Just before the 1972-73 season begins—
agencies see few new hits; specials may make the year

Four black KPRC-TV news reporters comment on how it was, how it is, and how it's going to be, if you are black, in Houston. Where people keep an eye on us. **KPRC-TV**
Henry the VIII
& That Girl
are living together!

You wouldn't think they had anything in common but Henry and That Girl are part of the KTVU Family for Fall.

We have a whole houseful of great people to spring on the San Francisco-Oakland Market in the 1972-73 season. Elizabeth R and Elizabeth Taylor, Marlon Brando and Woody Allen, Giants Baseball and Warrior Basketball—and lots more. All under one roof: KTVU.

Northern California viewers will be looking at the greatest line-up of entertainment we've ever had. Everything from That Girl to Henry VIII.

We believe it's going to be a meaningful relationship.
Johnson's KTBC-TV sold to Times-Mirror.

A 'ho-hum' network season is what big buyers see ahead, according to Broadcasting canvass; hope for distinction may rest with specials.

Agencies' consensus: Proved winners will stay on top; 'Bridget Loves Bernie' is best newcomer.

American Motors plans to step up its spot broadcast buying.

Spot TV enjoys strong second quarter in what shapes up as a banner year.

Wells, Rich, Greene agrees to acquire Gardner Advertising; Interpublic/Campbell-Ewald merger wins boards' approval.

Women's-rights groups challenge WRC-TV license.

Broadcasters puzzle over film trusts' $215-million lawsuits.

Nixon says a President should never debate his challenger, but he's not ruling out a possible Agnew-Shriver match.

Media committee finds fault with Ervin-Pearson news bill.

Jim McCaffrey: performing double duty for advertising.
"When I suggested to the staff that we try out other cartridges, they were unanimously against it." - Ernie McDaniel, Director Technical and Broadcast Operations, WCBS Newsradio 88

"We're an all-news station. Cartridges are one of our basic tools. A substantial portion of our programming is on carts.

"We've got to be able to depend on them.

"We use Audiopaks exclusively. Our people prefer them.

"A few years ago, we had a problem with cartridges. We talked to the Audio engineers. We worked with them to come up with the present Audiopak. We're happy with it.

"With a weekly audience of 2,955,800 (according to the latest ARB), we'd better have dependable cartridges."

New Audiopak A-2 Broadcast Cartridges

Audio Devices, Inc.
A Capitol Industries Company
95 Research Drive
Glenbrook, Conn. 06906
Point spread

Worth of one Nielsen network TV rating point will go up to at least 633,000 homes in 1972-73 season, and may go up more. Based on preliminary Census Bureau data, A. C. Nielsen Co. has tentatively pegged U.S. TV homes at 63.3 million as of Sept. 1, up from 62.1 million or 621,000 per rating point in 1971-72, but is said to be reviewing further census data to see whether 1972-73 estimate shouldn't be revised upward, perhaps to 63.6 million. Some broadcast researchers think 64.6 million would be justified.

Employment bureau

FCC Commissioner Benjamin L. Hooks has completed draft of proposal designed to aid commission in dealing with equal-employment problems within industries it regulates. Plan was outlined in memo to Chairman Dean Burch last week. Major recommendation calls for establishment of five-man board with exclusive assignment of investigating citizen complaints, examining affirmative-action plans and making recommendations to commission. It would also act as liaison between FCC and other government agencies, notably Civil Rights Commission and Equal Employment Opportunities Commission.

Proposal, which was discussed in detail by Messrs. Burch and Hooks last week, will be circulated among other commissioners this week and could get consideration at meeting this Thursday (Sept. 7). Economics could come into play in ultimate disposition of proposal—which would involve hiring or promotion of several high-salaried employees (perhaps including super grade), for whom no funds are available in present FCC budget.

Fortuitous Fallout

Though ABC-TV is considered sure to lose at least $1 million on its seemingly nonstop coverage of Olympic games (Broadcasting, Aug. 21), there are side benefits that could largely offset that loss. They stem chiefly from ratings, which to extent yet available—Nielsen overnight audience in New York and Los Angeles—are not only dwarfing CBS's and NBC's (story page 30) but also running much higher than projected 35%-36% share on which coverage reportedly was sold. For first four nights, Olympics averaged 53% of total TV audience in Los Angeles, 49% in New York.

ABC, of course, concentrating its new-season promotion within Olympics coverage, which will include all prime-time hours on 17 nights. If ratings hold up, ABC will have had audience of unprecedented proportions for new-season promos, and, since Olympics end night before 1972-1973 season begins, audience will go into new season with two-week-long "habit" of tuning to ABC stations.

New frontier

Individuals close to Country Music Association, Nashville, trade organization of record, artist, music-publishing and broadcasting interests, have been scouting around New York market for several months in search of radio station to buy as outlet for country music. At present, there is no country station in metropolitan area. Sources say group may settle for FM outlet, perhaps by end of year.

Making waves

With summer hiatus over, there's revival of jockeying for status in FCC's top engineering echelons. Project to consolidate Field Engineering Bureau and Safety and Special Services is being resisted by Curtis D. Plummer and James E. Barr, respective chiefs, who have tenure going with them. Candidate for directorship, if consolidation goes through, is Raymond E. Spence, chief engineer, who reportedly would want to carry with him major policy functions of his present office.

There's vacancy also in post of deputy chief engineer created by death of Saul M. (Whitey) Myers (Broadcasting, Aug. 21). Slated for retirement is veteran engineer Daniel Jacobson, assistant to Commissioner Richard Wiley. In parlay that would be touched off if Field Engineering and Safety-Special are merged, half-dozen internal moves might be in offing. Among those regarded as likely prospects for promotion are C. Phyll Horne, chief of frequency allocation and treaty division; A. Prose Walker, chief of amateur branch, and Harry Fine, chief, research division.

Music man

Richard S. Stakes, vice president of Evening Star Broadcasting Co. and general manager of its WMAL-AM-FM-TV in Washington, will be newest director on Broadcast Music Inc.'s board. He has been designated to take seat formerly held by Frank Gaither, executive vice president of Cox Broadcasting Corp., who resigned BMI directorship because of pressure of other business.

Suitcase remote

Bomb scares might have induced revival of FCC interest in emergency remote-control of broadcast transmitters suggested by licensee year ago. FCC has asked Plough Inc., Memphis-based group owner, for more information on availability of "suitcase" unit that would activate transmitters using modified garage-door-opening equipment in citizens' band. L. S. Stevens, Plough vice president-engineering, proposed plan year ago after Plough stations in Boston had been threatened. While Plough's stations, all in major markets, are AM and FM, remote method is also regarded as adaptable for TV.

Plough's initial proposal (July 14, 1971) stressed safety of personnel as first priority to enable evacuation of personnel from threatened areas. Also plan would augur minimum change in regular format, and prevention of unauthorized use. Procedure was outlined in letter from Plough's Washington attorney, B. Dwight Perry, who is preparing additional data.
Johnson family sells Austin TV

Times-Mirror sells another station in Texas with KTBC-TV; deal was prompted by cable crossownership

KTBC-TV Austin, Tex., principally owned by wife and daughters of former President Lyndon B. Johnson, was sold Friday to Times Mirror Co., Los Angeles, for between $8 million and $9 million. Sale is subject to FCC approval. Johnson family will retain KTBC-AM-FM and other Texas Broadcasting Co. interests, which include 50% of Capital Cable Co., serving Austin.

Mrs. Claudia T. Johnson, former President Johnson's wife and herself 53% owner of Texas Broadcasting, said she and her family had elected to sell TV station because of FCC's mandate requiring divestiture of jointly held TV-station and cable properties in same market by August 1973.

Times Mirror moved into Texas three years ago with acquisition of KRLD-TV Dallas, along with Dallas Times Herald. Call letters were changed to KDFW. Times-Mirror, which runs Los Angeles Times, is diversified company.

KTBC-TV began operation in 1952. J. C. Kellam, president and general manager and minority stock holder, and Tom Johnson, former press secretary to President Johnson and executive vice president of station, are expected to stay with KTBC-TV.

Texas Broadcasting owns 50% of KBTX-TV Bryan, Tex.; 75% of KNAL(AM) Victoria, Tex., and 23% of KXII-TV Ardmore, Okla., and of KLFT-TV Lafayette, La.

MNA's make it CBS

It was CBS, ABC and NBC in that order—but by only one-tenth of rating point in each case—in Nielsen 70-market multitask-area ratings on head-to-head TV coverage of Republican national convention last month (Broadcasting, Aug. 28). MNA figures, out Friday (Sept. 1) showed that in periods of three-network common coverage, totaling seven hours, CBS has 9.3 rating and 34 share, ABC 9.2 rating and 33 share, NBC 9.1 rating and also 33 share. ABC's abbreviated coverage helped it into lead in averages reflecting each network's total coverage, however. Its 9.2 average rating for seven hours was followed by 7.0 for CBS's 19 hours of convention coverage and 6.7 for NBC's 18.25 hours.

Rescue mission

KFTY(TV) Santa Rosa, Calif., UHF which two weeks ago blamed FCC inaction for refusal of cable systems in its area to carry station's signal (Broadcasting, Aug. 28), got fast relief last week. Commission's Cable Television Bureau granted 10 cable systems in Santa Rosa area waiver of filing requirements for certificates of compliance. Bureau told systems, owned by Viacon Communications and Cablecom General Inc., that they could commence carriage of KFTY now and file for license certificate later—30 days later, to be precise. Storer Cable TV Inc., which operates 10 more systems in KFTY service area, was given like authorization week earlier.

Getting on cables was described as life-or-death matter for KFTY. Most homes in its area are wired and without antennas that can get station off air. Station started operating Aug. 19.

Everybody's in the act as stations in D.C., surrounding states come up for license renewal

Friday (Sept. 1) was deadline for filing petitions to deny license-renewal renewal applications in District of Columbia, Maryland, Virginia and West Virginia, and challenging citizen groups responded in force. Hardest hit area was District of Columbia, where all four VHF stations and several hundred facilities were attacked. Stations in Baltimore and Richmond, Va., did not escape unscathed, however.

Challenge to four Washington VHF's was filed by group of influential suburbanites, representing Maryland counties of Montgomery and Prince Georges. They said stations' attention to needs of those areas is so inadequate that commission should either take steps to correct situation or deny license renewals.

Group, calling itself Aligned Citizens United for Television Equality (ACUTE), said stations' obligation to serve entire metropolitan area cannot be met by focusing on city alone, because suburbs are no longer just "bedroom communities." Said ACUTE, "What were essentially rural communities have developed into a highly urbanized society whose people have different needs, problems and interests from the residents of the so-called central city of Washington, D.C.

ACUTE monitored WRC-TV (ch. 4) and found only 3.2% of its local news devoted to Maryland events; it also said WWTO(TV) (ch. 5) averaged less than two minutes of Maryland coverage on its nightly hour-long news broadcast. Evaluation of WMAL-TV (ch. 7) and WTOP-TV (ch. 9) showed similar inadequacies, it said.

Organization is composed of area civic and political leaders; its chairman is Newton I. Steers Jr., state senator from Montgomery county.

Group of Washington petitioners, operating as "Communications Coalition" but also representing several existing organizations, took aim at no less than 14 area television and radio stations. They charged stations with discrimination and said commission should either take steps to correct it or deny renewals.

Cited in petition were WRC-AM-TV, WWDC(TV), WMAL-AM-FM-TV, WTOP-AM-TV, WDBA-TV, WETA-FM-TV, WWDX-AM-FM, WASH-FM, WGNAY(FM). Among opponents were representatives of Washington Urban Coalition and Urban League, and Black Efforts for Soul in Television. Petition was prepared by Albert H. Kramer of Citizens Communications Center.

Coalition said it would not ask that stations approach racial composition of Washington itself, which is 71% black, but it said stations ought to at least match market percentage of 25%. Not only do 14 stations fail to do so, coalition said, but they have failed to initiate strong affirmative action programs as required by law.

WRC-TV, NBC-owned facility, was hardest hit by last week's round of filings. In addition to challenges launched against it on Friday, station was object of petition filed day before by 10 women's groups (see page 22).

Stations in Baltimore, 50 miles to north, fared much better. Only one petition to deny was filed against station in that city, WMAR-TV (ch. 2). Petitioner, Citizens Concerned About Communications, accused station of "completely overlooking" particular needs of Baltimore blacks, who make up 48% of that city's population. WMAR-TV, petitioners contended, did not adequately ascertain needs of black community, failed to dedicate "more than an insignificant portion" of its programing to "issues of particular significance" to blacks, and discriminated in employment against members of that race. In addition, they claimed, station did not "convey consistently authentic ideas about the particular heritage, tradition, beliefs, lifestyle and other elements of the black experience."

In another filing, 17 of 24 broadcast stations in Richmond, Va., were hit by petition aimed at halting alleged employment discrimination. Petition was similar in nature to brief filed against 14 Washington-area media. It was filed by six citizen groups, including Richmond chapter of National Association for the Advancement of Colored People. Petitioners asked commission to act immediately in establishing inquiry to determine cause and effect of alleged "marketwide discrimination" in Richmond, city which is 42% black. They claimed that only 11 of 17 challenged stations' 356 total employees are black, that four of those stations have no black employees at all, and...
that 41% of those facilities have no blacks in "non-menial" positions.

Stations named in petition are WTVR-AM-FM-TV, WJVE-AM-FM, WRXL(AM) - WRNL(AM), WZES-FM, WYDL(AM)-WIKI-FM, WRGB(AM), WXGN(AM), WLER(AM), WWVA-AM-FM, WWTX-TV and WXIX-TV.

It was also reported that last-minute petition was filed against WHS(AM) Bluefield, W. Va. No details were available, however.

No grand plan, networks say, for exactly equal time for presidential candidates

Network-TV sources denied reports published Friday (Sept. 1) that there is "industry plan" to make "equivalent time periods available" to Republican and Democratic presidential nominees on organized basis. Existence of such plan was claimed in course of long story on Nixon/McGovern campaign strategies in The New York Times.

CBS and NBC sources said they were working in different ways to make time allocations as equitable as possible, CBS by doing "exactly what we did in 1968," NBC by refining its 1968 plan somewhat. ABC officials directly involved in political-time policies were out of town and could not be reached, but other ABC sources said they were sufficiently aware of that network's approach to know it tries to insure fair allocation of time periods bought by parties.

On the other hand, starting last spring, "inventory" of time units that would be made available for sale to candidates. After that was completed, it asked both parties to send representa-

tives to specified date. On that date, "one party sat on one side of a table, the other party sat on the other side, we gave both sides a copy of the inventory and then we flipped a coin," one key CBS executive said. Winner of coin-toss picked one unit on inventory list, then other side picked next, and choices continued to alternate. Same procedure was followed in 1968, CBS said, and, also as in 1968, when choices had been made, each party was given week to review its selections, see how they fit into over-all campaign strategy and get back with firm orders.

CBS sources declined to say which or how many units had been either offered or chosen. Although President Nixon's campaign committee also declined to pro-

vide that information, Senator McGovern's committee said that CBS will sell the Democrats five five-minute prime-time blocks and four one-minute blocks from Sept. 12-29.

NBC sources said they, too, prepared over-all inventory of time that would be available and mailed duplicate copies to Democrats and Republicans, asking each party to specify its "preferences." From those, NBC will undertake to allocate time "equitably" but will not guarantee absolute balance to extent that spot for one party in one time period would always be balanced by spot for other party in same show following week. Biggest distinction between this approach and one in 1968, according to NBC sources, is that in 1968 inventory of availabilities was not dis-

tributed jointly to two parties.

Another McGovern effort at debating President falls on deaf ears

NBC last Friday (Sept. 1) turned down request by Senator George McGovern (D-S.D.) for one hour of time this week for debate with President Nixon on tax-

reform issue.

Senator made request late last week in telegrams to ABC, CBS and NBC. He also sent copies of telegrams to President Nixon with notation: "I hope you con-

consider.

NBC President Julian Goodman, in reply telegram to Senator McGovern, pointed out that Mr. Nixon has not shown any inclination to engage in TV debates (see page 26), and that even if President wanted to debate, granting re-
quest for time would require providing equal time to all minor parties under Section 315 of Communications Act.

CBS President Arthur Taylor said essentially same thing in denying Mc-

Govern request. ABC has not yet re-

sponded.

Sports again get waivers from prime-time access

Affiliates of NBC and CBS will be able to present upcoming professional baseball and football games with some limitations—FCC has ruled.

Commission waived prime-time access rule, limiting affiliates to three hours of network prime-time fare per evening in connection with NBC's coverage of Na-

tional and American League baseball play-

offs, and NBC and CBS National Foot-

ball League coverage. Waiver was neces-

sitated by possibility that coverage of games, all of which start in afternoon, might extend into prime time due to unforeseen runovers.

Commission, however, placed three conditions on grant: (1) that post-game shows are not included in waiver; (2) that games are scheduled to start no later than 4 p.m. NYT, and (3) that coverage of playoffs, including pre-game show, be-

gins at 4 p.m., and that game itself starts no later than 4:15 p.m.

ABC looks like the winner on miniconvention night

ABC News almost certainly scored biggest win it has ever had over CBS and NBC. National Nielsen ratings on coverage of Democrats' Aug. 8 miniconven-

tion, but it couldn't prove it last Friday (Sept. 1), when ratings covering that period were released. Reason: Its coverage was sustaining, and Nielsen report, which covers only sponsored programs, therefore had no numbers for it.

CBS News, which covered miniconven-

tion and vice-presidential nomination of Sargent Shriver from 9:30 to 10:40 p.m. NYT, had average rating of 5.8 (about 5,460,000 homes) and 18 share of audi-

ence. During that period NBC News, which covered from 7:30 to 10:35, had average 7.4 rating (4.6 million homes) and 17 share for that period. For analysis that continued to 11 p.m. NBC had 9.3 and 20 share.

ABC's miniconvention coverage lasted from 10:05 to 10:34, interrupting highly-

rated Marcus Welby. Although Nielsen reported no figures for ABC convention coverage, it showed Welby at 10:18 10:30 rating (11,180,000 homes) and 43 share and at 10:30-11 with even higher 19.4 rating (12,047,000 homes) and same 43 share. Higher rating for period at end of, and after, convention coverage suggested little if any tune-out during convention. Nielsen's 70-market multinetwork-area report also lent sup-

port to speculation that ABC's conven-

tion coverage would have approximated Welby in national ratings: MNA's showed ABC-TV affiliates with combined 21.3 rating and 44 share for 10-10:45 period within which ABC miniconvention cov-

erage fell.

Evidence to the contrary

Two University of California psycholo-

gists find no evidence that watching TV violence causes heightened aggression.

Report by Professors Seymour Feshback at Los Angeles and Robert Singer at Riverside. Their findings are based on study submitted to surgeon general whose advisory committee earlier this year re-

ported that although it could find no hard-and-fast causal relationship between TV violence and more aggressive behavior in young people, there may be and urged further study (BROADCASTING, Jan. 19 et seq.). Feshback-Singer report is based on study of 600 boys (8-to-18 years old). It concluded that young peo-

ple watching fantasy aggression on TV do not tend to become more violent. In fact, said researchers, some boys were found to be less aggressive after watching steady flow of TV violence.

Feshback-Singer report comes two weeks after Dr. George A. Comstock, senior research coordinator for surgeon general's advisory committee who is now with Rand Corp., seriously questioned im-

portant conclusions in general's study on violence frequency in program-

ming (BROADCASTING, Aug. 28).
Books for Broadcasters

Broadcast Management
by Ward L. Quail and Leo A. Martin

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- Indicates new or revised listing.

This week

Sept. 4-8 - International Broadcasting Convention, Grosvenor House, London.

- Sept. 5-8 - Conference on public relations for non-commercial broadcasting sponsored by Corporation for Public Broadcasting, Public Broadcasting Service and National Association of Educational Broadcasters, Playboy Towers, Chicago.


- Sept. 8 - Senate Commerce Committee hearing on nomination of Thomas B. Curtis as member of board of directors of Corporation for Public Broadcasting. 10 a.m., room 5110, New Senate Office Building, Washington.


**Also in September**

Sept. 11 - Regional sales clinic, Radio Advertising Bureau, Executive meeting, Builinder, N.Y.

Sept. 11-12 - Eighth annual convention, Nebraska Broadcasters Association. Hotel Tropicana, Las Vegas.

- Sept. 12 - Regional sales clinic, Radio Advertising Bureau. Sheraton Mark O. Hatfield (R-Dre), and Stan Peck, KSL-AM, Salt Lake City, Utah.


- Sept. 14 - One-day radio seminar co-sponsored by Radio Advertising Bureau and American Association of Advertising Agencies, St. Francis hotel, San Francisco.

- Sept. 14 - Meeting, San Francisco chapter, National Academy of Television Arts and Sciences, Lady Whitehead, director of Office of Telecommunications Policy, will speak. Mark Hopkins hotel.


- Sept. 18 - American Society of Composers, Authors and Publishers awards dinner. Hillwood country club, Nashville.


- Sept. 19-21 - Video Expo III, exhibit highlighting CATV, video cassettes and cartridges, pay TV, closed-circuit box office and film packages. Conference and workshops to be held. Sponsored by The Knowledge Industries Publication. Information: (914) 426-5400, Great Neck South, N.Y.


- Sept. 22-23 - Fall conference, Oregon Association of Broadcasters. Speakers will be Wallace E. Johnson, FCC; Senator Mark O. Hatfield (R-Dre), and Senator Representative Stafford Haight. Kah-nea-kah hotel, Warm Springs.


- Sept. 21-23 - Annual convention, Minnesota Broadcasters Association, Atlantic Hotel, Minneapolis.


- Sept. 22-24 - American Women in Radio and Television Northeast area convention. Mohonk Mountain House, Lake Mohonk, N.Y.


- Sept. 25 - Regional sales clinic, Radio Advertising Bureau. Sheraton motor inn, Charlotte, N.C.


- Sept. 29 - Oct. 1 - Expo Electronics, home entertainment show, sponsored by Western Electronic Manufacturers Association, to include monochrome and color TV receivers, TV record and playback units, tape and cassette equipment. Convention Center, Los Angeles.

**October**


- Oct. 2-3 - Fall convention, Western chapter. National Major meeting dates in 1973-74


- Nov. 15-18 - Sigma Delta Chi national convention. Statler Hilton, Dallas.

- Nov. 26-29 - Annual meeting, Association of National Advertisers. Coronado Beach hotel, Coronado, San Diego, Calif.

- Nov. 21-24 - Fall conference, National Association of Broadcasters. St. Regis Park Hotel, Chicago.


**Broadcasting Sep 4 1972**


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

Oct. 6-9 — Fall convention, New Jersey Broadcasters Association. Playboy hotel, Great Gorge, McAfee.

Oct. 9-10 — Fall convention, Midwestern chapter, National Religious Broadcasters. Northwestern College, Roseville, Minn.

Oct. 9-11 — 28th annual National Electronics Conference and Exhibition. Communications equipment will be among items featured. Regency Hyatt-O'Hare, Chicago.


Oct. 11-14 — Annual fall convention, Tennessee Association of Broadcasters. Ramada Inn, Jackson.


Oct. 19 — Fifth annual Kansas Association of Broadcasters seminar. Theme: current problems facing the broadcasting industry and what can be done about them. Student Union, Kansas University, Lawrence.


Oct. 18-17 — Annual fall meeting, North Carolina Association of Broadcasters. Timmea Plaza inn, Wilmington.

Oct. 15-17 — Third National Symposium on Children and Television, organized by Action for Children's Television and Yale University Child Study Center and School of Art. Theme will be programming and financing of children's television. Yale University, New Haven, Conn.


Oct. 16-17 — Fall meeting, National Association of Broadcasters TV code review board. Sheraton Half Moon inn, San Diego.

Featured speakers: Patricia C. Cobb, executive vice president, FCC; President Ronald Reagan; Arthur O'Hare, General Motors, Chicago; and Richard S. Schweiker, member, U.S. Senate, Washington.

Freedom of press

Editor: The broadcasting media are involved in many basic policy questions and issues that must be given careful scrutiny and be resolved if we are to continue to have the fullest possible freedom of the press and expression of views on all issues in our country. It has been a privilege for me to work on a number of broadcasting issues in the United States Senate, and I am honored by your article describing these efforts and my views on communications ("Profile," Aug. 21).—Richard S. Schweiker, member, U.S. Senate, Washington.

For the record

Editor: Your article on multipoint distribution service (MDS) in the Aug. 21 issue contained some inaccuracies. The Urban Communications Group is not a "black-oriented public-interest group." It is a telecommunications consulting company that specializes in management, economics and engineering.

