, election of a nine-man board, choice of a name), the meeting will hear addresses by G. J. Koster, Beaumont & Bowles; Thomas Dowd, Washington lawyer; William Carlisle and John Dimling, National Association of Broadcasters; Frank Tuoti, Kois Broadcasting; Norman E. (Pete) Cash, Television Bureau of Broadcasting, and James A. Landon, Cox Broadcasting.

CRTC okays $18-million sale by Canadian Marconi

An application by Multiple Access Ltd. to purchase the broadcast holdings of Canadian Marconi Co. for $18 million has been approved by the Canadian Radio-Television and Telecommunications Commission.

Multiple Access, a Toronto-based computer services company, will buy CFCF-AM-TV, CFQR-FM and CPFX (shortwave). All the stations are located in Montreal. Canadian Marconi is selling the outlets to comply with a Canadian government rule that prohibits a foreign company from owning more than 20% of Canadian TV and radio stations.

WWJ-TV renewal appealed by blacks

Issues are a rerun of those same court reviewed in affirming FCC's renewal of WMAL-TV

Evidence that the recent WMAL-TV decision is not going to stop citizen groups from pressing renewal challenges beyond the FCC has been provided by the Inter-Faith Centers for Racial Justice Inc., of Detroit.

IFC has asked the U.S. Court of Appeals in Washington to reverse the commission decision renewing the license of the Evening News Association's WWJ-TV Detroit and dismissing the IFC petition to deny renewal (BROADCASTING, June 5).

The appeal was filed a month after the same court upheld the commission's decision renewing the license of WMAL-TV Washington in the face of protests by Washington area blacks (BROADCASTING, July 3). The WMAL-TV decision was seen by some, including FCC General Counsel John Pettit, as reflecting a willingness by the court to defer to commission judgment on matters of fact and policy in renewed cases (BROADCASTING, July 24).

Some of the charges raised by the complainants in both cases were the same—failure to ascertain needs of the community, particularly the blacks, and discrimination against blacks in employment.

Although many broadcasters and their attorneys see the WMAL-TV decision as

Composite week set. FCC last week said that broadcasters filing license renewal applications in 1973 should use the following dates in compiling composite week program log analyses: Sunday, Oct. 17, 1971; Monday, Aug. 16, 1971; Tuesday, Feb. 1, 1972; Wednesday, Dec. 1, 1971; Thursday, Jan. 27, 1972; Friday, April 28, 1972; Saturday, March 18, 1972.

affording protection against renewal challenges, Mr. Pettit feels that each protested renewal must be looked at on its facts, and that if future commission renewals are to be approved by the court, they must reflect a thorough review of the records.

Furthermore, public-interest lawyers have indicated that renewal challenges will not slacken as a result of the WMAL-TV decision. Tracy Westen, of the Stern Community Legal Firm, contents that more cases will have to be appealed to develop guidelines for determining when commission judgment in resolving issues like those raised in the WMAL-TV case is reasonable and when it is not (BROADCASTING, July 3).

Westen is represented by Albert M. Kramer, of the Citizans Communications Center, of Washington, and a Detroit attorney, William T. Downs.

FCC reaffirms denial for South Dakota TV's

The FCC last week proved to be an unmoveable object so far as the Hearing of the Black Hills Stations is concerned. It rejected the Black Hills plea for reconsideration, and affirmed its decision of Nov. 1, 1971, denying renewal of license to KRSN-TV (ch. 7) Rapid City, S.D., and its satellite KRSN-TV (ch. 5) Lead (BROADCASTING, Nov. 1, 1971).

The stations' troubles were all technical. The commission in its original order said the stations operated so far out of tune with commission technical requirements that if the cities affected were denied the service the stations were licensed to provide.

Black Hills, in seeking reconsideration, contended that the commission had erred in holding that KRSN-TV was not providing a usable signal and that the technical violations were not the fault of the licensees.

The commission said that even taking all of the "excuses" into account, the central issue is whether Black Hills can be relied upon to operate the stations in accordance with commission rules and to provide satisfactory service. The record, the commission said, "speaks overwhelmingy against any such assurance."

Part of the commission's original case was based on a 1967 petition signed by 2,000 viewers protesting the fracture quality of the two stations. Black Hills sought to have the record in the case reopened so that it could submit 100 letters and petitions it said attested to the viewability of its signals.

The commission denied the petition to reopen on technical grounds. But it said it did examine the letters and petitions—and found little that was of use to Black Hills' cause. The commission said the writers were principally concerned with assuring the continuance of the CBS programing and with the existence of two stations in the community. Since it never intended to delete channel 7 from Rapid City, the commission said, the letters and petitions could not justify a renewal to a license that had failed to uphold its obligation to operate in the public interest.

Black Hills also argued that the commission's failure to grant its application for a new antenna prevented it from earning the money to pay for replacement of its transmitter which it said was inefficient, and for improving its facilities. But the commission turned that argument against the licensee, asserting that it "compels a conclusion that Black Hills is not financially qualified to remain a licensee." It said that for Black Hills to improve its financial status, it must improve its service so that more viewers will watch the stations. But, it added, "Black Hills has failed to do this and cannot be relied upon in the future to carry out its obligations as a station.

The commission acted on a vote of only 3-to-0. Commissioners Robert E. Lee, Nicholas Johnson and H. Rex Lee voted to deny reconsideration, while Commissioners Charlotte Reid and Richard E. Wiley abstained. Commissioner Benjamin L. Hooks did not participate, and Chairman Dean Burch was absent.

The tape gets redder

FCC plan to look at environmental impact of CP applications may lead to protracted delays

Broadcasters and others regulated by the FCC will soon have another hurdle to overcome in obtaining construction permits—or permits to abandon or raze existing structures, for that matter. The commission last week issued proposed rules to implement the National Environmental Policy Act of 1969, and they could result in an application being designated for hearing on an environmental issue.

The proposed rule would require applicants for construction authority to inform appropriate persons or organizations if the construction is likely to raise a significant environmental problem. Interested parties would have 30 days to examine the petition.

And in some cases, the applicant would be required to file a preliminary report with the commission, to enable it to determine whether the construction would involve such a problem.

Unless it is clear from the preliminary report that there will be no significant environmental effect, the applicant faces a number of problems. The commission could require a detailed report, which would mean that action on the application would be deferred for 30 days following publication of the notice of the
Fulbright deplores CPB funding level

But $45-million compromise figures appears likely to be approved by appropriations unit, Congress

Senator J. William Fulbright (D-Ark.) last week lamented the scaled-down funding of the Corporation for Public Broadcasting and sharply criticized President Nixon for demanding the cut.

In a statement Senator Fulbright said "the Senate has, in effect, yielded to the President's position" by passing a one-year, $45-million authorization bill for CPB (Broadcasting, July 24). The action was taken as a hasty compromise after President Nixon vetoed a bill that would have provided a two-year authorization and higher funding levels.

The senator said he could "understand and appreciate" why the stopgap bill was necessary, but he found it "most unfortunate."

"Public and educational broadcasting are among the most important and worthwhile activities receiving government assistance," Senator Fulbright said, and the President's veto...represents still another indication of his tragically misplaced priorities and another example of the administration's efforts to influence and control the media."

The Senate-passed bill got no action on the House side last week. Indications were however, that the conference committee on appropriations would act first and approve the $45-million figure. Further attempts to raise the authorization figure would be pointless if that happened.

Yet another complication for CPB is that President Nixon may veto the entire appropriations bill, which contains funds for the Departments of Labor and HEW.

The Anglo-Americanization of TV. Universal and BBC are co-producing Colditz, 15 hour episodes. The series involves the castles, Nazi occupation, and a high-level prisoner-of-war camp (background). Co-star of the series, David McCallum (r.), consults with the series' technical adviser, Major P. R. Reid, an actual ex-prisoner in the castle.
Universal gets worldwide distribution rights outside the British isles.

"By joining forces, we're actually investing less than we would if we tried to do it alone," says Universal's Stu Erwin, "but together with our partner we're putting up more money than the project usually would cost."

The hour special, "The Snow Goose" for Hallmark Hall of Fame (shown Nov. 15, 1971), which producer Frank O'Connor turned into an Emmy winner, established the Universal-BBC relationship. Now the two companies are doing a feature film and three mini-series for television.

The first is "Don Quixote," which is in the midst of five weeks of filming in Spain, with another four weeks scheduled for London. To be completed by mid-November, it stars Rex Harrison and will play on the BBC and in the U.S. as a two-hour movie by next winter or spring of the 1972-73 season.

Robert Wagner and David McCallum star in Colditz, an hour mini-series of 15 episodes (with an option to continue) that is being produced in East Germany and London for presentation as a BBC series for the new season, going on the air Sept. 11. It will be seen in the U.S. after the first of the new year. The 15 episodes will cover the first 14 months of the existence of Colditz, the Castle in East Germany that was turned into a high-level prisoner-of-war camp by the Nazis at the beginning of World War II.

The second Universal-BBC series, not yet in production, is History of The English Speaking People, 26 hours of dramas adapted from Winston Churchill's volumes of the same title. Using a mixture of film and tape, it will be produced in 1973 and be available for presentation in the U.S. and Britain by January 1974.

The most recently announced co-production is Fall of Eagles, 13 one-hour or 90-minute historical dramas based on European political intrigue leading up to World War I.

"We're initially doing things that have mass appeal," explains Mr. Erwin, who under the direction of Universal TV President Sid Sheinberg is in charge of the studio's global production efforts. "But if we want the world market we have to make entertainment not only suitable for us. People abroad are still buying the regular television stuff, yet there's an increasing demand for independently cultural work."

Mr. Erwin says that Universal, which is setting up an English operation to oversee the company's production in that country as well as the rest of Europe, is currently negotiating for co-production deals in Australia, Mexico, Canada and West Germany.

"We're talking in England to the BBC and the commercial networks of doing children's programming that would appeal to English-speaking countries," he says. "In Mexico we're talking about a project that would appeal to Latin American countries, indigenous material."

NBC, meanwhile, is also busily engaged in further international productions. Alistair Cooke's America, a mini-series produced on location throughout the U.S. since September 1970 by the BBC, will be shown on NBC-TV on alternate Tuesdays beginning Nov. 14 for 13 weeks (alternating with Chronolog). Together with Britain's commercial Anglia TV, NBC also is working on a nature special that is being filmed from the Tundra of Canada to the Mississippi delta.

"we're really not interested in finding new ways to travel," says the network's Bill Storke, "but to find new ways to entertain." According to Mr. Storke, television is "just scratching the surface" of production in Europe. With television around the world growing at a fast pace, with satellites shrinking time and distance and bringing people closer together, he would agree that the once localized medium may be entering an age of global expansion.

The focus is on drugs for an ATV-Metromedia live-by-satellite co-production

In another example of hands-across-the-sea production, Metromedia Television and Associated Television Corporation Ltd. of London, have agreed to investigate the drug problems of England and the U.S. on television by way of trans-Atlantic satellite. A special 90-minute program, "Drugs via Satellite," will be seen live in this country on Sunday afternoon, Sept. 10 and will be presented in England on the ATV. The program will originate in both countries, in London and in the New York studios of Metromedia's WNEW-TV.

David Frost, the Englishman who does most of his television work in the U.S., will be the host for the program. Two production units will work on the special, one American, the other English. Warren Steibel, producer-director of the American syndicated program Firing Line, will be executive producer and direct the two units.

Metromedia-owned stations that will carry the program live, including WNEW-TV, are KTVT(TV) Los Angeles, WTTG(TV) Washington, WTCN(TV) Minneapolis-St. Paul and KMBG-TV Kansas City, Mo. Also scheduled to clear for the special are WCBS-TV Boston and Capital Cities Broadcasting stations WPYN-TV Philadelphia; KTRK-TV Houston; WKBW-TV Buffalo, N.Y.; WTNH-TV New Haven, Conn.; KFSN-TV Fresno, Calif., and WTV-DV Durham, N.C. The program is to be made available to other stations as well throughout the U.S.

Ballance sex talk to be syndicated

Hit radio show in Los Angeles to be marketed by Dick Clark, as ABC considers TV version

What is said to be the highest rated radio program in the 18-49-year-old demographic category in the Los Angeles market—with Bill Ballance talking about sex to women callers on the telephone—is to be syndicated nationally beginning in the fall. The Bill Ballance Show (the local program, five hours daily on Storer Broadcasting's KGBS(AM) Los Angeles, is called The Feminine Forum) is to be syndicated by Dick Clark Radioshow Inc. and Bill Ballance Enterprises Inc., both based in Hollywood. It will be made available on a three-hour, five-day-a-week basis.

"There will be no formal rate card for the program," reports Dick Clark of Dick Clark Radioshow, the newly re-established radio syndication division of Dick Clark Productions. "It will be an individual negotiation based on each market and situation.

"The gist of how the program is sold," he adds, "is that we're going to be asking for an arm and a leg. But we can justify it and if we don't, we'll kick back what we don't fulfill—have a rebate."

Reportedly, the new program will be offered on 52-week contracts. Mr. Ballance's telephone conversations will be available in one of three musical frameworks—contemporary, country, middle of the road. Newsbreaks will be tailored to the existing station format. Each show will be structured to accommodate 18 commercials.

Promotion material being distributed for the new program points out that "Ballance has tripled his audience in one
Mobil to underwrite Harlem basketball on noncommercial TV

WNET will originate coverage as antidote to admitted elitism

In a move to broaden its audience and expand its community coverage, noncommercial WNET(TV) New York will televise the five-game Harlem professional basketball tournament beginning tonight (July 31).

“We’ve been elitist,” John Jay Iselin, managing director of WNET, said in discussing the plans last week. “Community sports are the predominant metaphor in the language of Americans... We’re going to do our damnedest to continue this.”

Noncommercial broadcasting has been under fire for what critics call over-centralization of control and too little emphasis on community grounds. President Nixon vetoed a bill to extend the life of the Corporation for Public Broadcasting for two years at higher levels of funding (Broadcasting, July 3; see also story on page 39, this issue).

The WNET Harlem basketball coverage, made possible by a grant from Mobil Oil Corp., will be picked up by WGBK-TV Boston and was said to be tentatively set for three other noncommercial stations: WETA-TV Washington, WUHY-TV Philadelphia and WQED(TV) Pittsburgh.

The games are scheduled at 8 p.m. tonight and on Aug. 7, 14, 21 and 28.

Agnes telethon draws $2.2 million in pledges

A six-hour flood-relief special featuring comedian Bob Hope, a long list of celebrity guests and a visit from the First Lady, has resulted in pledges of more than $2 million in aid to victims of tropical storm Agnes.

Tabulations made public last week by the Red Cross showed a total of 129,290 pledges, amounting to $2,284,736. The average pledge was $17.67; the largest were $300,000 from the Pennsylvania Power and Light Co. and $100,000 from the Corning Glass Works.

The six-and-a-half-hour program originated from WGBH-TV Baltimore and was seen on 20 stations in 19 other cities.

Mr. Hope was the star and executive producer. Other entertainers who appeared included Mike Douglas, Steve Allen, Jayne Meadows, George Jessel, Zsa Zsa Gabor, Peter Yarrow, Dick Gregory, David Janssen and James Stewart.

Public figures who appeared included Mrs. Richard M. Nixon, Pennsylvania Governor Milton Shapp, Maryland Lieutenant Governor Blair Lee, Representative Daniel Flood (R-Pa.), and Baltimore Mayor William Donald Schaeffer.

Several stars taped special segments for the program. They included Johnny Carson, John Wayne, Glen Campbell, Rowan & Martin, Jim Stewart, Steve Lawrence and Eydie Gorme.

Television stations on the special “Red Cross network” were WMBL-TV; WSBK-TV Boston; WGR-TV Buffalo, N.Y.; WJW-TV and WYES-TV, both Cleveland; WWTO(TV) Washington; WSYE-TV Elmira, N.Y.; WICU-TV Erie, Pa.; W4AC-TV Hagerstown, Md.; WHF-TV Harrisburg, Pa.; WJAC-TV Pittsburgh, Pa., and WNEW-TV New York.

Also WANY-TV Norfolk, Va.; WPHY-TV

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Broadcasting Jul 31 1972
Health show next on Cooney agenda

A national TV series on health is the latest project under study by the Children's Television Workshop. Joan Ganz Cooney, president of the workshop, said the series was intended "to provide practical health information in an entertaining and instructional way to a broad spectrum of the public.

William Kobin, programing vice president at National Educational Television, has been appointed vice president of Future Works, a division formed to be responsible for the series.

The planning has been underwritten by the Robert Wood Johnson Foundation, the John and Mary R. Markle Foundation and Standard Oil Co. of New Jersey, with grants of $37,500 each.

Bid against AFTRA loses

The New York State Supreme Court has dismissed a suit brought by Mutual commentator Fulton Lewis III against the American Federation of Television and Radio Artists.

Mr. Lewis had sought an injunction to prevent the union from taking action against him if he should withdraw from AFTRA, fail to pay dues or comply with any AFTRA rules. Judge Peter A. Quinn, in dismissing the case, said "there are no triable issues involved" and ruled "the union shop agreement does not, as a matter of law, violate any of the plaintiff's constitutional rights."

A similar suit brought against AFTRA by commentator William F. Buckley Jr. and M. Stanton Evans, editor of the Indianapolis News, who has appeared on radio, is pending before the U.S. Southern District Court in New York.

NBC-TV lends a hand to 'Electric Company'

Stars on NBC-TV series have been urged by David W. Tebet, vice president, talent, NBC-TV, to appear on the Children's Television Workshop's noncommercial series, The Electric Company.

NBC-TV said last week that Mr. Tebet has written to such talent as Flip Wilson, Dean Martin, Raymond Burr, David Hartman, E. G. Marshall, Lorne Greene, Michael Landon, Dan Rowan, Dick Martin, Peter Marshall, Martin Milner and Kent McCord. He cited NBC-TV's efforts in developing new concepts for children's programs as the impetus of The Electric Company to improve the skills of underprivileged youngsters as the reasons for his appeal.

Mr. Tebet is working closely with Andrew B. Ferguson, producer of The Electric Company, on arrangements for this project.

