

December 29, 1969: Our 39th Year: 50¢



CARL S. ELVIDSON LIBRARY  
CONCORDIA COLLEGE  
MOORHEAD, MINNESOTA 56560

12/31  
**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SPECIAL REPORT: The ups and downs of 1969. p17  
Spot radio keeps a heady pace with healthy six months. p43  
CBS-TV affiliates to absorb line costs. p47  
Shakeup in allocations controls seen in White House memo. p57

56560  
CONCORDIA COLLEGE  
C H YLVISSAKER LIB  
MINN... (A1)  
56560  
C0366VAK<DHC/70



A most productive year at WRC-TV! New programs included Saturday evening film documentaries on topics of vital concern to Washington and suburbs by our *Perspective* unit. *The 'C' Thing* variety hour opened a new showcase for talented local black performers. *Frankly Female*, Betty Groebli's unique daily series premiered. And, a mid-day half-hour of *News 4 Washington* was added. These 1969 programming innovations are further recognition of the community's needs and interests. And, we're dedicated to even greater community involvement in the year ahead—including the scheduling of *editorials* on a regular basis. Look to Washington's community minded station for exciting answers to the challenge of the 70's.

**WRC**  **TV4**  
OWNED

**perspective**

**1970**

## A showcase for your advertising message

The year 1970 is already a touchy subject, and it hasn't even begun. That's because the experts are in dispute over both the political and economic outlooks. And what happens in politics and economics is bound to have deep effects on broadcasting and broadcast advertising.

To give its broad range of readers a searching look at the shape 1970 is most apt to take, *Broadcasting* will present its 12th annual Perspective issue on Jan. 26. Readers have come to depend upon this issue as a discerning guide to the problems they face in the new year.

Here in one package will be an overview of the general economic prospects for the year, specific forecasts of how radio and television business will react to changes in the economy. The political and regulatory probabilities will be assayed by the biggest and ablest staff of its kind in Washington.

There'll be *Broadcasting's* own tabulations of the broadcast time sales of 1968—the most widely accepted estimates of their type. The record and the outlook of station trading will be presented in detail, against concern over increasing governmental restraint on multimedia ownerships.

What new pressures will be applied to programing? What's to come from probes of violence and indecency? What new forms are TV and radio commercials apt to take? And—perhaps above all—how will U.S. policy be set on such basic developments as cable grids and domestic satellites? All of these critical questions will be answered by the experts.

Perspective 1970 will be distributed to a total circulation of 41,000—including leaders in broadcasting, advertising, allied fields and government. As a reference source the issue will be kept by many—giving your display advertisement unusually long exposure among the influentials. Regular rates apply, making this a bargain. Advertising deadline is Jan. 16. Now is the time to wire or call collect.

## **Broadcasting**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

### EXECUTIVE AND PUBLICATION HEADQUARTERS

Maury Long  
1735 DeSales Street, N.W.  
Washington, D.C. 20036  
Tel: Code 202-638-1022

### BUREAUS

Warren Middleton  
Eleanor Manning  
Greg Masfield  
444 Madison Avenue  
New York, N.Y. 10022  
Tel: Code 212-755-0610

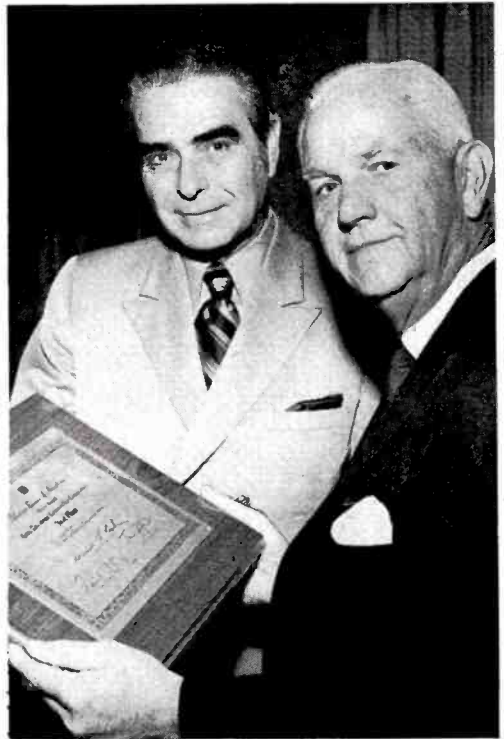
Byrne O'Donnell  
360 North Michigan Avenue  
Chicago, Illinois 60601  
Tel: Code 312-236-4115

Bill Merritt  
1680 North Vine Street  
Hollywood, California 90028  
Tel: Code 213-463-3148

# Premier Tele-productions *does its thing* *Again!*

Technical excellence, plus the most sophisticated equipment available makes PREMIER TELE-PRODUCTIONS a winner! For your next commercial production requirement, contact the winner—PREMIER TELE-PRODUCTIONS.