Black Efforts for Soul in Television did not file a petition to stay the processing of applications. It filed comments on the proposed rules and in those comments supported the McKenna, Wilkinson & Kittner petition filed some three months earlier.—Theodore S. Ledbetter, Urban Communications Group, Washington.

Left out

Editor: Enjoyed very much your excellent report on the St. Louis meeting of the new independent broadcasters association—INTV. It has been my pleasure to work for some time with Roger Rice of KTVU(TV) Oakland-San Francisco to further the ideas and aims of this new organization. I noticed, however, that you omitted my name as one of the founding directors and since I am proud to be associated with the group, would appreciate it if you would add it to your background for INTV.—Max H. Bice, vice president and general manager, KTNT-TV Seattle-Tacoma, Wash.

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Broadcasting Sep 4 1972
Is Hollywood's disease better known as prime-time access?

Visitors at television and film production centers in Los Angeles during the past year could not help but notice the widespread inactivity at most lots. Many sound stages at the major film studios have been silent for several years. Some, of course, have fallen before the bulldozer.

These silent centers reflect massive unemployment levels. Many of the craft unions, for example, report that at any one time from 50 to 75 percent of their memberships are idle. Something must be done to reverse this situation, but some of the understandably frantic pleas that have emerged lately appear from our viewpoint to advocate solutions that have the potential of generating even greater disaster in the not too distant future.

The latest voice from the West advocates that the solution to stimulating more television production—which means increased employment—is simply to produce more episodes of all network shows. This new proposal would have it that a network can only air in prime time repeat programming for 25% of its schedule. Basically, for a show such as Gunsmoke, it would mean the end of a 44-week schedule of 22 original episodes and a like number of repeats. The new order would more likely be a season of 33 original episodes and 11 repeats, with the remaining weeks of the year taken up by pre-emptions for specials or a summer replacement series.

But isn't this solution of making more episodes of existing series only going to propagate the age-old situation of "the rich getting richer?" This method of increasing production would provide a few more short-term jobs particularly for actors, but percentage-wise or people-wise, it would be a drop in the bucket relative to the thousands who make up the television and motion-picture film work force.

On top of further aiding a small minority of people, what happens to the economics of the television industry? Either we have the same costs to cover the extra episodes or, if we intend to hold the line on costs, we must reduce the cost of each episode. If we increase cost, it will mean increased cost to the networks which, in turn, will be forced to up their advertising rates. The advertiser is going to balk as he never has before. During the past decade, he has seen the average cost-per-minute of network time increase 100 to 125 percent. Partly offsetting this staggering increase was the population increase plus stimulants to viewing such as the magic provided by color television and the multiplicity of relatively cheap sets, permitting the establishment of two- and even three-set households. More sets, of course, meant that more stations were sharing in the viewing of the family members.

Net growth like that is not likely in the near or distant future. In fact, a long-term decrease could develop via the eventual growth of CATV systems, offering 30 channels of programming, and home video recorders and players.

The end result of this situation is that costs will not be permitted to spiral as before. This leaves us with the second alternative of reducing the cost per episode; i.e., simpler productions with a minimum of people would be the rule not the exception. Who gains from this? Certainly not the viewer.

Part of the argument in favor of fewer repeat shows and more original production centers on the point that more new shows would be better for the viewer. But is the word "repetition" really as dirty as it sounds? The average first-run episode is viewed by only 18% of all households. Put it another way—82% of the population have yet to see it. Our research indicates that a repeat episode of a network series can be expected to achieve essentially the same share of audience as the original airing of the episode. The size of that audience, however, will fluctuate depending on the time of year the repeat is aired. A repeat in spring will have a larger audience than the same episode repeated in summer due to the change in total available viewers, not to share of that audience. Perhaps we should be taking a harder look at the scheduling of repeats to determine if we are positioning them for the greatest potential for new viewers.

From our vantage point, the most positive step that could be taken to help the sagging West Coast television production industry would be made by the repeal of the prime-time access rule. This rule eliminated one-half hour of prime-time programming per night from all three networks—a total of 10½ hours a week. Many may counter this statement by citing the large number of syndicated properties that have emerged since the rule took effect. However, an examination of the source, manpower and financial investments of these properties finds them making only a minimal contribution. In New York, for example, an examination of the prime access programming efforts of the three network O & O's shows that a full seven of the 12½ hours of programming are devoted to either product produced outside the U.S. (notably Canada and Great Britain) or low-budget game and quiz shows. In fact, out of the 22 programs filling the network void, only five shows (two and a half hours) are West Coast studio productions.

The situation elsewhere in the country is even worse. Viewers in too many markets will simply have their program choices limited to such shows as I've Got a Secret, To Tell the Truth, Let's Make a Deal, The Price is Right, The Parent Game, Hollywood Squares, What's My Line, Truth or Consequences, Beat the Clock—daytime, low-budget properties one and all.

In short, while we don't profess to know all the answers, we caution against acting too swiftly on the 25% limit. We don't believe it's the best answer to the Los Angeles employment problem. To us, the road to improvement looks brighter via the repeal of the access rule.
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Big buyers say holdovers are best bets in new season

'Family,' 'Welby,' 'Wilson' predicted to be hits again; 'Bridget' called most promising among new shows, though 'Maude' and 'M*A*S*H' have supporters

What advertising-agency executives sometimes call "the biggest crap-shoot in show business" gets under way next week when the three commercial TV networks spring into action with their 1972-73 prime-time schedules. Top agency men, whose clients have multimillions riding on the outcome, regard this year's line-up of regularly scheduled shows as essentially business as usual, with no big innovations and no major trends. In a canvas by Broadcasting, they indicated they thought the new situation comedies tend to be slightly more daring, maybe a shade truer-to-life, than those of the past, and they felt the emergence of the rotating series-within-a-series (such as NBC's Wednesday Mystery Movie) should promote better production values. But, the consensus went, creativity and originality will be in short supply.

Some of the other conclusions:

* All in the Family, Marcus Welby, M.D. and The Flip Wilson Show will maintain their popularity as the top three shows on the networks' schedules.
* Bridget Loves Bernie, an Irish-girl-meets-Jewish-boy situation comedy on CBS, is the only new show that looks like an almost sure bet for top-10 status.
* ABC will probably continue to gain on CBS and NBC in over-all ratings ("Patton" and "Goldfinger" and other big box-office hits are expected to sweeten the audience count on ABC), but the network will continue in third place because most of its new series look like "instant disasters," in the words of one agency man.

The consensus along Madison Avenue is that CBS's All in the Family will, if anything, strengthen its hold on the Saturday-night-at-8 time slot because NBC is bringing back the relatively weak action series, Emergency, and ABC is countering with a move-over from Tuesday night of its comedy western,Alias Smith and Jones (to be pre-empted every fourth week by a new offbeat western called Kung Fu), which, as Richard Pinkham, senior vice president for media and programming at Ted Bates & Co., puts it, "is a sacrificial lamb.

Marcus Welby, M.D. should have it easy again this fall, too, according to the agency people, NBC has in effect opted out of the ratings race Tuesdays at 10 by slotting a news hour, which will alternate, beginning in November, with a documentary series—co-produced by the British Broadcasting Corp. And Time-Life—entitled America. And CBS's new series of 90-minute made-for-TV movies, despite a half-hour's jump on Welby, will be middling at best, the agency men say, due to the competition of ABC's Movie of the Week and The Bold Ones on NBC (which this fall will jettison the alternate-week lawyers' segment to focus exclusively on "The Doctors").

ABC's Tuesday-night juggernaut will be slowed a bit, however, by its new 8-o'clock lead-in, Temperatures Rising, which, in the eyes of the agency people, could very well be the lowest-rated show on the network. But Movie of the Week should surmount the poor lead-in because, as Peter Bardach, vice president and director of broadcasting at Foote, Cone & Belding, puts it, "the show deals with the kind of contemporary themes that have tremendous appeal to a young adult audience." Richard Mumma, senior vice president and manager, radio-TV programming at Compton, adds, "The number of sets-in-use increases at 8:30—which means that a lot of people will be tuning in on Movie of the Week who wouldn't have watched Temperatures Rising anyway."

ABC, of course, couldn't convince the FCC to renew its waiver of the prime-time access rule on Tuesday nights for another year, so the network chose to move the popular Mod Squad from Tuesday at 7:30 to Thursday at 8, where it will now face off against The Flip Wilson Show on NBC. The reason agency men are not predicting a Flip Wilson slippage is that CBS is, in their opinion, all but
throwing in the towel on Thursdays at 8 with a family-drama series called The Waltons, which, in the words of Werner Michel, vice president and director of programming for S&SCB, "is a nice show but it's too placid, too introspective." Agency feeling about The Waltons was probably best summed up by Richard Low, vice president and associate director of programming at Young & Rubicam, when he said, "It's a commendable effort on CBS's part, but it doesn't stand a chance in the ratings."

While Flip Wilson's vast audience looks all but impregnable, some agency people are talking in less-than-sanguine terms about the prospects for ABC's Mod Squad in its new time period. (Benton & Bowles is even predicting that its share will not get above the high 20's, according to George Simko, B&B's senior VP and director of media management.)

If ABC's Temperatures Rising and CBS's The Waltons look to be almost sure losers among the fall crop of new shows, CBS's Bridge Loves Berni (Saturday at 8:30) is being touted by the agencies as an immediate runaway hit. "It's upbeat, bright, stylish and well written," says Lewis Wechsler, vice president and director of TV-network operations at Wells, Rich, Greene. Mr. Mumma adds: "The pilot was tremendous. The only question in my mind is whether they can sustain that high level for an entire season." The appeal of the pilot, of course, is only part of the story of Bridge's predicted success. With All in the Family as lead-in and the top-rated Mary Tyler Moore Show following, Bridge is assured a 30-plus share on the basis of audience flow alone. As one agency man put it, "I'd sell my grandmother to the Arabs for a time slot like that one."

ABC—while remaining in third place in the ratings—has been gaining on its competitors over the past couple of years. When the prime-time access rule made its debut last fall with the slicing away of three-and-a-half hours of programming a week from each of the networks' schedules, ABC benefitted the most because it had the most soft spots in its line-up. The consensus among the agencies is that ABC has been aggressively stockpiling up on more attention-getting theatrical movies voiced by either CBS or NBC. "Pictures like 'Patton' and 'Goldfinger' should totally demolish the competition, with shares in the low 50's," says Mr. Bardach. The ABC Sunday Night Movie will be the principal outlet for these films, and the network will indulge itself in a festival of front-loading, with the likes of "Paint Your Wagon," "The Out-of-Towners," "Love Story," "Plaza Suite," "True Grit" and "Lawrence of Arabia." In competition, The Dick Van Dyke Show and Munch on CBS and NBC's Sunday mystery Movie and the half-hour version of Night Gallery are likely to show some anemic numbers early-on as ABC trucks in the heavy artillery, but, as Mr. Michel says, "Movie audiences are notoriously fickle." Once the blockbuster titles start thinning out, the public, as in the past, may start deserting the lesser known movies for the more familiar series shows. (The one complaint voiced by some agency men over the loffer movies has to do with the price tag, which, at $150,000 to $200,000 a minute in "Goldfinger" and $140,000 a minute in "Patton," is, according to one executive, "out of line.")

If ABC has chosen its theatrical movies well, it may have put its worst foot forward in the selection of a fall crop of new series, according to the agency people. Henry Siegel, vice president and associate media director at Grey Advertising, suggests that William Asher, the producer-director, has stuck ABC with a couple of comedy lemons in the aforementioned Temperatures Rising and The Paul Lynde Show, both of which evolved out of a long-term commitment from the network when Mr. Asher's Bewitched was in its salad days. (That show was retired from the network after a highly profitable eight-year run.) "Paul Lynde always shows up well on the TVQ list of comedy personalities," says Louis Dorkin, senior vice president and director of network planning for Dancer-Fitzgerald-Sample, "but judging by the pilot he's not going to be able to carry a show on his own." Mr. Mumma adds: "Lynde is like Jonathan Winters—extremely talented, very funny, but the networks just can't find the right format to show them to their best advantage."

The weak lead-in of Paul Lynde is considered likely to prevent ABC's new Wednesday Movie of the Week from duplicating the success of its Tuesday series for TVQ. The entire evening could end up in the boneyard if The Julie Andrews Show does as badly in the ratings as most agency men think it will. "ABC is not well known for its ability to produce successful variety hours," says Stephen M. Left, a vice president at McCann-Erickson. And Bates's Mr. Pinkham is even more emphatic. "Julie Andrews has passed her peak," he says. "Her last few movies were failures, and I'm afraid she's too square these days even for television. Besides, she's facing the traditional handicap of a female lead in a series. Unless the woman is a top comedienne like Lucille Ball or Carol Burnett, she's not going to make it because women at home like to see men in the lead roles."

And no agency is predicting a vibrant future for ABC's new Monday lead-in, a cop series called The Rookies, which is up against two consistently popular shows, CBS's Miami Vice and NBC's Laugh-In. "The pilot had too much of a documentary, 'New Centurions' flavor to please me," says Mr. Michel. And Mr. Wechsler thinks The Rookies will encounter clearance problems because many local affiliates want to do their own pre-game lead-ins to the popular NFL Monday Night Football, at 9 p.m.

The agency experts see no trends of significance in the immediate offing, but they see signs of changing tastes in some shows. Mr. Michel is impressed by the quality of two new half-hour comedies on CBS, Maude (Tuesday at 8) and MASH (Sunday at 8). "These shows seem to be moving away from the old, stereotyped forms of situation comedy. They're much more permissive," he says. "And even a family-oriented comedy like Brian Keith's Little People came up with
The total falseness of shows like the Diahann Carroll Julia is being replaced by shows that feature characters who are popular precisely because they make no bones about their blue-collar background. Their validity comes from trying to portray America as it really is.

The agency observers also pointed to the emergence of the three-in-one or four-in-one rotating series. “An actor like Richard Widmark doesn’t want to become tied down to doing a whole year’s worth of 90-minute shows,” says Mr. Wechsler. But by limiting Mr. Widmark’s work for the year to only eight segments of “Madigan,” NBC was able to sign him up for the fall. “Madigan” will alternate with George Peppard in “Bana cree” and James Farentino in “Cool Million”—all action dramas — on the Wednesday Mystery Movie. Last year’s rotating 90-minute mysteries on NBC have been shifted to Sundays at 8:30, where Richard Boone’s new western series, “Hec Ramsey,” joins Peter Falk’s “Columbo,” Rock Hudson’s “McMillan and Wife” and Dennis Weaver’s “McCloud.”

According to Mr. Law, the individual episodes of these seven series are bound to be better because, although the budgets are tight, the show is not operating under the brutal pressure that results when a production unit has to turn out a weekly series.

ABC is trying its own 60-minute version of this rotating-series idea with The Men (Thursday at 9), a suspense-adventure trilogy comprising “The Gemini Project,” “The Man From the Black Lagoon,” and “The Man From the Black Lagoon.” In this case, however, most of the agency men are pessimistic about the show’s chances because the competition it faces from NBC’s Ironside, which looks like a show in for top-10 status this year, and the CBS Thursday Night Movies, which will be able to pick from such titles as “Around the world in 80 Days,” “Goodbye, Mr. Chips,” “Hawaii,” “The Dirty Dozen” and “Wait Until Dark.”

Despite the cutthroat competition among the networks, and the blizzard of press releases trumpeting (to quote NBC) “the biggest, broadest, most balanced program service ever broadcast,” Mr. Mumma says, “I’m afraid the new season is going to be as unimpressive as ever.”

“It’s the usual story—more imitations of shows that have been successful in the past,” adds Richard McHugh, senior VP and director of network relations and programming at Needham, Harper & Steers. “You can look for the new schedules to be ho-hum all the way.”

The TV networks swing to specials

Wide-ranging types and lengths are committed in such numbers that regularly scheduled series may be dumped from whole nights

Special programs in a diversity of forms and appeals, from drama to musicals, documentaries to sports and awards presentations, will be laced liberally into the TV networks’ 1972-73 prime-time schedules, frequently pre-empting complete nights of bread-and-butter programing.

Dramatic offerings on tap include Eugene O’Neill’s “Long Day’s Journey into Night” on ABC-TV, two productions by Joseph Papp and the New York Shakespeare Festival on CBS-TV starting with “Much Ado about Nothing” (instead of the originally announced “Romeo and Juliet,” which may become the second Papp offering), and John Steinbeck’s “The Red Pony” on NBC-TV.

Musicals encompass Burt Bacharach specials (ABC), “Of Thee I Sing” (CBS) and Cole Porter in Paris (NBC), among many others. Pro and college football, World Series baseball, hockey, basketball, golf and automobile racing will be available in prime time as well as daytime, and documentaries will cover subjects as diverse as the Washington Redskins football team (NBC), historical figures in Appointments with Destiny (CBS) and The Wild Dogs of Africa (ABC).

Following are the principal prime-time specials scheduled and planned by the three networks as of last week for the 1972-73 season—with some set for this week to get a running start on next week’s “official” opening of the season—but in all cases network sources said their lists did not purport to be complete. Times shown are EDT.

**ABC-TV:**

- Sunday, Sept. 10—Zenith Presents a Salute to Television’s 25th Anniversary, sponsored by Zenith Radio Corp. (9:30-11 p.m.).
- Friday, Sept. 15—Brady Kids (8-8:30 p.m.).
- Wednesday, Nov. 15 — Undersea World of Jacques Cousteau, sponsored by du Pont and Hartford Fire Insurance (8-9 p.m.); Burt Bacharach special, sponsored by Chevrolet (9-10 p.m.); Alan King special, tentatively titled The Wonderful World of Aggravation (10-11 p.m.).
- Friday, Dec. 1 — Repeat of Santa Claus Is Coming to Town (8-9 p.m.).
- Friday, Dec. 15—Repeat of The Night the Animals Talked (8-8:30 p.m.); repeat of A Christmas Carol (8:30-9 p.m.).
- Sunday, Dec. 17 — Of Men and Women, a group of short plays with casts including Barbara Feldon, Jack Cassidy, George Maharis, Burgess Meredith and others (9-10 p.m.); Biography: The Woman I Love, starring Richard Chamberlain and Faye Dunaway (10-11 p.m.).
- ABC’s scheduling of specials in the first and second quarters of 1973 is all tentative and in many cases not even tentative dates have yet been assigned. But the resources include England’s National Theater Company’s production of Eugene O’Neill’s “Long Day’s Journey into Night,” starring Lord Laurence Olivier and Constance Cummings; a production of “The Man Without a Country,” fea tur ing Robert Ryan and sponsored by Esso-Mead; a Royal Gala Variety Performance with Dan Rowan and Dick Martin as hosts; Eleanor and Franklin, a mini-series based on the Joseph P. Lash...
books about the Roosevelts; Charlton Heston in Cecil B. DeMille’s motion picture, “The 10 Commandments”; Marlo Thomas in How to Be a Woman; Jack Paar’s interviews with Three Remarkable Women; an animated production of Cricket in Times Square; the Tony and Emmy awards and additional programs in the Alan King, Burt Bacharach, Jacques Cousteau, and Of Men and Women and Biography series.

CBS-TV:
Monday, Oct. 16—Country Music Awards, sponsored by Kraft (10-11 p.m.).
Tuesday, Oct. 24—Of Thee I Sing, musical, sponsored by AMP (9:30-11 p.m.).
Sunday, Oct. 29— You’re Elected, Charlie Brown, one of five Charlie Brown shows, sponsored by Coca-Cola and Interstate Brands (7:30-8 p.m.); motion picture “Yellow Submarine,” one-half sponsorship by Ideal Toy (8-9:30 p.m.).
Thursday, Nov. 23—motion picture Chitty Chitty Bang Bang, one hour sold to Ideal Toy (8 p.m. to conclusion, approximately 11 p.m.).

Wednesday, Dec. 6—repeat of How the Grinch Stole Christmas, one of four Doctor Seuss shows (8-8:30 p.m.); repeat of Frosty the Snowman, half sponsorship by Ideal Toy (8:30-9 p.m.); Perry Como special, sponsored by Kraft (9:30-10 p.m.); “Cortez and Montezuma,” one of two Appointment with Destiny specials (10-11:15 p.m.).
Friday, Dec. 8—repeat of Rudolph the Red-Nosed Reindeer, sponsored by Hasbro Toys (8-9 p.m.); repeat of The Homecoming (9-11:15 p.m.).
Tuesday, Dec. 12—repeat of A Charlie Brown Christmas, sponsored by Coca-Cola and Interstate Brands (8-8:30 p.m.); Once Upon a Mattress, musical (8:30-10 p.m.); Don Rickles special (10-11 p.m.).
Sunday, Dec. 31—Guy Lombardo New Year’s Eve Special (11:30 p.m. to 1 a.m.).
Saturday, Jan. 13—Entertainer of the Year (8:30 to 10 p.m.); Marlene Dietrich special sponsored by Kraft (10-11 p.m.).
Friday, Jan. 18—Strange Creatures of the Night, one of three National Geographic specials (8-9 p.m.).
Sunday, Feb. 11—a Charlie Brown repeat, sponsored by Coca-Cola and Interstate Brands (7:30-8 p.m.); Sandy Duncan special, sponsored by Kraft (8-9 p.m.); Salute to Duke Ellington (9-10:30 p.m.).
Thursday, Feb. 15—National Geographic special (8-9 p.m.).
Saturday, March 3—It’s a Man’s World, or Is It, starring Carroll O’Connor (8:30-10 p.m.); Grammy awards (10-11:30 p.m.).
Wednesday, March 28—repeat of a Doctor Seuss special (8-8:30 p.m.); “The Selfish Giant,” animated version of an Oscar Wilde story (8:30-9 p.m.); Admiral Peary’s Dash to the North Pole, second appointment with Destiny program (10-11 p.m.).
Sunday, April 8—repeat of a Charlie Brown show, sponsored by Coca-Cola and Interstate (7:30-8 p.m.); Flintstones Ice Show (8-9 p.m.); one of four Ed Sullivan specials (9:10-10:30 p.m.).

Among the CBS specials not yet firmly slotted are at least three CBS Playhouse 90 production of which the networks announced last week, will be an original drama, “The Lie,” written for TV by Ingmar Bergman, the Swedish film writer and director. The first of two New York Shakespeare Festival productions, Much Ado About Nothing, has been tentatively set for Jan. 4. Other dramatic offerings planned include Tom Sawyer (possibly March 23) and The Voyage of the Yes; a dramatization based on Gay Talese’s book “Honor Thy Father and repeats of shows (8-9 p.m.);” the latter tentatively set for Christmas night. Other CBS specials due include a three-hour film of the Woodstock rock festival, aimed for April 13.

NBC-TV:
Tuesday, Sept. 5—Howdy Doody and Friends (7:30-8:30 p.m.).
Saturday, Sept. 9—Three Cheers for The Redskins, documentary on Washington Redskins pro football team (8-9 p.m.); Make Mine Red, White and Blue with Fred Astaire, sponsored by Timex (9-10 p.m.); “Miss America Pageant,” sponsored by Toni, Kellogg and Campbell Soup (10 p.m. to midnight).
Saturday, Sept. 10—Singer Presents Liza with a Z, starring Liza Minnelli and sponsored by Singer (9-10 p.m.).
Friday, Oct. 20—The Lion at World’s End, with Bill Travers and Virginia McKenna, sponsored by AT&T (8-9 p.m.); How to Handle a Woman, with Dinah Shore, sponsored by Timex (9-10 p.m.); The American Experience, first of a series, sponsored by American Airlines (10-11 p.m.).

Sunday, Nov. 12—Snoopy’s International Ice Follies, sponsored by American Gas Association (8:30 p.m.); The Trouble with People, Neil Simon comedies, with George C. Scott, Alan Arkin, James Coco and others, sponsored by AT&T (9-10 p.m.).
Tuesday, Nov. 14—America, first of a series, with Al Jarreau and sponsored by Xerox (10-11 p.m.).
Friday, Nov. 17—The Hands of Cormac Joyce, starring Stephen Boyd and Colleen Dewhurst, sponsored by Hallmark (8-9 p.m.); One O’Clock, sponsored by Bob Hope special (8-9 p.m.).
Tuesday, Nov. 21—Repeat of movie, West Side Story (8-11 p.m.).

Wednesday, Nov. 29—Winnie the Pooh and the Blustery Day, sponsored by Sears, Roebuck (8-8:30 p.m.); The Mick, production of NBC (8-9 p.m.); starring Orson Welles and sponsored by Hallmark (8:30-10 p.m.); Ann-Margret’s Follies and Scandals, sponsored by Timex (10-11 p.m.).