Program Briefs

Can-Am races. The Sidaris Co., Los Angeles, production subsidiary of Pan-Pacific Corp., Phoenix, on behalf of Arutunoff Enterprises Inc., Hollywood-based TV distributor, has signed to produce TV coverage of Canadian-American Challenge Cup auto race series. The first Can-Am race, Watkins Glen Grand Prix on July 23 from Watkins Glen, N.Y., was covered live and televised over special TV network of some 150 stations simultaneously cleared for carrying this event. Subsequent races are to be televised from Lexington, Ohio, on Aug. 6 and from Elkhart Lake, Wis., on Aug. 27. This is second consecutive year that Arutunoff Enterprises, using services and facilities of Sidaris, has offered TV coverage of Can-Am sport auto race series.

Big-top sales. Twentieth Century-Fox Television reports that 48 stations have signed for second season of Circus, composed of new productions. Station buyers include WCBS-TV New York, KNTV (TV) Los Angeles, WABR-CF (tv), WCAU-TV Philadelphia, KRON-TV San Francisco, WWJ-TV Detroit and WJW-TV Cleveland.

Band and some flack. Three Dog Night has been signed to do half-hour special to be broadcast Aug. 24 on ABC-TV.
**Modern Painting**, written and narrated by Sir Kenneth Clark. Initial sale has been made to noncommercial KCET(TV) Los Angeles.

**Kickoff**. First TV showing of academy-award-winning "Around the World in 80 Days" has been set by CBS-TV for two-part presentation on *CBS Thursday Night Movie* and *CBS Friday Night Movie* Sept. 14 and 15 (9-11 p.m. NYT), during premiere week of 1972-73 season.

**Heartfelt decision**. ABC-TV has re-scheduled segment of its Olympic coverage on Labor Day (Sept. 4), originally set for 4-6 p.m., so that 54 of its affiliates may carry the *Jerry Lewis Labor Weekend Telethon* on behalf of Muscular Dystrophy Association of America. Telethon starts on Sept. 3 at 10:30 p.m. on 140 stations.

**Merchandising the talent for new season**

Intensive shooting of interviews featuring affiliates and stars stores up material for programs and promotional messages on all three television networks

At ABC-TV it's called the "Personality Interview Project." At NBC-TV it's known as the "Annual Affiliates Film Festival." At CBS-TV it's sometimes referred to as the "Personality Wheel." The objective at the three networks is the same: a personalized, localized promotion service for affiliates—a way, among other aims, to produce attractive on-air promotion for new-season prime-time programming.

It works differently at each network. Take ABC-TV, for example, the weekend of July 22-23. Arnold Zenker, host of a daily hour morning show on WOVB-TW, the new ABC-TV affiliate in Boston, flew to the West Coast and checked in at the Beverly Hilton hotel in Beverly Hills, Calif. The station paid for his transportation, with the network assuming hotel and food bills.

At 9:30 Saturday morning, Mr. Zenker, in sports attire, was poolside at the hotel, sitting under palm trees, interviewing Gary Collins, of ABC-TV's *The Sixth Sense* series, before a four-man film crew provided by the network. The interview followed no script; was not supervised by the network; could be considered promotional only in that the series was mentioned during the conversation.

The meeting between the local station star and the network star lasted about five minutes. An hour later, Mr. Zenker was back before the film camera interviewing Florence Henderson of *The Brady Bunch*. Throughout that morning and afternoon and the next day he was filmed talking to such other ABC-TV personalities as Robert Young, Ettam Zimb- balist Jr. and Shirley Jones; about 15 interviews in all.

And Mr. Zenker wasn't the only affiliate representative interviewing. Also on hand for the two days were Linda Faye of WQXI-TV Atlanta, Larry Angel, WJZ-TV Baltimore, Allen Douglas, WNESS(TV) Cleveland, Suzie Humphreys, WFM-A-TV Dallas and George Wilson, WMAL-TV Washington. Personalities from the five ABC-TV-owned stations and from the affiliate in Philadelphia preceded them the weekend before making the same rounds, interviewing virtually the same roster of network performers.

The weekend of July 22-23 produced some 18,000 feet of footage covering 84 separate interviews, each one of which lasted about five minutes. The film was processed that Monday and shipped out on Tuesday. Each affiliate receiving the film was to be charged what was termed a "moderate" fee for each interview.

What happens to the filmed interviews when they get to the local station? Arnold Zenker said he would intersperse them throughout the summer, using maybe two at a time on an hour program, telling his audience that he'd gone to the West Coast, interviewed some people they were familiar with, building a framework of his own personal observations about the performers around each interview.

"Actually it's no big thing," comments Mr. Zenker, "but you're the local guy and I guess it makes an impression on viewers when you're seen interviewing stars. And in a generic sense inevitably there is promotional value to the network."

Phil Krieger, manager, special projects for ABC-TV, who has been supervising these West Coast personality interviews for four years, thinks they are a strong, beneficial link in affiliate relations. He also notes that in addition to the local stations, some of the network stars do straight new season promos and ID's. He points out, too, that essentially stations with top-market circulation are selected to participate and that the 12 affiliates and ABC-TV-owned properties involved over the two weekends could expose the star interviews to a potential audience that would represent 51% of the nation.

The promotion department at NBC-TV, the same weekend of July 22-23, brought twice as many stations together with far more network personalities. About 40 of the network's prime-time performers met with 25 local on-air talent from affiliate stations at poolside of the Sheraton Universal hotel in North Hollywood. It was a less personalized service than that provided by ABC-TV, but perhaps more comprehensive. Each station was given 15 minutes to do interviews and to have the star film spots promoting NBC-TV's 1972-73 schedule. Performers such as Raymond Burr and E. G. Marshall met with individuals in the pool and in suites at poolside, at each one of which individual film crews were on hand. Most stations came with their own crews, but nine stations chose to hire NBC staffers.

Some stations, such as WBZ-TV Boston, did their filming indoors. "We can control the conditions better," explained WBZ-TV personality Pat Mitchell. "We can also keep our on-air promos consistent," added station Promotion Manager Alex Dusek.

The station talent included Toni Gilbert, of NBC's Radio's *Monitor* series, who recorded interviews with each of the network stars for that program. Also working as an interviewer was announcer-disk jockey Gary Owens, who filmed 60-second comedy spots with each of the performers, to be transmitted on the network's closed-circuit lines for the use of all affiliates in promoting the fall schedule. Additionally there were facilities for the stars to record personalized "tune-in" announcements for about 100 affiliates who submitted copy.

It was the fifth year that NBC-TV performers and on-air talent from affiliate stations had participated in this self-styled "Film Festival," a project that this year commanded 72 of the Sheraton Universal's 500 rooms. Commented John Scuppo, vice president, NBC network, who was in charge of the proceedings: "It's one of the best and worthwhile promotions possible to launch a new season." Affirms WBZ-TV's Alex Dusek—"There's no doubt that it's a valuable thing for us."

CBS-TV's big promotional weekend took place a month earlier (June 23-25) —and in Atlanta and Chicago, not Hollywood. Using a technique that was started 12 years before, the network flew a total of 41 prime-time performers to the two cities to meet the Atlanta, Chicago, and non-commercial stations, as the "CBS Evening News" crew, to promote their own film crews. CBS, in other words, set up its star interviews in as many as four cities. Chicago and Atlanta were chosen because they are airline centers.
Newsmen’s privilege bill may be victim of clock

Ervin’s Senate subcommittee trying to move legislation, but Judiciary Committee wants more time to study

Senator Sam J. Ervin’s (D-N.C.) Constitutional Rights Subcommittee will attempt to report some form of newsmen’s privilege legislation to the parent Judiciary Committee this session but there is probably not enough time for Senate action this year.

The announcement came at a news briefing July 21 from Senator Alan Cranston (D-Calif.), who met that morning to discuss the legislation with a number of newspaper organizations and CBS News Washington bureau chief Bill Small (who also represented the Joint Media Committee, which includes the Radio-Television News Directors Association).

Senator Cranston, who has been discussing the legislation with Senator Ervin and is the sponsor of one newsmen’s privilege bill, said Senator Ervin is not yet sure which bill he plans to deal with, but hopes to report out legislation without hearings.

There was a difference of opinion at the meeting on what approach should be taken, Senator Cranston said, but most who were present at the meeting favored some form of protection for news sources.

Senator Cranston’s bill (S. 3766) provides blanket protection of newsmen’s sources and information. Another bill (S. 1311), sponsored by Senator James Pearson (R-Kan.) contains a number of exemptions to the privilege.

Senator Ervin, the spokesman said, is considering introducing a third bill that would be based on Justice Potter Stewart’s dissent in the Supreme Court’s newsmen’s privilege decision last month (Broadcasting, July 3).

Justice Stewart would permit the government to require a reporter to testify only if it could show a “compelling and overriding” interest in the information and that the information being sought was not attainable elsewhere.

In a Senate speech last week Senator Ervin contended that the Supreme Court’s majority opinion raises the problem of how a reporter can continue to do his job when he can be compelled by the government to disclose his confidential sources and information in secret grand jury investigations. “Whatever short-term benefits may flow from government’s reliance upon newsmen as a substitute for its own investigations,” he said “the long-term threat to the public’s right to be informed about the controversial as well as the routine is too great a risk to take in a free society.”

Senator Cranston said he personally favored a bill with as few restrictions as possible. “I’m concerned about any limit on [protection of] sources,” he said. “I think it is very dangerous to freedom of the press...”

He said there would be meeting in September between senators and media representatives to try to reach agreement on the kind of newsmen’s privilege needed.

Meanwhile the House has decided to hold off on acting on newsmen’s privilege legislation for the time being. A spokesman for Representative Robert Kastenmeier’s (D-Wis.) House Judiciary subcommittee said the subcommittee met in executive session on July 20 and decided there was not enough time to deal with the bills and that interested parties should be given opportunity to reconsider their positions in light of the Supreme Court’s decision, which stressed importance of protecting the grand-jury process as against protecting newsmen’s confidential information.

Goodman lights fire under subpoena issue

In letters to Ervin, Cranston he calls for hearings, legislation to supersede Supreme Court ruling

NBC President Julian Goodman sent letters last week to Senator Sam J. Ervin Jr. (D-N.C.) and to Senator Alan Cranston (D-Calif.) concerning the issue of freedom of the press.

He urged Senator Ervin, chairman of the Subcommittee on Constitutional Rights, to reopen hearings to consider the question of news subpoenas, in view of the recent Supreme Court decision denying newsmen immunity from them.

Mr. Goodman said the decision will have “a restrictive effect on the flow of news and information to the American public.”

Mr. Goodman recalled that he had made a statement in hearings before the subcommittee, stressing that during the preceding two and a half years, more than 100 subpoenas had been served on two television network companies. At that time, Mr. Goodman wrote, Senator Ervin expressed the view that a favorable decision in news subpoena cases then pending before the Supreme Court would obviate the need for congressional action.

Mr. Goodman noted that the Supreme Court decision recognized that at the federal level, Congress has freedom to determine if a statutory newsmen’s privilege is necessary and desirable and to fashion standards and rules. He therefore called on the subcommittee to consider, as a priority matter, legislation “to protect the newsgathering function of our press.”

In his letters to Senator Cranston he commended the legislator for introducing a newsmen’s privilege bill to provide protection for the free flow of information to the public. In view of the Supreme Court decision, Mr. Goodman said, the ability of the news media to provide information to the public would be “dangerously impaired” unless Congress exercises its jurisdiction to enact legislation that will protect the press in its efforts to serve the public.

Leave full coverage of conventions to PBS?

That’s suggestion of KGTW which says networks could kick in on expenses and still save money

A TV editorial suggesting that perhaps commercial networks should leave gavel-to-gavel coverage of political conventions to the Public Broadcasting Service—and help underwrite PBS’s costs of providing that service—was reported last week to have drawn predominantly favorable response from viewers.

The editorial was by Vice President and General Manager Clayton Brace on McGraw - Hill’s KGTW (TV) (formerly KGGO-TV) San Diego. It took note of viewer queries about pre-emptions of regular programing for coverage of the Democratic convention earlier this month, speculated that commercial news wrap-ups might be a better approach and suggested that commercial networks could help pay PBS’s costs for full coverage and still save money.

KGTW officials reported at midterm last week that they had received letters to and from viewers and that these favored the station’s editorial position by a ratio between two-and-a-half and three-to-one. They said they had no plan to make a campaign of it—the editorial itself, they said, did not really advocate a change—but would probably distribute copies to members of the California congressional delegation, to PBS and to NBC, with which KGTW is affiliated.
Bias against Nixon charged by ex-aide
Author of book criticizing media says news judgments are colored

A former journalist and one-time White House aide last week charged that the broadcast and print media are guilty of bias against the Nixon administration.

James Keogh, addressing a luncheon of Accuracy in Media—a Washington-based nonprofit that seeks to promote accuracy in news reporting—said that "more and more readers and viewers are looking at their messenger [the media] with suspicious and doubtful eyes," and realizing "that news is distorted by the point of view and advocacy on the part of journalists."

Mr. Keogh, author of "President Nixon and the Press," and formerly executive editor of Time magazine and chief of the White House research staff, contended that the networks and major newspapers concentrate on the "left-of-center" viewpoint, exaggerate when it suits their purpose and accent negative news.

He contended that the reaction by television and newspapers to the 1970 incursion into Cambodia was "almost hysterical" and that viewers could only get the impression from TV commentators that President Nixon had done "a dangerous thing" when he ordered the mining of Haiphong Harbor.

Why do the media "make themselves look so silly in retrospect?" he asked. "Because they disagree with the President's policies and they let their point of view distort their judgment."

More government control or surveillance of the media is not the answer, Mr. Keogh said. "The profession should heal itself," recognizing that "they should inform, not turn into politicians."

Earth News goes audio with alternative service
Radio tapes with a difference being circulated to 89 stations with a counterculture bent

On a sample day last week, 89 radio stations—mostly of the counterculture—were sent a new kind of audio news service. The day's distribution consisted of two features, each two minutes in length. One concerned a young, wealthy eccentric and the problems he had trying to bring a camel into a new Laguna Beach (Calif.) restaurant-a restaurant called "Love Animals, Don't Eat Them." The other was an interview with the young promotor of a "swinger's ball" in Southern California who affirmed that "there won't be any balling at the ball" because "I don't think any rational person will come to the door expecting to get it on in the aisles and public place."

This audio service of two-two minute features, five days a week, is distributed on reel-to-reel tape via air mail by Earth News Service. It is in addition to the Earth Newsletter service, which was started in October 1970 and currently is being distributed to 360 commercial radio stations, a reported 600 college radio stations (during the school year) and about 70 newspapers (Broadcasting, June 21, 1971).

The newsletter, operating out of San Francisco, consists of 10 original news items daily, which are airmailed to subscribers seven days a week by a staff of three editors. The new audio service is based in Santa Monica, Calif., and produced by a staff of five, with Lew Irwin, news director of KDAY(AM) Santa Monica, as reporter. The stories handled by the audio service stem from and essentially are about the youth culture. Most of the international coverage comes through an association with Dispatch News of Washington.

Says Jim Brown, publisher of the Earth News services to radio stations: "There hasn't been a new news wire service to radio stations in 20 years. Our audio service is meant to be a viable, legitimate news service." According to Mr. Brown, some of the station subscribers to the audio service allow it to stand aside from regular news coverage as a feature. Other subscribers tack the Earth News material onto their five-minute newscasts.

ABC crew ambushed; two die, one escapes
Two ABC News cameramen stationed in Saigon, Terence Khoo, 35, and Sam Kai Faye, 48, were killed July 20 while filming a battle at My Chanh In South Vietnam. A third ABC News staff member, soundman T. H. Lee, who escaped injury, said the film crew was ambushed by North Vietnamese troops while trying to join South Vietnamese forces engaged in a firefight.

Both Mr. Khoo and Mr. Sam were natives of Singapore and had covered the war for almost 10 years for ABC News. Mr. Khoo was completing his final week in Vietnam when he was sent to the ABC News bureau in Bonn.

Elmer W. Lower, ABC News president, praised both men as "courageous and resourceful journalists carrying out a difficult assignment in an area they knew to be fraught with dangers." He said they had "rendered outstanding and loyal service to the ABC News Saigon bureau."

They were said to be the first foreign correspondents killed in Vietnam since Feb. 24, 1971.

Focus on the city. School of Journalism at University of Missouri, Columbia, Mo., will establish an urban journalism center in St. Louis. School is designed to provide experience in understanding and reporting on urban society, While offering general courses to the journalism and prejournalism students. School of Journalism students will be able to take one semester of undergraduate or graduate study at the center, which will be located on the university's St. Louis campus.

NCTA orders study of life with pay cable
Board votes to support fight now against New York hotel systems

The board of directors of the National Cable Television Association last week approved the formation of a special committee on pay cable. The NCTA committee is to recommend a policy for NCTA.

The establishment of the committee reflects concern within the membership about the legal and public-relations problems associated with both the concept of pay cable and the relationships between cable operators and potential program suppliers. Even the name bothers many, suggestive as it is of "pay TV," the over-the-air service that was held off for years by vigorous opposition.

The issue is not, of course, whether to "support" or "oppose" pay cable. It has been firmly established that cable operators see the new service as one key to their future success in major markets (see page 46). The issue is how to bring it into the world as painlessly as possible.

Members of the committee are expected to be named within a few weeks.

The board also authorized intervention by NCTA in the dispute over a hotel pay-TV system in New York. The association will support Sterling Manhattan Cable Television Inc. of New York in its FCC complaint against the New York Telephone Co. Telco is providing line service to Trans-World Communications, a Columbia Pictures subsidiary that is distributing pay-cable programs to five of the city's hotels.

Sterling has argued that the same federal regulations that apply to cable should apply to the hotel service. It said the operation violates both FCC rules and New York city law. That position has won the support of Teleprompter Manhattan CATV Corp., the city's other cable service (Broadcasting, July 17).

At the same meeting, NCTA Chairman William J. Bresnan named a new slate of association committee chairmen. With only a few slots left unfilled, the new list is as follows: copyright—Alfred Stern, Television Communications Corp. (reappointed); legislative—as announced earlier, Gene Facop, Nor Cal Cablevision Inc., Oroville, Calif.; convention—Burt Harris, Cypress Communications Corp.; budget and audit—Gene Schneider, LVO Cable; community services—Zorbian, Time-Life Broadcast Inc. (reappointed); by-laws—Robert Wear, Junction City (Kan.) Television Inc.; ETV—Rex Bradley, Telecable Inc. (reappointed);卫星—Hubert J. Schlaflly, Teleprompter Corp.
Cable cannot live by subscriber bread alone—Stern

TVC president uses some synonyms in advocating financial solution, but they come through as pay cable

Even if they offer distant signals, burglar alarms and shopping services, cable operators cannot prosper in the top-25 markets on subscriber fees alone, according to Alfred R. Stern, president of Television Communications Corp. They need another source of revenue, he says—extra charges for special “audio-visual” presentations. In other words, pay cable.