*... Who knows, maybe next year, you'll be winning a first place?*



**Fred Johnson, left, vice president of Sanger-Harris, accepts a Television Bureau of Advertising first-place award from Clyde Rembert, president of KRLD-TV and board chairman of The Times Herald Printing Co.**

## Sanger's Receives National Citation

A Sanger-Harris television commercial has been cited for two first-place awards at the Television Bureau of Advertising's meeting in Washington, D.C.

One award was presented by Clyde Rembert, president of KRLD-TV of Dallas, and chairman of The Times Herald Printing Co., to Fred Johnson, Sang-

er-Harris vice president and director of publicity on behalf of the TBA. The commercial which had a spring fashion institutional message, was chosen as the best department store commercial from over 600 submitted for competition.

The television commercial also took a first-place award presented by the National Broadcasting Co. for the most effective use of color in a TV commercial.

The commercial was produced in studios of KRLD-TV in Dallas. The spot employed four models, wearing a collection of brightly colored creations and set against a backdrop of typically Texas topography.



**DIVISION  
OF  
KRLD-TV  
Dallas**

400 North Griffin — Dallas, Texas 75202  
(214) 742-5711



## Burch miracle?

If Chairman Dean Burch has his way—and odds are with him—FCC's 1970 regulatory year will open with breakthrough in station licensing policy to alleviate "strike" application chaos triggered by WHDH-TV Boston revocation case just year ago. In "circulation" among his colleagues is proposal to be considered week of Jan. 5 to implement substance of Burch testimony before Pastore subcommittee on Dec. 1. In giving qualified support to Pastore Bill (S-2004), Chairman Burch suggested policy whereby applicant for renewal would get grant following comparative hearing if he makes adequate showing that his program service was substantially attuned to needs and interests of his area.

Adoption of proposal by FCC would negate WHDH-TV precedent in which no weight was given program performance but was decided entirely upon concentration of media (WHDH's newspaper ownership) and integration of new ownership in management. WHDH-TV renewal case now is in litigation. Because of tempo of times, and weight of testimony supporting Pastore Bill, there's prospect of overwhelming vote—some say even 6-to-1—for adoption of Burch policy. Commissioner Nicholas Johnson's vote isn't counted on. Burch plan is essentially return to 1951 decision in which commission renewed license of WBAL Baltimore in face of challenge by newspaper columnists Drew Pearson and Robert S. Allen. They had charged station with poor performance, citing standards enunciated by commission in its 1946 "Blue Book."

## Intelsat command

Ambassador William M. Scranton, head of U.S. delegation to International Conference on Satellite Communications, has submitted his resignation to President Nixon, citing personal and family interests he feels he has been neglecting. Former Pennsylvania governor reportedly accepted assignment last March with understanding he might not be able to remain beyond year's end. He has resisted importunities to continue until end of February plenipotentiary conference in Washington.

Gov. Scranton succeeded Leonard Marks as chief of American delegation. First session was regarded highly successful. Ambassador Scranton's #2 man, Abbott M. Washburn, international public relations expert and for-

mer deputy director of United States Information Agency, is likely successor. Former FCC Commissioner James L. Wadsworth, who resigned two months ago to become deputy to Ambassador Scranton in maintaining liaison with foreign delegations, is expected to continue those duties in light of his prestige as former U.S. ambassador to United Nations.

## Hyde's first consultancy

Rosel H. Hyde, who retired two months ago as chairman of FCC, has his first consultancy. He has been retained by counsel for Corinthian Broadcasting Co., as consulting counsel in multi-million merger with Dun and Bradstreet Inc. (BROADCASTING, Dec. 8, 1969). Edgar F. Czarra, partner in Washington law firm of Covington & Burling arranged for consultancy. Mr. Hyde, in government since 1928, as attorney, hearing examiner, general counsel, commissioner and chairman of FCC, has never been in private practice.

## Titanic Battle

Intra-governmental contest over management of portions of communications spectrum apparently has narrowed to control of allotments to government agencies between Defense Department, which has been dominant for many years, and Commerce Department, seeking to establish its own beachhead. FCC, initially in cross-fire, stands to retain its control over nongovernment allocations, with new Office of Telecommunications Policy (slated to succeed Office of Telecommunications Management) to continue under White House aegis as President's advisory group, with possibly increased stature. Division of executive branch responsibilities must be resolved by President, who soon will act on new Task Force report prepared under direction of Clay T. Whitehead, of White House Staff. (Story page 57).