Sunday, Dec. 10—Repeat of The Little Drummer Boy, sponsored by American Gas Association (7:30-9 p.m.); Bing Crosby Christmas special, sponsored by AT&T (8-9 p.m.); Bob Hope special, sponsored by Timex (9-10 p.m.).
Tuesday, Dec. 12—Repeat of “Snow Goose” sponsored by Hallmark (8-9 p.m.).

Wednesday, Jan. 17—Cole Porter in Paris, with Perry Como, sponsored by AT&T (10-11 p.m.).
Tuesday, Jan. 23—The Incredible Flight of the Snow Goose,” sponsored by American Gas Association (8-9 p.m.).
Friday, Feb. 9—You’re a Good Man, Charlie Brown, sponsored by AT&T (8:30-10 p.m.).
Sunday, Feb. 18—Highlights of the Ringling Brothers and Barnum & Bailey Circus, sponsored by AT&T (7:30-8:30 p.m.); Country and Western Hit Parade (tentative title), sponsored by American Gas Association (8:30-9:30 p.m.); Jack Lemmon—Get Happy, featuring Harold Arlen’s music and sponsored by Timex (9:30-10:30 p.m.).
Wednesday, March 7—Dr. Jekyll and Mr. Hyde, musical with Kirk Douglas, sponsored by Timex (9:30-11 p.m.).
Tuesday, March 13—Keep the U.S. Beautiful (tentative title; formerly titled Project SOAR), sponsored by American Gas Association (8-9 p.m.).
Sunday, March 18—John Steinbeck’s The Red Pony, starring Henry Fonda, sponsored by AT&T (8:30-10:30 p.m.).
Tuesday, March 27—Academy awards (9-11 p.m.).

Wednesday, April 11—The Small Miracle,” sponsored by Hallmark (8:30-11 p.m.).
Thursday, April 17—Upon this Rock (tentative title), sponsored by American Gas Association (10-11 p.m.).
Thursday, April 19—Bob Hope special, sponsored by Timex (9-10 p.m.).
Tuesday, May 22—Swing it Again featuring Doc Severinsen, sponsored by Timex (8-9 p.m.).

Durgin sees specials breaking old molds

Citing the increasing emphasis on specials in the new fall season on all three networks (story page 14), Don Durgin, president of NBC-TV, spoke last week of “a new turn in program thinking—away from regularly scheduled program series to more unstructured format, free of the rigidities we inherited from radio.”

Addressing a luncheon meeting of the National Academy of TV Arts and Sciences’ New York chapter last Thursday (Aug. 31), Mr. Durgin said that NBC would produce more specials in the 1972-73 season than either CBS or NBC.

“We have been preaching this for several years,” he added, “preaching and practicing diversity in program style, format and subject matter . . . . More specials have appeared on NBC every season than on either of the other networks, often more than on the other two networks combined.”

Other NBC specials, still to be assigned dates, include one reuniting the comedy team of Mike Nichols and Elaine May, another Bing Crosby special, a Jack Benny special, a repeat of the “Wizard of Oz” movie, a second installment in the American Experience bicentennial series, and five additional Bob Hope specials.
The packaging and pricing of network TV

In the new television season an accentuation of a trend: buys are made on demographics with C-P-M all but guaranteed

The opening quarter of the 1972-73 network-television season was sold early and at firm prices. Cost-per-thousand, according to a leading advertising agency that is a major customer of prime network time, "is around $4.30 to $4.35, and in some cases up as high as $4.50." Agencies and networks, from the start of the sales season this year, made commitments for positions in multiprogram packages, the details worked out in terms of characteristics such as audience demographics and gross share-points with the C-P-M the basic point of negotiation ("Closed Circuit," April 17).

Here is how a respected buyer for one of the biggest TV agencies, explained how network purchasing goes on now. First, the agency and client decide how much budget to allocate to network. In addition to dollars, the agency planners calculate what period of time the budget will encompass (13 weeks, year-round, etc.) and set the "buying objective" (sex, age, marital status, etc., of the audience the client seeks) and generally the area of programming (what evening of the week, general time period, sports, early-evening fare, etc.). At that point, the agency calculates the approximate C-P-M it expects to pay.

"It is necessary for the agency negotiator to know what the market is," noted one agency buyer. "And if he's professional, his estimate will be pretty close."

The agency asks the network to submit its offering tailored generally to meet the specifications. The agency then has its media analysts go over the package; the agency negotiator may suggest that a certain show be dropped, another added, or perhaps the price be shaved a bit.

Agencies observed that the C-P-M is predicted on what a network expects to obtain in audience shares. If in delivery the package falls below expectations, adjustments may be made. One agency man explained: "If it falls off appreciably, say 10%, below the audience the network initially anticipated, we may be able to obtain bonus spots." If the audience comes in well above the estimated C-P-M, on the other hand, the network is not expected to ask the agency for an adjustment upward. "Packages can also adjust themselves. "In scatter buying," said one agency executive, "we may get the gristle with the meat. If a show really takes off in the ratings, it probably will wash away participation in a show that isn't as hot as had been expected."

Buying now "is all supply and demand," said one buyer. "In smart buying on the networks, it is the timing that's all important, timing a buy so as not to make it too early to participate in the sales season. A miscalculation in timing can affect the C-P-M more than almost any other factor."

Are there positions still open in the new schedules? Both agency and network negotiators say there is always some time open. But, adds an agency buyer, "I would anticipate that for the remainder of the season there'll be fewer pieces to buy; scatter-plan offerings will be limited."

Broadcast Advertising

American Motors to step up spot in broadcast buying

With new agency at the controls, car maker aims at specific markets

As TV-radio spot salesmen and countless stations in top U.S. markets could verify last week, Cunningham & Walsh, New York, on behalf of its Detroit client, American Motors Corp., is on a concentrated buying binge.

The media tune-up is for AMC's introduction of 1973 passenger-car models. It is also tangible evidence of a switch American Motors is making—at the recommendation of its newly appointed agency—that puts more emphasis on local broadcast buying than on national network and print buying as contrasted to the use last year of mostly network and print ("Closed Circuit," Aug. 7). Broadcast advertising begins Sept. 14.

As explained by Cunningham & Walsh officials last week, American Motors will spend a greater share of its factory ad budget in those markets which have a proved high sales volume or hold that potential and which have strong dealerships with good prospects of converting customers from other auto makers.

Assuming the ad budget for factory passenger-car advertising (C&W got the account last March 28 from Wells, Rich, Greene) will come in at about $15 million, this is what the plan breakdown will be in the 1972-73 sales year that is about to start:

Spot television—About 32% of the budget, or $4.8 million. Spot radio—About 13%, or nearly $2 million. Network TV—$4.8 million. The remainder of the allocation will go to print and other media.

Last year, AMC passenger car advertising was almost 80% in national media, principally network television, network radio and magazines.

Network TV will also include, this year, a campaign on NBC's Tonight Show starring Johnny Carson, which, the agency said, is a vehicle rarely used by auto makers. Other purchases in network are participations, all in prime time. AMC will have a minimum of one minute weekly in the Carson show.

In the spot plan, AMC will concentrate in 34 major markets and 15 "secondary" auto markets). American Motors will have an exposure in 90% of the homes two and a half times weekly. All spot impressions will be in early prime time. But in late periods, using sports wherever possible and local personality shows.

"We will go where the action is," said Charles (Chuck) Hawkins, vice president and management supervisor on AMC.

Mr. Hawkins and three other C&W executives—Carl Nichols, board chairman and chief executive officer; Anthony (Tony) Chevins, president and director of creative services, and Howard Nass, vice president and manager of media planning—outlined strategy and plans in an interview last week.

Mr. Nichols said that since the end of March, "we've been on a fast track" noting that strategy, plans, commercial production, were completed by June 28. The advertising campaign, C&W's first for its new client, was unveiled at a San Diego dealer convention in mid-August.

Mr. Chevins explained that the agency approach was to treat each model—Gremlin, Javelin, Hornet Hatchback (new this year), Matador and the Ambassador—as a "different personality."

All of the advertising is tied together with the AMC name and logo, the name of the car line and the super, "We back them better because we build them better."

Several creative groups were assigned to work independently on individual car models. Different approaches were sought to point out differences in each of the five cars and each automobile was targeted to its own audience.

Commercials screened last week included a 60-second message for Matador, playing on the theme of its anonymity ("What's a Matador?"); another, 30-seconds, stressing the use of the Matador to get from one place to another; a 60-second and a 30-second commercial pointings up economy and performance of the Hornet Hatchback against the background music of "The Flight of the Bumblebee"; a 30-second message concentrating on the maneuverability of the Gremlin; another showing the Gremlin's interior upholstered in denim, a youth-oriented decor, and a 60-second spot spotlighting the full line of AMC cars proceeding down a ramp of an unloading truck one at a time.

Mr. Nichols and Mr. Chevins stressed that C&W spent much time in researching the consumer thought of the client. Among early findings were that, with the exception perhaps of their knowledge of the Javelin and Gremlin, we were not quite

Insomnia. NBC-TV has its Today and Tonight, catering to early-morning and late-evening audiences respectively. Now it is planning a late-late-night series, Tomorrow, to be scheduled each weekday at 1-2 a.m. This project is under the direction of Mort Warner, senior vice president, program planning. It is intended primarily as an adult-oriented, topical discussion series with a starting date some time this spring. Mr. Warner also hopes to experiment within the format to reach younger adults on Friday nights. No host has been selected.
**Spot TV running well ahead of '71 pace**

$368.3 million billed in healthy second quarter; perennial leader P&G increases $5.8 million, Ford $3 million

On the comeback trail this year, spot TV business registered an estimated total $368.3 million in the second quarter.

According to the Television Bureau of Advertising, industry sources estimate that first-half 1972 spot business was up 12-15% above the same period of a year ago.

TVB said that figures for this year are not directly comparable with last year's because of a change in Broadcast Advertisers Reports' method of compiling the data. The second-quarter spot estimate was based on BAR monitoring on 260 stations in the 75 leading markets. BAR data showed spot investments in the January-June period to be $672.8 million.

TVB's quarterly report, listing the top-100 spot advertisers by individual company and spot spending by product categories, is being released today (Sept. 4). Five advertisers were listed for the first time (Singer sewing machines, International Harvester trucks and mowers, Continental Airlines, Yamaha motorcycles and National Liberty health insurance).

Procter & Gamble was the top spot-TV spender in the second quarter of 1972 with an investment of $21.1 million (up $5.8 million from the comparable period in 1971), followed by General Foods, $13.2 million.

In addition to P&G, advertisers showing the biggest gains over the comparable period in 1971 were Ford, up $3 million, and Chrysler, up $1.6 million, among the automobile spots; Scott's Liquid Gold, up $1.8 million, and Nabisco, up $1.5 million in other product groups.

TVB said 1,784 companies invested in spot TV in the second quarter (1,401 for the first quarter), with expenditures in nighttime in the second quarter accounting for the largest share ($136.8 million

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**The team.** American Motors' fall advertising plans—which include heavy concentration on spot—were discussed by four of Cunningham & Walsh's top executives on the account. From l. to r.: Howard Naas, vice president and manager of media planning; Charles Hawkins, vice president and management supervisor on AMC; Anthony Chevins, president and director of creative services, and Carl Nichols, chairman and chief executive. C&W won the American Motors account this year.

TheInterpublic Group of Companies and Campbell-Ewald said last week that merger contracts have been signed following approval of terms by the companies' boards of directors.

Stockholders of both companies will meet in early November to act on the proposed merger.

Interpublic is a New York-based conglomerate. An agreement in principle in which Interpublic would acquire Detroit-based Campbell-Ewald, an agency that bills $122 million, was announced several months ago (Broadcasting, June 5).

Under the proposal, Interpublic would add Campbell-Ewald as a fifth agency. The four agencies already owned by Interpublic, a publicly held company, are McCann-Erickson; Erwin Wasey; Marshall, and Tinker, Dodge & Delano. Campbell-Ewald will be operated as a separate company and under its own present management.

Interpublic proposes to issue 495,355 shares of common stock in exchange for all the outstanding shares of Campbell-Ewald. The deal last May 31 had a market value of over $15 million.

**Mickelberry's buys**

**Daniel & Charles agency**

Daniel & Charles Associates, New York advertising agency, has been acquired by Mickelberry's Food Products, also New York, for $1.2 million plus "contingent payments based upon future earnings."

Richard Diamond, treasurer of Mickelberry's, said that "we've decided to deploy some of our efforts into marketing and distribution services."

Charles Goldschmidt, chairman of the agency, emphasized that Daniel & Charles will remain autonomous under the new ownership and that "we would not handle any accounts for them."

D&C billed an estimated $15 million in broadcast advertising in 1971. Mickelberry's produces Old Farm sausages, bacon and other meat specialties, and Mama's cookies.

**It's now official:**

**Gardner to WRG**

Wells, Rich, Greene, New York, last week announced an agreement in principle to acquire Gardner Advertising, St. Louis, in a stock transaction valued at about $1.7 million, based on WRG's closing price on New York Stock Exchange Aug. 30.

WRG, which currently bills at the yearly rate of $120 million, is publicly held; Gardner, billing some $55 million, is privately owned. Negotiations between the two were discussed two weeks ago (Broadcasting, Aug. 28).

The acquisition, WRG said, would place the agency among the top 15 U.S. agencies in total billing and, according to last year's estimates, also in the top-15 list of broadcast agencies (WRG billed an estimated $68.7 million in TV-radio, Gardner $23.5 million). WRG proposed also to purchase an undisclosed number of its shares from insiders to use as part of the exchange.

The acquisition terms—principally an exchange of two and a half shares of Gardner stock for one share of WRG's—are subject to negotiation of a definitive agreement and approval by Gardner shareholders. The agencies saw no conflict in interests and noted that they both serve one client, Ralston-Purina, "enthusiastically."
<table>
<thead>
<tr>
<th>Segment</th>
<th>2nd quarter '72</th>
<th>Jan.-June '72</th>
</tr>
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<tbody>
<tr>
<td>Agriculture and Farming</td>
<td>$2,320,100</td>
<td>$3,882,900</td>
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<td>Apparel, Footwear, and Accessories</td>
<td>6,009,200</td>
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<td>Apparel fabrics and finishes</td>
<td>655,100</td>
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<td>Footwear</td>
<td>2,015,500</td>
<td>2,605,000</td>
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<td>Hose &amp; Hydrant</td>
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<td>Ready-to-wear</td>
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<td>Underwear, foundations and bras</td>
<td>2,716,300</td>
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<td>Misc. apparel, accessories and notions</td>
<td>1,469,100</td>
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<td>Automotive</td>
<td>35,147,100</td>
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<td>Passenger cars</td>
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<td>Tires &amp; tubes</td>
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<td>Trucks and mobile homes</td>
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<td>Misc. auto accessories and equipment</td>
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<td>Beer and Wine</td>
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<td>Wine</td>
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<td>Building Materials, Equipment and Fixtures</td>
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<td>Protective coating and finishes</td>
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<td>Confectionary</td>
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<td>Soft drinks</td>
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<td>Consumer Services</td>
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<td>Communications and public utilities</td>
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<td>Engineering and professional services</td>
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<td>Financial</td>
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<td>Schools and colleges</td>
<td>3,636,200</td>
<td>5,314,000</td>
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<td>Drugs and Remedies</td>
<td>23,149,600</td>
<td>10,000,100</td>
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<td>Cold, cough, and sinus remedies</td>
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<td>6,579,100</td>
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<td>Digestive aids and anticold</td>
<td>4,615,600</td>
<td>13,243,700</td>
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<td>Headache remedies and sedatives</td>
<td>6,450,700</td>
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<td>Laxatives</td>
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<td>781,100</td>
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<td>Medical equipment and supplies</td>
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<td>1,191,900</td>
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<td>Skin products and liniments</td>
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<td>5,464,400</td>
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<td>Vitamins</td>
<td>1,161,100</td>
<td>3,337,500</td>
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<td>Misc. drugs and remedies</td>
<td>2,054,300</td>
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<td>Food and Food Products</td>
<td>70,883,500</td>
<td>134,587,700</td>
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<td>Apples, potatoes, and nuts</td>
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<td>Bakery goods</td>
<td>9,440,200</td>
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<td>Cereals</td>
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<td>12,910,200</td>
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<td>Coffee, tea, and cocoa</td>
<td>10,836,400</td>
<td>21,013,700</td>
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<td>Condiments</td>
<td>2,569,700</td>
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<td>Dairy products</td>
<td>7,072,200</td>
<td>11,701,900</td>
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<td>Desserts and dessert ingredients</td>
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<td>5,792,200</td>
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<td>Flour and baking mixes</td>
<td>571,300</td>
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<td>Fruit and vegetable juices</td>
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<td>2,778,000</td>
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<td>Fruits and vegetables</td>
<td>2,342,500</td>
<td>5,073,800</td>
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<td>Health and dietary foods</td>
<td>721,700</td>
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<td>Infants foods</td>
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<td>395,000</td>
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<td>Meat, poultry, and fish</td>
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<td>Pasta products and dinner</td>
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<td>Prepared dinners and dishes</td>
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<td>Salad dressings and mayonnaise</td>
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<td>Shortening and oil</td>
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<td>Soup</td>
<td>4,169,800</td>
<td>8,323,800</td>
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<td>Sugars, syrups and jellies</td>
<td>975,600</td>
<td>1,763,800</td>
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<td>Misc. food and food products</td>
<td>3,578,500</td>
<td>7,947,300</td>
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<tr>
<td>Gasoline, Lubricants, and other Fuels</td>
<td>18,129,500</td>
<td>28,561,200</td>
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| TOTAL                                        | $21,744,100      | $36,200,100  |
| Misx Factor                                  | 1,200,000        | 1,200,000    |
| Trans World Airlines                         | 1,075,500        | 1,075,500    |
| Mattel                                       | 1,990,600        | 1,990,600    |
| Sun Oil                                      | 1,164,500        | 1,164,500    |
| American Dairy Ass'n                         | 1,159,900        | 1,159,900    |
| General Electric                             | 1,157,900        | 1,157,900    |
| F. & M. Schaefer                             | 1,134,100        | 1,134,100    |
| Eastern Air Lines                            | 1,114,400        | 1,114,400    |
| American Express                             | 1,114,400        | 1,114,400    |
| S. C. Johnson & Son                          | 1,109,400        | 1,109,400    |
| Atlantic-Richfield                           | 1,092,900        | 1,092,900    |
| Ideal Toy                                    | 1,079,800        | 1,079,800    |
| Yamaha International                         | 1,051,700        | 1,051,700    |
| Singer                                       | 1,035,800        | 1,035,800    |
| Doctor Pepper                                | 1,022,800        | 1,022,800    |
| CSS Inc.                                     | 965,700          | 965,700      |
| R. J. Reynolds Industries                    | 864,900          | 864,900      |
| Standard Brands                              | 806,200          | 806,200      |
| Pabst Brewing                                | 947,100          | 947,100      |
| Imperial Products                            | 936,800          | 936,800      |
| Chesapeake Ponds                             | 822,700          | 822,700      |
| National Liberty                             | 929,000          | 929,000      |
| Falstaff Brewing                             | 613,600          | 613,600      |
| GAF Corp.                                    | 900,300          | 900,300      |
| Union Carbide                                | 855,800          | 855,800      |
| Block Drug                                   | 894,300          | 894,300      |
| General Cigar                                | 862,800          | 862,800      |
| Heublein Inc.                                | 854,500          | 854,500      |
| Mobil Oil                                    | 662,100          | 662,100      |
| U.S. Steel                                   | 637,500          | 637,500      |
| Quality Bakers of America Co-op              | 655,000          | 655,000      |
| Continental Air Lines                       | 852,400          | 852,400      |
| International Harvester                     | 851,000          | 851,000      |

| SOURCE: BAR (as released by Television Bu- meau of Advertising) | $386,305,100 | 587,280,400 |
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Name _____________________________
Address _____________________________
City __________________ State ______ Zip _______
Ideal keeps away from Saturday morning

Toy maker buys three-hour special for day after Thanksgiving as part of new-look television placements

Ideal Toy Corp., New York, along with its sponsorship of five pre-Christmas network-TV programs in prime time, will underwrite a three-hour daytime network special and conduct a spot campaign in 101 markets this fall.

Ideal will sponsor through Helfgott & Partners, New York, Ideal Presents the Jerry Lucas Super Kids’ Day Jamboree on ABC at 10 a.m. to 1 p.m. Friday, Nov. 24, the day after Thanksgiving. Ideal said it will place its spot drive almost entirely on late-afternoon and early-evening programs and that it plans also to be a continuing participating sponsor of Captain Kangaroo on CBS-TV, 8-9 a.m., starting Sept. 4. The specials in prime time include the Flip Wilson Special on NBC-TV, the movies “Chitty-Chitty-Bang-Bang,” “The Yellow Submarine” and “Frosty the Snowman,” all on CBS-TV, and “The Night the Animals Talked” on ABC-TV.

Though Ideal declined to disclose its TV budget, the company last year spent $6.5 million in print and broadcast and, it’s estimated, the daytime special alone will cost the advertiser between $250,000 and $300,000. Last year Ideal withdrew from network weekend morning children’s programs in favor of network prime-time family shows.

Nixon on commercials: his record is spotty

It’s hard to know where President Nixon stands on TV commercials. Last week he reportedly told a group of movie stars at a reception in his San Clemente, Calif., home that he enjoys viewing movies in the projection room at the White House. And, he continued, “Pat and I both love motion pictures. They’re not interrupted by commercials.”

The first mention of commercials was last March, when the President entertained members of The Advertising Council at the White House. In brief remarks to his guests, who included Don McGannon, president of Westinghouse Broadcasting Co., the chairman of the council, and Vincent T. Wasklewski, president of the National Association of Broadcasters, the President was reported as saying that he had little time to watch TV, although he tried to watch some sports programs, adding that sometimes the commercials were better than the programs (BROADCASTING, April 3).

National’s set with new flight of TV spots

The newest “Fly Me” campaign for National Airlines will be taking off Sept. 11 from TV stations in New York, Houston, New Orleans, San Francisco, Los Angeles, Miami and Tampa, Fla. Once again, pretty girls will invite the viewer to “Fly Me, Fly National.”

This time, however, they’ll also do a little singing, featuring the popular “Fly Me” song (which has just been recorded by Petula Clark in London for commercial distribution). Another addition to this fall’s campaign is 8-year-old Eileen Salyer, who wrote the airline saying she’d like to grow up to be a National stewardess and do a commercial. National decided not to wait until Eileen grows up and filmed a spot with her paraphrasing her letter.

This year’s TV commercials have been expanded from 10 seconds to 30 seconds. Armand G. Arel, National’s general manager-advertising, explained that this was due to “political pressure” on the part of stations; spot TV is such a tight market this fall that 10-second spots would be too difficult to place. The 30-second radio spots are similar to the TV soundtrack.

The budget for the 1972-73 “Fly Me” campaign is $9.9 million. A spokesman for National said the broadcast portion of the budget is “decidedly up over last year” but refused to give details for either year.

F. William Free & Co., New York advertising agency, handles the National account. Asked if he were prepared for another protest by the National Organization for Women, Mr. Free replied: “We hear from them occasionally. The worst is imminent. It’s a platform for them. We have lots of discussions . . . Incidentally, I’m not a chauvinist.”

Environmentalists hit on sponsorship-ID plan

The FCC has been urged to disregard a set of stringent proposals it received on the subject of sponsorship identification.

The call came from the National Association of Broadcasters, which responded in reply comments to proposals by Friends of the Earth, an environmentalist group. As its contribution to a commission inquiry on the subject, FOE had recommended the adoption of detailed sponsorship-identification reports, significantly widening the requirements for identification, and mandatory keeping of lists of sponsor representatives.

NAB said the group’s proposals went far beyond the commission’s inquiry— and, indeed, beyond its jurisdiction—that they would raise serious legal questions if adopted. Moreover, NAB said, the proposals would pile “regulatory garbage” upon the heads of broadcast licensees, at the very time the commission is considering streamlining and lightening its regulation of the industry.

The commission’s intention in launching the inquiry was to explore ways to streamline and clarify its existing identification rules.

New contract sought for TV commercials

SAG picks up option to cancel present contract on 60-day notice; talks on new terms start next month

Screen Actors Guild will begin negotiations in New York on Oct. 16 for a new contract covering television commercials to replace the current three-year pact, which expires on Nov. 15.