Appearing at one of the periodic “wavernaker” luncheons at Washington’s Broadcasters Club, Mr. Stern said that distant signals alone are not enough, especially under the FCC’s rules. Neither are additional services such as alarms (which he said might even be provided by telephone-related equipment rather than cable) or service channels.

What would broaden a system’s revenue base, he said, would be per-program or per-channel charges for particular attractions. Mr. Stern generally avoided the phrase “pay cable”—preferring alternative constructions such as “additional fees from other services”—but the written questions from his audience used the more vitriolic term repeatedly. And Mr. Stern left no doubt that his firm, and the whole industry will be “active” in this new field.

The Washington club’s usual clientele would tend to break out in hives at the sound of those words, but Mr. Stern’s audience was unusual: It was composed almost entirely of cable operators and their representatives. With an industry leader on the stand, and a board meeting of the National Cable Television Association on page 45, the room was filled with a who’s who of cable—from NCTA Chairman William Bresnan, the new president of Teleprompter and NCTA President David Foster on down. Except for lawyers, the club was almost empty of figures associated with broadcasting.

But they been on hand, they would have heard Mr. Stern issue a call for cooperation between the two industries, and recognition of the fact that their “common problems” outweigh their differencies. He acknowledged that not all the long-time differences can be erased—“We’ve all taken some positions, and to a certain extent we’re stuck with them”—but said future unity was both possible and desirable.

Mr. Stern was also asked about the coming report of the high-level administration committee on long-range cable policy, which is expected to recommend common-carrier status for cables (see page 22). He replied quickly that cable ought to be considered an “uncommon carrier”—a private business, “largely unregulated with respect to programming.”

Cable Briefs

Enter the builders. Jerrold Corp., equipment manufacturer, and TM Communications Co. of Florida, a subsidiary of the Times-Mirror Co., have signed contracts inaugurating an extensive construction program in Florida. Over a thousand miles of plant are scheduled to be built in St. Petersburg, Lake Hamilton, New Smyrna Beach, Edgewater and St. Cloud areas.


Ohio buy. Cypress Communications Corp., Los Angeles, has concluded acquisition of cable-TV system serving Canton, Ohio. As previously reported (Broadcasting, May 29), purchase was for $5.6 million in cash from Downe Communications Inc., New York. Canton system serves 15,400 subscribers.

To build system. Magnavox Co., CATV division of Manlius, N.Y., has signed complete turnkey contract for $1.8 million with Eastern Telecome Inc., Monroeville, Pa., for construction of Mount Lebanon Cable TV system, Mount Lebanon, Pa.

NAB, AMST joust with NCTA again

The National Cable Television Association has been accused of trying to “con- travene” the spirit of last year’s broadcast-cable-copyright compromise on CATV regulatory policy.

In filings at the FCC, the National Association of Broadcasters and Association of Maximum Service Telecasters contended that comments NCTA filed last month in relation to the FCC proceeding seeking information on time exclusivity for nonnetwork programing (Broadcasting, June 26) was an attempt to bring about a revision in the commission’s cable rules aimed at giving stations in top-50 markets the same degree of exclusivity from cable retransmission as is currently afforded broadcasters in markets 51-100.

While it did not argue for any limitations on time exclusivity for broadcasters last month, NCTA called on the commission to allow cable systems to transmit copyrighted material leased to the neighboring station as little as a year after broadcast. In response to that request, NAB commented: “Surely NCTA cannot seriously have intended to reawaken and reargue any of the exclusivity issues we all believed had been equitable put to rest” in compromise agreement. AMST added that NCTA is attempting to give the commission the impression that “virtually any exclusivity is bad for the program supplier, very bad for the CATV operator and probably bad for the broadcaster.” Such an assertion, AMST claimed, comes “at the wrong time and in the wrong proceeding.”

NCTA countered in its own brief that those broadcasters and program suppliers who are seeking a continuance of the status quo on time exclusivity are practicing “a sham.” Arguing that the present degree of time exclusivity present in the industry is in violation of the Communications Act and copyright law, NCTA claimed that these interests need is “not more evidence but a change in the law.”

N.Y. Phone to FCC: Service was intrastate

Commission told hotel hook-up didn’t need compliance certificate; role as cable competitor also disclaimed

The FCC last week got the New York Telephone Co.’s side of a dispute over a pay-cable operating service five New York hotels.

The phone company said it acted as innocently as it was charged by Sterling Manhattan Cable Television Inc. in an FCC brief earlier this month. Sterling, one of the borough’s two franchised CATV operations, claimed that the local Bell System affiliate violated commission rules by failing to obtain a certificate of compliance prior to initiating a relay service for Trans World Communications—a Columbia Pictures Industries subsidiary that provides closed-circuit TV movies
and special presentations to hotel customers (BROADCASTING, July 17). Sterling contended that the FCC has jurisdiction over the matter because of its statutory authority to regulate common carriers engaging in interstate commerce.

However, the phone company last week claimed that the FCC has no jurisdiction because TWC's service is "purely local" and does not involve any transmissions across state lines. Therefore, it contended, its service is exempt from the FCC regulation.

It said that the service contracted by TWC is an intrastate closed-circuit system—regulated by the New York State Public Utilities Commission—which does not use standard phone lines and does not have the capacity to interconnect with other carriers.

The phone company disputed Sterling's assertion that the TWC system is a potential competitor for Sterling and other cable and broadcast operations in the city, claiming that TWC does not have the ability to retransmit off-air television signals and provides only feature films and its Teletvion closed-circuit convention coverage service. The TWC operation is not suitable for traditional CATV operation in any case, it argued, since the phone company service provides a maximum of only six channels—several of which do not fall within the frequency spectrum utilized by conventional cable systems.

New York Telephone also rejected as groundless Sterling's argument that TWC's transmission of movies that were not produced within New York state indicates that the operation involves interstate commerce. And, it continued, Sterling's allegation that TWC has the capacity to transmit live broadcasts from locations outside the U.S. is false because the TWC system does not link up with any carrier outside the city of New York.

 Meanwhile, Teleprompter Manhattan CATV Corp., the city's other CATV system, asked the FCC to permit it to intercede in the New York case. It claimed that while the TWC system does not presently compete in any area served by the Teleprompter system, Sterling is correct in asserting that TWC could become a competitor through an expansion move.

CARS power
FCC Cable Television Bureau Chief Sol Schildhause has been delegated further authority in the regulation of community antenna relay (CARS) stations.

In an action by the full commission last week (July 31), the cable chief was given the power to act on requests for special temporary authorizations for CARS facilities. The commission said its action was appropriate because such authorizations are of a routine nature and must be handled expeditiously. In the same action, the commission revised the procedure for applying for such authorizations.

The chief of the Cable Bureau was also given authority to act on unopposed applications for transfers of CARS facilities. In a related matter, the commission amended its rules to specify that no such transfer can be effected without prior notification of the FCC.

In another action announced later in the week, the commission expanded Mr. Schildhause's responsibilities by affording him the power to act on applications for certificates of compliance by cable systems seeking new services. The move was an effort to expedite handling the present backlog of some 800 certificate applications (BROADCASTING, July 24).

Books


Communication: Methods for All Media. Hadley Read. University of Illinois Press. $6.95. Primarily a practical, basic guide to writing, speaking and using visual media. Also includes more general material on the process and environment of communication.

Media: An Introductory Analysis of American Mass Communications. Peter M. Schuck. Prentice-Hall. $8.95. "Thoroughly opinionated" textbook by three young professors who studied with William L. Rivers, the noted communications research specialist. (Sample quote: "The best book about the finest radio news is that it's almost as good as the average television news. Which isn't all that good.") The book's emphasis is on media structure and effects; its target is as much the educated consumer as the present or would-be journalist.


Picture Tube Imperialism: The Impact of U.S. Television in Latin America. Alan Wells. Orbis Books. $4.95. A British-born, American-educated sociologist asserts that, through a day-to-day media bombardment of American ideals, Latin Americans are being impinged in their search for a cultural identity.

Western Union drops networking
Company tones down its satellite plan; in another FCC filing educational TV says FCC should force carriers to give free service or low rates

The Western Union Telegraph Co., one of eight applicants to operate a domestic communications-satellite system, last week modified its system design to achieve a decrease of some $23 million in proposed investment. Part of the saving would be realized from a withdrawal of an offer of program distribution by satellite to 36 network affiliates on the West Coast.

The three networks had rejected the proposal, expressing greater interest in a distribution system to serve affiliates nationwide.

In a related action last week, the FCC approved a Western Union request for a waiver of Section 319 of the Communications Act to permit the company to place contracts for the procurement of satellites. Section 319 states that no license for any station will be issued prior to the granting of a construction permit, unless that requirement is waived.

The commission stipulated that its action has no bearing on the future outcome of Western Union's application to operate a domestic satellite system, and that any contracts the company executes for the procurement of satellites will be at its own risk.

In its FCC filing last week, Western Union said its investment in domestic satellite communications will amount to $68.1 million in the first year of operation, increasing to $70.9 million by the fifth year. Originally, the company had planned to spend more than $92 million. The reduction was not attributed solely to the abandonment of the network proposal, however. Other considerations, the company said, include a revised plan calling for the initial launching of two satellites instead of one as originally planned. Under the amended proposal, Western Union would keep a third satellite on the ground as a reserve unit.

The Western Union filing was one of several on the satellite issue last week.

The Network Project, a New York-based citizen group, asked the commission to reconsider its June satellite policy action on several grounds, including a charge that the satellite policy is in violation of the 1969 National Environmental Act. The FCC, according to this group, failed to consider the potentially harmful ecological effects of radiation emitted by microwave relay stations.

Two other petitions seeking partial reconsideration of the satellite action were filed. One, by the National Association of Educational Broadcasters, noted that the commission should have required, instead of inviting, the submission of specific rate proposals by the satellite applicants for service to noncommercial broadcasters and other educational interests. NAEB said it supports the com-
mission's decision to accommodate diversified interests in domestic-satellite technology, but claimed that "more specific terms of access" for educational interests should have been provided.

The association wants noncommercial service at no charge or at preferential rates.

In another petition, RCA Global Communications expressed fear that a provision of the FCC's satellite ruling could enable AT&T to "pre-empt" a long-line service. RCA is currently providing service between the U.S. mainland and Hawaii via an international satellite. In its satellite order, RCA noted, the commission said that AT&T should provide longline service via satellite to Alaska, Hawaii and Puerto Rico. Though RCA stated that it does not believe it was the commission's intention in this ruling that AT&T should interfere with RCA's current Alaskan service, it said a clarification is in order.

AT&T holds off new television tariff

Revised rates may mean saving of $15 million annually to networks

AT&T has moved back "for several weeks" the date for filing with the FCC a request for permission to submit revised program-transmission tariffs.

The proposed rates, which have been a subject of discussion with commission officials, the networks, public broadcasting officials and Hughes Sports Network for 18 months, would reportedly result in a reduction in network costs, but an increase in costs to HSN.

There has been speculation that the three-network bill, now running at about $75 million annually, would drop to $60 million ("Closed Circuit," June 26). The proposed higher rates for occasional use service virtually assures HSN's opposition to the new tariffs.

In any case, the proposed rates for the networks would not affect the decision they are now pondering as to whether to abandon terrestrial transmission for domestic satellite service. One network source said the savings represented by the proposed AT&T rates do not approach the kind that the networks have in mind in discussing satellite service with the various firms seeking communications satellite authorizations.

At the last meeting among the parties involved in the program-transmission rates issue, two weeks ago, AT&T officials indicated that the monthly charge for full-time terrestrial service would drop from $82.50 per mile for the interchange channel to $55 per mile. The new rates for station connection would be $1,500 per month, less than the networks now pay, but the new monthly rate for local channel service, $1,000 per month, would be the same.

On the other hand, the interchange channel rate for occasional service would be increased from 55 cents per mile to $1. The station-connection charge in the service would be $80 per hour and the local channel rate, $500 per day (but no more than $1,000 in a given month).

AT&T had been expected to file last week for permission to submit the new tariffs. However, a spokesman for the Long Lines department said company officials wanted more time to study the filing.

EIA wants chs. 70-83 off television sets

They've already been given to land mobile, group tells FCC, and detent tuners could come faster if they're taken from dial

The trade association representing manufacturers of consumer electronic products has proposed a revision in the FCC's all-channel television reception requirements that would remove UHF channels 70-83 from all TV sets.

In a petition for rulemaking filed at the FCC last week, the Consumer Electronics Group of the Electronic Industries Association requested that, effective July 1, 1974, set manufacturers be required to produce units with a reception capability of only 56 positions (channels 14-59). It also asked that all references to television channels 70-83 be removed from the statutes as of Nov. 15, 1975.

The group also requested that, after the latter date, no licenses for UHF translators operating on channels 70-83 be renewed. This would force the migration of some 800 translator stations to channel positions further down the UHF spectrum.

The EIA petition comes in the wake of two significant FCC rulings affecting UHF broadcasting—one which will bar UHF use of channels 70-83 effective Nov. 15, 1975 (those channels having been reallocated for use by the land-mobile radio services), and another that requires receiver manufacturers to include on all units a 70-position detent tuning system for UHF, comparable to that presently used for VHF reception, by July 1, 1974.

EIA noted that although the commission has implemented a plan for the transfer of translators currently using channels 70-83 to lower frequencies, it will still be possible for translators in remote locations (where land-mobile interests presumably not make full use of the new spectrum space for some time to come) to operate indefinitely on the higher channels. Under the commission's plan, translators remaining on the reallocated frequencies after the November 1975 cut-off date will be renewed on a secondary basis with land-mobile given first option on the channel.

Noting that Philco-Ford Corp. had advanced a similar proposal in 1970 which was not acted upon by the commission, EIA concluded that sufficient time had elapsed for translators occupying the reallocated channels to consider moving, and for land-mobile interests to plan for the occupation of those channels. The principal problem, it indicated, is that after the 1975 switchover on channels 70-83, the only broadcast occupants on those channels will be the translators which have not yet been displaced by land mobile. Nevertheless, it claimed, set manufacturers would still be required to provide tuning space for those translators (which EIA estimated could be placed in less than one million households) under the present rules.

EIA also claimed that commission approval of its proposal would result in financial and technical advantages which would inevitably be passed on to the consumers.

On the technical side, EIA asserted that despite "diligent efforts" by manufacturers to find an adequate means of complying with the 1974 detent tuning requirements, such an ability "has not been demonstrated."

But elimination of the 14 channels from the tuning requirements, it said, would result in a 20% decrease in the UHF tuning range and would thus "materially increase the likelihood that calibration accuracy and reactivity can be developed which meet the FCC requirements in actual production."

They keep buying television sets

EIA also reports that radio sales dropped in first six months

The sale of TV sets by manufacturers to dealers for the first six months of the year continued up compared with the same period last year—by 21.1% for color and by 9.1% for monochrome. In radio, however, total sales were down by 4%, although FM sales registered a 15.6% gain.

For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>3,005,358</td>
<td>2,482,076</td>
</tr>
<tr>
<td>Monochrome</td>
<td>2,358,418</td>
<td>2,171,248</td>
</tr>
<tr>
<td>Total</td>
<td>5,363,776</td>
<td>4,653,322</td>
</tr>
</tbody>
</table>

Technical Briefs

Clean Machine. Treise Engineering has announced a new cleaner waxer for 8/16 mm or 16/35 mm film. It may be used for cleaning and lubricating film for use in cassettes, renovating old roll film or providing protection for newly processed film. 1941 First Street, San Fernando, Calif. 91340

New line. Lamp Business division of General Electric Co., Cleveland, is offering new line of stage/studio lamps that is said to be mid-way choice between lower cost incandescent lamps and top quality halogen-cycle quartz lamps. New GE line of 3,200K, mogul bipost base lamps, available in fall, are designed for use primarily in lens-type spotlights for motion picture and television production and for theater stage and photographic lighting.

Broadcasting Jul 31 1972 48
A widening market for country music via TV syndication

What networks reject still finds home
In a growing middle-American market

It's becoming an adage in Nashville that country music on television is better off in syndication than it was on the networks. Witness this evidence: CBS-TV dropped Hee Haw after only two years in which was called a purge of the network's "rural image." Picked up for syndication in 1971 by Yongestreet Program Services, Hee Haw rated among the top three syndicated TV programs this year, reaching almost 12 million homes a week—a figure that, according to Yongestreet, puts it ahead of 30 prime-time network offerings.
The Porter Wagoner Show, never on the networks but one of the leading country-music half-hours, had an audience of about 4.1 million homes in the February rating sweeps of 1971. In 1972—according to Show Biz Productions, the show's syndicator—the total homes jumped to 6.8 million.

Four other Show Biz-syndicated country-music shows, including The Wilburn Bros. Show and The Del Reyee Show, have enjoyed a 60% growth in audience in the last four years. (Show Biz supplies 325 stations with its half-hour programs, the spokesmen said.)

Three years ago, The Bill Anderson Show was seen in 30 markets. Last year, it was seen in 125, 37 of them in prime time. The Anderson show has been under new ownership and tied to a new syndication firm since last fall. It has finished its first season with DMK Films—it was formerly with General Electric Broadcasting—and is "a whole new thing now," says Bill Anderson.

"Bill's whole career is taking a turn this year," says producer-director Dennis Kostyk. "He signed a contract with MCA this year to appear in five films in the next five years and do five movie themes in the same time. He did a guest shot on Alias Smith and Jones this year. We're trying to broaden the appeal of the show, bring in a more pop flavor to attract a larger audience. We're trying to make it like any other show."

Like most major syndicators, DMK Films is looking to place the Anderson show in the top markets. It has recently returned to Los Angeles and has hopes of breaking Boston and New York. It may two to three years to do that, he believes.