There's still speculation about successor to General James O'Connell, recently retired director of telecommunications under both President Johnson and President Nixon. In running are Ralph L. Clark, veteran engineering executive on O'Connell staff, Will Plummer, acting chief, and Fred Norris Jr., one-time associate director of present OTM now president of Tele-Sciences Corp., Washington,

and Richard P. Gifford, GE executive and chairman of Joint Technical Advisory Committee, who has been factor in campaign to shuffle some TV frequencies to land-mobile services.

## RAB doing its thing

Radio Advertising Bureau officials are mapping January swing into top 25 or 30 markets, and as many others as possible, to meet with radio broadcasters and cement support for its big "Do it on the Radio" campaign ("Closed Circuit," Dec. 15), now set to start Feb. 1. But that campaign, big as it is, is only one part of RAB's business-building package for 1970. In what it will call "Operation Acceleration," RAB has invited station reps and other sales organizations to join with bureau in forming teams to sell radio to advertisers and agencies directly. And along with "Do it on the Radio" campaign on RAB's 1,600 member stations, officials hope to undertake campaign in advertising, marketing and business publications and are currently trying to devise ways to raise the money.

## Third force at CBS

Development work is underway at CBS-TV to create what it considers "third force" in programing, which would combine elements of entertainment with documentary and news. Called "The Now Project" at CBS, concept was originated by Donald V. West, assistant to CBS President Frank Stanton, who has been involved with undertaking for past six months. First program was expected to be completed over weekend, and determination will be made soon whether project will evolve into 13-week summer series of one-hour programs, group of specials or shelving of project at least temporarily.

## Magoo makes it

Both NBC-TV and Maxwell House division of General Foods have shown interest in continuing upcoming *Uncle Sam Magoo* cartoon special (Feb. 15) as series of historical specials with Magoo character. That's word from Howard Eaton, senior VP and director of broadcasting, Ogilvy & Mather, Maxwell House's agency. Coffee sponsor is counting on large number of adults, as well as children, watching early evening animated special.

# AT 3 A.M. THINGS ARE JUST GETTING STARTED.



While most of us are sleeping over here, a student riot might be starting in Japan. Or a volcano erupting in Italy. Or sextuplets being born in Australia.

WTOP Radio in Washington is paying attention—and reporting.

We report the news nonstop, dawn to dawn.

And because we never stop, we can report things as soon as they get started.

Whatever time it happens to be.

**WTOP RADIO**  
**NONSTOP NEWS**

1969 was year highlighted by attacks on radio-TV news by Vice President Agnew, challenges to incumbent licensees, and by spectacular pictures from lunar surface. See . . .

## Agnew's blast only one of many . . . 17

Radio Advertising Bureau reports spot radio up 6.5% in first half of 1969 over comparable period in 1968, but that tobacco category was down substantially in same period. See . . .

## Spot radio keeps pace . . . 43

More tobacco farmers plan to sue ABC, CBS and NBC on anti-smoking commercials. Twenty-five are in second suit to be filed in Lexington, Ky. They seek to limit "untruths, improper statistics" in spots. See . . .

## Tobacco growers fight back . . . 45

CBS-TV network is reported virtually set on plan for affiliates to absorb nearly \$6 million of its \$6.8-million increase in AT&T rates. Plan involves cut in network compensation, repayed by added local sale time. See . . .

## CBS affiliates to absorb costs . . . 47

Broadcasters had year of ferment and change in 1969 with the FCC in stronger role. Year begins with shocking refusal to renew license of major television station, WHDH-TV Boston leading to legislative action. See . . .

## FCC exhibits new approach . . . 50

Elie Abel, veteran NBC newsman, disappointed with trend in radio-TV news, prepares to take over as dean of Columbia University Graduate School of Journalism. He hopes for return to 'book-length journalism.' See . . .

## Elie Abel looks for a change . . . 51

CBS-TV and Broadcast Music Inc. are not yet in agreement over what to do about new music contract. Copyright infringement is issue that looms over current unresolved situation. See . . .

## Murky waters in CBS-BMI fray . . . 54

NBC insists economic realities cause difficulties for UHF's, not discriminatory affiliation contracts in answer to Triangle Telecasters request for FCC rulemaking to bar primary affiliations with more than one network. See . . .

## NBC denies discriminatory contracts . . . 56

Memorandum originating in White House reveals administration thinking on new Office of Telecommunications Policy, which would pre-empt FCC spectrum authority. See . . .

## Shakeup in allocations controls? . . . 57

New system has been developed permitting two programs to be transmitted over one TV channel. 'DuoVision' can also be modified to transmit three-dimensional image over TV. See . . .