Representing employers in the contract

BAR reports: television-network sales as of Aug. 13

CBS $373,629,500 (36.8%); NBC $329,884,900 (32.6%); ABC $310,383,400 (30.6%)*

<table>
<thead>
<tr>
<th>Day parts</th>
<th>Total minutes week ended Aug. 13</th>
<th>Total dollars week ended Aug. 13</th>
<th>1972 total minutes</th>
<th>1972 total dollars</th>
<th>1971 total dollars</th>
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<tr>
<td>Monday-Friday</td>
<td>60 $ 367,200</td>
<td>2,337 $ 13,977,800</td>
<td>$ 13,950,000</td>
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<tr>
<td>Monday-Friday</td>
<td>997 $ 6,380,700</td>
<td>30,776 $ 214,240,000</td>
<td>$ 194,424,200</td>
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<td></td>
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<tr>
<td>Saturday-Sunday</td>
<td>250 $ 1,768,700</td>
<td>9,688 $ 108,453,900</td>
<td>$ 88,313,400</td>
<td></td>
<td></td>
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<tr>
<td>Monday-Saturday</td>
<td>95 $ 1,300,700</td>
<td>3,002 $ 53,787,700</td>
<td>$ 44,063,200</td>
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<td></td>
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<td>Sunday</td>
<td>10 $ 127,000</td>
<td>427 $ 8,949,800</td>
<td>$ 53,787,700</td>
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<tr>
<td>Monday-Sunday</td>
<td>381 $ 12,811,100</td>
<td>12,580 $ 555,766,200</td>
<td>$ 540,034,400</td>
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<tr>
<td>Monday-Sunday</td>
<td>143 $ 1,571,300</td>
<td>4,802 $ 58,722,400</td>
<td>$ 40,774,306</td>
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<tr>
<td>Total</td>
<td>1,938 $ 22,356,700</td>
<td>63,612 $ 1,013,897,900</td>
<td>$ 934,758,100</td>
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*Source: Broadcast Advertisers Reports network-TV dollar revenues estimates.
**Business Briefs**

**Kraft to CBS.** Kraft Foods, through J. Walter Thompson Co., moves from NBC to CBS in next TV season by sponsoring six specials. They are Country Music Association awards ceremony, on Oct. 16 (10-11 p.m. EDT), Perry Como on Dec. 6 (9-10) Marlene Dietrich on Jan. 13 (10-11), Sandy Duncan on Feb. 11 (8-9), The Flinstone Family on Ice on April 8 (8-9) and Warriors of the Danakil on April 25 (8-9).

**Bates loses Schmidt.** Schmidt & Sons, Philadelphia brewery, has terminated its 16-year association with Ted Bates & Co., New York, and appointed Rosenfeld, Sirowitz & Lawson, New York, to handle its billing of more than $3.5 million. Schmidt's, a regional beer, is in 17 states. Six months ago it appointed the Rosenfeld agency to handle special projects. In 1971, Schmidt placed $2.5 million in spot TV and $281,200 in radio, and its spending level this year has been about the same.

**Springs into broadcast.** Richards department store, Miami, used two-day saturation TV-radio schedule last month to advertise sale on Sealy mattresses. Seven area TV stations and 10 radio outlets were used. TV spots featured Paul S. Walker, president of Richards, and Dade County Mayor Steve Clark.

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**Media**

**Women seek denial of WRC-TV renewal**

In petition to FCC, NOW and other feminist groups charge NBC-owned outlet with discriminatory policies

Ten Washington-area women's rights organizations last week petitioned the license-renewal application of NBC's WRC-TV there.

The petition, filed at the commission last Thursday (Aug. 31)—one day before the filing deadline for challenges to stations in Maryland and the District of Columbia—made three specific charges: (1) that the station has fostered a consistent policy of employment discrimination against women; (2) that WRC-TV "ignores the needs" of women, who the petitioners claimed constitute the Washington area's largest population group; and (3) that the station has violated the fairness doctrine by failing to give a balanced picture of the women's rights movement.

Among the organizations signing the petition were four local chapters of the National Organization for Women, which has spearheaded a successful campaign at the FCC to have women included in the list of "minorities" toward whom stations must affirmatively demonstrate a policy of nondiscrimination in employment. The petition last week was the second such filing in which NOW has actively participated; the first was a challenge last May to the renewal of WABC-TV New York (Broadcasting, May 8).

Announcement of the filing was made at a Washington news conference last Thursday by Whitney Adams, head of NOW's national FCC task force. Miss Adams was joined by the two woman attorneys who prepared the document, Gladys Kessler of the Washington law firm of Blonsky, Roisman and Kessler, and Elaine Bloomfield of the Citizens Communications Center.

Miss Adams claimed that despite the recent passage of the equal-rights amendment to the Constitution, "the media continue to portray women striving for equal rights as crude, castrating, bra-burning harpies." In addition, Miss Adams asserted, the broadcast industry presents all women as stereotypes, "If we are to believe what we see on television," Miss Adams said, "women are over-emotional, irational, incompetent and simple-minded persons, childishly in need of masculine guidance."

And WRC-TV in particular, she continued, has proved itself to be the "worst" of Washington's broadcast media in terms of the representation of women. The petitioners, she said, arrived at this conclusion after spending five months monitoring all television stations in the city.

The results of that investigation were detailed in the 175-page petition and some 500 pages of appendices. Among the contentions made in that document was a claim that only 1% of all WRC-TV public-affairs programming monitored by the group was directed to the problems of women.

This alleged exclusionary programming policy, it was contended, is heightened by the fact that WRC-TV has been guilty of "grossly presenting a biased point of view of women's role in society, and by ridiculing or withholding information on the women's-rights movement"—a practice the petitioners claimed was a violation of the fairness doctrine.

Much of the information attempting to document the discrimination charge in the petition was based on preliminary findings against WRC and NBC that were handed down by the Washington regional office of the Equal Employment Opportunities Commission last November (Broadcasting, Nov. 15, 1971). Among those findings were claims that WRC-TV has "virtually excluded" women from top-level supervisory positions, that pay scales for women at the station are consistently below those of their male counterparts and that news of major event-level assignments has at times been withheld from female employees.

Ironically, the organization that was principally responsible for the matter being brought to EEOC's attention—the Women's Rights Committee of WRC/NBC, a group of 27 female station employees—did not participate in the preparation and filing of the petition last week. When questioned about the station group's absence, Miss Kessler said the committee was omitted from the challenge because it was feared that their participation would result in a "conflict of interests" that could potentially endanger their jobs at the station. Miss Kessler admitted that members of the station group were made aware of the petition only last week.

The WRC women have been engaged in a struggle with station management for nearly two years. In addition to the EEOC litigation, they have filed complaints with the FCC and the Department of Labor.

In response, WRC-TV General Manager Tom Paro last week stated that there is "no merit" to the women's accusations. NBC, Mr. Paro said, "conscientiously follows a policy of full and equal opportunity in the recruiting, hiring and promotion of women." He said the station is "ready to engage in discussions with the complaining group at any time."

**Deeper trouble for Donrey**

Its KORK-TV, already facing charges of FCC rule violations, must now confront a competing applicant

The Donrey Media Group's fight to retain its KORK-TV Las Vegas suffered a new complication last week when the FCC ruled that, in addition to defending itself against fraudulent-billing charges in hearing, the firm must also ward off another interest that has filed for the station's facilities.

The commission ruled that the applica-
tion of Las Vegas Valley Broadcasting Co. for a new station on channel 3—the channel presently occupied by KORK-TV—will be consolidated in hearing with the renewal application of Western Communications Inc., KORK-TV's licensee. The competing application, the commission ruled, will be judged in the same hearing that was ordered on the merits of KORK-TV's renewal application last June (Broad-
casting, June 12).

In the earlier hearing order, the commission specified allegations against the Donrey station that included charges that KORK-TV reported that it had broadcast certain commercials contained in NBC-TV programming when in fact it had deleted those commercials. The commission also included a misrepresentation issue in its order to determine whether KORK-TV was truthful in reporting its policies regarding "clipping"—an illegal practice in which a station joins its affiliated network after a particular show has begun, leaves before the program ends, or extends network commercial breaks to include its own local spots so that the content of network programing is altered.

Donrey Media had reached an agreement with Las Vegas Valley by which the KORK-TV licensee and the competing applicant would be merged into a new firm, each retaining a 50% interest in the station. In its initial hearing order, however, the commission said it would defer consider-
ation of the settlement agreement in case Valley elects to terminate the mer-
er. Valley notified the commission that it did not wish to proceed with the merger on June 22, adding that it intends to prosecute its competing application for channel 3 in hearing.

In its action last week, the commission noted that it had stated last June that it would issue a subsequent order designat-
ing the competing applications for comparative hearing if Valley decided to termi-
nate its agreement with Donrey. Ac-
cordingly, it dismissed the Donrey-Valley settlement and ruled that the two applica-
tions must be judged comparatively be-
fore a hearing examiner.

Another NSN station sold
Starr Broadcast Group, New Orleans, has agreed to purchase the National Science Network's WNCN(FM) New York, it was announced last week. Terms of the transac-
tion were not disclosed but it was learn-
ed that the deal has a cash value of approximately $2 million.

WNCN is the second NSN station to be sold this summer. The firm's WDHP(FM) Chicago was purchased last July by group broadcaster Metromedia Inc. for $2.75 million. Both of those transactions are subject to FCC approval.

NSN, whose operating principals in-
clude Stan Gurell, the WNCN general manager, also owns two FM facilities on the West Coast—KMFX(FM) San Fran-
cisco and KPPC(FM) Pasadena, Calif.

WNCN is also the second FM purchase Starr has been involved in within the past few months. It agreed last June to buy the McLendon Corp.'s WWWW(FM) De-

BUT... you can reach the 36th TV market faster and better thru WKZO-TV.

With a 59% prime-time share in the 3-station, 36th TV market, WKZO-TV speeds customers to your products at one of the lowest CPM in the top fifty grouping.

WKZO-TV reaches a $4.4 billion market (consumer spendable income) that ranks 32nd in retail sales. Avery-Knodel has the facts, fast. Tell them you really want to move in lower Michigan.

Source: SRDS and ARB, Feb/March 1972.

*The fastest measured speed of any animal is 106.25 m.p.h. by a spine-tailed swift.
Detroit for $750,000. Other stations operated by the publicly owned Starr include KJL-AM-FM Oakland-San Francisco; KUDL-AM-FM Kansas City, Mo. (Fairway, Kan.); KJ(BM) Sioux Falls, S.D.; KKL-AM North Little Rock, Ark.; WBOK(AM) New Orleans; KYOK(AM) Houston; WLOK(AM) Memphis; KDIX(AM) Dallas, and WCYB-TV Bristol, Va.

WNCN operates on 104.3 mhz with 5.4 kw horizontal, 3.8 kw vertical and an antenna 1,226 feet above average terrain. Broker: Hogan-Feldman, Los Angeles.

$215-million suits over film pacts vex broadcasters

Payments to two trusts, set up for music fees, are at issue; networks say they paid one and don’t owe other; seven groups say they weren’t signatories to either

Seven station groups and the three television networks last week professed to be puzzled over suits seeking more than $215 million in damages from them ("Closed Circuit," Aug. 28).

The legal actions, alleging violations of trust agreements providing for payments when motion pictures and TV series containing music are telecast, have been filed over a period of three months by Samuel R. Rosenbaum, as trustee for Hollywood Film Trust Agreement (covering movies) and Hollywood Television Trust Agreement (covering TV series).

Named as defendants are ABC, CBS, NBC and the Scripps-Howard, Westinghouse, Corinthian, Metromedia, Capital Cities, Storer and Taft broadcasting groups.

The networks are being sued for alleged violations of both agreements—for $20 million each in connection with the film trust and $2 million each in the television trust matter. The seven station groups are being sued for $20 million each for alleged violations of the trust.

Network and station group officials say they are baffled by the suits. The networks contend they are signatories to the television agreement matter and claimed they have paid. Station groups say they are not signatories to either pact.

Representing Mr. Rosenbaum in the cases is attorney Marvin M. David, of New York, who has filed the suits in New York state supreme court over a period of months, starting last February.

The film agreements were signed from the period from 1954 through 1959 by more than 50 motion-picture and TV production-distribution companies and the TV agreements by the three television networks. They specified that payments be made to the funds based either on 5% of the gross revenues received from sale of programming to TV, or an amount equal to 5% of the station’s or network’s time charges.

Mr. Rosenbaum reportedly decided to sue stations and networks because the funds were unable to collect large portions of the revenues from film companies that have either gone out of business or disposed of film rights. Tracking ownership has been difficult and complex.

Mr. Rosenbaum elected to sue the networks and stations on the theory that "the obligation follows the film," meaning that the networks and stations are liable since they are profiting through the exhibition of the programming on television.

In addition to damages, the suits are seeking an accounting of which films were carried on television from 1966 through 1971 (the period permitted by the statute of limitations). None of the defendants has replied to the complaints. The position of the networks is that they are not party to the film agreement and have made the payments they owe to the television fund. The plaintiff contends the payments networks made are insufficient and is seeking an accounting.

The funds were established to provide employment for out-of-work musicians as performers at schools and other nonprofit institutions.

Changing Hands

Announced

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

- WNCN(AM) New York: Sold by National Science Network to Starr Broadcast Group Inc. for about $2 million (see page 23).
- KPOM-AM-FM Honolulu: Sold by Valjon Inc. to John O. Jones, J. A. Mermis III, James W. Grafton, Thomas L. Branch and Robert Magruder for $525,000. Walter Richey is president of Valjon, licensee of KWAM(AM) St. Paul. Mr. Jones is a Dallas attorney. Messrs. Mermis and Grafton are Texas businessmen. Mr. Branch is a Houston banker. Mr. Magruder heads Sovran Inc., a Dallas media brokerage firm. KPOM operates full time on 1380 kHz with 5 kw. KPOM-FM is on 97.5 mhz with 38 kw and an antenna height 185 feet below average terrain. Broker: LaRue Media Brokers, New York.

Approved

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 40):

- WJGA-AM-FM Jackson, Ga.: Sold by Richard P. Shepard Jr. and Herbert Shapard to B. L. Williamson for $130,000. Mr. Williamson has ownership interest in WCEK(AM) Winnsboro, S.C. and WLBW(AM) Royston and WLOV-AM-FM Washington, all Georgia. WJGA operates daytime only on 1540 kHz with 1 kw. WJGA-FM is on 92.1 mhz with 6 kw and an antenna 275 feet above average terrain.
- WSBR(AM) Elkton, Md.: Sold by Wyoming Valley Broadcasting Corp. to Oscar Grann, D. Michael Brandewie and Dan-
iel Hamilton for $150,000. Buying principals are Washington federal-government employees. Mr. Grann was formerly with WEAM(AM) Arlington, Va. Wser is a daytime on 1550 kHz with 1 kw.

**CPB funds now hinge on appropriations bill**

President Nixon last week signed into law the scaled-down funding bill he wanted for public broadcasting—a one-year, $45-million authorization policy against the Corporation for Public Broadcasting, also provides $25 million in facilities grants to be distributed through the Department of Health, Education and Welfare. The $45-million figure is likely to withstand the appropriation process, but the facilities figure exceeds by $10 million the recommendation of Congress.

Still awaiting action, when Congress returns this week, is the appropriations bill that would make these figures a final reality. The President vetoed the HEW-Labor bill passed by Congress, because its total was almost $2 billion over what he wanted, contained within that bill were the new appropriations for CPB and facilities grants.

The authorization bill signed last week was a replacement for another bill that the President vetoed. That one would have approved $155 million for CPB over two years.

**Black producer plans action against KTVI(TV)**

A black producer who formerly worked at KTVI(TV) St. Louis has threatened action against the station at the FCC after an ethnic program he presided over was canceled.

Kenneth Brantley, producer of the erstwhile KTVI black-variety program, Soul, has charged that the station carried on an exculsionary policy against blacks in its programming and employment.

A KTVI spokesman denied those allegations, claiming that Soul was terminated because it had "run its course" at the station. He noted that the program had been replaced by two 30-minute offerings, both hosted by blacks and aimed toward black audiences. The two replacements, one a discussion program and the other a musical offering, were scheduled for an initial run last weekend.

**NAB membership up**

That membership drive that the National Association of Broadcasters is engaged in is producing results. As of Aug. 23, the association had 4,353 members, up 170 since the beginning of the year. Membership has increased in all categories, except for TV stations which have declined by four since Jan. 1.

And in code membership, the total is up by 42, although TV code subscribers are down by two since the beginning of this year, according to the NAB.

Total membership is broken down this way: 2,204 AM radio stations, 1,334 FM radio stations, 526 TV stations, seven networks (three TV and four radio) and 282 associates. At the beginning of the year, NAB had 2,118 AM's, 1,259 FM's, 530 TV's seven network and 269 associates.

Code membership was the August date was 2,442 radio and 400 TV, compared to the Jan. 1 figures of 2,398 radio and 402 TV.

Burns Nugent, NAB executive vice president for station relations, noted that ordinarily the association loses membership in the summer months; this year the membership rolls have increased.

**PTV publicists to huddle**

A national conference on public relations in public television will be held this week in Chicago. Promotion and PR representatives from non-commercial stations across the country will discuss local and national strategies for increasing public support of the medium. In addition, the Public Broadcasting Service will discuss its advertising plans for the coming season, and the Corporation for Public Broadcasting will present awards for outstanding promotional campaigns by local stations. The Sept. 5-8 conference in the Playboy Towers is being sponsored jointly by CPB, PBS and the National Association of Educational Broadcasters.

**A $3-million chance in a radio raffle**

That's the gamble of KROQ, a Burbank station that will try to make it in the L.A. market.

KROQ(AM) Burbank, Calif., a country-music station recently purchased for the tongue-wagging price of $2.2 million by a partnership of 14 southern California businessmen (BROADCASTING, Jan. 31 and July 24), has changed its call letters to KROQ (pronounced K-rock) and on Sept. 2 was introduced a contemporary-music format. These are the latest in a series of swift and sweeping moves the station's new management has made in an effort to make an immediate impact in the highly fractionalized and competitive southern California radio market.

“We have enlisted the best people to attract an immediate audience,” says Vice President and General Manager Gary Price. Virtually the entire KROQ staff of 45 came to the station in talent raids. Most tellingly sacked were KHJ-AM-FM Los Angeles (the AM outlet, a leader in programing contemporary music, figures to be KROQ's most immediate target). The KHJ stations provided KROQ with Mr. Price (he was general manager of the FM station), the general sales manager, Lee Larsen, the morning disk jockey, Charlie Tuna (although he most recently was with KCBQ(AM)
San Diego), an on-air newsmen, J. Paul Huddleston, and the news editor, Cam Currier. From KRLA(AM) Pasadena, another strong contemporary-music station, KROQ took its program director, Johnny Darin, disk jockey, Jimmy Rabbitt, former morning drive man, Paul Oscar Anderson (also most recently with KBQB) and field reporters Joe Duckett and Richard Halmy. Progressive-music station KDAM(AM) Santa Monica lost a prominent disk jockey, Sam Riddle, to KROQ, while talk station KABC(AM) Los Angeles gave up its news director, Leo McElroy, and country-music KLAC(AM) Los Angeles had its news director, Ed Ziel, wood away.

Gary Bookasta, spokesman for Bur-bank Broadcasting, the partnership that acquired KBQQ from the estate of George E. Cameron Jr., says $1 million has been budgeted for development and promotion of the station under its new call letters and program format. Some $25,000 has been invested in studio and transmitter equipment to get the most out of a signal that has not been among the strongest in the area (1500 kzh, 10 kw day, 1 kw night)

"What we didn't rebuild, we bought," says Mr. Price. "This is like putting a new station on the air. We figure we're starting from zero."

MBS now totals 560

Ten more stations have joined Mutual Broadcasting System, it was announced last Thursday (Aug. 30). The new affiliates, bringing the radio network to 560 stations, are KBBQ(AM) and KKTT(FM), both Los Angeles; KCRK(AM-FM) Minneapolis; WSNY(AM) Schenectady, N.Y.; WNNR(AM) New Orleans; KLC(BAM) Monroe, La.; WJFM(FM) Hartsville, Tenn.; WDLF(FM) Deland, Fla., and WQAF(AM) Valdosta, Ga.

NABET strikes at KTTV

About 60 members of the National Assoca-tion of Broadcast Employees and Tech-nicians struck Metromedia's KTTV Los Angeles last week. The station left the air for 91 minutes Tuesday (Aug. 29) after the NABET engineers walked off the job, until management personnel could begin operating the equipment. There had been no negotiations on labor and management as of late last week. It was undecided at that time whether the striking workers would return to handle the broadcast of a Jerry Lewis telethon to raise funds for muscular dystrophy research. The workers offered to do the one broadcast and donate their wages to muscular dystrophy. Station officials privately characterized that offer as a grandstand play, arguing that the workers could as easily have held up their strike until this week.

Dump-Nash move fails again

A motion by KAYE(AM) Puyallup, Wash., that FCC Hearing Examiner Ernest NASH be removed as presiding examiner in the license-renewal proceeding involving that station was dismissed by the commission last week. KAYE attorney Benedict Cottone had sought reconsideration of a com-mission ruling last June, in which an initial move to have Mr. Nash disqualified from the case on grounds that he has shown "bias and prejudice" against KAYE and its counsel was denied (BROADCAST- ING, June 26). A spokesman for Mr. Cottone indicated last week that the KAYE attorney might again move for Mr. Nash's disqualification in light of the ex-aminer's conduct in the hearing now in progress. He alleged that Mr. Nash's actions have remained prejudiced against KAYE.

Bureaucratic nomenclature. The FCC's 14 hearing examiners are scheduled to receive new titles; as of Sept. 6, they'll be referred to as "administrative law judges." The change was made by the commission last week in accordance with a Civil Servicing Commission ruling on Aug. 19, designating all hearing examiners within the federal government as administrative law judges, all chief hearing examiners as chief administrative law judges, and all assistant chief hearing examiners as—you guessed it—assistant chief administrative law judges.

Five weeks on a perch. From high atop a smokestack in downtown Provo, Utah, KOVO(AM) established what it claims is the world's only record for smokestack sitting. The promotion campaign lasted from July 10 to July 15 during which time KOVO personality Richard Mathis lived in the studio, did his 8 p.m.-to-midnight rock pro-gram, and broadcast reports from time to time over KOVO and its sister outlet, KFMO(FM). Events inside the hexagonal studio (equipped with color TV, microwave oven and refrigerator) included a wedding, a fondue party, a W. C. Fields film festival and a party at which Mr. Mathis celebrated his 27th birthday. After he decided the campaign had reached its peak ("and I started going buggy"), Mr. Mathis came back down to earth.

Why Nixon won't debate on TV

President doesn't want to create instant national policy, but isn't ruling out an Agnew-Shriver match

The President of the United States should never debate with his challenger in an election year, President Nixon said last week. It was the first public statement that the President has made of his position on TV debates during this election campaign.

The reason for his feeling, Mr. Nixon said, is that whenever the President speaks—whether as Chief Executive or as a political candidate—he is enunciating national policy. And, he declared, to say something in the heat of partisan debate that would be considered national policy would not be in the national interest.

The President's comments were made in response to a question from a news conference at the West Coast White House in San Clemente, Calif. At that same conference Mr. Nixon, again in response to a question, said he would have no objection to a TV debate between Vice President Spiro Agnew and Democratic contender Sargent Shriver but he did not think it would be useful.

Mr. Nixon, whose TV debates with the late John F. Kennedy in the 1960 election campaign were considered by some to have cost him the election, acknowledged that he was wrong in 1964 when he urged a debate between then President Lyndon B. Johnson and the Republican candidate, Senator Barry Goldwater (R-Ariz.).

"Frankly," the President said, "I think I was wrong in that President Johnson was right, Senator Mansfield was right and even Senator Pastore, who supported Amendment 315 but who said that even in supporting the 315 amendment . . . he had serious doubt about whether a President of the United States would deb-ate." Senator Mike Mansfield (D-Mont.) is the majority leader of the Senate. Senator John O. Pastore (D-R.I.) is the chairman of the Senate Communications Subcommittee and over the years has favored modification of Section 315 of the Communications Act. This provision requires that whenever a broadcaster permits one candidate to use his facilities, he must provide equal time to all other can-didates for the same office. Because of the usual large number of splinter candidates, this presents broadcasters with an awkward problem when they seek means to present the major-party candidates.

The President noted that both Clark MacGregor, his campaign manager, and John Mitchell, his former campaign manager, have said that it is not in the na-tional interest for the President to debate. These sentiments were expressed by the two Republican chairmen in response to challenges by Senator George McGovern (D-S.D.). Senator McGovern challenged Mr. Nixon to debate on television shortly
after he was nominated as the Democratic candidate, and again last month.