Bill Anderson, a tall, articulate, former journalist from Columbia, N.C., says he was dubious at first about the changes DMK was trying with the show that has borne his name for more than six years. "When they told me Don McLean [writer and performer of "American Pie"] was booked onto the show, I wasn't sure how it would take it, but when that boy sat down and played the banjo—he was as good as anyone I'd ever heard."

Of the "popification" of his show he now says, "I've felt for a long time that country music should be taken out of the barnyard and put into the mainstream of television production. Our job (regularly on his show include Jan Howard and his backup band, The Po' Boys) is not to just sing for those people, we have to entertain them. And if I can do that by bringing in Don McLean or Cliff Robertson—he came on one week to talk about his new film that's about the rodeo—then I'm gonna bring them on."

"The problem that we're faced with as syndicators that most other people in the field don't have," Mr. Kostyk explained, "is the regional prejudice against country music. The majority of people like country music, I believe. It shapes up like a bell-curve on the map. The line [of acceptance] runs from the middle of California and goes up in the Midwest to the pockets of the most avid country fans in Ohio and Indiana and then down again at the Mason-Dixon line. The decisions to cancel Johnny Cash [on ABC-TV] and Hee Haw were provincial, I think, out of New York. Country music is a lot more universal than they think."

A&M picks Sansui for quad

A&M Records, Los Angeles, has chosen the Sansui four-channel (quadraphonic) system for its first quad release. Sansui's quad system, called the SS, uses matrixed coding mode—as does the CBS SQ system—rather than a discrete system—as used by RCA (Broadcasting, April 3). The first four-channel A&M release is Joan Baez's recent album, Come from the Shadows. It was shipped last Thursday (July 27).

Ode Records, an A&M subsidiary label headed by Lou Adler, has used the SS system previously for Carole King's Music album.

A&M spokesmen stressed that the rec-
Cable begins to look as good as gold

Expansion is the word in the industry; banks and insurance firms are now almost eager to invest in a "good risk" as CATV's future becomes less cloudy.

Cable-television companies are shoring up their financial structures in 1972, poised for expansionary—and expensive—moves in the decade ahead.

Through a combination of bank and insurance-company loans, stock underwritings and private fundings, cable firms are pressing diligently to raise the initial outlays required to construct new systems and institute new services.

They are succeeding on an unprecedented scale. In contrast with only a few years ago, cable companies now are emerging as "good risks" for banks and insurance companies, the investing public and private lending groups.

In the four months since March 31, when the FCC rules governing cable went into effect, major steps in the financial sector have included:

Teleprompter raised more than $66 million through the sale of 1,870,000 shares of its common stock and reported it is in discussion with banks to extend its long-term loan from $42 million to at least $100 million.

American Television & Communications signed a $23.5 million loan agreement with 13 insurance companies, led by Travelers Insurance Co. and Aetna Life Insurance Co.

Sammons Communications Inc., Denver, has filed a registration statement with the Securities and Exchange Commission for a proposed offering of a million shares of its common stock at a maximum offering of $22 per share.

Wall Street analysts and officials of lending institutions agree that financing in 1972 for cable will far outstrip 1971 performance in this field.

The FCC's cable regulations, the growing maturity of the medium after a history of 20 years and its prospects for providing auxiliary (and potentially profitable) services were cited as factors contributing to cable's favorable risk position. If CATV's promising $58 million to be fulfilled, a vast infusion of capital is required. Though analysts and other financial experts acknowledge that long-term projections can be precarious, several estimates that the industry would require $5 billion to $10 billion over the next 10 years to build new systems, buy new equipment and programing, and provide additional services.

They explain that the wide gap in estimates reflects (1) how fast systems actually can be built and (2) how rapidly systems can move into two-way services, including pay TV merchandising, alarm systems and instructional facilities.

Edward Addiss of Matthews, Mitchell & Co., New York, referred to the urgent need for capital to establish new systems now in the planning stages. He notes there are more than 2,800 systems in operation; another 1,600-plus have been franchised but not built, and about 2,700 applications for new franchises have been filed.

"The current systems have about five million subscribers," he continued. "Cable is shooting to add 20 million over the next 10 years. It's hard to say if this growth pattern can be achieved, but if pay TV on cable becomes a reality, it is certainly within the realm of possibility."

The most pressing financial need for cable systems over the next few years, analysts say, will be funds to construct new systems. Several pointed to a recent projection by Jerrold Electronics indicating that almost $800 million would be needed over the four years ending in March 1975 to construct new systems. The figure does not include costs for the head-end, local origination facilities and equipment required for full two-way communication.

Arnold Rimberg of Edward Viner & Co., New York, stressed that in a growth industry such as cable, there is a tandem relationship between equity financing and debt. A company that raises a certain amount through a stock offering is usually able to borrow even larger amounts from banks, insurance companies or other sources.

"For example," Teleprompter's recent stock offering brought in more than $66 million," he said. "And the company has announced it would seek to raise its debt position from $42 million to at least $100 million by adding a second phase of financing today has maturity and is poised to attract financing without too much difficulty," he said. "The larger cable companies and the smaller ones don't seem to have any trouble, though some middle-sized firms find it a little difficult."

Benjamin Lenhardt, assistant vice-pres-
ident of the First National Bank of Chicago, said the bank has “a major commitment” to cable and has provided financing for major and regional MSO’s and individual systems. He declined to specify dollar amounts but said the banks’ availability of funds for cable has run to “eight figures” this year.

He explained the mechanics of lending this way: First National of Chicago and a leading insurance company will make available long-term credit (approximately 15 years) to a system to be paid off at specific periods. The bank portion generally is paid in the first seven or eight years and the insurance company in the latter period, he said.

Mr. Lenhardt, whose specialty is the cable field, said the First National Bank of Chicago is active in all areas of entertainment financing, including motion pictures and television production, broadcasting and sports complexes. As an indication of his confidence in cable’s future, he said his unit recently made a major merger in cable’s management, outlining the progress of the industry and tabbing it “one of the growth industries of the decade.”

Other banks and insurance companies involved in cable-TV financing, as mentioned in Chicago, are: Chase Manhattan Bank, Morgan Guaranty Bank, Bank of New York, Pittsburgh National Bank, Aetna Insurance, Allstate Insurance, Home Life Insurance and John Hancock Mutual Life Insurance.

Peter J. Enderlin of Merrill Lynch, Pierce, Fenner & Smith, New York, said the stability of the cable field in recent years is reflected by the lack of major defaults in meeting debt obligations. He envisioned a period of continuous growth in cable, marked by mergers and acquisitions.

He noted that over-all performance of cable stocks had run ahead of the general market until the beginning of 1972, but said prices in recent months generally have been only slightly ahead.

The trend seems to linger apparently will continue in 1972 and through early 1973, according to CATV specialists. Only two weeks ago American Television & Communications, Denver, agreed in principle to merge with Cox Cable Communications through issuance of about $125.6 million of AT&T stock (Broadcasting, July 24).

In recent months, Warner Communications has acquired Television Communications, Inc. at a cost of $47 million in stock; Communications Properties has bought Telesystems for about $35 million and Telecommunications had purchased Rust Craft’s cable division for about $10 million.

Still pending are the acquisitions of Cypress Communications by Warner Communications ($75 million) and the purchase of Jefferson-Carolina by American TV and Communications ($15 million).

Analysts cautioned that there are sometimes perils and “problems leading to terminations of mergers agreements.” As examples they cited the calling off of agreements whereby Vicksave would have acquired Communications Properties ($98.5 million); Warner Communications would have purchased Cable Information Systems ($133 million) and Viacom International would have bought Columbia Cable ($38.5 million).

For the near-term future, financial specialists project a continuous pattern of growth and expansion in the cable-TV industry, powered by long-term, equity financing; an upturn of the thrust toward consolidation, and market performance that will be cyclical in nature, characterized by sharp rises and, at least, moderate drops in prices. Cable TV’s long-term potential is rated “quite good.”

**TV network leads way for ABC Inc. record half**

$10-million profit chalked up in second quarter of ’72 alone

Record revenues and net income were reported last week by ABC Inc. for both the second quarter and first six months of 1972, with earnings for the periods more than doubling 1971’s figures.

Second quarter revenues soared to $206,164,000 from $173,319,000 in the comparable period last year, income climbed to $10,169,000, or $1.19 per share, from $4,428,000 or 63 cents per share in the 1971 quarter.

Commenting on the improved performances, Leonard H. Goldenson, chairman, and Elton H. Rule, president, said: “As was true in the first quarter, the record level of operating earnings in the second quarter was principally due to the continued strong performance of the television network. The outlook for our company remains excellent and we expect substantial earning improvement for the balance of the year.”

For the first six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenue</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$2.05</td>
<td>$413,490,000</td>
<td>$16,681,000</td>
</tr>
<tr>
<td>1971</td>
<td>$1.02</td>
<td>$358,319,000</td>
<td>7,204,000</td>
</tr>
</tbody>
</table>

**Income up at Capacities**

FCC-approved tax break on WTEN(TV) hikes working capital by $6 million

Capital Cities Broadcasting Corp., New York, reported its net income for the second quarter rose 32.5% over the same period last year, and that net income for the six months ended June 30 was up 39% over 1971’s comparable period.

The company’s consolidated income has been restated to include the acquisition of the Belleville, Ill., News-Democrat, a paper with 30,000 circulation.

The company said that “in May 1972, the FCC issued a tax certificate to the company which resulted in the deferral of approximately $6 million of taxes on the sale of television station WTN Albany, N.Y. As a result, working capital will be increased by that amount.”

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Revenue</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$5.12</td>
<td>$58,657,000</td>
<td>45,902,000</td>
</tr>
<tr>
<td>1971</td>
<td>$3.81</td>
<td>45,902,000</td>
<td>6,157,000</td>
</tr>
</tbody>
</table>

**Cox Broadcasting comes on strong**

**Profits in first six months 30% above first half of ’71; radio-TV properties up 13%**

Cox Broadcasting Corp., Atlanta, reported “substantial gains” in revenues and earnings for the second quarter and six months ended June 30, 1972, as compared with the same period last year.

Net income for the three months ended June 30 showed a 24% increase over last year’s net income for the same period. Operating revenues for the 1972 second quarter were up 21% over last year’s second quarter.

For the six months ended June 30, net income gained 30% over the same period last year. Operating revenues totaled $38,408,186, compared with $31,387,834 in the January-June period of 1971, an increase of 22%.

“While operating divisions reported increased revenues and earnings for the quarter,” J. Leonard Reinsch, president of Cox, said. “Revenues of CBC’s major division, broadcasting, rose 13% over the like 1971 period, with television showing a much greater gain than radio. The broadcasting division also reported strong gains in operating profits.”

Mr. Reinsch added: “The upward trend in broadcasting revenues experienced during the first half of 1972 should level off in the third quarter. Revenues are expected to show another upswing in the fourth quarter of this year.”

Both revenues and pretax earnings of the publishing and services divisions showed “solid gains” in the second quarter and the first six months of 1972, according to the company, with each division reporting “internal growth.”

The revenue-and-profit performance of the program production and distribution division showed “great improvement” for the 1972 second quarter, according to Mr. Reinsch, reflecting additional revenues from the motion picture “Willard.”

He added that “Ben,” sequel to “Willard,” was released in June and was “well received in major market areas.”

CBC’s 56.3%-owned affiliate, Cox Cable Communications Inc. has announced a proposed merger with American Television and Communications Corp., and Cox Broadcasting is acquiring KFJ(AM) Los Angeles for $15.1 million, subject to FCC approval (Broadcasting, July 24).

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Income per share</th>
<th>Revenues</th>
<th>Net Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1972</td>
<td>$0.89</td>
<td>$36,408,186</td>
<td>5,269,840</td>
</tr>
<tr>
<td>1971</td>
<td>$0.69</td>
<td>31,387,834</td>
<td>4,021,048</td>
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</tbody>
</table>

**Broadcasting booms**

**Storer finances**

Storer Broadcasting Co., Miami Beach, Fla.-based group owner, reported last week that a 17.1% jump in broadcasting revenues was in large measure responsible for over doubling the company’s net
Radio stations get healthier

Annual NAB survey finds profits at median outlet went up 8.5% in '71; Irion expects even better things for '72

Despite the soft economy last year, the typical (median) radio station increased its profits before federal taxes by 9.5%, with net revenues up 4.1% and total times sold up 5.7% compared with 1970. These were the cheery conclusions from the National Association of Broadcasters' annual survey of 1971 station finances, based on responses from 1,380 commercial AM and FM radio stations. Excluded were independent FM stations and those combination AM-FM operations where separate returns were filed for the FM. These will be reported later. Of the 1,380 stations, 1,004 reported profitable operations.

The confidential returns were analyzed by Ron Irion, director of NAB's broadcast management department, who noted that radio's performance in time sales was in contrast to TV's "lackluster" showing for the same 12-month period. TV's 1971 total time sales fell slightly from the previous year's level (Broadcasting, July 3).

In radio time sales, the typical station was half a percentage point up in the national and regional category, but a healthy 6.5% in local advertising sales. Mr. Irion noted that as a percentage of total time sales, national radio spot had faded for the third straight year—it was 11.9% in 1971, compared to 12.5% in 1970, and 12.8% in 1969. Broadcast expenses, continuing a general climb as they did in all sectors of the economy, were up 3.8% for the median radio station, with the highest increase, 5.6%, in the general and administrative ranks, and with an actual reduction of 2.4% in the technical area. Among other expenses that rose last year were music-license fees, up 6.5%.

The profit margin of the typical radio station (the relationship of profits before taxes on total revenues) rose fractionally—from 1970's 6.4% to last year's 6.78%.

This year, Mr. Irion estimated, total revenues for the median radio station will rise to $180,000, a 6.6% increase over the 1971 total of $168,900.

### Revenues and Expenses of the Typical Radio Station

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Income</th>
<th>1971</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcast</td>
<td>$168,900</td>
<td>$162,200</td>
<td>4.1</td>
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<tr>
<td>Time Sales</td>
<td>$171,600</td>
<td>$162,300</td>
<td>5.7</td>
</tr>
<tr>
<td>From:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networks</td>
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<td>0</td>
<td></td>
</tr>
<tr>
<td>National and Regional</td>
<td></td>
<td>20,400</td>
<td>20,300</td>
</tr>
<tr>
<td>Local Advertisers</td>
<td></td>
<td>151,200</td>
<td>142,600</td>
</tr>
<tr>
<td>TOTAL BROADCAST EXPENSE</td>
<td></td>
<td>$157,400</td>
<td>$151,700</td>
</tr>
<tr>
<td>From:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical</td>
<td></td>
<td>12,300</td>
<td>12,600</td>
</tr>
<tr>
<td>Program</td>
<td></td>
<td>48,400</td>
<td>46,580</td>
</tr>
<tr>
<td>Selling</td>
<td></td>
<td>29,400</td>
<td>28,100</td>
</tr>
<tr>
<td>General and Administrative</td>
<td></td>
<td>67,500</td>
<td>64,300</td>
</tr>
<tr>
<td>TOTAL SALARIES</td>
<td></td>
<td>$86,700</td>
<td>$84,000</td>
</tr>
<tr>
<td>Music License Fees</td>
<td></td>
<td>7,400</td>
<td>7,400</td>
</tr>
<tr>
<td>Profit before federal income tax</td>
<td></td>
<td>11,900</td>
<td>10,500</td>
</tr>
<tr>
<td>PROFIT MARGIN</td>
<td></td>
<td>6.78%</td>
<td>6.47%</td>
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* Time sales plus other broadcast revenues less cash discounts and commissions to agencies, representatives and brokers.
* Includes all promotions, executions agencies and representatives commissions.
* Includes salaries, wages, and bonuses of officers and employees.  

### Financial Briefs

**Viacom International Inc., New York**, reported substantial gains in revenues and net earnings for both first half and second quarter of 1972, with both CATV and film-distribution division recording gains over comparable 1971 periods.

- Ralph M. Baruch, president, said 18,000 cable subscribers were added during first half of year and noted that total subscribers would rise to more than 87,000 with expected acquisitions of Port Angeles Telecable and Com-Cable within next 30 days. For first six months ended June 30:
  - **Earnings per share** $1.26 $1.21
  - **Revenues** 50,658,000 44,163,000
  - **Net Income** 12,566,000 12,145,000

**Communications Satellite Corp., Washington**, reported increased revenues and net income for six months ended June 30, compared to same period last year.

- **For six months ended June 30:**
  - **Earnings per share** $1.40 $1.28
  - **Revenues** 62,919,000 64,410,000
  - **Net Income** 701,000 554,000

**Post Corp., Appleton, Wis.,** reported increased revenues and income for six months ended June 30, compared to same period last year. Post owns TV and radio stations in Missouri, Wisconsin, Michigan and Iowa.

- **For six months ended June 30:**
  - **Earnings per share** $0.61 $0.53
  - **Revenues** 191,733,000 164,445,000
  - **Net Income** 5,669,000 4,521,000

**Fugus Industries Inc., Atlanta,** reported "huge increase" in its losses for second quarter and first six months of 1972, over same periods last year.

- **For six months ended June 30:**
  - **Earnings per share** $0.61 $0.53
  - **Revenues** 191,733,000 164,445,000
  - **Net Income** 5,669,000 4,521,000
## Broadcasting Stock Index

### Weekly market summary of 120 stocks allied with broadcasting

<table>
<thead>
<tr>
<th>Stock Symbol</th>
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<th>Market Changes</th>
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**Broadcasting**

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**Dun & Bradstreet**

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**General Time & Rubber**

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**Kantar State Network**

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**King Timp Inc.**

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**Lamb Communications**

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**Lee Enterprises**

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**Liberty Corp.**

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**Mccorin Hill**

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**Meredith Corp.**

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**Metromedia**

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**Multimedia Inc.**

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**Dufte & Co.**

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**Post Corp.**

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**Publishers Broadcasting Corp.**

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**Reeves Telecom**

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**Ridder Publications**

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**Rollins**

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**Rust Craft**

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**San Juan Racing**

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**Scherer-Plough**

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**Sonnderling**

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**Storer**

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**Turner Communications**

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<th>Stock Symbol</th>
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**Washington Post Co.**

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<th>Stock Symbol</th>
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**Wometco**

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**Wicka**

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### Programming

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**Columbia Pictures**

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**Disney**

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**Filmways**

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**Gulf & Western**

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**MCA**

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**MGN**

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**Music Makers**

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**Tele-Tape Productions**

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**Transamerica**

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Broadcast Advertising


James J. Moore, associate counsel, Norman Craig & Kummel, New York, named VP, assuming additional supervisory responsibilities for radio-TV business affairs, under H. Brinckerhoff and Charles Genarelli, associate creative directors, NC&K, named VP's.