## System allows multiplexing on TV . . . 58

### Departments

AT DEADLINE .....	9	SPECIAL REPORT .....	17
BROADCAST ADVERTISING .....	43	WEEK'S HEADLINERS .....	10
CHANGING HANDS .....	48	WEEK'S PROFILE .....	69
CLOSED CIRCUIT .....	5		
DATEBOOK .....	12		
EDITORIALS .....	70		
EQUIPMENT & ENGINEERING ..	57		
FATES & FORTUNES .....	59		
FOCUS ON FINANCE .....	52		
FOR THE RECORD .....	61		
THE MEDIA .....	47		
MONDAY MEMO .....	15		
OPEN MIKE .....	14		
PROGRAMING .....	54		



### Broadcasting

Published every Monday by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

*Subscription prices:* Annual subscription for 52 weekly issues \$10.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING YEARBOOK, published every January, \$11.50 per copy.

*Subscription orders and address changes:* Send to BROADCASTING Circulation Department, 1735 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new address plus address label from front cover of the magazine.

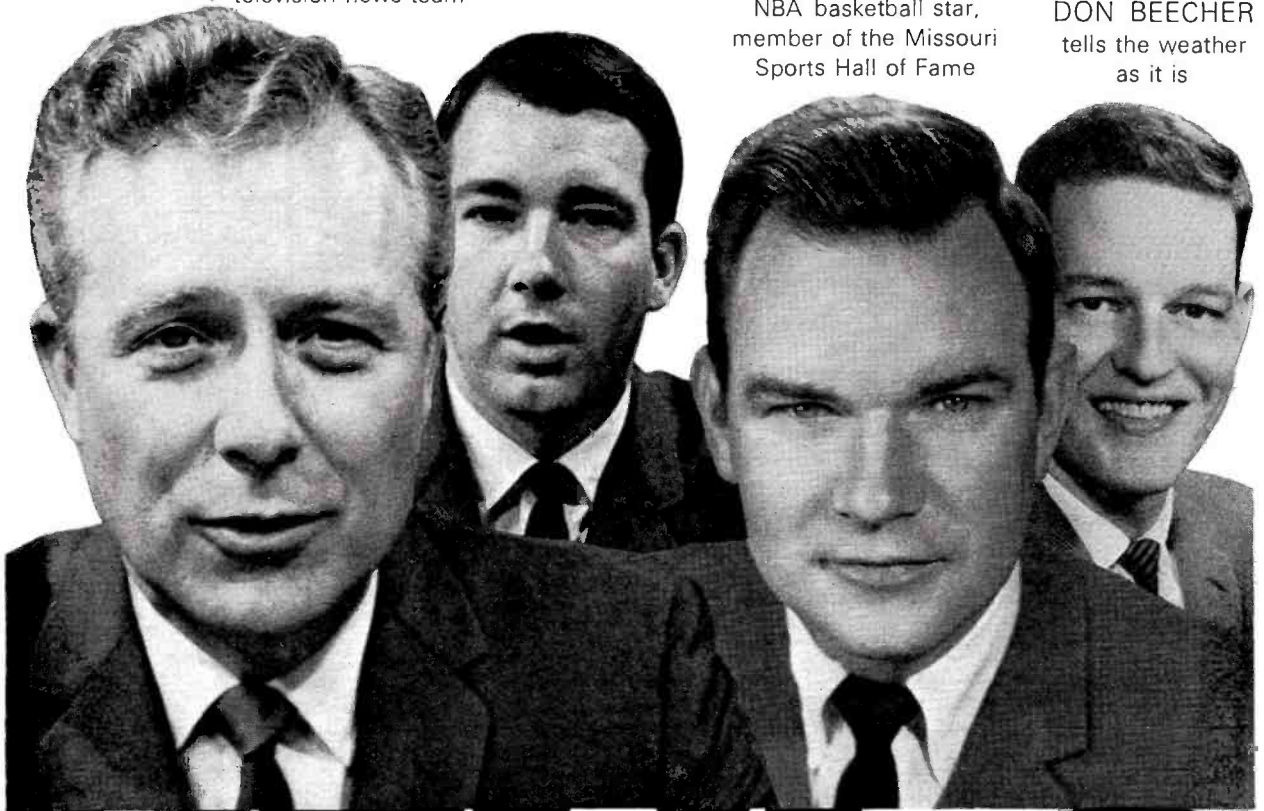
*local*  
**We play favorites**

THE COMPLETE NEWS,  
SPORTS AND WEATHER FOR ST. LOUIS

GLENN WILSON AND JIM HALE  
St. Louis' only professional  
television news team

ED MACAULEY  
All-American and  
NBA basketball star,  
member of the Missouri  
Sports Hall of Fame

DON BEECHER  
tells the weather  
as it is



**KTVI**  **2**

Represented by  
**hpr** HARRINGTON, RIGHTER  
& PARSONS, INC.