The first and thus far only TV debates between presidential candidates were those of 1960 when the Kennedy-Nixon confrontations took place under a temporary suspension of Section 315. In the 1964 campaign, Senator Goldwater repeatedly challenged President Johnson to debate, but Mr. Johnson declined. In the 1968 election, with no incumbent in the race, Mr. Nixon refused to meet his opponent, Senator Hubert H. Humphrey (D-Minn.).

In talking about an Agnew-Shriver appearance on TV, Mr. Nixon commented: "I would be very confident as to the results on that, because I think Vice President Agnew’s four years of experience, his coolness, his lawyer’s background, would serve him in good stead in a debate. I do not believe, however, that a debate at the vice presidential level would serve any useful purpose, but I don’t rule it out."

At one point, repeal of Section 315 as it applies to presidential and vice-presidential candidates was an integral part of the federal political-spending bill. But President Nixon vetoed this bill in 1970 for this and other reasons.

A revised political-spending bill, without the Section 315 amendment, was passed late in 1971 and signed into law by the President early this year.

A separate bill repealing Section 315 for presidential and vice-presidential candidates in general elections was passed by the Senate but is stalled in the House.

### Personal-attack charge made against WKBD-TV

The FCC has been asked to revoke the license of Kaiser Broadcasting Co.’s WKBD-TV (ch. 50) Detroit on grounds that the station violated the commission’s personal-attack rule.

A complaint was filed against WKBD-TV at the commission by Phillip A. Gillis, a Detroit attorney, and his brother, Joseph A. Gillis, a judge in Detroit’s recorder’s court. The allegations stem from an Aug. 6 broadcast of the Lou Gordon Show, a weekly news-interview program on WKBD-TV. The complainants said that when Judge Gillis failed to make a scheduled appearance on the program, Mr. Gordon made comments regarding the judge’s absence which were an attack upon his honesty and character.

Mr. Gordon’s statement, a Kaiser spokesman said, referred to questions concerning past actions by both Gillis brothers. He is reported to have stated that Judge Gillis had granted probation to a convicted abortionist whom his brother represented in another proceeding, and that the same individual had earlier been cited for contempt of court.

Messrs. Gillis also alleged that WKBD-TV has "so often set out," made personal attacks on them and their family.

The Kaiser spokesman said WKBD-TV has offered Messrs. Gillis an opportunity to appear on the station again.

### Three prime-time concessions made

FCC continues newscast waiver, partially grants ABC football request, solves DST problem of WRTV Indianapolis

Network affiliates in the top-50 markets that start their prime-time schedules with a network newscast may continue this practice through the coming season, as long as they precede the newscast presentation with a full hour of their own news or public-affairs programming, the FCC ruled last week.

The commission voted to continue the waiver of the prime-time-access rule—granted to CBS a year ago—which enables affiliates to broadcast the network’s evening newscasts in prime time without having that time counted against the three hours of network material permitted top-50 market affiliates under the rule.

CBS requested that the waiver be reinstated through Sept. 30, 1973, in a pleading filed last July (BROADCASTING, July 24). The waiver will be applicable to affiliates of all three networks.

The commission said that affiliates choosing to take advantage of the waiver must broadcast the network newscast immediately following their own evening news programming. Under those conditions, stations that begin their newscasts at 6 p.m. (NYT) would be required to plug into the network at 7 p.m., or at the designated commencement of prime time in their specific time zone (prime time begins at 7 p.m. in the Eastern and Pacific time zones and at 6 p.m. in the central and mountain zones).

Stations wishing to operate in this manner must inform the chief of the FCC's Broadcast Bureau no later than Sept. 15.

In another action, the commission waived the prime-time rule for ABC’s coverage of the NCAA football games on Sept. 16 and 30. The network had stated that, while it does not anticipate that the afternoon telecasts will run into prime time, unforeseen run-overs might cause some scheduling problems in certain areas. A request that any prime time that might be used in covering the games not be counted as its affiliates’ three-hour network prime-time complement was also granted.

ABC told the commission that it has changed its scheduling practices so that games that might result in a run-over would start at 3:30 p.m. It had requested a blanket waiver for all NCAA telecasts during the latter part of 1972.

The commission said that while it believes the arrangement works out in scheduling its sports programming to conform with the prime-time rule in the past, it would reserve judgment on the blanket waiver request. It provided a waiver for the two September games to see how the arrangement works out.

The commission also granted a waiver of the prime-time rule to WKRV(TV) Indianapolis, to permit the station to designate the hours of 6-10 p.m. as prime time.

The station claimed that such a designation is necessary because Indianapolis is not on daylight saving time and network programming that is broadcast elsewhere at 8 p.m. is fed to that city at 7 p.m. If a waiver is not granted, WKRV said, it would be violating the off-network provisions of the prime-time rule (which bans affiliates from carrying certain programming until the time program material previously seen on the networks) by programming the Wild Wild West, formerly seen on CBS-TV, from 10:30-11:30. If its prime-time hours remained 7-11 p.m., the station said, the first half-hour of this program would not be shown. The waiver is effective only until Oct. 29, when daylight saving time ends around the country.

### AFL-CIO supports ceiling on reruns

An attempt by Hollywood film workers to obtain an FCC-enforced limitation on network reruns has garnered the influential support of the AFL-CIO executive council.

Meeting in Chicago last Monday (Aug. 28), the council adopted a resolution calling on the FCC to "take corrective action" against "inferior programming practices and policies pursued by the nation’s television networks." The council said it "fully supports" the petition filed last June at the FCC by film editor Bernard Balmuth and a group called Save Television Original Programming (STOP), which requested an amendment to the commission’s rules to require the networks to devote no more than 25% of their total programming to reruns (BROADCASTING, June 19). The petition has subsequently been supported in filings at the commission by several Hollywood unions and guilds and has been opposed by the networks and a number of individual stations.

The AFL-CIO resolution last week claimed that the allegedly superfluous number of reruns present in network television has contributed to the wide-scale unemployment that is pervasively plaguing the film industry. But "besides reducing job opportunities catastrophically," the resolution stated, "this [network] policy is grossly unfair to the 63 million Ameri-
Now, we're into Broadcasting
Up to here with the Beatles? Can't take another word about the Stones? Long for those good old songs about loving and losing, hard work and lean times, mean men and soft women? You may be ready for country music. Broadcasting is. That's the story we'll be telling in full in the next of our special reports on music and radio. It may be the most exciting yet. It treats what is assuredly the most exciting growth area in radio entertainment today: the phenomenal success of stations that have taken the Nashville sound and made it All-American. From coast-to-coast, in large markets and small, country music has taken the nation by storm. Whether Johnny Cash country, or Kris Kristofferson country or, from Canada, Anne Murray country, American audiences have been wooed and won. A new, and most profitable, brand of radio has been created in the process.

What country hasn't had, but can no longer be denied, is recognition. That's what Broadcasting will provide in its September 18 issue. We'll tell the what of that story—the artists responsible for this new renaissance of an old American art form, the program genius that seized upon it to create the industry's fastest-growing programming segment, the stations that have made such impressive capital out of country. We'll also try to tell the why.

If you care about country music or radio, you'll want to read the September 18 issue. If you are country music or radio, you'll want our readers to read about you. Deadline for advertising: September 11.

You belong in Broadcasting
Sep 18
can families who rely on television as a major source of entertainment."

An AFL-CIO spokesman said last week it has not yet been determined whether the organization will submit a formal plea for inclusion of the Balmuth proposal to the commission. He added the most probable course of action will be for the AFL-CIO to send a letter to the commission expressing its position, rather than filing a formal legal brief.

The AFL-CIO vote of confidence is an unusual action for the national organization, which seldom participates in FCC proceedings. It is viewed as a major endorsement for the Balmuth proposal, which some observers previously had given little chance for success at the FCC.

Only Archie kept ABC from complete sweep with Olympic ratings

Early Nielsens dominated by pickups from international games, except for one quarter-hour Saturday night

ABC-TV's coverage of the Olympics got off to a strong start in the Nielsen overnight ratings in New York and Los Angeles last week, with initial prime-time audiences approaching and on occasion exceeding 50% of all homes using TV.

The first full evening of Olympic coverage, on Monday (Aug. 28), had an 8-11 p.m. (NYT) average Nielsen rating of 27.8 and 49 share of total audience in New York and a 30.7 rating and 48 share in Los Angeles. Up against baseball on NBC and regular Monday-night programming on CBS, these figures translated to 59% of the three-network audience in New York, 63% in Los Angeles, NBC's baseball was the main victim, getting only 10%-11% of the network viewers in the two markets.

On Tuesday night, with Olympics from 7:30 to 11 p.m. NYT under ABC's soon-to-expire FCC waiver of the prime-access rule, coverage of the games from Munich attained an average 25.3 rating and 47 share of total audience in New York, a 31.9 and 52 in Los Angeles. With CBS and NBC programming 7:30-10:30, leaving 10:30-11 to be programmed locally, the Olympics attained a 58 share of the audience tuned to network outlets in New York during the 7:30-11 period and a 62 share in Los Angeles.

The 8-11 p.m. Olympics coverage on Wednesday night brought ABC a 26.2 rating and 47 share of total audience in New York and 57 share in Los Angeles. Among viewers watching network programs, ABC has 55% in New York, 64% in Los Angeles.

The Olympics opening ceremonies on Aug. 26, 10 a.m. to 12:15 p.m. NYT, were up against regular Saturday-morning children's programming on CBS and NBC and ABC's only tie for first in New York with a 16 share of the network audience as against CBS's 47 and NBC's 7. An 8-9 hour of Olympics coverage that night coincided with a break-down in Nielsen's New York machines except for the first quarter-hour, but in that quarter-hour CBS's All in the Family remained very much on top with a 68 share as opposed to the Olympics' 18 and NBC's 14.

On Sunday afternoon (Aug. 27) ABC carried the Olympics from 3:30 to 6 p.m. and obtained a 54 share in New York as against a 28 share for local movies on WNBC-TV and an 18 for CBS pro football and Animal World on WCBS-TV. Another Olympics hour (8-9) that evening came up with a 46 share of the network audience in New York while Disney and the Jimmy Stewart show on NBC were getting a 28 share and the CBS movie a 26.

ABC-TV is devoting its entire weekday prime-time schedule to the Olympics for 17 days and with additional weekend and Labor Day coverage will devote a total of 61/2 hours to the events by the time the final wrap-up is completed Sept. 10 (Broadcasting, Aug. 21).

'French Chef' may find the burners turned off

A big TV spender, Polaroid Corp., has underwritten The French Chef, which features Julia Child's nontelevised commercials for the past three years.

But Polaroid has dropped its support, and WGBH (TV) Boston, which produces the weekly series, and Public Broadcasting Service, which distributes the program nationally, put up a help-wanted sign last week.

"Only $85,000 is needed to assure 13 weeks of Julia Child and The French Chef for the PBS fall season," said David O. Ives, WGBH president, who added that current funds allow for production of only four new programs for the fall season, starting Oct. 1. Mr. Ives said that 45 or 50 major companies were asked to underwrite the series, but without success. The companies replied that their 1972-73 budgets have already been committed, according to Mr. Ives.

As of last week, officials planned to keep the series in the PBS Sunday-night fall line-up through January, following four new shows with repeats of programs from previous years. If no underwriter appears this year, the series will be dropped after Jan. 1, 1973.

'Nile' flows to 40

Time-Life reports that Search for the Nile, a series of six one-hour programs has been sold in 40 markets within one week of its release for syndication. Program, produced by Time-Life Films and BBC, were carried on NBC-TV earlier this year and won two Emmy awards. Available for January 1973 start, the series has been bought by stations that include WCBS-TV Boston; WFLD-TV Chicago; KBTY (TV) Denver; KMOV-TV Honolulu; WTVJ (TV) Miami; WNEW-TV New York; WPHT-TV Philadelphia and KTVU (TV) San Francisco-Oakland.

CTW extends a hand to cable television

Franz Allina heads new unit to advise on local origination; CTW in cable franchise applicants

The Children's Television Workshop, continuing to spread its activities beyond the younger set, announced last week it has created a subsidiary to advise cable-TV systems on designing program material for local origination.

Joan Ganz Cooney, president of CTW, said the new subsidiary, CTW Communications Inc., will consult on local programming needs but will not actually create programming. She said the subsidiary, through its program advisory service (PAS), will provide consultants experienced in community broadcasting problems who will assist CATV systems in basic planning and in creating suitable programming.

Mrs. Cooney said the new subsidiary grew out of a two-year study made by CTW on the potential of cable TV. Franz Allina, who has headed CTW's investigation of cable TV, has been named president of CTW Communications Inc. Mr. Allina was formerly manager of cable TV for CBS and served in executive capacities with Straus Broadcasting Group and its New York station, WMCA (AM).

CTW recently formed a division to develop a medical-health series that would appeal to adults as well as teenagers. The workshop has created two series for children, Sesame Street and The Electric Company.

CTW Communications said its first client in the program consultancy area is Grand Valley TV Inc., in which CTW Communications has acquired a minority interest. Grand Valley, a subsidiary of Century Cable Communications Inc., Tucson, is an applicant for CATV rights in Grand Rapids and Wyoming, Mich.

Antiabortionists fail in WCBS-TV challenge

A contention by two antiabortion groups that WCBS-TV New York violated the fairness doctrine in two programs earlier this year has been rejected by FCC.

Eugene J. McMahon and John Nalli, attorneys for Women for the Unborn and Celebrate Life Committee at Long Island, respectively, have been advised that they have failed to show that the station did not give balanced treatment to conflicting abortion arguments in its over-all programming. In letters to Messrs. McMahon and Nalli, however, FCC Complaints and Compliance Division Chief William B. Ray said that further consideration would be given to the groups' complaints if more precise allegations are presented.

The complaints stem from two episodes of WCBS-TV's Woman program, broadcast Jan. 11 and Feb. 7. The first show included representatives of abortion groups discussing abortion and排序 groups discussing the ramifications of the New York court ruling temporarily ban-
ning abortions in city-owned facilities. In the second program, representatives of pro-and-con groups, including two complainers, were given time to discuss their positions. Mr. McMahon and Nappi claimed the station did not give the anti-abortion side enough time to balance out the issue.

Noting that the fairness doctrine does not require stations to give "equal time" to both sides of a controversial issue, Mr. Ray said that, based on evidence on hand, the station "has provided a reasonable opportunity" for the anti-abortion camp to express its position.

Pepper criticizes VOA
Representative Claude Pepper (D-Fla.) charged last week that the Voice of America, an arm of the U.S. Information Agency, is not providing enough programing for Soviet Jews. In a letter last Monday (Aug. 28) to USIA Director Frank Shakespeare, Mr. Pepper said "it is ridiculous and insulting to everyone who is concerned about the plight of Soviet Jewry" for the VOA to broadcast only one 10-minute program twice a week for Soviet Jews. And, the congressman pointed out, none of this programing is in Yiddish.

AFM agrees to phase out network staff musicians
The American Federation of Musicians announced last week that its members have ratified a 21-month contract with the three television networks, calling for a 5.5% increase in wages and fees and for the elimination of staff musicians by the end of the pact.

The agreement, which is retroactive to Aug. 1 and expires April 30, 1974, also stipulates a doubling of health and welfare contributions; an increase in pension fund contributions to 6% (from 5%), effective Aug. 1, 1973, and a rise in the hourly rehearsal rate from $15 to $17.28, effective Aug. 1, 1973.

A key item in the new contract is the phasing-out of all staff musicians at the networks on a staggered basis over the next 21 months. CBS now has 35 staff musicians, NBC has 30 and ABC has 25.

An AFM spokesman said that in addition to staffers, the new contract covers all musicians employed on a "casual" basis for programs carried on networks, including variety and daytime series, specials, and for background music.

Open doors at WEWS(TV)
Cleveland station nears third year
In project to let everyone sound off

Given a chance to editorialize on television, what would your neighbor say? Viewers of wevs(TV) Cleveland are finding out, almost every day of the week, through a vehicle called In My Opinion.

"The idea is simple. Anyone who wants to use television as a means of expression submits a brief script. The station sifts through the possibilities and selects a few each week on the basis of their "clarity, timeliness and quality of expression."

Viewers who are selected tape segments of about 60 seconds, in a guest-editorial format; their views will be heard four times an hour.

The range of subjects may extend from rodeos to libraries, international issues to neighborhood Gripes, controversial organizations to safe and secure groups like the Boy Scouts. The show may be used by mayoralty candidates in a political year. Many of the guests are actively sought by station personnel. The opinions expressed may sometimes occupy an important part in public debate.

But the show's characteristic function is at once more modest and more unusual: It provides a forum for comment—significant, unusual, lively or occasionally obnoxious—by citizens who might otherwise have no chance to be heard. An union member says the leaders of his international union are hypocritical. A spokesman for animal welfare wants a rodeo banned: a spokesman for the event responds that it's held under humane rules of competition. A teen-ager laments the moral decay of the film industry. A member of the U.S. Army says the shooting of George Wallace demonstrates the need to quit coddling criminals, not the need for stricter gun controls.

The first In My Opinion was broadcast Nov. 24, 1969—well before the battle began over "access"—but station officials say it has really made its mark in recent months. During its lifetime 366 opinions have been broadcast, with people from nearly every walk of life represented.

The idea is not the ultimate in open airwaves: Prospective editorialists are subject to the station's selection process, they compete with guests who are invited to appear, and many of the taped editorials are slotted at the beginning or end of a broadcast day. But the citizen is heard—giving his own opinion, in his own way.

Vancouver video. Nimco has been formed in Vancouver, B.C., as a videocassette production firm. Firm is subsidiary of New International-Cassette Media Corp., New York. Plans call for Nimco to provide wide range of video motion for home viewing market, including feature films, sports features and self-help material.

Second guess. New series, Coaches Corner, will be half-time feature of college football games on ABC-TV this fall. In each, prominent current or former coach for each will enlighten viewers on first-half play and discuss possible strategies for second half. First occupant of Coaches Corner will be Joe Paterno of Penn State, at Sept. 9 ABC-TV opener between Tennessee and Georgia Tech. Others set for future games include Darrell Royal of Texas, Bob Devaney of Nebraska and Duffy Daugherty of Michigan State.

Talent firm. Barbara Claman has announced opening of her own talent agency, Barbara Claman Inc., specializing in talent consulting, casting and payments for radio and television programs. 200 West 57th Street, New York.

Added interest. Columbia Pictures Industries Inc., New York, has acquired minority interest in K'Son Corp., Placentia, Calif., that could be increased up to 50% under certain conditions. K'Son, electronics research, sales and manufacturing firm, has been since 1970 in developing equipment used by CPI's closed-circuit television division, Trans-World Communications.

AWA offering. New video-taped program on aviation is being offered for $15 to TV stations by Aviation/Space Writers Association. Half-hour color program has interviewed format and explores flying as career or hobby with emphasis on aviation journalism careers. Show, project of AWA assisted by Airline Owners and Pilots Association, was produced at non-commercial kprts(TV) Hutchinson, Kan. Rus Mcclaren, executive secretary, AWA, 101 Greenwood Avenue, Jenkintown, Pa. 19046.

Old firm, new venture. TV-R Inc., New York, which has been engaged in the recording and duplicating programs on video tape and transferring to 16mm film for past 15 years, has entered video-cassette duplication field. It will open its first duplicating center for video cassettes in New York, with full production set for this month.

Live development. TV producer Walt Framer, quiz-show specialist, has been signed by MGM to develop live, audience-participation programs. Firm has call for development of projects for both network placement and first-run syndication.

Transocean Trans-World. Trans-World Communications, New York, closed-circuit division of Columbia Pictures Industries Inc., announced last week it has signed agreement with Rank Organisation and with Rediffusion Ltd., both England, to bring Trans-World services to London hotels within next few months. Company has been set up called Hotelvision.
Kleindienst links TV violence and crime

Attorney General Richard G. Kleindienst thinks the rise in violent crimes—up 11% last year—is due in part to television. Of many violent programs, he said last week, "The television industry should take into consideration the fact that programs depicting or emphasizing violent acts may tend to encourage certain persons to emulate such acts," said Mr. Kleindienst.

For this reason, I tend to believe that too much violence on TV which is presented to show emphasis on action or adventure programs has a detrimental effect upon the crime rate.

Mr. Kleindienst made his remarks in response to a Broadcasting request for clarification of a statement attributed to him earlier in the week in a Washington Post interview. The interview dealt almost entirely with the investigation of the bugging of Democratic headquarters in the Watergate hotel. In the last paragraph of the Post story the attorney general was asked about FBI investigation of crimes released the day before, and he blamed television as a causative factor.

Irris's story on TV

WTG(TV) Washington has become one of the few television operations, and the first independent station, to obtain an interview with Clifford Irving, the man who perpetrated the phony Howard Hughes "biography" hoax.

Mr. Irving, who last week began serving a prison term of two and one-half years for his involvement in the Hughes case, was interviewed late last month by Maurice Povich of Metropolitan's WTOP for broadcast next week. The program will be shown at 8 p.m. on Sept. 12.

During the interview, conducted in St. Petersburg, Fla., Mr. Irving talks about the genesis of his book, the effect on his personal and professional life, and his treatment at the hands of the news media.
McGovern himself has acknowledged that he utilized the time for campaigning purposes.

The Socialist complaint also contained a copy of a response from RKO General's W(AM) New York, which carried the Aug. 5 broadcast, claiming that its coverage was exempt from Section 315. The party erroneously associated W(AM) with Mutual; RKO formerly held an ownership interest in the network, but it was terminated and W(AM) was no longer a Mutual affiliate. No response from Mutual was included.

Meanwhile, ABC-TV announced last week that it has invited representatives of the Socialist Labor Party, the Socialist Workers Party and the Communist Party to appear on a future episode of its Issues and Answers program in response to requests by those parties for time to reply to the McGovern broadcast. ABC contended that the broadcast was exempt from Section 315 but said it issued the invitation as a matter of fairness. It was reported that the three parties accepted the offer. Time allotment and date of broadcast, however, have not yet been determined.

NBC counters AIPC

NBC issued a 12-page analysis last Thursday (Aug. 31) challenging the methodology and the conclusion of a report by the American Institute for Political Communications that claimed to have found instances of “bias” in the evening news programs of the three TV networks (Broadcasting, June 10, et seq.). NBC reviewed each of 13 instances of bias ascribed to its newscasts and concluded that AIPC’s monitors had equated coverage of news favoring or unfavorable to one side or another as being “bias” for or against that side. To avoid a charge of bias, NBC maintained, it would have had to avoid reporting on “favorable” or “unfavorable” developments. Actually, NBC maintained, 12 of the 13 instances constituted accurate, factual reporting and the 13th was “accurate analysis.”

In addition, NBC noted, the 33 instances of bias alleged by AIPC—13 each charged to NBC and CBS, seven to ABC—were out of an estimated 400 to 450 news items carried on the monitored newscasts during the monitoring period, so that, as AIPC also concluded, “the great bulk of the reporting” was “straight-forward and objective.”

Group W newsmen to hit trail

Group W commentators and correspondents will participate in panel discussions before civic, business and educational groups in early October in six cities where Group W owns stations, zeroing in on recent news events and possible future developments. Under the umbrella title “Forecast 1973: Perspective News,” the discussions will be moderated by Sid Davis, chief of the Group W Washington news bureau. Commentators and correspondents who will be active in at least one engagement include Rod MacLeish, Simeon Booker, Erwin Canham, Peter Lisagor, Gene Pell, Jim Anderson, Jerry Udon and Doug Edelson.


Minorities enter media

Columbia University has graduated 23 minority-group summer-broadcast trainees and all of them have found jobs with TV or radio stations. Twelve additional minority graduates will go to work for various newspapers, bringing the total number of graduates to 159 in the five years of the program’s operation.

This year’s graduates comprise 26 blacks, four Chinese-Americans, two Mexican-Americans and three Puerto Ricans. Eighteen of them are women, 17 men.

The program’s broadcast unit was sponsored by NBC, the CBS Foundation and the Ford Foundation. Al Goldstein, on leave from NBC News, New York, directed the broadcast unit. The coordinator of the broadcast faculty was Lou Potter, former executive editor of public television’s Black Journal.

The 23 broadcast graduates and the stations employing them are: Jacqueline Adams, wnac-TV Boston; Nicolas Ayala Jr., wtic-TV Hartford, Conn.; Duke Bradley, ktcw(TV) Tulsa, Okla.; E. Rochelle Brown, kera-TV Dallas; Francine Cheeks, wcuu-TV Philadelphia; Phillip Chin, wcbs(AM) New York; Walter Elder, wsb-TV Chicago; Annette Gilliam, wtvu(TV) Tampa, Fla.; Hilda Gourdin, ksli-TV Salt Lake City; Felicia Jeter, waga-TV Atlanta; Patricia Knight, kwtv(TV) Oklahoma City; Genevieve Lim, CBS News; Felicia Lowe, knbc(TV) Los Angeles; Wendell Mew, wmmq-TV Chicago; Willie Monroe, wbap(TV) Fort Worth; William Perez, wnbctv New York; Michael Potter, wjar-TV Providence, R.I.; Ginger Rutland, kcrf-TV Sacramento, Calif.; Jack Smith, knxt(TV) Los Angeles; Sharon Stevens, wbbm(AM) Chicago; Monley Turner, wcix-TV Atlanta, and John Wesley, wlbv(TV) Jackson, Miss.