Marion Lennox, radio-TV traffic manager, Benton & Bowles, New York, named VP.

E. Wyatt Hicks, executive VP, J. Walter Thompson, New York, named managing director, New York office, newly created position. H. J. Barnum, founder and president, Deltakos, JWT's medical-scientific communications division, named executive VP of agency and Deltakos chairman. John H. Brickerhoff III, executive VP, Deltakos, succeeds Dr. Barnum as president of division.

Donald T. Egensteiner, VP, creative director, Young & Rubicam, Detroit, and Gerald Miller, VP, associate creative director and manager, copy personnel, Y&R, New York, elected senior VP's. Jack Foster, creative director, Foote, Cone & Belding, Los Angeles, named senior VP and member of board.

L. Roy Wilson, general manager, Ketch-
um, MacLeod & Grove, Washington office, named senior VP.

Lloyd Highbloom and Warren Buchanan, account supervisors, Doyle Dane Bernbach, New York, as VP.

Theodore C. Levenson, chairman, Levan- than Communications, New York, news and program service for cable TV, joins Kenyon & Eckhardt, New York, as VP/management supervisor and director of strategy review board.

Thomas Schull, head of Tom Schull Productions, New York, marketing and advertising consultancy firm, appointed to newly created position of director, national/retail chain advertising, Station Representatives Association, New York. His responsibilities include development of spot business at national or regional level from retail chains and franchise organizations.


Alfred Racco, general sales manager, ABC-owned KGO(AM) San Francisco, appointed general manager succeeding Edward F. McLaughlin, new president of ABC Radio (Broadcasting, July 24).

John T. Lynch, with WIND(AM) Chicago, joins KFMB(AM) San Diego as sales manager.

Harvey Lapidus, with WVVN(AM) Chicago, named sales manager.

John H. Wrath, former general manager, KGB(AM) San Diego joins XHIS(FM)-XHER(AM) Tijuana, M-XICO, as sales manager.

Patrick F. Hayes, general manager, WCOA-FM Pensacola, Fla., joins WIVY-AM-FM Jacksonville, Fla., as general sales manager.

Melvin Waskey, with WFBF(AM) Baltimore, appointed assistant to general manager. (Correcting July 24 item).

Fred J. (Skip) Sawyer, with BIAS division of Data Communications Corp., Memphis, computerized broadcasting service, named manager of BIAS consulting services.


James Hapeman, with Kenyon & Eckhardt, Chicago, appointed account supervisor for Pabst Brewing account.

Henry J. Gerfen, VP, Warren, Muller, Dolbowski Inc., New York agency, joins The Mennen Company, Morristown, N.J., as VP and director of marketing.

Jerry Brown, marketing supervisor, Sudler & Hennessey, New York, joins pharmaceutical division of BBDO, New York, as director of medical marketing and media.


Robert R. Saracen, manager, WGN-TV Portland, Me., joins Blair Television, Chicago, as account executive.

Benjamin W. Daniels, with WTVF(TV) Raleigh, N.C., joins Blair Television, Atlanta office, as account executive.

Thomas P. Atkinson, with J. Walter Thompson, New York, joins Doremus & Co. there as senior copywriter.

Jim Hughes, manager, Savalli-Gates Dallas office, joins Tuter Inc., broadcasting division of Southern Baptist Radio and TV Commission, as account executive.

Fred Rinehart, editor and publisher, Cricket magazine, Salt Lake City, joins KIRO(AM) Seattle as creative director.

David Ferraro, with KIO(FM) San Francisco, joins KABC(AM) Los Angeles, as retail marketing coordinator.

Bob Leadley, formerly with Young & Rubicam, New York, joins Sam Lusky Associates Inc., Denver agency, as marketing specialist and account supervisor.

Media

Steven J. Ross, president of Warner Communications Inc., elected to additional posts of chairman and chief executive, succeeding late President William V. Frankenl, with whom he had shared duties of chief executive. Ted Ashley, chairman of Warner Bros., TV and motion picture subsidiary, named chairman of parent company's executive committee, post vacant since 1970.

Peter D. O'Connell, attorney, Washington law firm of Pierson, Ball & Dowd, appointed VP, secretary and chief counsel.

KABL keeps promise. Three minority-group representatives were elected last week to seven-member board of KABL Inc., established by Starr Broadcasting Corp. to make policy for its recently acquired KABL-AM-FM Oakland-San Francisco. Minority-group members, who were elected in accordance with what was believed to be unprecedented agreement to give minorities voice on broadcasting outlet's board (Broadcasting, April 24), are Walt Thompson, black, who is chairman of journalism department of Laney College, Oakland; Richard Bessera, chicanos attorney, and Larry Jack Wong, Chinese, who is official of National Institute of Mental Health's regional office in Oakland. Other members of the board are Peter and Michael Starr, president and executive vice president of Starr Broadcasting; Gordon Ryan, corporate secretary, and Knowles L. Hall, vice president and general manager of KABL-AM-FM.

Gene Walsh, director, program publicity, NBC, appointed director, press and publicity, with over-all responsibility for entertainment programing publicity activities including NBC photo department. Josh Kane, manager, program and trade publicity, appointed manager, press and publicity. Anthony Block, administrator, and trade publicity, appointed manager, business and trade publicity.

James H. Quello, VP, Capital Cities Broadcasting Corp. and station manager, WJR(AM) Detroit, resigns to become broadcast consultant.

Jack Adamson, station and general sales manager, KIRO(AM) Seattle, named VP.


Harold R. Rosenberg, general sales manager, KJH-AM Los Angeles, appointed general manager.

Richard F. Carr, VP and general manager, KCMO(AM)-KFMU(FM) Kansas City, Mo., named VP for broadcast operations, Specialty Premiums Inc., Kansas City-based marketing firm and parent of Las Vegas Electronics, licensee of KVEG-AM-FM Las Vegas. He will be responsible for operation of stations and future broadcast acquisitions of Specialty Premiums Inc.

George Page, assistant to president of Public Broadcasting Service, Washington, and former NBC News TV correspondent and producer, named director of public information, PBS. David Swanson, manager of public information, resigns to start his own public relations and consulting firm specializing in broadcast public relations and promotion, with PBS as one of his clients.

Walter A. Bowry, assistant manager, WTVR-AM-FM-TV Richmond, retires after 31 years with stations and elected director, Roy H. Park Broadcasting of Virginia Inc., licensee of WTVR stations.

Frederick C. Delahay, sales manager, KFAM-FM Portland, Ore., joins KQIV(FM) Lake Oswego, Ore., as general manager. KQIV is new station scheduled to begin broadcasting in August.

Charles A. Brailer, executive producer, KFWB(AM) Los Angeles, appointed to newly created position of broadcast operations manager, KFWB(AM)-FM San Francisco. Both stations are owned by Westinghouse Broadcasting Co.


Howard Frost, chief engineer, WHCT-TV.
IBM hires Dann. International Business Machines has retained Mike Dann, former CBS program executive and since then executive with Children's Television Workshop, as consultant. Mr. Dann, said IBM, will act as adviser to company in area of corporate sponsorship of programming. As of July 1, Mr. Dann also became consultant at CTW. Mr. Dann, who was senior VP, programming, at CBS-TV, left in 1970 and joined CTW as VP and special assistant to Joan Cooney, CTW president. At CTW Mr. Dann has been primarily responsible for international sales and distribution of Sesame Street.

Hartford, Conn., appointed director of broadcast operations, Pete Savioli, production manager, appointed promotion manager.


George S. Johnson, director of planning, KOB(AM) Albuquerque, retires after 40 years with station.

Mick Shafrich, VP and general manager, KAA-AM-FM Denver, named president-elect, Colorado Broadcasters Association.


Programing

Frank Wells, VP, Warner Bros., Hollywood, elected president and chief operating officer. Warner Bros. is subsidiary of Warner Communications.

Dick Cox, VP-programming, Doyle Dane Bernbach, New York, named VP-development, Tomorrow Entertainment there, with responsibilities in television and motion-picture areas.

Neal H. Pilson, assistant general counsel, Metromedia Inc., New York, named to new post of VP, administration, Metromedia Producers Corp., also New York.

Peter Watkins, account executive, Metromedia TV sales, named VP, special projects, Winters/Rosen Distribution Corp., New York.

Howard B. Anderson, Western division sales manager, 20th Century-Fox Television, joins Hughes Communications, Hollywood, as staff VP.

George Liberatore, sales service director, WVTW(TV) Milwaukee, appointed production manager.

Norm Michaels, freelance cinematographer, joins WFTV-TV Hartford, Conn., as production manager.


Tommy Edwards, with WOR-FM New York, joins WLS(AM) Chicago as production director.


David Tiller, attorney, Legal Aid Society with Los Angeles Indian Center, joins KNBC(TV) Los Angeles as policy editor, with responsibility for reviewing programming material prior to broadcast.

Broadcast Journalisim

Jack Bowe, executive producer, morning news, and legislative correspondent, WSB(AM) South Bend, Ind., appointed director of news and public affairs, WSB-AM-FM-TV.

Susan Spencer, reporter, WCBS-TV New York, joins WCCO-TV Minneapolis, as feature reporter.


George Scott, associate news director, KTRK(AM) Tucson, Ariz., joins KTR(AM) Phoenix, as news director.

Robert D. Coker, news director, WIRE(AM) Indianapolis, assumes additional duties of news director, WRTZ(FM) there. Both are Mid-America Radio Inc. stations.


John Kerans, news director, WTW(C) Minneapolis, joins wind(AM) Chicago as anchorman.

Ken Ford, news reporter, WJBR-TV Detroit, appointed co-anchorman, weekend newscasts.

Jane Tillman Irving, writer and reporter, WWRL(AM) New York, joins WCBS(AM) there as community reporter.

Hilton Kaderli, weather reporter, WTTG-TV Washington, joins WTOP-TV Washington in similar capacity.

Spencer Allen, editorial director, KMOS-TV St. Louis, appointed associate professor and director, newly established Urban Journalism Center, University of Missouri School of Journalism, St. Louis campus.

Equipment & Engineering

Stuart L. Bailey, co-founder of Washington engineering consulting firm of Jansky & Bailey, now director of Atlantic Regional Search Corp., elected chairman of Joint Technical Advisory Council, advisory group co-sponsored by Institute of Electrical and Electronics Engineers and Electronic Industries Association, Allen M. Peterson, senior scientific adviser, electronics and radio sciences division, Stanford Research Institute, namedvice chairman.

G. Lee Smith, VP-sales, RCA, joins Admiral Corp., Chicago, as VP-electronics marketing.

W. Sanford Maner, chief engineer, SubSufolk Cablevision, Islip, N.Y., joins Anixter Pruzan, CATV equipment manufacturer, as Southeastern salesman for CATV products. He will be based in Anniston, Ala.


Cable

Charles C. Woodard, vice president for programming, Teleprompter Corp., New York, named president of Covenant Cable Inc., subsidiary of Cable Street Communications Inc., Riverside, Conn.


Frances Postlewaite, assistant secretary-treasurer, Ocean View Cablevision Inc., Seaside, Calif., appointed director of public relations and promotion.


Deaths

Thomas Coleman, 54, former director, Western division, Associated Press broadcast department, died July 19 in Freeport, N.Y., after long illness. He is survived by his wife, Clara, and five children.

T. H. Patterson, 54, executive VP, WITN-TV Washington (Greenville), was, died of heart attack July 22. He is survived by his wife, Myrtle, and two children.

Lou Scolfield, 58, veteran daytime TV serial writer and co-creator of Where the Heart Is series on CBS-TV, died July 19 in South Laguna Beach, Calif. Other series he had written for included Edge of Night, Search for Tomorrow and Secret Storm on CBS-TV. He is survived by two daughters.

Ferenc Kormendi, 72, former editor, Voice of America Hungarian service, died July 20 at George Washington University hospital, Washington, of stroke. He had previously been commentator and writer for BBC and producer-director for Radio Free Europe in New York. He is survived by his wife, Panni.
As compiled by Broadcasting July 18 through July 25, and based on filings, authorizations, and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, au.—auxiliary, CATV—community antenna television, CH—channel, CP—construction permit, D.—day, DA—direction antenna, ERP—effective radiated power, khz—kilohertz, kw—kilowatt, mc—megacycle, mhz—megahertz, mod.—modification, N.—night, PTA—preliminary technical authority, SC—subsidiary communications authorization, SH—specified hours, SSA—special supplementary authority, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, vi—virtual, w.—white, w.e.—educational, HAAT—height of antenna above average terrain, CAS/month—community antenna relay station.

New TV stations
Final action
- Panama City, Fla.—FCC denied petition by Panhandle Broadcasting Co., for partial reconsideration of commission memorandum opinion and order adopted April 5, granting its application for CP for new TV to operate on ch. 13 at Panama City. Action July 19.

Action on motion
- Hearing Examiner Jay A. Kyle in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co.), granted CP to extend type of motion for protective order; ordered hearing examiner's motion for protective order; to limit or suppress interrogatories propounded by Broadcast Bureau; to promptly respond to bureau's interrogatories filed in this proceeding (Docs. 15461, 16760-1, 16761). Action June 17.

Existing TV stations
Final actions
- KTLA-TV Los Angeles—FCC denied complaint by attorney Mark Lane that KTLA-TV Los Angeles engaged in censorship in violation of First Amendment and Communications Act by deleting some of his remarks from talk show aired by station on June 23, 1970. Action July 19.
- KIXB-TV Redding, Calif.—Broadcast Bureau granted CP to change type of ant. Action July 17.
- KAUST-TV Austin, Minn.—FCC granted application by The Minnesota-Iowa Television Co. (KAUST-TV ch. 5 Austin), for CP to permit omnidirectional operation with increase in ant. height. Action July 17.
- WOVT/VTV Grand Rapids, Mich.—FCC ordered Willard Schroeder, general manager of WOTV Grand Rapids, to cease and desist from operating in WOOD Broadcasting Inc. (WOOD-AM-FM Grand Rapids), or terminate his employment by WOTV. Commission said that Mr. Schroeder's status violated FCC cross-interest policies. WOTV is owned by Time-Life Broadcast Inc. Action July 19.
- WECT (TV) Wilmington, N.C.—FCC ruled that Roy H. Park Broadcasting Inc. will be issued tax certificate in conjunction with its 1968 sale of its minority interest in Atlantic Telecasting Corp. (WECT-TV Wilmington). Action July 19.
- WSKV-TV Sneads Ferry, N.C.—Broadcast Bureau granted CP to install precise frequency control equipment. Action July 17.
- KOIRO-TV Seattle—Broadcast Bureau granted CP to install aux. at main trans. and ant. location. Action July 17.

Actions on motions
- Hearing Examiner Frederick W. Dennison in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, scheduled further hearing concerning July 21 (Doc. 19339). Action July 10.
- Hearing Examiner Frederick W. Dennison in Dubuque, Iowa (Dubuque Communications Corp. [KDUB-TV]), TV proceeding, granted request by Dubuque Communications Corp. for right to appeal order released July 3 which denied motion filed May 25 by Dubuque seeking admission of facts (Doc. 19339). Action July 11.

New AM stations
Final actions
- Circleville, Ohio—Review board granted application of Circleville Broadcasting Co. for new AM at Circleville on 1540 khz, with 1 kw DA-D, proposed in initial decision released May 31, because effective July 20, in accordance with rules (Doc. 19591). Action July 21.
- Violta, Okla.—FCC granted request by Green Country Broadcasting Co. for extension of temporary authority to Oct. 17, to operate KOLOB Violta, Okla., and request by P B L Broadcasting Co. for temporary and interim authority to operate same station has been denied. Action July 17.

Actions on motions
- Hearing Examiner Frederick W. Dennison in Shreveport, La.—FCC granted motion for protective order; arrested order released July 7 establishing procedural dates, to show date for written testimony as Aug. 16, instead of Aug. 10. (Docs. 19507-9). Action July 18.
- Hearing Examiner Millard F. French in Bay St. Louis, Miss. (Bay Broadcasting Corp.), AM proceeding, granted petition by applicant for leave to amend application to show change in stockholders, in order to formalize ruling made on record (Doc. 18413). Action July 19.

New FM stations
Final actions
- WVFE Rockford, Ill.—Broadcast Bureau granted license covering changes; change trans. to remote control trans. location: no remote control. Action July 18.
- KKCC Carlsbad, N.M.—FCC granted application of KKOL Broadcasting Co., renewal of license of KKCC for a limited term of one year ending Aug. 1, 1973, to permit early review of station's operation. KKCC was also notified that it has incurred apparent liability for $4,000 fine. Action July 19.
- WBBZ Ponca City, Okla.—Broadcast Bureau granted license covering changes; change trans. Action July 18.
- KOHU Hermiston, Ore.—Broadcast Bureau granted license covering changes; change trans. and studio location redescribed as south end of Cooney Lane. Action July 18.

Applications

Action on motion
- Chief, Office of Opinions and Review, in Jackson, Miss. (Berk Broadcasting Co. [Bama's TV]), for renewal of license of WPDQ, granted request of chief, Broadcast Bureau, and accepted bureau's late file exceptions to hearing examiner's initial decision released May 12 and bureau's brief in support thereof (Doc. 19126). Action July 12.
Summary of broadcasting
Compiled by FCC June 1, 1972

<table>
<thead>
<tr>
<th>Licensed</th>
<th>On air STA</th>
<th>Total on air</th>
<th>Not on air</th>
<th>Total authorized</th>
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<tr>
<td>Commercial AM</td>
<td>3,451</td>
<td>17</td>
<td>9,005</td>
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<td>1,513</td>
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<td>Educational FM</td>
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<td>Educational TV-UHF</td>
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<td>Total educational TV</td>
<td>203</td>
<td>10</td>
<td>214</td>
<td>127</td>
</tr>
</tbody>
</table>

* Special Temporary Authorization.
- Includes 25 educational AM's on nonreserved channels.
- Includes nonradio stations on nonreserved channels.