ST. LOUIS



## CBS-TV package

Managers of CBS-TV affiliates who returned to their desks Friday (Dec. 26) after holiday found official notice that they would help share CBS-TV's \$6.8 million AT&T increase by taking \$6.5% reduction in compensation by network, effective Feb. 1, but would get extra time to sell, effective Jan. 4 (see page 47).

Teletype message from William B. Lodge, CBS-TV vice president for affiliate relations, also offered assurances that network would "review" rate reduction if its interconnection costs are reduced to former level (\$15.4 million per year) by withdrawal of AT&T increase in continuing FCC proceedings or by use of new transmission methods, and would have stations share in any saving if new methods should reduce interconnection costs below old level.

Mr. Lodge also told stations that "although conditions may vary from market to market and our affiliates may not be affected uniformly, we believe that the total revenue of [CBS-TV] affiliates from the additional spot availabilities will increase by more than the decrease due to the 6.5% reduction in station compensation."

Station breaks at end of regularly scheduled 60-minute and 90-minute evening programs are to be expanded from 42 seconds to 62 seconds, and current five-second noncommercial ID near 10 p.m. in Thursday and Friday movies will be expanded to 32 seconds. Programs whose end breaks are being expanded to 62 seconds are *Glen Campbell*, *Gunsmoke*, *Lancer*, *Red Skelton*, *Hee-Haw*, *Medical Center*, *Jim Nabors*, and *Jackie Gleason*.

In another change, "to obtain better uniformity in the station-break pattern," 72-second break now occurring before *Ed Sullivan Show* will be changed to 62-second break at end of that program. Current 72-second break before CBS news hour (Tuesday) and present pair of 62's in Thursday and Friday movies will be retained.

## Burch view on minorities

Minority-group members interested in getting into broadcasting, as owner or employe, have received word of encouragement from FCC Chairman Dean Burch. He has expressed view that minority groups are inadequately represented in broadcasting and that it would be appropriate for commission to consider race when black applicant is competing for broadcast license to

operate in area where black community is not being served. Chairman Burch, who assumed office Oct. 31, gave views in interview with Associated Press.

In response to question as to whether Negroes and other minorities are underrepresented, "both as owners and communicators" in broadcasting, chairman said: "I think that's probably an accurate statement as far as certain parts of the industry are concerned. . . .

He noted that commission has adopted rules to prohibit discrimination in hiring on basis of race, but said commission faces problem in enforcing them. He said commission is not "police agency" and lacks resources to make necessary checks.

He also said it was true that "very few blacks own broadcasting facilities, and expressed hope that situation, which he described as "unfortunate" would "resolve itself." He thinks resolution would have to be achieved through purchase of stations by blacks, since "there are no more television licenses to distribute other than UHF." As for radio, there is freeze on AM applications.

Asked whether commission should favor black broadcast-license applicant because of his color, "on the basis that the black community is represented," Chairman Burch said, "Assuming we had a whole reservoir of available licenses, I don't know whether that prem-

## Out of the doghouse

Like so many projects undertaken by government, one announced by President Nixon to move White House news corps into larger quarters in mansion's swimming-pool area is becoming bigger job, and taking longer to complete, than originally contemplated (BROADCASTING, Oct. 29).

Back in October, President Nixon indicated newsmen would be enjoying larger quarters by mid-December. Since then, however, decision was made to excavate, to provide additional, below-ground facilities. Completion now is expected sometime in March.

White House has not yet settled on all details of project, but it is expected that network newsmen will get booths twice size of present 4 foot-by-6 foot cubicles they now occupy. In meantime, some relief has been afforded nonnetwork broadcast newsmen who were working out of dingy out-back area called doghouse. They have been moved into relatively roomy and comfortable van.

ise is valid or not, but it does not offend me.

"I don't propose a policy for the FCC at this time," he added, "but I think it would be relevant in a comparative hearing to know that group A consists of black people who propose to serve the black community and that it is not being served."

## What's truth in advertising?

Reports persist that questionable practices still crop up in production of TV commercials, despite Federal Trade Commission's obvious interest. Claimed incidents include use of special flavoring to attract pets in pet-food commercials, and soaping to give high sheen to fowl that is billed as self-basting.

One commercial producer says I will "turn my back" if someone wants to add salt to beer to produce taller head. Agency legal personnel, however, deny irregularities occur, say their caution dates to celebrated 1964 "sandpaper" case involving Colgate-Palmolive's Rapid Shave, with last summer's dispute between FTC and Campbell's over marbles in soup (BROADCASTING, Sept. 22) serving as pointed reminder of FTC's continuing interest.