Satellites are busy with Olympic games

Over three times the amount of coverage used in ’68 set aside for worldwide transmission

Communications satellites are transmitting worldwide more than 400 hours of TV coverage of the Olympic games. Coverage of the games, which began Aug. 26, is being sent by uplink from Munich, site of the contests, to the earth station at Raisting, West Germany, then via the Intelsat 4 Atlantic satellite to the earth station 4 Andover, Me., where it is being relayed to New York for distribution over ABC-TV.

In addition, three other Intelsat 4's—a second over the Atlantic, one over the Pacific and one over the Indian Ocean—are carrying the events to at least 25 additional countries around the world. In three instances, a double hop is being utilized—from West Germany via the Indian Ocean satellite to Japan, and from Japan, via the Pacific satellite to the Philippines, Taiwan and Korea.

Four years ago when the Olympic games were held in Mexico City, 120 hours of TV coverage were transmitted worldwide by satellite.

NASA emphasizing laser

Vertical reception tests planned at Huntsville; IT&T gets contract for experimental system in California

Two communications experiments with laser beams—those pencil-thin light rays that theoretically are supposed to be capable of carrying millions of telephone conversations or hundreds of TV channels—will be undertaken soon.

One is by the National Aeronautic and Space Administration’s Marshall Space Flight Center in Huntsville, Ala. At intervals during the next two months, the center will test laser communications from an airplane flying at 60,000 feet. The beam will be aimed at a ground station at the Huntsville Redstone Arsenal. Its purpose is to determine the effects of the
The atmosphere on vertical transmissions or laser beams.

The other was the announcement last week that NASA had awarded a $5-million contract for an experimental laser communications system to IT&T's Gilfillen division at Van Nuys, Calif. The project is to design and build an experimental laser communications system to be used in 1975 on an applied technology satellite.

NASA has had three laser experiments, but not using information: the first, on the Apollo 11 mission in 1969; the second on the Apollo 14 flight in mid-1971; and the third, the Apollo 15 mission in late 1971. They all included the placing of laser reflectors on the surface of the moon.

Going public

MCA Inc., North Hollywood, Calif., has scheduled the first public demonstrations of its new color-video disk for Dec. 12. Demonstrations will be conducted in morning and afternoon sessions before an invited audience at Universal Studios, the film-production lot that includes the company headquarters in North Hollywood. The video-disk equipment, described by MCA as the "audio-visual equivalent of a long-playing record," was given a laboratory demonstration for the company's key executives earlier in the year (Broadcasting, June 19). At the time it was indicated that some technical problems in the disk duplication process remain to be solved.

NAB gets into fight to save channels 70-83

The National Association of Broadcasters has voiced its support of the Association of Maximum Service Telecasters' opposition to a rulemaking proposal calling for the elimination of channels 70-83 from TV receivers beginning in July 1974.

The proposal was advanced by the Consumer Electronics Group of the Electronic Industries Association, which pointed out that after those channels are re-allocated to land-mobile radio services in 1975 the only broadcast occupants remaining will be translators that have not yet been displaced by land mobile. Under the present rules, it said, manufacturers would still be required to provide tuning space for those translators (Broadcasting, July 31).

AMST's argument against the proposal was that it would force some 800 translators off channels 70-83, even though there would be no land-mobile interest in them in some areas (Broadcasting, Aug. 21).

In its petition to the FCC, NAB said it agreed with AMST's position. "While there may be marginal technical advantages" to EIA's plan, NAB said, they "must be viewed against the added costs and inconveniences which would be worked upon the 800 translators presently occupying those channels. The commission has repeatedly recognized the valuable service provided by translators; the non-profit nature of virtually all translators, and the financial hardships which are their everyday lot."

ABTO gets its first commercial-TV customer

WNEW-TV New York to start using new filming system on Sept. 18

Metromedia Inc.'s WNEW-TV New York is the first commercial television station to contract for use of ABTO Inc.'s system that permits news events to be photographed on black-and-white film and projected over the air in color.

ABTO has announced that beginning on or about Sept. 18, WNEW-TV will use the system for approximately one-third of its local news stories daily. The station has been field-testing ABTO-equipped cameras and projectors since last May, and portions of the film have been carried on WNEW-TV's 10 O'Clock News.

Under the ABTO system, cameras encode color information onto the black-and-white film and the ABTO-equipped projectors optically translate the coded information into full-color images. The encoded film is processed with "rapid and simple standard black-and-white film development," according to a spokesman.

Frank L. Marx, president of ABTO, said the system offers "huge savings in film raw stock and processing costs, usually in excess of 50%.

ABTO is owned 40% by ABC Inc.; 40% by Technical Operations Inc., Boston, and 20% by the public (over-the-counter).

The system has been in use at non-commercial WNET-TV Trenton, N.J., for evaluation and also has been tested over a CATV system, a company official said.

CTI previews unit to be sold next May

Cartridge Television Inc. next spring will market a new video-tape playback unit that can hook into just about any TV set now in existence, the company reported last week.

Cartrivision unveiled the new hardware at a demonstration in New York. Frank Stanton, president, said the new player, which the company calls The Stand-Alone Video Cartridge Playback Unit, should hit the market around May 1973 and cost about $700. Over 2,000 "Red-Cartrtridge" feature films are now available for rental at $3 to $6 each (with titles ranging from "The Bridge on the River Kwai" and "The Caine Mutiny" to "The Three Stooges Meet Hercules" and "Adultery for Fun and Profit"), and another 2,000 or so specially made pre-recorded programs can be purchased at prices ranging from $12.98 to $39.98, officials said. These movies are being put to use, the company reported, by owners of the single-unit Cartrivision TV consoles that went on sale three months ago.

Also available are blank tapes (price, depending on length, $11.98 to $36.98) for recording programs directly off the
The world of 12 ghz

A new experimental communications satellite, planned for launch in 1975, will be used to test the 11.7-12.2 ghz band for satellite broadcasting by the National Aeronautics and Space Administration in conjunction with the Canadian Department of Communications. The Canadian experiment includes TV service to small villages through community TV and audio broadcasts, relay of signals from TV cameras in remote locations, two-way voice communications, facsimile, and data linking and distribution. NASA has invited proposals from interested groups for additional experiments, especially those involving equipment and propagation tests for this band. The Communications Technology Satellite (CTS) will be the first satellite using the 12 ghz band for communication purposes. Other applied technology satellites use the more common 4 ghz band. Antennas on the CTS will be capable of being aimed at various parts of North America for specific tests.

Technical Briefs

Time keeper. Available from Tape-Athon Corp. is new Time Announcer model 702 for use with broadcast logging recorders. System, comprising Tape-Athon 702 tape transport and taped announcement of time on 24-hour basis, provides audio call-out of time on broadcast log as an aid to control of logged material. Transport and tape may be purchased separately. 502 South Isis, Ingelwood, Calif. 90301.

Weather side. Metrodata Corp., Seattle manufacturer of automated TV display and control systems for CATV industry, has introduced low-cost, character-generating device to display local weather forecasts supplied by National Weather Service. Forecaster unit, known as F-100, is designed for cable operators who maintain channel devoted to display of local weather condition. John Katsandres, Metrodata Corp., 3201 Fairview Avenue East, Seattle 98102.

Audio accessory. Stuart R. Cady Co. has introduced S-30 Playback Synchronizer for Nagra SN professional pocket recorders. Priced at $549.50, unit combines signal conditioner, speed resolver and battery charger. It extracts reference signal from Nagra SN audio signal and synchronizes SN playback speed to match absolute recorded speed. Cady company has also developed, and is marketing on custom-made basis, miniature wireless switch allowing SN and other recorders to be started and stopped by camerman. 24 Dane Street, Somerville, Mass. 02143.

Financial Briefs

Wells, Rich, Greene, New York, reported gains in billings and earnings in the third-quarter and also for the first nine months of fiscal 1972. For the nine months ended July 31:

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Harris-Intertype Corp., Cleveland, manufacturer of communications and handling equipment, reported gain in revenues but dip in earnings for fiscal year 1972. Commercial and government-systems electronics showed increase in sales and profits, according to company. For fiscal year ended June 30:

<table>
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<tr>
<th></th>
<th>1972</th>
<th>1971</th>
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<td>Earnings per share</td>
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</tr>
<tr>
<td>Revenues</td>
<td>$370,906,000</td>
<td>$351,953,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>13,788,000</td>
<td>14,853,000</td>
</tr>
</tbody>
</table>

Grey Communications Systems Inc., Albany, Ga., reported increases in revenues and income for fiscal year 1972. For year ended June 30, 1972:

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.19</td>
<td>$0.63</td>
</tr>
<tr>
<td>Revenues</td>
<td>7,584,899</td>
<td>5,963,745</td>
</tr>
<tr>
<td>Net income</td>
<td>963,189</td>
<td>297,292</td>
</tr>
</tbody>
</table>

Meredith Corp., Des Moines, Iowa, reported 43% increase in net earnings for fiscal 1972. Company said all operating divisions—magazines, printing, consumer books, educational and broadcasting—were profitable and all produced gains over the previous year's results. In addition to program packaging, Meredith owns five TV, four AM and two FM stations. For fiscal year ended June 30: 1972

<table>
<thead>
<tr>
<th></th>
<th>1972</th>
<th>1971</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.60</td>
<td>$1.13</td>
</tr>
<tr>
<td>Revenues</td>
<td>157,864,163</td>
<td>138,385,096</td>
</tr>
<tr>
<td>Net income</td>
<td>4,477,452</td>
<td>3,119,146</td>
</tr>
</tbody>
</table>

Walt Disney Productions, Burbank, Calif., has set up dividend reinvestment plan whereby stockholders may use returns from investment of additional common stock. Plan, effective Oct. 1, also permits option of paying into plan up to $1,000 per month for purchase of more shares.

Media General folds newspaper

Media General Inc., Richmond, Va., owner of WFLA-AM/FM Tampa, Fla., and newspapers in four states, announced last week the closing of its newspaper in New-ark, N.J., as of Aug. 31. Alan S. Donahue, president of Media General, said the paper "was simply unable to recover" from the economic setbacks suffered during a 10-month strike last year. The New-ark News is the third major-market newspaper owned by a company with broadcast holdings to go under this year. The Boston Herald Traveler of additional common stock. Plan, effective Oct. 1, also permits option of paying into plan up to $1,000 per month for purchase of more shares.

This is our idea of a TV Talk Producer.

He or she is extraordinarily aware; a team leader who sparks creative curiosity; an aggressive, audience-oriented, production-minded broadcaster who is part explorer, part crusader, part administrator, part peddler, and a diplomatic politician to boot. This kind of producer, who has a track record to prove it, is unique.

If that's you, we'd like to know who and where you are.

Please write: Squire D. Rushnell, Director of Programming WLS-TV, American Broadcasting Co. 190 N. State St., Chicago, Illinois 60601
### Broadcasting

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Aug. 30</th>
<th>Closing Aug. 23</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

**Broadcasting with other major interests**

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Aug. 30</th>
<th>Closing Aug. 23</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

### Cable

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Aug. 30</th>
<th>Closing Aug. 23</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>

### Programing

<table>
<thead>
<tr>
<th>Stock symbol</th>
<th>Closing Aug. 30</th>
<th>Closing Aug. 23</th>
<th>Net change in week</th>
<th>% change in week</th>
<th>High 1972</th>
<th>Low 1972</th>
<th>Approx. shares out (000)</th>
<th>Total market capitalization (000)</th>
</tr>
</thead>
</table>
Broadcast A

Robert James, e,
Co., New York, tional post of gen-
y's New York of
William M. Back
and Donald M. St
Cann-Erickson, ecutive VP's.

David L. Hunter, with Foote, Cone & Bel
ding, Chicago, on Kimberly Clark ac
count, appointed PC&B VP and associate
creative director, Los Angeles.

Peter M. Hustin and Gale H. Terry,
VP's, Leo Burnett, Chicago, named man-
agement directors. Robert Barocchi and
Michael Zaremba, Burnett account ex-
cutives, appointed account supervisors.

Edward O'Donnell, national sales man-
ger, WNBC(AM) New York, joins KNX-
FM Los Angeles as sales manager.

Chet Wilke, with H-R Stone, Los An-
geles, joins XPR(FM) San Diego as gen-
eral sales director.

Diana M. Dawes, with WHW(AM)
Princeton, N.J., appointed sales super-
visor.

Dorothy E. Levy, with WWD-C-AM-FM
Washington, named marketing director.

Joe Heimann, with WAKE(AM)· Valpa-
raiso, Ind., joins WUIC(FM) Winchester,
Ind., as assistant sales manager.

Harry Spitzer, head of own Los Angeles
advertising agency; appointed executive
director, retail-sales development, Sou-
thern California Broadcasters Association,
Hollywood.

Duane Unkefer, sales promotion man-
ger, Harley-Davidson Motor Co., Mil-
waukee, appointed marketing communications
manager. Barry Hammel, adver-
sing production supervisor, Harley-
Davidson, appointed advertising/promo-
tion coordinator.

Francis Friedman, account executive,

Bert Kemp, VP and senior art director, Norman, Craig & Kummel, New York, joins Ted Bates as art director and copywriter. John Ruggiero, VP and executive art director, BBDO, New York, joins Bates as creative supervisor.

W. Wayne Childers, senior art director, Campbell-Ewald, Detroit, joins Grey Advertising there as art director, Ford corporate account.

Dale Thomas, art director, Larson-Bateman Advertising, Santa Barbara, Calif., joins Clinton E. Frank, San Francisco, as art director.

Barbara Chayer, with Grey-North Advertising, Chicago, joins Clinton E. Frank there as media buyer.

Sid Gross, associate research director, BBDO, New York, joins Kenyon & Eckhardt Advertising there as research account manager on Lincoln-Mercury account.


Dan Friel, account executive, Radio Advertising Representatives, Detroit, appointed office manager.

John W. Hubbell Jr., with CBS-TV sales, New York, joins Blair Television there as account executive.

John J. Duffy, manager of sales development, H-R Stone, New York, joins RKO Radio Representatives there as account executive.

Richard Blake, senior producer, advertising and sales promotion, General Electric, Schenectady, N.Y., joins Beckman Associates Advertising, Albany, N.Y., PR and advertising firm, as director, sales promotion.

Robert W. Kutsche, associate media director, Gaynor & Ducas, New York, agency, named VP and media director.

Robert P. Geary, VP and media director, McCann-Erickson, Milwaukee, joins Klau-Van Pietersen-Dunlap Inc. agency there, in same capacity. Edward R. Ritz, director, media department, KVVP, appointed assistant to president.

Ron Gaffe, president of own advertising and PR firm in Orlando, Fla., named VP and manager of branch office in that city being opened by Colle & McVoy, Minneapolis. Address: 341 North Mills Avenue.

Joel R. Feldstein, with Aaron D. Cushman and Associates, Chicago, named VP of PR and marketing firm.

Edward W. (Bill) Speth, manager, Mace Advertising's Atlanta office, elected VP.

Larry D. Werber, formerly advertising manager, RCA Distributing, Atlanta, joins Mace as account executive. William Berdahl, formerly with Wells, Rich, Greene New York, appointed media supervisor.

David B. Bramson, account executive, Cooper/Strock/Scannell, Milwaukee agency, named VP.

C. R. (Ranny) Daly, manager, WAAA-AM-FM Winston-Salem, N.C., joins United Advertising Inc. there as special-markets and promotion consultant for broadcasting.

Roy F. Butler Jr., operations manager, KHFI-TV Austin, Tex., joins Dan Love & Associates there as media director.

Sharon Brauch, assistant media buyer, Frye-Sills Inc., Denver agency; Noreen Taylor, with Leo Burnett, Chicago, and Sally Kelly, with J. Walter Thompson, Chicago, all appointed media buyers, Frye-Sills.

Phillip Altamore, marketing director, Shaller-Rubin, New York, joins Suddler & Hennessey, New York, as marketing analyst.

Glenn Card, VP and associate group head, Lennen & Newell, New York, joins Stan Merritt Inc., agency there, as creative supervisor.

Bernie Cammarata, VP, account supervisor, Ralph Shockey & Associates, New York, joins Rothenberg, Feldman & Moore, Chicago agency, as account executive.

Gary Brandt, with WJW-TV Cleveland, joins Sharp Advertising Inc. there as account executive.

Media


Russ Coughlan, moderator on several public affairs series on KGO-AM-TV San Francisco for past three years and formerly general sales manager, KGO-AM, named general manager, KGO-TV. He succeeds Don Curran, named VP and general manager, KABC-TV Los Angeles, which like KGO-TV, is ABC-owned (Broadcasting, Aug. 28). Mr. Coughlan will be proposed to ABC board for election as VP.


Ed Herbert, formerly executive news editor, WCBS-TV New York, joins WOR-TV Buffalo, N.Y., in newly created post of operations manager.

Roy Schwartz, formerly station manager, WHN(AM) New York, joins Milt Werner Associates, New York, media and sales promotion firm, as executive VP and partner.

David Percez, general manager, WBRU-FM Providence, R.I., named VP.

Robert H. Biernacki, sales manager, WABC-FM, New York, named general manager, WWJ(AM) Hackensack, N.J.

William L. Bolster, with KWTL-TV Waterloo, Iowa, appointed general manager of KLWW Cedar Rapids, Iowa. Both are Black Hawk stations.

Robert Dolph, formerly VP and general sales manager, H-R Reps, Los Angeles, appointed general manager, KEWT(FM) Sacramento, Calif.

Ken Talshoff, advertising, promotion and creative director, WWAM(AM)-WWTV-FM-WEAM(AM)-WWTV(C) Cadillac, Mich., appointed director of advertising, promotion and publicity, WTMJ-TV Milwaukee.


Mary Turner, producer-director, KSFX(FM) San Francisco, joins KMET(FM) Los Angeles as director, promotion and advertising.


Programming

John N. Helm Jr., VP and Midwest sales manager, National Telefilm Associates, Chicago, named to head firm's domestic sales. He will be based in company's Los Angeles headquarters.

Harry Miller, VP, Won Continental Productions, Chicago, appointed to additional duties as manager of company's film division.

Joseph Goldfarb, Southwestern division sales manager, Group W Productions Inc., named Western division sales manager, with headquarters in Los Angeles. David F. Sifford, Southeastern division sales manager, appointed Southern division sales manager, based in Charlotte, N.C.

Gary C. Greene, account executive, Tomorrow Syndication, New York, appointed regional manager, Western division.

Joseph D. Coons, owner-manager, Stations Systems Analysis, East Liverpool, Ohio, joins International Good Music
Inc., Bellingham, Wash., automated programming firm, as sales director, major markets. He will remain based in East Liverpool.


Brooke E. Spectorisky, with WKYC-TV Cleveland, joins WKBG-TV Boston as production manager.

Frank Hathaway, music director, KARK-AM-FM Little Rock, Ark., appointed program manager.

Dave Hamilton, assistant music director, WCOL(AM) Columbus, Ohio, joins WCRT(AM) Lima, Ohio, as program director.

John Alexander, with WCNI(AM) Columbus, joins WCIT as production director.

Lee Edwards, with WNIC joins WCIT(AM) as music director.

Roger Jay, theatrical audio producer and engineer, appointed production manager, WRVR-FM New York.

Marc S. Goldstein, manager of research, Screen Gems, New York, named associate director of research.

Edwin M. Eakin, with WBNS-TV Columbus, Ohio, joins Ohio Educational Television Network Commission there as program coordinator.

Thomas E. Rogenberg, director of operations, Public Television Library, Bloomington, Ind., joins Central Educational Network, Chicago, as program manager.

Broadcast Journalism

Ron Hunter, with W Willie-TV New Orleans, appointed news director, WGR-TV Buffalo, N.Y.

Mark Ahmann, advertising director, Jem Enterprises, Lincoln, Neb., and freelance play-by-play sports announcer, joins KOLN-TV Lincoln and KGIN-TV Grand Island, Neb., both Fetscher stations, as sports director.

Lee Allen, interchange news editor, KUAT(AM) Tucson, Ariz., joins KTIT(AM) there as news and public-affairs director.


Lary Crews, assistant news director, WVPD-AM-FM Stroudsburg, Pa., joins WJIM-AM-FM-TV Lansing, Mich., as news announcer.

Allan McClure, with KATV(TV) Little Rock, Ark., joins KSEA-TV Fort Smith, Ark., as Fayetteville, Ark., news bureau chief.

Jim Hattendorf, formerly with WCTA(TV) Champaign, Ill., appointed reporter-producer, WOAI-TV San Antonio, Tex.

Jim McIntyre, announcer on Cincinnati Reds baseball, returns to WFRM(AM)

Ground breaker. Nancy Shiplek, AP broadcast editor for Tennessee, has been named regional membership executive, first woman in AP history to attain that post, to serve as news service's representative for AP broadcasters in Tennessee and Virginia. Miss Shiplek (with Robert Eunson, VP in charge of AP's broadcast department, in picture above) in 23, has been with AP in Nashville—which will remain her headquarters—as editor of state broadcast wire since 1966. She also wrote AP's "Country Music Corner," weekly column about Nashville music, now distributed nationally. In new post she succeeds George L. Owlet, who moves to Philadelphia as membership executive for Pennsylvania, Maryland and Delaware.

Indianapolis as sports director.

Michael A. Cozza, reporter, WAYS(AM) Charlotte, N.C., joins WBTV(TV) there in same capacity.

B. R. Bradbury, with KFRC(AM) San Francisco, joins news staff, KFiat(AM) Los Angeles. Both are RKO General stations.


Breck Harris, WBA-P-AM-FM Fort Worth, elected president, Texas Associated Broadcasters Association.

Cable

George W. Bohn, director of marketing, Southwest region, Teleprompter Corp., Los Angeles, appointed assistant to president of company, headquarters in New York. Alvin L. Holland Jr., program director, WCAU-TV Philadelphia, appointed network production manager for Teleprompter's group communications division, New York.

Nate Levine, formerly chief engineer, Jerrold Electronics system operations division, Philadelphia, Pa., appointed VP, engineering, Sammons Communications, Dallas, multiple-CATV system operator. Leonard A. Mecca, assistant to operations manager, Jerrold Electronics, appointed assistant to president of Sammons. Richard L. Bumgarner, formerly assistant chief engineer, Jerrold community operations division, appointed Eastern district field engineer, Sammons. Herbert R. Timmerlake, formerly with Purdue University Airborn TV System, Lafayette, Ind., appointed Western district field engineer for Sammons. Sammons last year purchased Jerrold's 10 CATV systems (BROADCASTING, Nov. 8, 1971).

Lawrence P. Herbst, assistant business manager, Time-Life Books, New York, named assistant director, CATV operations, Time-Life division.

David H. McCormick, with Economy Finance Corp., Indianapolis, appointed assistant VP, communications finance division of firm, which has been providing financial backing for CATV systems.

Harold E. Horn, in city management and urban planning for 23 years, joins Cable Television Information Center, Washington, as field representative. Center is part of Urban Institute there.

James W. Emmick, manager of CATV systems and operator of international engineering and manufacturing firm, Koenick Electronics, returns to Ameco Inc., Phoenix, as director of system and field engineering.

Henry E. Gastman, manager, Evening Telegram CATV, Fremont, Calif., joins Liberty Communications, Eugene, Ore., multiple CATV-systems operator, as Western regional manager.

Equipment & Engineering

Frank Sirabella, manager, audio-video services, broadcast engineering, ABC, New York, appointed to newly created position of director of administrative services, broadcast operations and engineering.

Charles B. Radloff, managing director, Oak Holland N.V., Emmen, Holland, appointed VP, operations, CATV equipment division, Oak Industries, Crystal Lake, Ill. He succeeds Werner Koester, appointed director of Oak's European operations and managing director, Oak Holland N.V.

W. Wallace Warren, formerly marketing manager, broadcast products, American Electronic Labs, Lansdale, Pa., appointed audio marketing analyst, RCA Broadcast Systems, Camden, N.J.

Benjamin Duhov, formerly marketing manager, with Black Watch (ballistic missile defense) program of Aerostar General Corp., El Monte, Calif., named marketing manager, electronic systems department, CBS Laboratories, Stamford, Conn.