- Central Point, Ore.—School District 6. Seeks 79.9 mhz. does not apply. RAAT does not apply. P.O. address 451 North 2nd Street, Central Point 97601. Estimated construction cost $1,000; first-year operating cost $100; revenue $60. Paul Wilson, J. D. Straus, et al. Mr. Wilson is chairman, board of directors, Mr. Straus is vice chairman, board of trustees. Ann. July 10.
- Uniontown, Pa.—Western Pennsylvania Ethnic Radio Inc. Seeks 99.3 mhz. 3 kw. HAAT 300 ft. P.O. address 600 E. 11th Street, Uniontown 15461. Estimated construction cost $19,354; first-year operating cost $38,060; revenue $60,000. Principals: Dr. Carl W. Strawberry (50%), Kenneth R. Stippel (33.3%) and Gary L. Daniels (33.3%). Mr. Strawberry is special assistant to U.S. Department of State. Washington, D.C. Ann. July 10.

Keyser, W. Va.—Four Star Broadcasters Inc. Seeks 91.1 mhz. 6 kw. HAAT 278 ft. P.O. address 1203 South 8th Street, Keyser 26726. Estimated construction cost $1,015; first-year operating cost $2,400; revenue $6,400. Principals: Thomas S. Butcher (33.3%), Kenneth E. Robertson (33.3%) and Gary L. Daniels (33.3%). Mr. Butcher is 25.1% owner of WMSG-AM-FM Oakland, Md. He is also 33.1% owner of WKLM(AM) Keyser. Mr. Robertson is 26.15% owner of WMSG-AM-FM. He is also 33.1% owner of WKLM(AM). Mr. Robertson is 22.71% owner of WCST-AM-FM Berkshire Springs, W. Va. He is also 26.15% owner of WMSG-AM-FM and 33.1% owner of WKLM(AM). Ann. July 7.

Oakridge, Tenn.—Oak Ridge FM Radio Corp. Seeks 90.9 mhz. 1 kw. HAAT 2400 ft. P.O. address 83 Reservoir Road, Box 87, Norris, Tenn. 37828. Estimated construction cost $2,400; first-year operating cost $13,865; revenue $48,000. Principals: Dec. Daniel (75%), John W. Pickle (25%). Mr. Daniel is secretary and 75% owner of Radiocraft Inc. Mr. Daniel is also, Mr. Daniel is also, Mr. Daniel is also. Mr. Pickle is 25% owner of Radiocraft Inc., AM permittee. He is also program director of WNOX-FM Knoxville. Ann. July 10.

Final action

Actions on motions
- Chief Broadcast Bureau, in request of Gerity Broadcasting Co., extended through July 27, time to file responsive pleadings to petitions to enclude issues filed by California Stereo Inc. and Interact Inc., for new low power FM station to operate on ch. 293 at Sacramento (Docs. 19515-6). Action July 20.

Existing FM stations

- KLOA(FM) Los Angeles, Calif.—Broadcast Bureau granted license covering new FM; ERP 3 kw.; height 150 ft. Action July 18.
- KFAA(FM) Tulsa, Okla.—Broadcast Bureau granted license covering new FM station; ERP 2 kw.; height 450 ft. Action July 18.
- KFMB(FM) San Diego, Calif.—Broadcast Bureau granted license covering new FM station; ERP 2 kw.; height 200 ft. Action July 18.
- KFWO(FM) Fox Lake, Wis.—Broadcast Bureau granted license covering new FM station; ERP 2 kw.; height 200 ft. Action July 18.
- KXKL(FM) Clovis, Calif.—Broadcast Bureau granted license covering new FM station; ERP 2 kw.; height 200 ft. Action July 18.
- KXLY(FM) Yakima, Wash.—Broadcast Bureau granted license covering new FM station; ERP 2 kw.; height 200 ft. Action July 18.
- KHPO(FM) Brandon, Miss.—Broadcast Bureau granted license covering new FM station; ERP 2 kw.; height 200 ft. Action July 18.
- KXDO(FM) Odessa, Tex.—Broadcast Bureau granted license covering new FM station; ERP 2 kw.; height 200 ft. Action July 18.
- KXAI(FM) Kokomo, Ind.—Broadcast Bureau granted license covering new FM station; ERP 2 kw.; height 200 ft. Action July 18.
- KXAI(FM) Kokomo, Ind.—Broadcast Bureau granted license covering new FM station; ERP 2 kw.; height 200 ft. Action July 18.

Renewal of licenses, all stations
- Broadcast Bureau granted renewal of licenses for following stations, containing ancillary and auxiliary stations where appropriate: KDAL, Duluth, Minn.; KHRC-FM, Richmond, Va.; KKQZ-FM, Los Angeles; KUSC(FM) Los Angeles; KVRS Rock Springs, Wyo.; WDSM Springfield, Ill.; WNTC Greenville, N.C. Actions July 14.

Other actions, all services
- FCC denied request by RKO General Inc. for declaratory rulings that would permit issuance of tax certificates under Internal Revenue Code, for voluntary disestivees of AM and FM's in same market, saying that such question is outside the scope of such act. (Actions 19539-40). Actions July 19.
- William B. Ray, chief of complaints and compliance division, Broadcast Bureau, informed Charles F. Dykas, Legislative Assistant to Representative W. S. Stucky Jr. (R-Ot.) that any appearance on political spot announcement in which [candidate] is identified or identifiable by voice or picture, should be considered usage of Section 315, and require equal opportunities. Mr. Dykas had asked for ruling on how long a candidate may appear in spot announcements to require equal opportunities under Section 315 of Communications Act. Action July 19.
- Petition stated that authors of complaints filed with the FCC related to increase in prices of books to children's television could return to levels of $36 million in revenue for three TV networks. United Artists, Warner Bros., and Columbia Pictures would not release these money declines by replacing come-merging books with books from other in-crease prices on other programs to make up losses in children's programs or drop programming altogether. Action July 19.
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Modifications of CP’s, all stations

KQFJ changed to KQGZ and KQGZ changed to KQMF, both in California—Broadcast Bureau granted mod. of CP’s to change frequencies of VHF TV translators from ch. 9 186-192 mhz to ch. 66-72 mhz, operating on chs. 66-67-72 mhz to ch. 5 76-82 mhz. Action July 13.

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TV and KSAT-TV, San Antonio, KCEN-TV Temple-Waco, KBTX-TV, KHHF-TV and KVUE-TV, all Austin, KVTX-TV and KVRR-TV, both Houston, KTBC-TV, Austin, KOA-TV, Anchorage, KYTV-TV, all Anchorage, WAH-TV, all Anchorage.

* Telcon Cable TV, Wausau and Stevens, both Wisconsin.
* Community Television of Utah, Inc., all Salt Lake City (KXGN-TV Denver; KMVU-TV and KTCL-TV, both Sacramento, KTVU-TV Oakland, KBBK-TV San Francisco, all California).
* Oceanic Cablevision Inc., north shore area, Hawaii (KOMO-TV Seattle; KIRO-TV and KHEF-TV, all Honolulu).
* Cablevision of Augusta Inc., Augusta, Richmond county, Ga. (WSB-TV Atlanta).
* New Worlds Cable TV Inc., Cameron, Tex. (KTBX-TV, KHHF-TV and KHHF-TV, all Austin, KCEN-TV Temple, KWPTX-TV Waco, KLTX-TV San Antonio, KTVV-TV Dallas, KVTX-V Fort Worth, all Texas). And New Worlds Cable TV Inc., Somerville, Texas. (KXVRLV-TV, KTXK-TV, KPRC-TV, KPHV-TV and KHOV-TV, all Houston, KBTX-TV Bryan, KAMU-TV College Station, KTBX-TV, KHHF-TV and KVUE-TV, all Austin, Texas).

Cable actions elsewhere

The following are activities in community antenna television reported to Broadcasting through July 25. Reports include applications for permission to install and operate CATV’s, changes in fee schedules and franchise grants. Franchise grants are shown in italics.

* Port Allen, La.—Dr. William C. Norris, Jr. of Jackson, Miss., has been awarded a 15-year franchise.
* Urbana, Ohio—Champaign Cable Co. and Omega Communications Inc. of Indianapolis have applied to city council for franchise.
* Warren, Ohio—Mahoning Valley Cablevision of Youngstown. Omega Communications Inc. of Indianapolis has applied to city applied to city council for franchise.
* Chickasha, Okla.—Cablevision of Chickasha has been awarded a 25-year franchise.

* Kansas City, Mo.—Multiple CATV owner LVO Cable Inc., Cable/Communications for Perry, Truslow Inc. of Perry and Future Cable Communications Inc. of Kansas City have applied to city council for franchise.

Payable in Advance. Check or money order only. Copy deadline is Monday, the third day for the following Monday’s issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Approvals and replies to Box Number, c/o BROADCASTING, 1733 DeSales St., N.W., Washington, D.C. 20036.

Applicants: If tapes or films are submitted, please send $1.00 for each package of slides. Forward reference is made to address for number of applications and airmail charges. Any transcriptions, photo, etc., addressed to box number for applications are sent at sender’s expense. Broadcast stations have applied with good faith; it is a problem.

Rates, classified advertising:
- $1.00 per word—$2.00 minimum.
- Situations Wanted, $2.00 per word—$2.00 minimum.
- All other advertisements 50¢ per word—$4.00 minimum.
- Add $1.00 for Box Number per issue.

Radio

Help wanted management

Looking for independence, permanence and unlimited opportunity for personal earnings? Community Club Awards (CCA) has an opening for Mid-Western sales manager. Full time, five days a week. Previous CCA sales experience advantageous, but not required. Must be able to address large groups of women; ability to sell station management and motivate sales staff. Apply in writing, including references. Personal interview successful applicants. CCA, Inc., P.O. Box 151, Westport, Conn. 06880.

Cable

Sales

Seasoned pro self-starter for only station in fastest growing county. N.Y.S. Immediate employment, contact Al Elklin, Manager, WPUT, Brewer, N.Y. 11279.


Salesman, WHYT-AM Noblesville, Indiana. Indiana area. Dr. Wendel Hansen, Rt. 4, Box 26 B, Noblesville, Ind. 46060.

If you are a young and ambitious radio idea salesman in one of the fastest growing areas of the country, please send resume and tape with your application. We are waiting for your big opportunity to move to a large market, call immediately. Barry Shapton, 714-776-1100, Stereo 98, Anaheim, California.

Announcers

Warm, modern country jock for a medium market, southern coast for afternoon drive. Must be stable, energetic, and sober. Sterling salary-$600. Excellent opportunity for advancement. Send non-returnable tape, complete resume first time. Box G-148, BROADCASTING.

Talk show-host. Combination of light chatter with pleasant contemporary music (no rock) to do a female-oriented program, housewives weekly, New England facility. Send letters on ideas and resume to convince us you’re worth interviewing with non-returnable tape, salary desired, etc., to Box G-295, BROADCASTING.


Small market Kansas station on upsweep. Opportunity for personable man in roundhouse board work, news gathering, play-by-play sports. Tell us all. Box G-273, BROADCASTING.

$900 per week for cookin’ rock jock. Box G-283, BROADCASTING.

National production house in Midwest has immediate opening for seasoned announcer with professional, mature male voice who knows production. Permanent position for go up. Needs "Ego Boys" or "Prima Donna's." Only hard working, reliable pros need apply. Resume, tape, references, salary requirements. Box G-290, BROADCASTING.

If you’re capable of doing a lively morning show featuring country and MOR music blocks and might like to sell in a small Carolina market, send resume and tape to Box G-301, BROADCASTING. Powerhouse Northeast contemporary needs experienced announcer who can follow format. Stable Individual with good production to join a team. First preferred but not necessary. Rush tape, resume with references to Box G-319, BROADCASTING.

Administrator with good background. Must also be creative. Serve as operations chief, and handle community relations. Excellent opportunity. Box G-185, Centerville, N.Y. (located 25 miles from Rochester).
Announcers Continued

Immediate opening experienced announcer with first phone for contemporary Florida station. Box G-2373, BROADCASTING.

Need job in tri-state area who is wizard in production room. Capable of putting some color on the air. Excellent resume. Send resume, letter first time to: WAHT, P.O. Box 15, Lebanon, Penna.

Announcer: MOR type who understands 1 to 1 concept to work in framework of beautiful music format. Superior personality and must have extra. Needed September 4th. Send tape, photo, resume to: Zephyr, AM, Station Manager, Mapleton.

August opening for morning announcer, 1000 watt AM, 3000 watt FM Stereo. Send tape, photo and resume to: WPLJ, Box 1017, Providence, R.I. 02901.

Personality for automated country morning show. Must have proven record. Able to create interesting commercials. Send tape immediately to Manager, KVOC, Casper, Wyoming 82011.


Get with the Rock, WCLS, "The Rock of Columbus," is seeking strong experienced morning and night personnel. Joe Jones—positions open immediately—send air check, resume, salary expectations to Operations Manager, WCLS, Box 229, Columbus, Georgia 31902.

Come work with me 1 year and I'll show you how to do it 2! OS'born, WSN, Wayne, MI, 48184. Send air check, resume, with references to: Program Director, WGNI, Fort Wayne.

Midwest. We need strong air personality, production 2-3 years experience. MOR-type. Our people are all pros. We have a good station in university community of 25,000. Tape, resume to WLSI, 8525 South Kedzie Ave., Chicago 54648.

Announcer wanted immediately. Established Schulu's good music format. Send tape and resume immediately to: WPST, Box 990, West Palm Beach, Florida 33404.

Canadian major market top 40. I need a breakfast man. I want a good job who is creative and has a flair for production. No beginners. Please, 403-835-8100.

Going MOR. Two progressive MOR jobs wanted. Experienced only. Good voice, excellent of production. Top commercial delivery. Prefer man from Rocky Mountain states. Personal interview a must. Send resume, photo and references to: Box 11809, Pioneer Station, Salt Lake City, Utah 84111.

Technical

Chief Engineer of non-directional radio station in Omaha, Nebraska. Salary commensurate with ability. Box G-74, BROADCASTING.

First phone—experienced—for AM direction and FM Technician—Scheduling, maintenance, personnel, and sales position for the right person. Equal employment opportunity. Box G-357, BROADCASTING.

Need a chief engineer to maintain AM, FM stations with automation and background music. Deal to include background music sales if desired. Small market station in Southern New England. Send resume and references to Box G-108, BROADCASTING.

Chief Engineer. Studio and transmitter maintenance, non-directonal AM and FM. Growing small station offers stability and opportunity to responsible operator. KOFO, Ottawa, Kansas.

Chief operator for 5kw S tower DA-1 and 50kw FM. New England. All new XMT facilities. Require direction, experience, personnel, a good base. Send resume and references to Box G-190, BROADCASTING.

Situations Wanted, Management

Highly successful major market total broadcast owner. People oriented, creative administrator. Box G-246, BROADCASTING.

Technician Continued

Engineer—Full-power FM station under construction. Bachelor degrees, first phone, and radio experience preferred. Experience required. Box G-220, BROADCASTING.

Chief engineer capable of full maintenance. A voice helpful, but limited to one hour of recording per day. Call Manager 307-234-1010 (no collect) or write Box 3990, Casper, Wyoming.

News

Young News Director needed with action-oriented, journalistic capability. No straight-laced journalistic types, please. We need a newsman aware of the fact that news reporting format demands complete compatibility, forward pace, and resume to philosophy—Box G-934, BROADCASTING.

Unexcelled Florida news team expands. Qualified experience in morning news program required. Excellent Tape, photo, resume to Box G-235, BROADCASTING.


Newsmen. Great opportunity with growing company for newsman to manage a news department in small market-Central USA. Call 308-345-5400.


Programming, Production, Others

Aggressive program director capable of disciplined supervision of staff or your choosing. To direct modern MOR "golden" formatted 25K day-time in top 100 Midwest market. Salary commensurate with experience. Please, resume, and credentials to Box G-203, BROADCASTING.

KFDD Radio In Wichita, Kansas is looking for a production manager who loves production. If you're our man, you'll be working with the best equipment, a talented and experienced continuity writer, six aggressive, fast moving salesmen, and 33 other staff members who operate 2#1 adult station in Kansas City market. You must be able to write continuity, edit tape, organize an efficient master file system, and maintain a routine that allows for the day to day production while accommodating spot tapes, creative productions, etc. Above all you must be steady, dependable, and enthusiastic! If you are these things, we will pay you well, and guarantee you a stimulating, rewarding career! Send production and continuity samples, picture, and letter to Mike Lynch, KFDD Radio, Box 1402, Wichita, Kansas.

Creative production chief. Write and produce unique commercials for successful modern country radio station in Northeast. Must have 5 years experience. We're growing rapidly. Write Box 2000, Casper, Wyoming.

Can you create comedy and other commercials? Then you are our man. Small market station in other areas. We have a genuine opportunity for you. Call Manager 307-234-1372 (no collect) or write Box 2000, Casper, Wyoming.

Manpower Continued

Sales

Creative salesman ready for move up. One year TV coupled with radio experience has made me number one in my present position. Box G-296, BROADCASTING.

Announcers

One of America's most unique personalities available. A fall copy format—drive time top ten market. Box G-144, BROADCASTING.

First phone, authoritative news, top salesman, 15 years broadcasting school including TV news, college, high school, light rock or MOR. Box G-186, BROADCASTING.

Enthusiastic, dedicated and cooperative. 2 years experience in rock and country music, also experienced in sales. Minimum $135.00—Married. Box G-189, BROADCASTING.

Experienced young professional, family, rock, modern concept. Box G-211, BROADCASTING.

Dj, tight board, good news, commercials, 3rd phone. Box G-212, BROADCASTING.

Broadcast School Director/Instructor—6 years experience, wants out of the school business and back into his first love—radio—Prefer top 40 or up-tempo. Contemporary MOR, Married, vet, 1st phone, super tight board, congenial personality and stable. Searching for station or group to grow with. Will relocate anywhere for right job. Box G-227, BROADCASTING.

Seeking a place to grow after a stifling stunt with automation. 1st phone, good production, 39 years in radio and willing to move for announcing job under a program oriented management. Box G-263, BROADCASTING.

Enthusiastic, versatile and dependable—top 40 jock and/or news. 1 year announcing, management, writing and engineering experience. Third party endorser. Ready to relocate and sweat. All material available. Chuck Bell Box G-277, BROADCASTING.

Three years experience, third endorsed, some college education. Background in country, rock, pop. Available August 7, college degree in broadcasting and 3rd. Experienced in rock and MOR. Prefer rock, consider all. Box G-296, BROADCASTING.