Most legal people maintain abuses are province of unsophisticated, small-time operators, although house counsel at one agency believes no production company can be trusted to turn out legal commercial without close supervision. Film houses too are concerned, he maintains, with producing good film expediently. Inability of agency attorneys to get legal points across to creative and production people is major factor. But even among lawyers, there appears to be degree of inconsistency of opinion and fuzzy distinctions between what is misrepresentation and what is not. House counsel for big ad agency who describes his function as "preventive legal services" calls Campbell Soup incident obvious mistake, but says he might find catnip in cat food acceptable practice.

## Hyman in new film firm

Eliot Hyman, formerly board chairman and chief executive officer of Warner Bros.-Seven Arts, was revealed Friday (Dec. 26) as adviser and possible production participant in new company, Folio One Productions Ltd., New York, which has filed registration statement with Securities and Exchange Commission for proposed offering of 200,000

common shares at \$10 per share.

Preliminary prospectus said that on Dec. 15, Folio One sold to Mr. Hyman for \$10,000 five-year warrants to purchase 25,000 shares, exercisable at price of \$2 per share on or before Dec. 31, 1970. Albert P. Brodax, formerly director of motion pictures and television for King Features, is president of Folio One.

Company intends to produce motion pictures primarily, but also plans to produce TV programs. Among literary properties planned for motion-picture production is "Naked Came the Stranger" by Penelope Ashe, which actually was written as spoof by several members of Long Island, N. Y. newspaper, *Newsday*.

S. R. H. Securities Corp., New York, is heading underwriting group on proposed offering of Folio One shares.

### Retail TV-buying spurt

Television schedules for 85 retail stores represented by eight department-store buying offices increased by 71% during two back-to-school months of August and September this year, according to figures being released today (Dec. 29) by Television Bureau of Advertising.

TVB noted that figures were compiled by Broadcast Advertisers Reports based on TV stations in 75 markets reporting one week per month. Biggest increases among buying groups were registered by Frederick Atkins, which placed 317 ads in that 1969 period compared with 117 in 1968 for 171% increase; Allied Stores, 400 against 164 for 145%; May Co., 161 against 84 for 91%, and Macy's, 260 against 140 for 86% increase.

TVB also said entire department-store category which includes mass merchandisers such as J. C. Penney, Sears, Roebuck and Montgomery Ward—posted over-all 28% gain in TV schedules in that measured week.

### Cut rates for satellites

Television broadcasters who use satellites for intercontinental connections have heard from Santa Claus. Reports from Paris indicate that European authorities agreed to one-third reduction in satellite rates, it was learned Friday (Dec. 26).

Agreement, worked out between Conference Postal-Telecommunication (organization of European postal-telecommunications entities) and European Broadcasting Union (strong confederation of broadcasting organizations of various European countries) had agreed to reduce tariffs for TV from current \$2,400 for first 10 minutes to \$1,600. Rate for each additional minute was also cut, from \$60 to \$40.

## Week's Headliners



Mr. Brakefield

**Charles B. Brakefield**, VP and director of Cowles Communications, New York, and president of Cowles Broadcasting, named president of new Cowles Broadcasting Division (see page 51).

**Andrew F. Inglis**, VP of broadcast systems department, RCA Commercial Electronic Systems, Camden, N. J., named division VP of CES succeeding **Barton Kreuzer**, named executive VP, RCA Consumer Electronics (BROADCASTING, Dec. 15, 1969).

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

New rates are effective Jan. 1, 1970.

In using intercontinental satellite U.S. TV broadcaster must pay two fees—one to American carrier which in turn pays Communications Satellite Corp. its fee, and other on down-leg, from satellite itself to country of destination. If program originates in Europe, reverse is true.

U.S. charges have always been less than European charges. Early this year, Comsat reduced its rates, so that rate to Europe for its leg went down from \$1,100 for monochrome plus \$275 for color for the first 10 minutes of use to \$660 for black and white or color. Extra minute charge also went down, from \$30 for black and white plus \$7.50 for color to \$18 for both monochrome and color.

### Sneak preview

CATV operators may get insight into thinking of FCC's new chairman, Dean Burch, on regulation of their industry on Jan. 9. Mr. Burch is scheduled to address Rocky Mountain Cable Television Association, in Scottsdale, Ariz., on that date.

Chairman Burch will have forum in which to unburden himself about broadcast matters month later. He is to speak at meeting of California Broadcasters Association, in Palm Springs, on

Feb. 13.

Another commission member, Nicholas Johnson, is on road today (Dec. 29). He is participating in panel at meeting of Trade Regulation Roundtable of Association of American Law Schools, in San Francisco.

### Lineup for AAF meet

Speaker and panelist rosters for 12th annual government affairs conference sponsored by American Advertising Federation are being finalized. Conference, which will feature panels on advertising's relationship to consumer movement and reform efforts at Federal Trade Commission, FCC and Food and Drug Administration as well as briefing with government officials, will be held at Washington Hilton hotel, Washington, Feb. 2-4.