Allied Fields

Penelope S. Farthing, FCC staff attorney, appointed consumer-affairs counsel to American Retail Federation, Washington, with consumer legislation as primary responsibility.

Nancy L. Buc, assistant director (consumer education), Bureau of Consumer Protection, Federal Trade Commission, is resigning next month to join New York law firm of Weil, Gotshal & Manges, where she will specialize in anti-trust and federal trade matters. Last fall, Miss Buc was in charge of arranging full-commission hearings on advertising practices.

Harold E. Mott, former partner in communications law firm of Welch, Mott & Morgan, Washington, and more recently general counsel for Navajo tribe of Indians, has opened new law offices in Phoenix. (111 West Clarendon Avenue 85013).

Henry J. Cauthen, general manager, South Carolina ETV Network, appointed to advisory board, National Endowment for the Arts, Washington, by President Nixon.

Broadcasting Sep 4 1972
As compiled by Broadcasting Aug. 22 through Aug. 29, and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate, ann.—announced, ant.—antenna, aur.—aural, aux.—auxiliary, CATV—community antenna television, CH—critical hours, CP—construction permit, D.—day, DA—directional antenna, ERP—effective radiated power, kHz—kilohertz, kw—kilowatts, Ls—local, L.MS—local, MHS—mega—hertz, mod.—modification, N.—night, PSA—presumptive service authority, S.A.—substituted communications authorization, SHA—specified hours. SSA—Special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, V.—visitors, W—watts, "—education.

New TV stations

Action on motion

- Acting Chief, Broadcast Bureau, on request of Woodland Broadcasting Co., extended through Sept. 21, time for filing comments and through Oct. 23, for filing reply comments in matter of amendment of TV table of assignments (Grand Junction, Colo.) (Doc. 19539). Action Aug. 22.

Call letter actions

- Bethel Broadcasting Inc., Bethel, Alaska—Granted KYUK-TV.
- Idaho Television Corp., Nampa, Idaho—Granted KITC-TV.
- Eastern Idaho Television Corp., Pocatello, Idaho—Granted KPTO-TV.

Existing TV stations

Final actions

- WHEG-TV Atlanta—Broadcast Bureau permitted remote control of trans. from 1733 Clifton Road, Atlanta, Aug. Action Aug. 23.
- KDLN-TV St. Louis—Broadcast Bureau permitted remote control of trans. from 1215 Cole Street, St. Louis, Aug. Action Aug. 23.

Actions on motions

- H. White Examiner Forrest L. McClennin in Fort Smith and Jonesboro, both Arkansas (KFJPW-TV) and George T. Herr-
- nreich (KAIT-TV), TV proceeding, denied motion by George T. Herrnich for production of documents and copying other than to extent that Arkansa-
- sas Broadcasting has voluntarily offered to make available material, and further ordered that hearing shall resume on Sept. 26 (Docs. 19291).
- Actions Aug. 22.
- H. White Examiner Forrest L. McClennin in Boston (RKO General Inc., WNAC-TV, et al., TV proceeding, granted petition by RKO General for leave to amend to report filing in U.S. dist. court in western district of Missouri, western div. of civil actions alleging violations of Sherman Act by General Tire and Rubber Co., and further ordered that any renewal of RKO General's license to operate WNAC-TV is without prejudice to any action commission may take as result of U.S. district court's disposition of civil actions (Docs. 19179-61). Actions Aug. 24.
- H. White Examiner Chester F. Naumowicz Jr. in Daytona Beach, Fla. (Clewies Florida Broadcasting Inc. [WBSH-TV], Central Florida Enterprises Inc., TV proceeding, granted, to extend indicated motion, motion by Central Florida Enterprises Inc. for production of documents (Docs. 19168-70). Action Aug. 18.

Other actions

- William B. Ray, chief of complaints and compliance division, has responded to inquiry from Eugene J. McMahon of Women for the United Nations of Brooklyn, N.Y., regarding letter from World Commi-
- ttee about Women, program broadcast over WCBS-TV New York Metro, McMahon and Overmyer Communications Corp., scheduled further hearing (Ann. Aug. 29 (Doc. 18950)). Action Aug. 24.

Rulemaking petition

- All-Channel Television Society, Washington—Requests amendment of rules so that UHF stations would not be barred from CATV ownership or, at least, would not be barred from CATV ownership in any county where station is not significantly viewed. Ann. Aug. 25.

Call letter application

- KOOK-TV Billings, Mont.—Seeks KCMR-TV.

Call letter action

- WARD-TV Johnstown, Pa.—Granted WJNL-TV.

Network affiliations

ABC
- Formula: In arriving at clearance payments ABC multiplies network's station's rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availability during program occupied by network station, then by fraction of aggregate length of all commercial availability during program occupied by network stations. ABC deducts 2.05% of station's net-
- work fees from program payments to ASCAP and BMI and intercarrier charges.
- WDRN-TV Dothan, Ala. (Southeast Alabama Broadcasting Co.)—Amendment to agreement dated Aug. 30, 1971, changes network rate from non to $75, effective June 1.
- WMSL-TV Huntsville, Ala. (Tennessee Valley Radio & Television Corp.)—Effective July 1, ABC will pay $2,000 per month to defray cost of delivery of programs through balance of term of agreement dated Sept. 13, 1971.
- KIMO-TV Anchorage (Central Alaska Broadcasting Inc.)—Amendment to agreement dated Sept. 25, 1971, changes network rate from nothing to $76, effective June 1.
- KTKV-TV Phoenix (Arizona Television Co.)—Amendment to agreement dated July 9, 1971, changes network rate from $558 to $708, effective Oct. 1.
- WMAI-TV Washington (Evening Star Broadcast-
- ing Co.)—Amendment to agreement dated July 19, 1971, changes network rate from $1,683 to $1,783, effective Oct. 1.
- KAUS-TV Austin, Minn. (Minnesota-Iowa Television Co.)—Amendment to agreement dated June 25, 1971, changes network rate from $377 to $402, effective Oct. 1.
- KNMP-TV Minneapolis (United Television Inc.)—Amendment to agreement dated July 14, 1971, changes network rate from $1,300 to $1,400, effective Oct. 1.
- KCBJ-TV Columbia, Mo. (Channel Seven Inc.)—Amendment to agreement dated Oct. 1, 1971, changes network rate from $50 to $75, effective March 1.
- KELI-TV El Paso (Walton Enterprises Inc.)—Effective July 1, ABC will pay $3,000 per month to defray cost of delivery of programs through balance of term of agreement dated Sept. 13, 1971.

New AM stations

Application

- Agana, Guam—Magof Inc. Seeks 570 kHz, 5 kW, P.O. address to Donald C. Brown, 3723 Hollywood Drive, Oakland, Calif. 94611. Estimated cost of facility $52,000, first year operating cost $101,920. Revenue none. Principals: Donald C. Brown, president (50%), A. T. Bordallo (49.9%), et al. Mr. Brown is engineer with United States Navy in San Francisco. Mr. Bordallo is president and major stockholder of Bordallo Consolidated Inc., insurance and tobacco firm, and Bordallo Consolidated ( Realty) Inc., both in Agana. Ann. Aug. 7.

Action on motion

- H. White Examiner Basili P. Cooper in Corvallis, Ore. (Corvallis Broadcasting Corp., et al.) AM proceeding, filed by Broadcast Bureau, and extended through Aug. 25 time to respond to joint petition for approval of agreements by applicants, and petition for leave to amend filed.
## Existing AM stations

### Applications
- **JSJR Madison, Wis.**—Seeks CP to change antenna site to Madison, Wis. Aug. 22.
- **WCWI Milwaukee, Wis.**—Seeks mod. of CP to increase height of antenna tower from 150 ft. to 350 ft. Aug. 22.
- **WGBF Abbeville, S.C.**—Seeks CP to add 50 ft. to present antenna tower to support FM and TV antennas. Aug. 22.

### Final actions
- **KJCC Fergus, Mo.**—FCC affirmed grant of application for transfer of control of Licensed United Broadcasting, Inc., to James H. Wright and Harold L. Wright and denied petition by U.S. Department of Justice for reconsideration of grant. Aug. 22.
- **WJZ Southfield, Mich.**—Seeks modification of CP to increase distance from nearest building to 750 ft. Aug. 22.
- **WJOI Tiffin, Ohio.**—Seeks CP to add 50 ft. to present antenna tower to support FM and TV antennas. Aug. 22.

### Action on motion
- **KPRB Redmond, Ore.**—Broadcast Bureau granted mod. of license covering change from SH to U. Aug. 18.
- **WADK Northport, R.I.**—Broadcast Bureau granted mod. of license covering change in main studio location from Northport to 1368 Aquidneck Avenue, Middletown, R.I. Aug. 18.
- **WJSN Milwaukee, Wis.**—Broadcast Bureau granted mod. of license to operate at present site to Wisconsin State University, Milwaukee, Wis. Aug. 18.

### Fines
- **WALK Patchogue, N.Y.**—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability of $100 for violation of rules, fails to file timely renewal application within time specified. Licensee has 30 days to pay or contest. Aug. 22.
- **WRIV Riverhead, N.Y.**—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability of $100 for violation of rules, fails to file timely renewal application within time specified. Licensee has 30 days to pay or contest. Aug. 22.

### Call letter applications
- **KHAT Phoenix—Seeks KPHX.**
- **WGHM Skowhegan, Me.**—Seeks WSWK. Aug. 18.
- **KBAT San Antonio, Tex.**—Seeks KXXY. Aug. 18.

### Call letter action
- **WARD Johnstown, Pa.**—Granted WINL. Aug. 18.

## New FM stations

### Applications
- **WJFZ Long Island, N.Y.**—Seeks 102.1 mhz, 3 kw. HAAT 300 ft. P.O. address Box 359, Ozone Park, N.Y., 11417. Estimated construction cost $18,616; first-year operating cost $2,596; revenue $5,000. Principles: A. H. Wilson and Mr. Wilson's wife. Aug. 22.
- **WBZ Ridgefield, Conn.**—Seeks 91.1 mhz, 3 kw. HAAT 280 ft. P.O. address Box 929, Westport, Conn., 06881. Estimated construction cost $6,000; first-year operating cost $1,000; revenue none. Principles: J. L. Wilkin, Jr., and his wife. Aug. 22.
- **WBZ Miami, Fla.**—Seeks 92.1 mhz, 3 kw. HAAT 240 ft. P.O. address Box 754, Miami Beach, Fla., 33109. Estimated construction cost $12,000; first-year operating cost $2,000; revenue none. Principles: W. M. Wilks and Miss Wilks. Aug. 22.
- **CWFM San Diego, Calif.**—Seeks 90.3 mhz, 3 kw. HAAT 240 ft. P.O. address Box 123, San Diego, Calif., 92112. Estimated construction cost $5,000; first-year operating cost $1,000; revenue $12,000. Principles: E. R. Waddell and Mrs. Waddell. Aug. 22.
- **WJFZ Long Island, N.Y.**—Seeks 102.1 mhz, 3 kw. HAAT 300 ft. P.O. address Box 359, Ozone Park, N.Y., 11417. Estimated construction cost $18,616; first-year operating cost $2,596; revenue $5,000. Principles: A. H. Wilson and Mr. Wilson's wife. Aug. 22.

### Action on motion
- **WJFZ Long Island, N.Y.**—Broadcast Bureau granted mod. of license covering change from FM to AM. Aug. 18.
- **WOUW Madison, Wis.**—Broadcast Bureau granted mod. of license covering change in main studio location from 920 State Street to 1119 University Avenue, Madison, Wis. Aug. 18.
- **WJSN Milwaukee, Wis.**—Broadcast Bureau granted mod. of license to operate at present site to Wisconsin State University, Milwaukee, Wis. Aug. 18.

### Fines
- **WALK Patchogue, N.Y.**—Broadcast Bureau, by letter, notified licensee that it has incurred apparent liability of $100 for violation of rules, fails to file timely renewal application within time specified. Licensee has 30 days to pay or contest. Aug. 22.
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- **KHAT Phoenix—Seeks KPHX.**
- **WGHM Skowhegan, Me.**—Seeks WSWK. Aug. 18.
- **KBAT San Antonio, Tex.**—Seeks KXXY. Aug. 18.

### Call letter action
- **WARD Johnstown, Pa.**—Granted WINL. Aug. 18.

### Rulemaking petitions
- **WARF Jasper, Ala.**—Requests amendment of FM table of assignments to add ch. 273 at Jasper, or in alternate to substitute ch. 274 or 275 for ch. 273. Petitioner assigns ch. 272A to Halesville, Ala., and substitute ch. 274A for ch. 272A at Sheffield, Ala., Aug. 22.
- **WTS Taunay, Wis.**—Requests amendment of FM table of assignments to add ch. 242A to Touluston, Wis. Aug. 22.
- **Elliott O. Partridge, Eldorado, Ill.**—Requests institution of rulemaking proceeding looking toward assignment of ch. 272A to Eldorado, Aug. 22.
- **WKJW Leonardtown, Md.**—Requests amendment of rules to change allocation of ch. 249A from Leonardtown to Lexington Park, Md., and to substitute ch. 276A for ch. 249A at Leonardtown, Aug. 22.
- **WACR Columbus, Miss.**—Requests amendment of FM table of assignments to add ch. 280A to Columbus, Miss. Aug. 22.
- **Ray Smith, Camden, Tenn.**—Requests amendment of FM table of assignments to add ch. 252A to Camden, Aug. 22.

### Call letter applications
- **Eastern Montana College, Billings, Mont.**—Seeks *KEMC(FM).* Aug. 18.
- **Autry Community College, Auburn, N.Y.**—Seeks *WDVN(FM).* Aug. 18.
- **Paul Smith's College, Paul Smiths, N.Y.**—Seeks *WVBUY(FM).* Aug. 18.
- **Tri-County Broadcasting Inc., Delphos, Ohio**—Seeks *WDHO(FM).* Aug. 18.
- **California State College, California, Pa.**—Seeks *WVCS(FM).* Aug. 18.
Modification of CPs, all stations

- KFLA-AM Scott, City, Kan.—Broadcast Bureau granted CP to change call signs. Action Aug. 22.

- WRRU(FM) Providence, R.I.—Broadcast Bureau granted CP to cease change in system. Action Aug. 22.

- W2AAB Westerly, R.I.—Broadcast Bureau granted CP to change in system. Action Aug. 22.

Translator actions

- KJES Yampa Valley, Eagle County, Colo.—Broadcast Bureau granted CP to change call letters; make changes in system (inCREASE height). Action Aug. 22.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and their corresponding call letters: KBSC-TV, Miami; WJXB(TV), West Palm Beach; WJUG(TV), Augusta, Ga.; WJAS-FM, Nashville, Tenn.; and WJAS-FM, Charlotte, N.C.—as per application. Action Aug. 22.

Other actions, all services


- IEEE refines CPs for all stations.

- FCC changed rules requiring broadcast licensees to notify public of intention to file renewal applications to allow public to comment on station performance prior to 60-day period prescribed for licensees to file renewal application. Change is effective immediately. Action Aug. 22.

- William B. Ray, chief of complaints and compliance division, Broadcast Bureau, informed that complaint has been referred to the FCC for investigation and consideration. Action Aug. 22.

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Public Relations/Contacts is a regular feature of BROADCASTING, the newsweekly of broadcasting and allied arts, appearing the first issue of each month. If you mail releases or broadcast material to Stations, your advertisement belongs on this page.

**free film**

... ONLY THE STRONG ...
Free 16mm 27-minute color documentary on military strength of United States vs. the Soviet Union, filmed action shots taken by Soviet camera crews of their various weapon systems. Features Secretary of Defense, Melvin Laird, General Holloway, Commander-in-Chief, Strategic Air Command, Dr. Edward Teller, nuclear physicists, and other experts.

**OUTSTANDING FREE SERIES PROGRAMMING FROM MODERN TV.**
Call or write—MODERN TV, 2323 New Hyde Park Road, New Hyde Park, N.Y. 11040. (516) 437-6900.

Free loan films on a variety of educational, sports, and auto industry-related subjects. Many suitable for public service programming. 16mm. Color. Write for catalog. General Motors Film Library, 1-101 General Motors Bldg., Detroit, Mich. 48202.

**humor**

ORIGINAL TOPICAL COMEDY LINES
for Disc Jockeys, Air Personalities, News-casters, Program Directors, by Bob Orben, top TV comedy writer (Shelton, Pears, etc.). Mailed first class 24 times a year. To be Number One (or stay Number One) in your area, send for FREE SAMPLE of CURRENT COMEDY. The Comedy Center, Inc., 1529 -B East 19th St., Brooklyn, N.Y. 11209.

PROFESSIONAL COMEDY MATERIAL
A "FUN-MASTER" SERVICE!
"THE COMEDIAN", the monthly of the STARS for over 30 years! $40 yr. plus $4 postage—2yr.$20. 3 for $11. Add 40c per issue postage.
Remit to BILLY GLASON
200 W. 54th St., N.Y.C. 10019

**public service**

SUMMER VACATION PROGRAMS
Our National Parks, Conservation, 5 min. 7 min. ½ hour formats. Available now. . . Free Loan Public Service Programs. Contact:
AUDIENCE PLANNERS
Suite 1832—208 S. LaSalle St.
Chicago, Ill. 60604
312-263-0497

**radio drama**

BROADCASTING AND THE LAW
A publication for the entire station staff. Keeps you advised of FCC rule changes, court decisions, and Congressional actions affecting you. In a unique way, for further information and a sample copy write:
BROADCASTING AND THE LAW
Box 8357A
Knoxville, Tennessee 37916

**KEEP TIME**
Radio and TV people—get the most of every minute you pay for—to the last split-second with the MINERVA STOPWATCH, designed for radio and TV use! Call M. DUCOMMUN COMPANY
588 Fifth Ave., New York 10036
Plaza 7-2540

TO: BROADCASTING
New York, N.Y. 10019
(212) 757-3260
Please insert the following copy for us beginning next month on the Public Relations/Contacts page and invoice at the 1x, 6x, 12x rates.

**recording services**

Attention medium and small radio stations: great straight and character voices for your special commercials, promos and IDs. $2 per spot, 30 sec. and under; $3 per spot, over 30 sec. Send copy to Narrative Recordings, Box 393, Champaign, Ill. 61820.

**timing instruments**

FOC RENT THE CINNAMON BEAR
Call DECORATING CHRISTMAS CLASSIC EXCLUSIVE IN YOUR MARKET AREA
DEE V. WELLENBERGER
816 DONTHING ST., NEW YORK 4, N.Y.

FOC RENT THE CINNAMON BEAR
Call DECORATING CHRISTMAS CLASSIC EXCLUSIVE IN YOUR MARKET AREA
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Call DECORATING CHRISTMAS CLASSIC EXCLUSIVE IN YOUR MARKET AREA
DEE V. WELLENBERGER
816 DONTHING ST., NEW YORK 4, N.Y.

**THE SWATERS**

An exciting 5-minute dramatized Radio series based on cases from the FBI, Postal Service, IRS, etc. of swindles and con games.
Send for free audition tape.
Western Communications, Inc.
280 Columbia
Denver, Colorado 80206

THE NO. 1 RADIO REVIVAL!
Lum and Abner
Piling Up Profits . . . for Sponsors
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15 minutes a Day
Five days a Week!
LUM AND ABNER DISTRIBUTORS
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LITTLE ROCK, ARKANSAS 72203

Name
Company
Address
Cable TV

Final actions

- Cable TV Bureau granted following operators of cable television systems certificates of compliance:


Action on motion


Other

- Sol Schildhause, chief of Cable Television Bureau, in response to Aug. 3 letter from Western Com- munications, Inc., Connersville, Ind.; Dynamics Broadcasting Corp., is prepared to enforce the provision of memorandum opinion 148 of the commission granting authority to which federal-state/local franchising authorities are entitled. August 15.

Cable actions elsewhere

The following activities are occurring in community-antenna television reported to BROADCASTING through Aug. 29. Reports include applications for permission to install and operate CATVs, changes in fee schedules, completion of franchises, grants of franchises, etc. Franchise grants are shown in italics.

- Jacksonville, Ark.—Jacksonville Cablevision Inc. has been awarded franchise. City will receive $1,000 for 3% of yearly gross receipts from local service.
- Stockton, Calif.—Big Valley Cablevision has been awarded franchise.
- Keystone Heights, Fla.—Ralph Smith has applied for franchise. Mr. Smith proposes monthly rate of $15 and installation fee of $10. City will receive 1% of revenue during first year, and thereafter 2% of gross receipts.
- Deerfield, Ill.—Hyper-Video of Illinois has applied for franchise. Firm proposes monthly rate of $2.50 and installation fee of $25. Revenue would be waived for persons subscribing during initial period.
- Salamanca, N.Y.—Common council has approved $1 monthly rate increase to Salamanca TV Cable Co., subject to FCC approval, to increase from $6.75 to $8.75.
- Hilltown township, Pa., Telecable Communications Corp., Baltimore, has applied for franchise.
- Nonicke, Pa.—Universal Cable Television has applied for franchise. Firm proposes $15 monthly rate and installation fee of $6.25, effective immediately. City will receive $4.75, and city will receive 3% of gross rental revenue.

Stoughton, Cape, Mass.—Telesonics Inc., Brookville, Pa., has been awarded franchise. Existing franchise, approved in 1960, was expired. Stoughton will receive $2,000 for gross receipts for five years, and 3% thereafter.
Professional Cards

JANSKY & BAILEY
Atlantic Research Corporation
Shirley Hwy. at Edsall Rd.
Alexandria, Va. 22314
(703) 354-2400
Member AFCCE

PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N. J. 07043
Phone: (201) 746-3000
Member AFCCE

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

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
557 Monsey Blvd.
(202) 761-3111
Washington, D. C. 20004
Member AFCCE

A. D. Ring & Associates
CONSULTING RADIO ENGINEERS
1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
2922 Teletor Ct. (703) 500-4800
Falls Church, Va. 22042
Member AFCCE

LOHES & CULVER
Consulting Engineers
1242 Munsey Building
Washington, D. C. 20004
(202) 347-8215
Member AFCCE

ROBERT E. L. KENNEDY
1302 18th St., N.W., 783-2200
WASHINGTON, D. C. 20036
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
BOX 7004
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCCE

SILLIMAN, MOFFET
& KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFCCE

STEEL, ANDRUS & ADAIR
CONSULTING ENGINEERS
2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFCCE

HAMMETT & EDISON
CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl.
Hiland 4-7701
KANSAS CITY, MISSOURI 64114

JULES COHEN
& ASSOCIATES
Suite 716, Associations Bldg.
1145 19th St., N.W., 659-8707
Washington, D. C. 20036
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-536-4386
Member AFCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
Computerized Frequency Surveys
345 Colorado Blvd.—80204
(303) 333-9552
DENVER, COLORADO
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

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

JOHN H. MULLANEY
CONSULTING RADIO ENGINEER
9616 Pinkeye Court
Potomac, Maryland 20854
(301) 299-8272
Member AFCCE

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

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV
Monitors Repaired & Certified
103 S. Market St.
Lee's Summit, Mo. 64063
Phone (816) 529-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

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among them, the decision making sta-
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fm tv and facsimile facilities.
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readers per copy.

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: (202) 638-1022
Sales Continued

Sales manager opening for eager, experienced radio salesman with drive and track record and who can contact local market--Carrington. Resume, references and picture. Box J-66, BROADCASTING.

Opening to be chief salesman and head up department for 50 KW FM Stereo Class C for reaching, rural radio market. Experience must be in hill country, (Carrington, Mont.) Experience valuable, but should be young and energetic. Liberal opportunities for top executive future with company bonuses for doing good job, including equity in company. For details write "Voice of the Prairie," KCMO, Scobey, Mont.

Expanding AM/FM "Good-Music" operation in beautiful and dynamic Phoenix, Arizona needs to add experienced and successful account executive with minimum three years experience. Excellent opportunity to grow with communications group. Send resume, want ad and recent sales records. Box 7-9, Broadcasting.

Central Florida, full-time MOR station, owned by major group, has opening for a quality-oriented salesman with the ambition and drive to make it to the top. For a confidential discussion of your abilities and the opportunity available, contact Jerry Norman, Victor, Inc., WBBM, 222 Hazard St., Orlando, Florida. 328-25-5631. "A Media Horizon Station."

Florida South Gulf Coast metro market needs experienced morning man for contemporary format. Send recent resume, radio station type, background of experience to Box 7, Broadcasting.

MOR personality who can entertain adults and young adults. Some TV possible if qualified. If your future concerns you, check the benefits of this upper midwest leader. Send resume, salary to Box 1-5, Broadcasting.