Experienced pros with network quality voice, Major market experience. All new equipment and radio TV. Third class with endorsement. Box G-300, BROADCASTING.

Small market announcer-salesman wants to advance. Masters, 3rd, aggressive, eager. Give me a MOR or top 40 airshift and I'll do whatever else is necessary. Box G-290, BROADCASTING.

Midwest to Southwest—first phone, four years experience MOR, CW DJ and automation programing. Dependable, responsible, honest. Box G-313, BROADCASTING.

College athlete, Degree: Broadcasting, Physical Education. Built sports dept at 100,000 watt FM. Experienced in radio-playby-play, enthusiastic about radio sports. Box G-314, BROADCASTING.

Announcers Continued

Scott Stephenson
Call 212-362
the air. Have 617 -472 -3527.

Experience

Merrick, New
Radio
cations,
relocate
ideas,
0298,
Julian Craft,
Chief

Chief engineer, mature, experienced. AM-FM stereo.
Automation: Desire change before school resumes. Box G-274, BROADCASTING.

Chivalry, American statesman, engineer
management position with chain. Experienced AM-DA-FM SCA STL. Present chief 50 KW DA five years. Box G-295, BROADCASTING.

Pregaming/operations/first phone. Female seeks challenging position in Southeast. Knows and enjoys radio. Hard work and long hours no problem. Box G-315, BROADCASTING.

Chivalry, 22 years in business-planning, marketing, promotions, studio, remote control. Julian Craft, 256 E 39th St., Norfolk, VA 730-0296, 852-9257.

Technical Continued

Small market desiring dedicated, experienced engineer. Will assume board shift, East preferred. 216-688-8095. Box G-195, BROADCASTING.

Christain first phone seeks management, engineering/announcing position in non-commercial station. Donald Scott, RD 4, Newton, NJ 07860, 201-948-5616.

News

Three years experience in major university sports including hockey, Sportscasts, interviews, pre-game/post games, network play in top 50 market. If we have the opening, I have the ability to make your sports program top-notch. Box G-169, BROADCASTING.

Sportscaster... desirous job with leading radio and/or television station. Formerly KFWB, Los Angeles, Award winner. Top interviews, commercials, telephone promotion. Box G-206, BROADCASTING.

Dedication to broadcasting. News, sales, announcer, Minimum $500/month. Minnesota, Wisconsin, Dakota's only. Box G-213, BROADCASTING.

Blackman-47 years experience, Indiana University and station. Will relocate. Box G-248, BROADCASTING.

News director, state capital correspondent, city bureau chief wants reporter-editor-slot in all news or sports talk station. Located in large Michigan market. Box G-269, BROADCASTING.

Need a top notch sports announcer? Big Ten play-by-play pro available for the right job. Experience as both play-by-play and in TV should help. Box G-272, BROADCASTING.

Female broadcast journalist seeking advancement in news and public affairs. Experience in sportswriting, live coverage of legislative sessions, and documentary contributions. Preferred M.F.A. in radio and television. Box G-274, BROADCASTING.

Northwestern J-school grad, former military information officer, desires news radio position. Box G-307, BROADCASTING.

Renaissi voile, polished pro... inside/outside capabilities: writer, BA, pips, 1st phone. G-308, BROADCASTING.

Dynamic play-by-play. I gamble on fourth down, I cash the big money. Experienced and run with anyone. Will combine extra with my 1st ticket add ability. Experienced. Managers interested in exciting sports can contact this team player at Box G-322, BROADCASTING.

Single, 24, college degree, no experience, draft exempt. Desires paper work to work hard to prove myself. Salary unimportant, experience is. Box G-329, BROADCASTING.

Young family man, vet, 2 years experience desires work in MO Ror news. Box 339, BROADCASTING.

Reporter-news announcer, medium market, BS, 9 years broadcast experience. Son works for sporting goods film. Sports reporting-announcing, pro team. Box G-335, BROADCASTING.

J-Grad: 3 years radio experience; stable worker wants responsibility, Paul West, 2550 College Avenue, #8, Berkeley, California.

Experienced young Chicago journalist with First Phone seeks radio news position at major market station, preferably in the Middle Atlantic or New England area. 312-869-8881.

Ivy League grad, four years in minor market, one of the survivors of the Grass Valley Group looking for medium or major market home. Good reporter and announcer, willing to work hard. 212-602-9823, before 9:30 A.M.

Seasoned radio-TV news broadcaster seeking position with operation where news gets the accent and respect it deserves. Mike E Uhr, 312-785-5006.

Programming, Production, Others

Solid gold! I would love to program it fulltime. Presently producing top-40 in a top-30 market, but for love of radio. File your claim early. Box G-271, BROADCASTING.

Black music director, salesmanship seeks position with future. Box G-276, BROADCASTING.

Fully qualified program director small or medium markets. Box G-270, BROADCASTING.

Technical Continued

Successful program director with seven years experience in medium market top forty and progressive FM, with new or offering new, old or new format or program. Currently head of number two rated FM in fourteen station market. Box G-289, BROADCASTING.

Conscientious, hard working, copywriter-production man. First phone Personable plus talent. Experienced. Box G-301, BROADCASTING.

Program/music director—ratings builder, tripled last station in top 50. Available now. Box G-311, BROADCASTING.


Experience in rocks and MOR, salary dependent upon location. I am 27, married, with one child and desire challenge with a stable organization. For complete resume and tape send reply to Box G-338, BROADCASTING. See display ad for further information.

B.P. Black. Looking, 919-483-6530.

Would like first shot at programming, but first I want experience to be there. Has a strong background in all aspects of radio broadcasting. Cites superior abilities, better but much more interested in managing stations, long and hard for relatively low wages. Call Steve Crowly, 617-672-3577, or write 206 Fenno St., Wollaston, MA 02172.

Attention Southwest, looking for PD position with modern medium market station. 8 years all phases experience. Graduated college grad, over 25 years old, good voice and personality. Currently selling interest in Southern Illinois’ number one country station. Know AM-FM and all modern techniques, Gates, and Schauer automation experience. Treat me right and I’ll stay forever. 818-993-8689 days.

TELEVISION

Help Wanted Sales

Wisconsin TV station needs local sales manager. Strong income. Fringe benefits. Must be leader. Reply Box G-317, BROADCASTING.

Technical

The Grass Valley Group, Inc. is seeking a television systems design engineer. Applicants should be thoroughly familiar with video and audio systems. Manufacturing experience desirable but not mandatory. B.S. or M.S. in electrical engineering. Knowledge of video and audio equipment. Apply by letter only, giving full details of past employment and references. WINE-1TV, Hotel Lafayette, Buffalo, New York 14203. An equal opportunity employer.

Broadcast engineer/technician responsible for daily operations and light maintenance at new UHF TV station at upper Midwest university. First Class FCC license or may consider BS in EE $10,000. Equal opportunity employer. Apply by letter, complete resume, and audio equipment demo to Box 114, Grass Valley, CA 95945.

Engineer, qualified, complete UHF operation. KBZA, Box 286, La Canada, Calif. 91011.

Technician, prove capability in the operation, installation and maintenance of live camera, film camera, color video tape and audio equipment. Apply by letter only, giving full details of past employment and references. WINE-1TV, Hotel Lafayette, Buffalo, New York 14203. An equal opportunity employer.

Broadcasting engineer/technician responsible for daily operations and light maintenance at new UHF TV station at upper Midwest university. First Class FCC license or may consider BS in EE $10,000. Equal opportunity employer. Apply by letter only, giving full details of past employment and references. WINE-1TV, Hotel Lafayette, Buffalo, New York 14203. An equal opportunity employer.


News

Major market VHF Network affiliated station in Mid-west is looking for experienced and professional talent. Applicants must have background that emphasizes news. Our station is fully dedicated to NEWS and thus we have the facilities available to serve the community. Submit resume and audition tape to Box G-139, BROADCASTING.

Midwest station in top 20 market is looking for news talent. Copywriter-producer. Has previous on-air experience must confirm a team man with personality and a total commitment to news. Resume accompanied with VTR to Box G-160, BROADCASTING.

Broadcasting Jul 31 1972 63
News Continued

Reporter, special affairs newsmen (or woman) for number one rated Mid-Eastern top market. Must be beyond all previous experience in newspaper and writing news plus strong on air work for anchoring daily women’s page. Must be equal opportunity employer. Box G-201, BROADCASTING.

Experienced hard news documentary producer for S.F. Fla. TV station. Experienced only need apply. Box G-226, BROADCASTING.

Immediate opening for dedicated newsmen with network affiliation on telecast television in Ohio. Box reporting - - - anchor - - feature work. Only dedicated personnel please. Young, bright, experienced. Reply with picture, and references to Box G-265, BROADCASTING.

Chief Engineer, Southeastern PTV station. "Take charge" man to head capable nine man staff. Requires experience with S&W, color, VTR, and remotes, plus proven administrative ability. Excellent working conditions. Excellent salary and fringe benefits. Requires first-rate experience and technical knowledge. Must be equal opportunity employer. Box G-230, BROADCASTING.

Broadcast engineers, studio and transmitter. Experience preferred but not required. Good electronics background plus first-phone license a plus. Establishing California network station. Send resume and salary requirements. Box G-336, BROADCASTING.

South Florida TV seeks combination sports reporter/photographer with interview capability. Experienced only apply. Salary requirement first letter. Box G-325, BROADCASTING.

Anchor/news. Genuine opportunity. Present or potential news leadership. Key considerations include authority, humanity, delivery, general management, and journalistic integrity. A terminal fringe benefit, No barriers age included. Live where laughter and sunshine still prevail. Send resume and job requirements to WMG, KING Broadcasting, So. A103 Regal, Spokane, Wash. 99203 or call 509-KE-4423, ask for Wes.

Programing, Production, Others
Producer-director. Experienced, well-informed, friendly idea-man, who is eager to help build the public television image in southeast station. Lots of production. Hard working and must adjust to tight-knit family atmosphere. We'll love you if you love our opportunity employer. Box G-266, BROADCASTING.

Producer-pro wanted at net affiliated medium market station in North Central area. We are looking for one who can build a follow through in both program and commercial. Prior direction experience necessary. Successful candidate will become production manager and completely supervise No 1. rated professional staff. Opportunity unlimited for future advancement. Top salary and benefits package. Send full resume in first letter. Box G-304, BROADCASTING.

Producer-Director. Commercial tape production house needs experienced producer-director to choose and direct commercials and programs. We offer an excellent plant, unlimited opportunities to earn good money. Box 322R, St. Charles, Production Manager, United Artists Production, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Art director for TV station. Experienced in all forms of print and on-air art including scenic design. Salary open depending on qualifications. Equal opportunity employer. Send resume and portfolio to John Hutchison, WNEO-TV, Hotel Lafayette, Buffalo, New York 14207.

Technical Continued

Broadcast maintenance engineer with over fifteen years hands-on experience in TV, Region AM, FM Stereo and directional know-how, seeking heavy responsibilities with stable company. Please call for appointment. Box G-258, BROADCASTING.

First phone graduate RCA Studio School, NYC. Familiar with all areas of studio operations. Wilbur 4499 West 130th St., Ap. 2D, New York, N.Y. 10027.

News

Are you looking for an anchorman? Employed 50 years in news business. Excellent picture. First-rate FCC license. No frills - - just straight news. Box G-237, BROADCASTING.

Reporter with major market experience wants to relocate. Radio, television, newspaper experience. Box G-250, BROADCASTING.

Different weather forecast by different weather forecaster. Complete Box G-286, BROADCASTING.

Ambitious anchorman for small UHF station seeks something better. I can write, rewrite and report news. Seven years radio/newspaper experience. Married, driver's license, will relo. Box G-267, BROADCASTING.

Weatherman, Top rated pro with major market background. Excellent on camera performance with smooth delivery. Box G-337, BROADCASTING.

Television photographer, 25, five years medium market experience (16mm) seeks challenging opportunity in major market. References. Box G-333, BROADCASTING.

I'm 30 years old, major market and big league PBP experience. Looking for a station that will allow me to do what I've been trained to do. Will deliver commentary, scoops on your sportswriters, play-by-play commentary and move into your news block. I have plenty of big name references and contacts. I'm ready to help your fall news block. Are you willing to move immediately. Box G-340, BROADCASTING.

Experienced documentary and newfilm crew available for political conventions, Olympics, Vietnam or other assignments. Eclair, Nagra, CP-16 equipped. Smith & Friends, 273-C Tallulah Dr., Atlanta, Ga. 30319.


Programing, Production, Others
Journalist, Army veteran, trained, recently discharged, seeks good political, good pay and future, willing to work more than his share for a good future in television. Send resume and references to 3000 Frequency Dr., 8843 Day Drive, Cleveland, Ohio 44129.


 Guth States! Heavy experience as Art Director, Set Design, Graphic Designer. Well known in photography, production techniques. Hard worker, responsible, sales minded and not temperamental. Box G-328, BROADCASTING.

Will booth announce, work camera, projection, studio crew, etc. Have network background and RCA training. Box G-286, BROADCASTING.

FOR SALE EQUIPMENT

Hella-stryxolas. Stock - - - large stock -- bargains prices-tested and certified. Write for price and stock lists. Sierra Western Electric, Box 23872, Oakland, Calif. 94603. Phone (415) 832-3257.


1,000 Wau UHF translator, Ampex with modulated power output. Will be used for test purposes on the air. Box 60, 35th St. N., Cor. E. Vail Ave., Tempe, Arizona 85282.


Mike Boon, Mole-Richardson type 103-B with paramet- ter, Mini condition. Klipsch, 550 W. Clinton Ave., Minneapolis, Minn. 55404-9490.

Cameras--two RCA TK-60, complete, includes I.O., mounting equipment, cable. Both for $5,695. Also three RCA TK1, modified for $5,695. Both with I.O. mounting equipment, condition, all as good $2,695. Dynav- vs 1218/3232 switcher, excellent condition, three years old, $1,495. Contact H. G. Wagner, WAMX, WMVT, 1015 N. Sixth St., Minneapolis. 55320. 412-271-1036.

PRICED TO SELL--practically new from defunct WLYT- TV, New York, Aurora, Illinois. The ASSO- CIATES--complete package; B2812151(1)Y1 all solid state transmitter. 150/1500 transmitters on channel no. 7.5 MHz channelizer. Solid state 2MZ crystal controlled receivers, 150/1200 channel on 7.5 MHz subcarrier. Two six foot antennas and pipe-- new installations--transmitters; hanger space, metalwork. NEWLEAD TRANSPORT MONITOR-335E. MARCONI SIDE BAND Analyzer-T26350. GENERAL RADIO COMPANY Transmitter Monitor-T58 Series 1540. GENERAL ELECTRIC 1219 kilowatt color transmitter. JAM- PRO ANTENNA ENGINEERING 4X3P-430. High Grade Lighting: Los Angeles--Northvale, N.J. Contacts: Mul- queen, Producers World, Southtown Lane, Villa Park, Illinois (6018), 312-627-3028.

FM antenna-- 3 bay circularly polarized. Gates FM-3C with heaters and matching section. 3% tolerance transistors, high back 30 megohm. For tower model 340. Presently 92.7. Used only four years . . . condition-- never damaged. Available 1972 $900, or 1977 $1,850. Make offer. WOWM, Box 927, Toms River, New Jersey 08753.

Ampeg 20" VTR-1100--full editing; 2 heads--$9,500. Phone 408-227-0887.

Ampeg model 600/S users--noise, heat, and filter- reduction kits available from VIF International. Box 1355, Min. View, Calif. 92040. 408-739-4740.

16mm equipment. Cameras, Maurer optical recorder, optical printer, sound printer. 303-238-6410.


MISCELLANEOUS

Deejays, 11,000 classified ad lines. $10.00, Uncondition- ally guaranteed. Comedy catalog free. Edmund Orr, Mariposa, Calif. 93258.

PricePrize Priceless National brands for prom- otion and programing. No hampers or traps . . . better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

"Free" Catalog. Prizes and everything for the deejay Community! With radio, television, publications and shows, FCC tests, and more Write: Command, Box 26248, San Francisco 24, California.

Broadcasting Jul 31 1972 64
How much is a job worth...? For a complete, updated listing of all known radio openings in the U.S., rush $1.00 to: Franklin-Macdonald Assoc., Box 8027, Akron, Ohio 44320.


INSTRUCTION

Video Engineers. International positions. One of the world's leading manufacturers of TV equipment is offering exciting positions. Must be completely familiar with color TV, digital control is optional. Location will be to relocate overseas in some of Europe's most exciting cities. Multilingual capability required. All replies strictly confidential. Send resume and salary req. to Box G-271, BROADCASTING.

First Class FCC License theory and laboratory training in six weeks. Be prepared to pass the practical portion of the exam with ease. Must be familiar with color TV, digital control is optional. Write or phone the location convenient to you. Elkins Institute in Dallas*** 2603 Inwood Rd. 357-4001.

Elkins in Ft. Worth, 1705 W. 7th St.
Elkins in Houston***, 3518 Travis.
Elkins in San Antonio***, 505 S. Main.
Elkins in Hartford, 800 Silver Lane.
Elkins in Denver**, 420 S. Broadway.
Elkins in Miami**, 1920 Purdy Ave.
Elkins in Atlanta***, 51 Tenth St. at Spring, N.W.
Elkins in Chicago***, 3443 N. Central.
Elkins in New Orleans***, 2940 Canal.
Elkins in Minneapolis***, 4103 E. Lake St.
Elkins in St. Louis, 4655 Hampton Ave.
Elkins in Cincinnati, 1375 Chesterdale.
Elkins in Oklahoma City, 501 N.E. 27th.
Elkins in Memphis***, 1362 Union Ave.
Elkins in Nashville**, 2106-A 8th Ave. S.
Elkins in El Paso*, 6801 Viscount.
Elkins in Seattle*, 4011 Aurora Ave., N.
Elkins in Colorado Springs*, 323 South Nevada Ave.


On the air announcer training at R.E.I. features individual, realistic preparation for your Radio/TV career. R.E.I.'s engineering course features intensive training for the FCC First Phone! Complete either course in just five (5) weeks! Call 1-800-237-2517 toll free for brochure. Write: R.E.I., 1336 Main Street, Sarasota, Florida 33577.