Among speakers will be Caspar Weinberger, new FTC chairman; Bryce Harlow, congressional and national affairs counsellor to President Nixon, and Michael Pertschuk, general counsel of Senate Commerce Committee. Panelists include from Department of Commerce Jacob Katz, director of office of marketing; Dr. Milton Blum and Grove Smith, trade specialists, and Edward T. Reavey Jr., vice president-consumer products, Motorola. Consumer activist Ralph Nader, who has been invited, may also appear on consumer panel.

### Sports with Gatorade

Stokely-Van Camp Inc., Indianapolis, has entered winter TV advertising market in big way with its Gatorade fruit drink—five football bowl games, several basketball games, four hockey games and one golf match. First bowl game, naturally, was to be Gator Bowl in Florida last Saturday (Dec. 27) on NBC-TV.

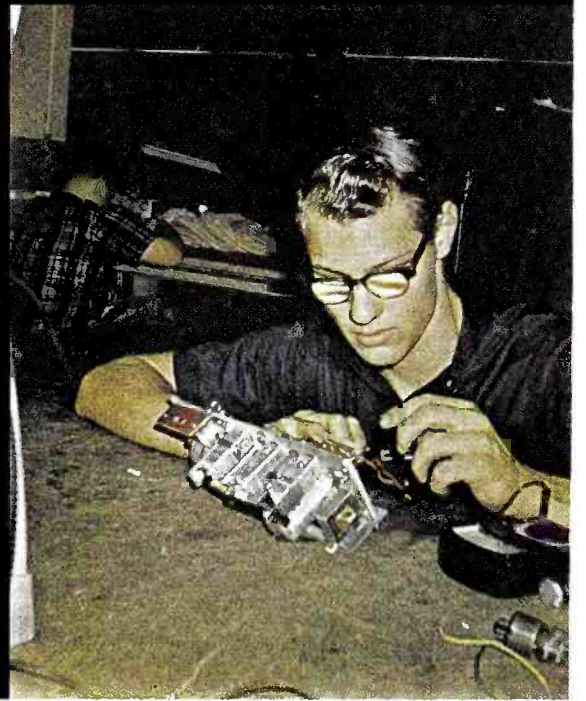
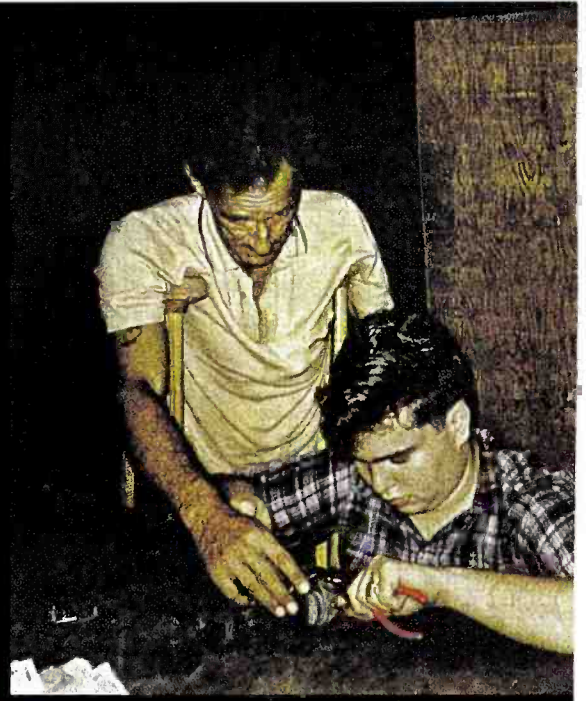
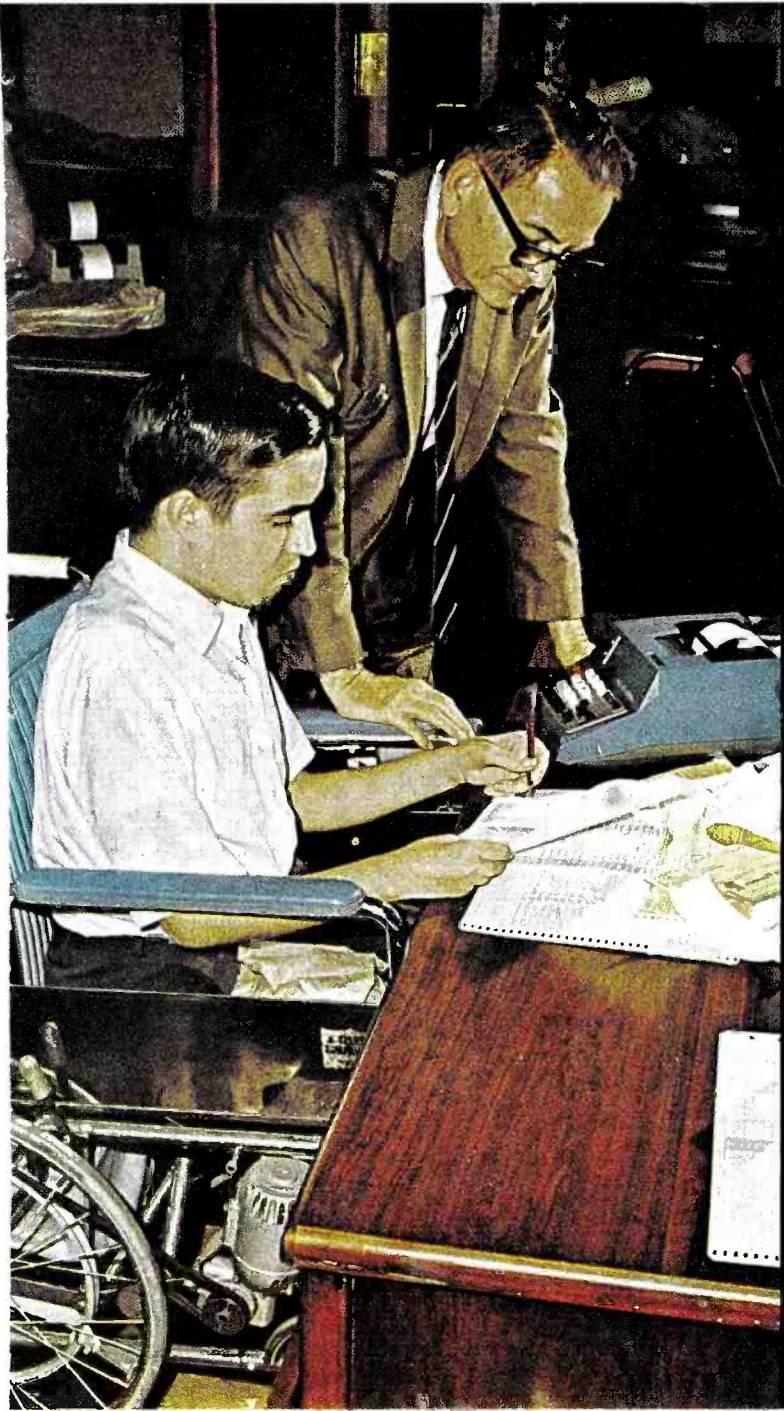
Winter campaign will cost close to \$1 million. Besides Gator Bowl, there will be Cotton Bowl Jan. 1 on CBS-TV, Senior Bowl Jan. 10 and AFL All-Star Game Jan. 17 on NBC-TV, and NFL Pro Bowl on CBS-TV Jan. 18.