Florida South Gulf Coast area metro market needs experienced morning man for contemporary format. Send resume, recent sales records, audition tape and resume by Box 2-69, Broadcasting.

MOR personality who can entertain adults and young adults. Some TV possible if qualified. If your future concerns you, check the benefits of this upper midwest leader. Send resume, salary to Box 1-5, Broadcasting.

Successful South Dakota radio station is looking for aggressive, self-starting salesman or sales manager with small market experience. Must have successful track record and ideas. Send resume, picture and references to: Box J-11, Broadcasting.

Immediate opening for experienced salesman who knows the ropes, take over established accounts and make it. Company has doubled in one year. Grow with us. Florida's West Coast, MOR, medium market. Good opportunity. Resume, track record to Box J-54, Broadcasting.

Major market AM-FM offers up to 40% sales commission! Huge income possible immediately! Box J-56, Broadcasting.

Classified Advertising

Payable in advance. Check or money order only.

Copy: Deadline is Monday, for the following Monday's issue. Copy must be submitted by letter or wire; no telephoned copy accepted.

Advertisements should be submitted to Box Number, A/0 Broadcasting, 210 East DeSales St., N.W., Washington, D.C. 20038.

Applicants: If tapes or films are submitted, please send complete production information as well as self-addressed stamped envelope. Charge: For full charge: $1.00 per word; $50 per display, $50 per announcement. Rates, classified listings ad:--Help Wanted, 50¢ per word--$5.00 minimum. --Situation Wanted, 50¢ per word--$5.00 minimum. --All other classifications, 50¢ per word--$5.00 minimum.

--Add $1.00 for Box Number per issue.

Classified, real estate, and automotive ads:

Classified advertising requires minimum. All classified ads are subject to approval. Send tape resume to Box Number, A/0 Broadcasting.

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ANNOUNCERS CONTINUED

Looking for experienced, creative, midday personality with good voice to reach adult contemporary audience and salary for the right man. Send tape, resume, picture to Frank Haflewy, KARN, 1001 Spring, Little Rock, Ark. 72202.

Immediate opening for experienced top 40 jock. If you're a mature, capable, can deliver the audience and are looking for an opportunity, RUSH air check, resume and photo to: Program Director, WDAK, Columbus, Georgia 31902.

Uptown country announcer for well established personality gig. Must be able to communicate with audience. Send resume, photo and qualifications to: Eastern, WAKU, Frederick, Md. 21701. Tel. 301-662-2148.

WOBM has a full time opening for a presently employed morning show personality. Send resume, and photo to: Program Director, Box 961, Broadcasting.

U.S. News

Leading New England medium market contemporary must add 3 individuals next several months. Must have live newscast and morning show. Salary commensurate with ability. Excellent benefits. Resume and salary requirements to Guernsey & Jones, 2922 Tealster Court, Falls Church, Va. 22042. News

Leading New England medium market contemporary must add 3 individuals next several months. Must have live newscast and morning show. Salary commensurate with ability. Excellent benefits. Resume and salary requirements to Guernsey & Jones, 2922 Tealster Court, Falls Church, Va. 22042.

Lead News director must be able to handle qualified applicants. Salary commensurate with experience and ability. Excellent benefits. Resume, photo and qualifications to: Box J-9, Broadcasting.

Junior and senior staff positions open for broadcast engineers. Prefer experience in consulting field, but will train qualified engineers. Salary commensurate with ability. Excellent benefits. Resume and salary requirements to Guernsey & Jones, 2922 Tealster Court, Falls Church, Va. 22042.

Leading New England medium market contemporary must add 3 individuals next several months. Must have live newscast and morning show. Salary commensurate with experience and ability. Excellent benefits. Resume, photo and qualifications to: Box J-9, Broadcasting.

Northwest regional market needs experienced news producer. Send resume, references and qualifications to: Box J-20, Broadcasting.

MOR/NewsANGED, Production, Others

Program Director, MOR station in Florida, Experience necessary. Send resume and tape to Box H-229, Broadcasting.

Experienced program-production director for MOR formatted station in one of largest Florida markets. Must have live newscast position. Immediate opening and opportunities for qualified P.D. Write: Box H-271, Broadcasting.

Commercial copy writer for radio station in southern Wisconsin. Experience preferred. Must have strong copywriting skills essential. Send resume to Box J-94, Broadcasting.

Senior program man for Georgia's number one city. Modern country format with top forty presentation. Number one city. See resume, tape and resume to: Box J-5, Broadcasting.

Mid So. full-time AM station seeks announcer. Top 40 format. College town of 13,000, Box J-53, Broadcasting.

Enjoy pleasant work, fun. Florida's Suncoast. Award winning. Male or female. Experience involved MOR, looking for ambitious, industrious, imaginative and talented man with good voice and sales. Resume, salary requirements to Box J-55, Broadcasting.


ANNOUNCERS CONTINUED

Looking for experienced, creative, midday personality with good voice to reach adult contemporary audience and salary for the right man. Send tape, resume, picture to Frank Haflewy, KARN, 1001 Spring, Little Rock, Ark. 72202. Immediate opening for experienced top 40 jock. If you’re a mature, capable, can deliver the audience and are looking for an opportunity, RUSH air check, resume, and photo to: Program Director, WDAK, Columbus, Georgia 31902. Uptown country announcer for well established personality gig. Must be able to communicate with audience. Send resume, photo and qualifications to: Eastern, WAKU, Frederick, Md. 21701. Tel. 301-662-2148. WOBM has a full time opening for a presently employed morning show personality. Send resume, and photo to: Program Director, Box 961, Broadcasting. News

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Announcers Continued


Have first class resume, will travel. Will bring four years experience to your station. Have you a permanent spot for me? If so, call 713-422-3490. Barry Robbin, Boulder, Col. 80303.

I want that break ... tired of messin’ around. Ist. . .23 . . . single ... A Professional air personal -FM, DJ, 1st choice. Will relocate. Male, 32, also likes classical. Jeff Nell, 476 Brookhurst Ave., Narberth, Penna. 19072. 215-460-2850.


Wanted: I have been taught by first rate announcers! 1st & 2nd place, college, 1st choice.土地. N.Y. 1st place. Don't delay, call Box J.45, BROADCASTING. 212-752-7280, box 337, BROADCASTING.

Management Continued


Sales


DJ, tight board, good news, commercials, 3rd phone. Box G-722, BROADCASTING.

Rob a cradle. 1st year, AM/FM/music/news, but I’ve been taught by #1 market pros and many a test pro with whom I’ve worked. I believe in numbers. Box H-223, BROADCASTING.

First phone, young, experienced, strong board. Box H-224, BROADCASTING.


Experienced N.Y.C. metro area top 40 jump, music director, willing to relocate. Available immediately. Expert on music and people, Box J-8, BROADCASTING.

First phone, 3 years experience, play-by-play, news, selling, board shift, young, married, dedicated, Ohio only. Box J-120, BROADCASTING.

For a limited time, and a limited time only, you can get your own truly great star. Options include: Sports play-by-play and color, news and feature writing and telephone-talk. Don’t delay, send today. Five-and-a-half years of testing and refining assure quality. The DJ you’ve been looking for. I will work adult rock stations only. This offer will not be repeated. Box J-129, BROADCASTING.

First phone personality presently working medium market top-40 with 5 years experience. Prefer at least medium market. Box J-19, BROADCASTING.

Experienced first phone. Prefer Maryland or Virginia MOR. Box J-20, BROADCASTING.

Program director seeks similar position or staff announcer in small-medium market, preferably Mid- Atlantic states. Service, college, and broadcast grad. Dedication and mature voice for your product. Box J-41, BROADCASTING.

Three years experience, college, third, endorsed good voice. Box J-42, BROADCASTING.

Five years experience, 3 years at present job. Married, veterans, average voice. Desire announcer-od job of speaking, music and MOR–your local music–no. Knows music. Any market for living wage. 3rd employed. Box J-69, BROADCASTING.

Strong Midwest contemporary man. PD experience and engineering. 29 with college and family. (317) 297-4690.

1st phone, bright, exciting sound, 18 mo. experience. 24, single. Sonny Stevens, 1-513-82-5240.

DJ third phone looking for first break into broadcast. Tight board. Good news, commercials, Ready now. Larry Feritta, 12 Lawrence Circle, Middletown, N.J., 07748.

211 rock radio (Pulse Survey)/four years experience/no floater/first phone. Box K-77, BROADCASTING.

Technical Continued

Openings for TV color engineers at Midwest production center. Maintenance and operation of studio and remote equipment are needed. Box J-35, BROADCASTING.

Major market VHF in one of nation's fastest growing areas needs Studio Technician. Requirements include: First-class telephone license, minimum 3 years experience; Maintenance and operation ability, technical school graduate or equivalent technical education.

Monarch, Waukesha, Wis., Box 3555.

Technical

Seven years television final control operations, Southeast. Box J-37, BROADCASTING.

Broadcast engineer seeks administrative experience with educational or commercial facility. B.S. degree, first phone, former instructor and photographer. Box H-192, BROADCASTING.

Seasoned production engineer. Tennessee or Box J-97, BROADCASTING.

Want technician job, first phone, five years electronic experience. Box J-53, BROADCASTING.

Central New York—Have first-exp. looking for technical TV position. 307-843-9370. Tim Bradock.

News

Television weatherman—personable, good appearance, medium market experience—BA degree—newswriting and direct handling authorized. Send and creative talk show host. References: Box H-104, BROADCASTING.

Black newswoman. . . presently working minimum half-credit. Seek TV position or. Box H-173, BROADCASTING.

Experienced, dedicated professional offers solid, informative weathercasting. Have knowledge and the ability to share it. Gulf coast or west preferred. Box H-255, BROADCASTING.

Thoughtful pro with something to say seeks majorReporting Openings in Milwaukee. City and commercial assignments. Politics emphasized. Award winning background news. Box H-254, BROADCASTING.

Newscaster with 3 1/2 years TV experience including document and public affairs, worked in full time slot. Box J-27, BROADCASTING.

There's no substitute for experience and ability. I offer both in news, sports (including play-by-play), weather, writing and announcing. Half my life in broadcasting; age thirty-six. Excellent references, including network devoted to family and profession; seeking long-term association with opportunity. Box J-19, BROADCASTING.

Top Midwestern sportscaster—6 years experience. Looking for job with big league station. I'll get you ratings. Going up—not sideways. Box J-48, BROADCASTING.


Programming, Production, Others

Production manager, producer/director, playwright, sales manager. 4 years experience. Box J-62, BROADCASTING.

For the following positions: Main man on technical team. Solid background, with 5 years experience in station. Should work well with fellow employees, be creative. Box J-5, BROADCASTING.

Technical

Seven years television final control operations, Southeast. Box J-37, BROADCASTING.

Broadcast engineer seeks administrative experience with educational or commercial facility. B.S. degree, first phone, former instructor and photographer. Box H-192, BROADCASTING.

Seasoned production engineer. Tennessee or Box J-97, BROADCASTING.

Want technician job, first phone, five years electronic experience. Box J-53, BROADCASTING.

Central New York—Have first-exp. looking for technical TV position. 307-843-9370. Tim Bradock.

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Television weatherman—personable, good appearance, medium market experience—BA degree—newswriting and direct handling authorized. Send and creative talk show host. References: Box H-104, BROADCASTING.

Black newswoman. . . presently working minimum half-credit. Seek TV position or. Box H-173, BROADCASTING.

Experienced, dedicated professional offers solid, informative weathercasting. Have knowledge and the ability to share it. Gulf coast or west preferred. Box H-255, BROADCASTING.

Thoughtful pro with something to say seeks majorReporting Openings in Milwaukee. City and commercial assignments. Politics emphasized. Award winning background news. Box H-254, BROADCASTING.

Newscaster with 3 1/2 years TV experience including document and public affairs, worked in full time slot. Box J-27, BROADCASTING.

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WANTED: Professional Talent For Nationwide Employment

PLEASE SUBMIT: Aircheck or Video tape • Resume & References • Current Photo • Desired Salary • Desired Format • Location Preferred

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Help Wanted

NEW YORK IS A GOOD PLACE TO LIVE
Applicants wanted (DJ’s, sales, news, eng., etc.) for occasional openings in small to medium markets, especially near by each city. Don’t call, send typed resume, tape & pictures.

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Program Director
WANTED immediately, Combo man, Prefer first ticket, Will accept third. Excellent opportunity for big talent now working in small market. Prefer applicants from New York/Philadelphia/Baltimore area. Reply confidential. Write Box J-14, BROADCASTING

MOR AIR PERSONALITIES
If you’re experienced, professional, solid, humorous or topical with mature voice, we may have an opening for you in a newly rated and growing Golden format. Send air check and resume to:
James A. Neo, Jr. President
WNOE Radio
526 Bienville Street
New Orleans, La. 70130

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ing your meeting or convention while you're here. You're invited to relax and enjoy the Southern hospitality of this beautiful area. Contact Patsy Johnson, Convention Sales, Brigantine Beach, South Carolina. Phone (912) 438-2121. Arrive early and stay late.

MISCELLANEOUS

Drive Time Newscaster
A leading station in a top 20 market (located in the Southwest) is expanding its News Staff. If you are energetic, articulate, write well, can evaluate news and deliver it well, send tape and resume to:
Box H-264, BROADCASTING

Midwest News and Talk
has excellent opportunity for experienced broadcaster with “open phone” capability or potential. Should have a good news background and must desire to position strongly, preferably as a conservative. Male or Female, Black or White, send resume, picture and tape. Strictly confidential.

Box J-38, BROADCASTING

Technical

MAINTENANCE ENGINEER
Requirements:
First Class Radiotelephone license. Tech school graduate or equivalent. Experienced in Solid State Maintenance. Min. 3 years UHF transmitter maintenance.
E0 Employer M/F Box J-40, Broadcasting

MAJOR MARKET MOR PERSONALITY
Super daytime entertainer ready for contact with outlet that wants ratings now. Stable professional with top background.

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 welcomes you to the nation’s fastest growing city. Read all about it in our special 1972 edition. It’s THE place to live, play and do business.

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 welcomes you to the nation’s fastest growing city. Read all about it in our special 1972 edition. It’s THE place to live, play and do business.
**Announcers Continued**

**NEW YORK CITY NEWS DIRECTOR**

14 years experience handling major national news—space shots, political conventions, etc.—as reporter, anchorman, executive. Station economic crisis forces separation. Ready to move anywhere for exceptional opportunity. National award-winner. Family man. M.A. in Mass Communications.

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Video operators—Norico and Fernsneh

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We are a West Coast TV facility company involved in sports, commercials and show throughout the world. The technical people we are seeking must be self starters able to communicate with management and clients.

Only the highly qualified need apply. Top wages for top people. Send resume to: Box J-94, BROADCASTING.

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Large market anchorman-reporter wishes to join excellent major market TV news operation as part-time or weekend anchorman-reporter. All the credentials, $12 to $15 thousand minimum. Reply:

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For Sale—Broadcast Mobile Studio. 1969 Cortez Camper, Panedel, Wired and ready to Broadcast. Turntable, 4 Channel Mixer, 25 Watt Amplifier, 14 University Horns, Red Revolving Emergency Light, Factory installed DC A/C and 110 Volt A/C units. $6500

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Performing double duty for the advertising business:
James John McCaffrey

"Jim McCaffrey is ideally placed to head up the American Association of Advertising Agencies at this time of transition. He has no stake in preserving the old guard, nor does he identify with the 'new.' He is not a revolutionary in advertising."

The speaker is a McCaffrey colleague and head of a New York advertising agency. He is speaking of James John McCaffrey, chairman of McCaffrey & McCall, and since last March, chairman of the AAAA. He has worked with Mr. McCaffrey on AAAA affairs and found him a "talker who is entertaining and interesting. He has tremendous ideas and enthusiasm. But his work tempo is incredible. He has more energy than most people I've known. He's a bundle of energy and ferment."

He will need the energy. Mr. McCaffrey says he knew from the beginning that he "was biting off a load of work" by assuming the chairman's post at the AAAA, "but this business has been good to me. I owe it something in return. I feel I should put something back in to it."

He got into "this business" by accident. His first job—which was supposed to be a temporary one—was with Young & Rubicam under the tutelage of pollster George Gallup, then Y&R director of research, and later under Tony Geoghegan in media. He started out in 1944 at an assistant space buyer at $32.50 a week.

His accomplishments in media are remembered. An advertising man who worked with Mr. McCaffrey at Ogilvy & Mather recalls "the first plan we did for Lever Bros., which was a new account in the late fifties. Rather than a media plan, Jim had us compose a 400-page document, an encyclopedia, for an account that was budgeted for $400,000 or $500,000!" But, says this same friend, "Jim has been successful and his rise spectacular because he has never forgotten his media heritage. He never forgot that there are problems in media."

He is "putting something back" now by serving as chief executive of an agency whose billings bounded from $10 million in the early sixties, when he arrived on the scene, to the rate of more than $35 million at the present. He still concerns himself directly with clients, traveling a great deal to meet with them.

On top of that, he has superimposed the duties as chairman of AAAA, which demand time in conferences, discussions, speeches and consultations, including more travel to Washington.

Mr. McCaffrey got off to a typically energetic start with AAAA: "You guys aren't down there to make such mistakes," he said in a public address, referring to attorneys who staff federal regulatory agencies, "particularly when they are so obviously avoidable."

In that same speech (he writes his own) he took on the chairman of the Federal Trade Commission, Miles Kirkpatrick, noting that Mr. Kirkpatrick had publicly indicated the commission had issued complaints against advertisers, later retracting them as "not well founded."

Mr. McCaffrey said of Mr. Kirkpatrick, "not enough, old boy." He meant it was not enough to admit the mistakes that agency had made; the damage was done when the complaints were published by the FTC.

Those who have sat in his spacious office note that Jim McCaffrey's temperature easily rises when the discussion gets around to the relationship to advertising of Washington and consumerism. He says he deplores the ad practitioners who fail to withstand the heat in Washington's kitchen—"those old gray birds who fade into the background, who fall back on the crutch that advertising is a service business, who use this as a convenient dodge from taking a stand on an issue. There are a lot of ostriches in this business who will bury their heads in the sand," says Mr. McCaffrey. "But it isn't going to go away."

Mr. McCaffrey has that particular feeling about advertising because he believes in it. Long ago, he says, he tired of "taking an unending string of abuse from doctors, dentists and postmen at cocktail parties who see advertising people as mind-twisters, prevaricators and leeches, who are preying the consumer away from his money."

When he took office last March at the helm of AAAA, Mr. McCaffrey vowed that the organization would face advertising problems "squarely," that it would participate in industrial affairs with its head up and would "face facts."

Mr. McCaffrey notes that advertising is the "visible part" of business. "It has a high silhouette. Advertising is a big fat target for attack by those who would attack business."

And, he adds, the "first incursions" by government in this area will be to "overregulate broadcasting" because of its vulnerability.

Mr. McCaffrey himself is a vigorous man with a love for the outdoors. He takes several fishing trips each year—fly-fishing in Labrador for trout, in Northern Quebec for Atlantic salmon and "three good weeks" of fly-fishing in September in Maine and bone-fishing in the Bahamas in early spring, if he can afford the time. His wife, who he says enjoys fishing, accompanies him.

Mr. McCaffrey, ivy prep (Phillips Andover) and Ivy League (Princeton), had been active in soccer, hockey, baseball and golf, but at the beginning of his sophomore year at Princeton he was stricken by polio. Today, he walks with a cane. Often, when mulling over a situation, Mr. McCaffrey will get up from his desk, cane in hand and walk about in cadence with his thoughts.

If there is a message Mr. McCaffrey has for the advertising business, it's this: "Let's stop the constant hand wringing and acceptance of second-class citizenship. I am proud of this business, and I sometimes wonder about others. This is the age of candor. Let's, as the kids say, 'tell it like it is.'"
**Editorials**

**Brief encounter**

If the Zenith salute to memorable television programming lays an egg next Sunday, Sept. 10, when it opens ABC-TV's new season, it will not be for want of material. Indeed the profusion and diversity of programming over the past 25 years defy condensation. At best, the Zenith sampler can pluck a random image here and there from the torrent that has poured from the American television system.

If it does no more than evoke a few memories, the Zenith program will perform a useful service. The American audience needs to be reminded that its world has been enormously enlarged in the short course of television history. Twenty-five years ago it was a television event when stations in New York and Philadelphia were connected—never mind the crudity of the program that was transmitted. How many viewers, watching the current coverage of the Olympics, transmitted live by satellite from Munich, have stopped to think that it was less than 21 years ago that a television audience first saw the West and East Coasts linked on a live broadcast?

The advance of television technology and content has been nothing short of dazzling. The preview of the 1972-73 season that appears elsewhere in this issue would have been regarded as the wildest science fiction if it had appeared in the same publication 20 years ago.

Who can complain of sterility in a television season that will offer Liza Minnelli and Marlene Dietrich, Laurence Olivier and Sal Mineo, Burt Bacharach musicals and Ingmar Bergman dramas, election coverage and football games, movies made for theaters and movies made for television, series for habitual viewers and events for everyone?

Perhaps retrospectives like Zenith's should be done at shorter intervals, say once a year, to keep the audience reminded of the true extent of television's contribution.

**First principle**

In politics and personalities Harley O. Staggers and Richard G. Kleindienst could hardly be less alike. A West Virginia Democrat upon whom longevity alone has conferred the chairmanship of the House Commerce Committee is not the synonym that comes instantly to mind at the mention of a Republican from Arizona whose fingertips still bleed from sudden ascent to the attorney generalship. Yet these two incompatibles find themselves on common ground when searching—as everyone in Washington does constantly—for an easy target.

Mr. Staggers, casting about for timely subjects to discuss in a speech to the indigenous West Virginia Broadcasters Association, discovered television violence. Without credit to his Senate counterpart, John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who staked a claim to exclusivity years ago, Mr. Staggers advocated action now to reduce the incidence of aggression on the tube if only because there is a possibility, however unproved, of a relationship between television and real-life violence.

Mr. Kleindienst, submitting to an interview with a Washington Post reporter on the Watergate-bugging case, was asked an unrelated question at the end. How did he, as the official in charge of Mr. Nixon's law-and-order campaign, explain the 11% rise in serious crime that the FBI had reported a day earlier? As the Post reported it, Mr. Kleindienst blamed it "in part" on television's impact on society. "There are too many violent programs," the Post quoted Mr. Kleindienst as saying.

On request for clarification afterward, Mr. Kleindienst modified but did not disavow the quotation as published in the Post.

There is, in all such indictments of television as a source of social ills, the ultimate in cop-outs. Here are officials who refuse to face or finance the intricate solutions to the intricate problems that increase the incidence of crime. It is easier and politically safer to put the blame on a medium that is just as unable to supply proof that it is not guilty as the government and its million-dollar studies are to prove that it is. Whatever happened to that old principle of innocence assumed until disproved, Mr. Kleindienst?

**September to November**

It's post-mortem time.

Pundits have tried hard but have failed to lay a glove on broadcast coverage of the two totally dissimilar political conventions. The Democratic performance was haphazard, with bungled prime-time opportunities; the GOP as smooth as silk with an unscheduled extra prime-time shot by Candidate Nixon.

No fault was to be found because the networks kept control throughout. If there were efforts to "manipulate," they failed to corrupt editorial judgments.

Although it might be a breach of custom, print-media correspondents unintentionally paid high compliments to their broadcast colleagues. They witnessed every move and mood, allowing network reporters to their "legs" on the floor and around the town, covering interviews and happenings. At practically all times the press galleries seemed to be half to two-thirds empty.

The needling now has begun for a round of great debates. The McGovern forces will taunt and prod, and Candidate Nixon in effect has said he will ignore the thrusts. If there is lesson he learned in 1960, it was not to provide a platform for the opposition.

From here in, broadcasters must play it cool if they hope to redress the legislative wrongs in the next Congress.

A discriminatory and probably unworkable political-spending bill gets its first workout in this campaign. The omnipresent Section 315 with its manifestly unfair fairness doctrine bedevils broadcasters but not their competitors with an additional heavy burden in this general election year.
HOGAN'S HEROES are equipped with the greatest weapon of all in the audience race —humor! Col. Robert Hogan and his fumbling foils Sergeant Schultz and Kommandant Klink continue to delight audiences Monday thru Friday, 8:00 PM.

Our supply lines are open, with more great fall programming ammunition arriving every day. Gomer Pyle-USMC and Hogan's Heroes are just two of the high ranking names we've recruited for fall. Interested in winning the Dallas-Fort Worth battle? Call KDTV, or your HR man!

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EVERY SYSTEM HAS:

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