First class FCC. License theory and laboratory training in five weeks. Tuition $333.00. Hocking $16.00 per week. VA approved. New classes start every Monday. American Institute of Radio, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

INSTRUCTION Continued


Think about it. We cost less but take more time to prepare you for a first phone. 10 weeks $355. It's the best way. State approved. Omega Services, 333 East Ontario, Chicago, Illinois 60611, 649-0972.

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.A. courses? Our next intensive Theory Course will begin July 31, 1972. For additional information call 1-800-237. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. 90028, HO 3-2321.

TRAFFIC

Help Wanted

KLZ- DENVER
A Group One Station—Needs Strong Afternoon Traffic Personality
Contact: Program Director
KLZ Radio Station
123 Speer Blvd.
Denver, Colorado 80227
An Equal Opportunity Employer

Help Wanted Management

PROGRAM DIRECTOR
Top 50 East Coast MOR needs experienced, creative Program Director. Complete details to Box G-337, Broadcasting

Help Wanted Sales

TM productions
TM programming
TM Production/ TM Programming

TM Production/TM Programming has a prime territory guaranteed for a bright, aggressive broadcast oriented salesman. Extensive background in AM-FM broadcast advertising. Needs solid, experienced Traffic Manager. Salary and commission terms open, Resume N.Y. 3103 South St., Dallas, Texas 75201

Help Wanted Announcers

Major market group station in West. $20,000 minimum for major personality who can take the market.

Box G-198, Broadcasting
Equal Opportunity Employer

Help Wanted

Help Wanted Programming, Production, Others

TRAFFIC MANAGER

50,000 watt, Mid-West radio station with network affiliation has immediate need for experienced Traffic Manager. Company will consider #2 man in major market station. Company offers attractive starting salary and benefits and good promotion opportunities. Please send complete resume in confidence to:

Box G-323, Broadcasting
An Equal Opportunity Employer

Situations Wanted Management

P.D./AIR PERSONALITY
Broadcasting professional seeks association with organization offering opportunity in exchange for results. Top credentials, background, and experience. Currently in Southwest metro. Box G-385, BROADCASTING

Situations Wanted Announcers

ATTENTION CONTEMPORARY M.O.R.
Ten year creative pro available end of August. Former morning drive on top ten rocker, now at MOR in top ten. Station being sold. College, married, 30, solid. Tapes and references upon request.

Box G-184, Broadcasting

Top Rated Announcer
One of America's most unique personalities. Available in the fall. Currently top-rated latest A.R.B. Drive-time top ten market.

Box G-144, Broadcasting

Situations Wanted Programming, Production, Others

TELEVISION Help Wanted Sales

TV SALES
We are seeking 3 outstanding television time salesmen for the New York, Chicago, Atlanta markets. Income potential—$25,000 to $35,000. Send confidential resume to Roy Curtis & Company, O'Hare Plaza Building, 3725 East River Road, Chicago, Illinois 60606. No Fee. All replies answered.

Help Wanted Programming, Production, Others

TV PRODUCER/ DIRECTORS

Challenging equity in N.Y. Co. involved in creating & distributing video cassettes. Important position, fine salary for producer/director with heavy tape and recording studio. Must be able to oversee projects from inception to E.F. Budgeting, administrative skills essential.

Second position open for producer/director with good tape background, desire to learn. Salary open. Box 346-H, 15 E. 40th St.

Box 248-H, 15 E. 40th St.
Room 902, N.Y., N.Y. 10016
**Situations Wanted, Annunciators**

**TV Talk Show Host**

Box G-327, Broadcasting

**Situations Wanted News**

**OUTSTANDING NEWS DIRECTOR**
Documented track record in building top ratings. Employed pro who knows what's happening in TV news and how to apply it to your station.

Box G-166, Broadcasting

**Situations Wanted**

**Programming, Production, Others**

**A NETWORK VOICE FOR YOUR CLIENTS**
A new, believable face and voice for your market... experienced from grass roots to all major networks. Film, tape, voice over. NETWORK QUALITY AT LOCAL RATES. A call to 214-526-4548 can bring you what you're looking for, wherever you may be... or you may write for details.

Tom Paxton
8811 Melody Lane, Suite 223
Dallas, Texas 75231

**Employment Service**

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

**BROADCAST PERSONNEL AGENCY**
Sherrie Barish, Director

**Instruction**

**BROADCAST SALES SCHOOL**
Five of Southeast's most successful broadcasters conduct classes lasting one week beginning every first and third Monday. Classes limited to 20. For small to medium markets only... we teach any one who wants to learn how to sell radio.

Call (404) 377-1000 or write Box 1483, Atlanta 30303

**Miscellaneous**

**TV/Radio Broadcasters**
Want to improve your rating points? We provide animated television commercials for your station on a barter basis.

**BATCH SYNDICATIONS, INC.**
Box 96810 Seattle, Wa. 98108
Call collect (206) 678-9500

**GOLDEN DAYS OF RADIO**
30-minute, weekly program of nostalgia at its best, featuring hundreds of great stars from radio's golden past. Comedy and music recorded between 1930 & 1940's. Rate $2 per program—no term contract. For audition tape write Hayden Productions, 325 Shenandoah Blvd., Roanoke, Va. 24011 or phone 703-342-2170.

**Miscellaneous Continued**

**YOUR ANOUNCERS ARE PROBABLY GREAT**
But, variety being the spice of sponsors, you might like a change of voice occasionally. Network quality, warm, professional voice will voice your spots to provide that variety. Any spot $15.00. Any format $25.00. 10% cash discount. First spot introductory price $5.00. Satisfaction guaranteed or money refunded. Send copy and instructions to RICK O'SHEA PRODUCTIONS, Box 290, Las Vegas, Nevada, 89110. Ask for free Las Vegas show info and reservations.

**Business Opportunity**

**CATV EXPANSION**
Three station major market system expandable to 250,000 homes. Certificate of compliance will double number of stations offered on cable. Seeking expansion via joint venture, merger or capital infusion on a reasonable basis. Reply to President.

Box G-258, Broadcasting

**WANTED TO BUY Stations**

**I WANT TO BUY A STATION**
from owner, AM or FM in any location. I have $30,000 cash, a lovely Mid-West city home and a 200 acre farm. Will give all. All replies confidential.

Box G-309, Broadcasting

**FOR SALE Stations**

**LET'S TRADE**
I have a network daytimer with P.S.A. Single station licensed to suburban of 24,000. Tower 5 miles from large major market. Small billing. Will trade up or down, any location considered. Subject to FCC approval.

Box G-292, Broadcasting

**MAJOR MARKET Suburban**
Network daytimer, serves over one million people. Needs strong leadership. $185,000, $50,000 down. Might sell 50% to right party. This is a golden opportunity.

Box G-316, Broadcasting

**For Sale Stations Continued**

**EMPIRE STATE CITY AM-FM**
$350,000—Terms
(Will consider part stock or merger)

Box G-332, Broadcasting

**Pacific Northwest**
1,000 W daytimer AM w/P.S.A and 100,000 W FM in a 272,000 market. Number one in ratings. Superbly programmed. Profitable. Excellent growth to knowledgeable broadcaster. Could switch to religion and be unduplicated. $325,000.
M&M, Inc.
1414 First Ave. W.
Seattle, 208-283-9544

**STATIONS FOR SALE**

1. **ARIZONA.** Priced at one and one-quarter gross. Profitable. $100,000, $75,000 down.
3. **SOUTHEAST.** Exclusive AM-FM. Illness forces sale. $135,000. Terms.

Jack L. Stoll & Associates
6430 Sunset Blvd., Suite 1113
P.O. Box 954
Los Angeles, California 90028
Area Code 213-494-7729

**LaRue Media Brokers Inc.**
116 Central Park South
New York, N.Y.
(212) 265-9430

**Sovran Incorporated**
2110 Mercantile Bank Bldg.
Dallas, Texas 75201 (214) 651-6068

**Larson/Walker & Company**
Brokers, Consultants, & Appraisers
Los Angeles, Calif. 90007
1901 Ave. of the Stars
Century City, Suite 301
213-277-1587

**CHAPMAN ASSOCIATES**
Business brokerage service

*ATLANTA ● CHICAGO ● DETROIT ● ELMIRA, NEW YORK ●
Please write: 5 Dunwoody Park, Atlanta, Ga. 30341

Broadcasting Jul 31 1972
Principles into practice:
Larry Cervon of Gates

Larry Cervon's career almost begs for one of those son-of-the-immigrant-grocer write-ups. That's what he is, besides being vice president and general manager of the Gates Radio Co.

At the age of 7, Mr. Cervon was brought to America from an island seven miles off the coast of Yugoslavia. When he was 9, he was already working in his father's store in the Unionport section of the Bronx. He has never forgotten those days: "I learned then," he says, "that you have to work a buck."

And he recalls, too, with obvious affection, the values he learned from his father, "a warm, friendly person who helped me better understand people and taught me the need for making a profit."

He still operates under the principle that hard work makes money. On Saturday, July 22, Mr. Cervon and his family began a long-delayed, two-week holiday on Great Peconic Bay at the eastern end of Long Island. He spent his first two days relaxing, but on Monday, he found for the first of several times during those two weeks that he had to don shirt, tie and suit and go to work.

On one of those busman's holiday days soon, he will travel to Washington for the closing of a transaction whereby Gates, through its parent company, Harris-Intertype, will acquire the TV-equipment line of General Electric Co. That $5.5-million deal, bringing GE's estimated $15-$20 million annual sales into the Gates purse, makes Gates the number-two, all-service broadcast-equipment firm in the U.S. and number six in the world, Mr. Cervon claims.

From immigrant-grocer's son to the vice presidency of what Mr. Cervon says is the number-two broadcast-equipment maker in the country: What went in between?

A graduate of the College of the City of New York (now City University of New York), with a major in economics and a minor in history, he joined the U.S. Marines in 1941 (going on active duty in 1943 after graduation from CCNY). After one year in leatherneck uniform, he transferred to the Navy where he was assigned to the electronics course given by Captain William Eddy, a legend among electronics people. Before falling under the tutelage of Captain Eddy, Mr. Cervon was headed for a law career; he now was headed for the electronics business.

After the war, he spent two years with RCA and Westinghouse, in their international divisions. In 1947, he joined Gates, then on the bottom line of broadcast equipment makers, after RCA, Western Electric, Raytheon, Collins and GE. Gates's business then was at the $600,000-a-year level.

There at Gates, Mr. Cervon fell, naturally, under the influence of Parker Gates, founder of the firm. He speaks as warmly of him as he does of his father. Parker Gates "was a wonderful man to work for," he says. He practiced and taught his men empathy to the needs of broadcasters, fast delivery, simply designed products, reliability and economy. He also taught me," Mr. Cervon says, "the importance of providing a personal touch to all customers on all occasions whether they bought or not."

There are broadcasters throughout the Middle Atlantic and New England states who react warmly when Mr. Cervon's name is mentioned. Some recall, in all good spirit, however, that he hardly ever left them without persuading them to buy something, even a comparatively minor item of equipment.

After seven years on the salesman's road, Mr. Cervon was called to Quincy, Ill., Gates's home office, to become general sales manager. During the Korean War, with a government-imposed freeze on materials, Gates's broadcast production lines had virtually ceased operation. Mr. Cervon, however, had learned that the Army Signal Corps needed mobile radio transmitters; he landed that $2-million contract and kept the Gates broadcast lines going. That success led to the offer of the general sales manager post.

But the offer also meant leaving New York. "For somebody who was born on a small island and who lived near the sea all his life, and who loved New York—to become a Midwesterner was a big decision," says Mr. Cervon now. It took Mr. Cervon and his wife four months to decide to accept the offer. He's never regretted the move.

In 1960 he was named a Gates vice president and in 1967 he was named to his present post.

The almost six-foot, 200-pound Mr. Cervon (he dropped a final "e" two years ago—too many people mispronounced his anglicized named) is a staunch free-enterpriser. American television is the result, he says, "of competition between stations and between networks in technology and in programming rooted in its commercial advertising base." He says U.S. broadcasting is unequalled anywhere in the world.

And he is concerned about business elsewhere in the world. International business is one of his major interests, and it should be. Of Gates's $20 million yearly sales, 20% is export, a slice he expects to continue to grow, although he is more bullish about domestic sales.

He theorizes that television has had two boom periods so far: in the early days, the 1950's, and in the mid-1960's when the rush was on to color. Then came the late 1960's and early 1970's when the economy slowed and the bureaucracy made an uncertain life for broadcasters, he says. But Mr. Cervon believes another growth period is coming; not a boom, but a period of evolutionary growth.

Executive-type predictions and worries aside, Mr. Cervon is down at bottom a salesman, working to make a buck. His "most challenging day," he recalls was in 1961. He went in to negotiate a $100,000 deal with Richard Eaton, president of United Broadcasting, known as a difficult man to do business with.

Three months unfruitful negotiating later, Mr. Cervon emerged with an agreement. Mr. Cervon still keeps a note from Mr. Eaton complimenting him on his "tact and imagination."
Good start

The consensus toward which the administration's cabinet-level committee on cable-television policy seems to be heading veers sharply from the present course of cable regulation. It will displease some elements in both broadcasting and cable.

Yet as an outline of the legislation that would be necessary for implementation, it strikes us as sound. The relatively un-fettered common-carrier function that is tentatively suggested is an agreeable compromise between government regulation and free-market operation. The elimination of discrimination against classes of cable-system ownership and channel access is particularly to be desired.

There will be broadcasters who want more protection against cable expansion and competition than the committee's draft provides and cable operators who want to continue in the dual roles of system owner and channel occupant. Their disparate views would presumably be given full exposure in the legislative process. Whatever comes of it all, the draft looks promising.

Experts on cynicism

The Federal Trade Commission has issued its report on the effects of the first year of prohibition against the broadcast of cigarette advertising by radio and television: Total cigarette sales were the largest on record; per capita consumption increased for the first time since 1966; cigarette advertising vanished from the air but enormously increased in other media. Not quite the triumph for public health that the sponsors of the antibroadcasting legislation guaranteed.

The leaders of the campaign that resulted in that legislation consistently ignored the substance of arguments arrayed against them—including the well founded prediction that a discontinuation of broadcast promotion would cause no significant decline in cigarette sales. They preferred to deal on the emotional level, accusing broadcasters of an indifference to the public's welfare in their greed for profits, depicting themselves as the lone champions of morality. Senator Frank E. Moss (D-Utah) was the spokesman for the antibroadcasting crowd. "There are times," he once told the Senate, "when service in this body leaves one cynical and depressed."

The cynicism and depression suffered then by Mr. Moss were of no larger order than those felt often by outsiders who must contemplate the Senate and its works.

No way

If Democratic presidential aspirant George McGovern thinks he can cajole President Nixon into even a single television debate (assuming enactment of enabling legislation) he is whistling Dixie.

It has become a tradition to the political art to challenge the champ to TV debates. But no incumbent President has ever debated his opponent and none is likely to. In 1960, then Vice President Richard Nixon did debate the charismatic Senator John F. Kennedy, and rued the day he agreed to the three encounters. The Democratic victor, who had really never been in the top echelon of his party's leadership, was given an otherwise unavailable platform.

No one knows better than Richard Nixon that, if he hadn't agreed to the 1960 debates, the course of American and world events might have changed. The late President Kennedy certainly knew this; he had confided that without the prime-time exposure in those three debates he would never have received the votes that enabled him to win by the narrowest of margins.

Senator McGovern is probably better known today than young Senator Kennedy was when he captured the Democratic nomination 12 years ago. Perhaps the McGovern challenge to debate was calculated to elicit a newsworthy brush-off from the President. It received, instead, a summary dismissal from the President's campaign manager, Clark MacGregor, who said confrontations "would not serve the national interest".

Although debates obviously are out, there's no plausible reason why Congress shouldn't enact pending legislation that would make free time available at the option of broadcasters for presidential and vice-presidential candidates by exempting them from the equal-time provisions of Section 315 which allow minority candidates equal exposure. But that's a half-measure.

The forthright, honest way to deal with political broadcasting is to repeal Section 315 in its entirety and allow broadcasters to exercise their own editorial judgments, as do their counterparts of the printed page. No one knows this truth better than the political incumbents, if they would only admit it.

Truth in advertising

When Action for Children's Television (ACT) announced that three vitamin makers had "agreed" to stop advertising in children's television programs (Broadcasting, July 24), the implication was that they had made such an agreement with ACT. The companies were also said to have taken their actions "in response to public pressure spearheaded by ACT." All in all, it read as if ACT had choreographed the whole thing.

But representatives of the three companies say, and ACT leaders now confirm, that ACT's contact with them consisted of asking them a few weeks ago what they were doing about advertising in children's programs. The reason ACT asked was that its monitoring had shown a decline in the volume of vitamin commercials. By the time the question was put, two of the companies had already stopped such advertising and the third had decided to stop this fall. They said so in reply to ACT's question, and that is the extent of their "agreement" and their "announcement" to ACT.

You would learn none of this from the ACT announcement. If news releases were advertising, the FTC would have an open-and-shut case.

Relax, folks. I'll have it fixed before Nixon comes on . . . I'm a serviceman first, then a Democrat.
THE STARS HELPED MAKE WSB-TV'S 12TH ANNUAL "SALUTE TO AMERICA" PARADE THE BIGGEST IN THE NATION.

Some of the biggest stars in America paraded down Peachtree on the 4th of July while over 400,000 people came out to watch. Thousands more watched it all, live and in color on Channel 2.

Carol Channing was "Miss Salute to America". Boxing champ Joe Frazier was there, as well as Ruth Buzzi, comic star of "Laugh-In", movie and TV star Fred Williamson and other celebrities and personalities from the sports and entertainment world including the famous Clydesdale Horses, Winnie the Pooh, Snoopy and great military and high school bands.

We'd like to thank everyone who made this year's Parade the best ever. Spectacular people in a spectacular Salute to America. Live and in color each year—created and televised by WSB-TV.
The new nta presents
the Cary Grant prime-time cinema gallery

plus one of the finest collections of first run color productions featuring
a galaxy of internationally acclaimed artists... Ava Gardner, Yul Brynner,
Peter Ustinov, Burt Reynolds, Peter Sellers and many others. Custom
"framed and mounted" for premiere showing in your market area.

New concepts in prime time programming, available now from the new

For further information, contact National Telefilm Associates, Inc.

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