Stokely-Van Camp will sponsor 12 college basketball games on Hughes Sports Network and 35 on TVS Television Network Inc. *Andy Williams Golf Classic* Jan. 31 on ABC-TV and Sunday National Hockey League games on CBS-TV in February also are scheduled. Lennen & Newell, New York, is agency.

### News sponsor

National Biscuit Co., New York, will sponsor news on ABC's American Contemporary Network during February and March. McCann-Erickson, New York, placed schedule for Toastettes.





## Light work for many hands . . .

Based on the proven premise that idle skills and hidden potentials can grow into valued community resources, Storer stations have mounted impressive programs to help develop the disadvantaged into useful members of society. In Milwaukee, WITI-TV has for two years hand running captured Milwaukee Press Club's "Documentary of the Year" awards for their work in the field of vocational rehabili-

tation. Atlanta's WAGA-TV covers "What Future After Fifty?" in its regular discussion series. Radio stations WGBS, Miami, WJBK, Detroit and WJW, Cleveland, strongly support Goodwill Industries and Salvation Army programs. In Boston, WSBK-TV probes problems of alcoholism. Such typical examples of concerted and cumulative efforts by Storer stations to build national assets out of

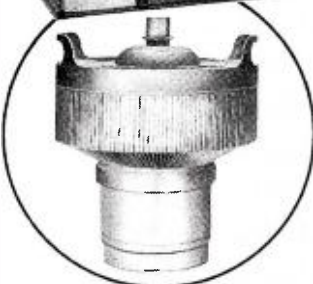
human liabilities take a lot of doing. But in this, as in every phase of broadcast operations, Storer stations often do as a matter of routine things that community leaders consider rather special. That's why Storer stations stand out — and another reason why it's good business to do business with Storer.

DETROIT WJBK-TV	TOLEDO WSPD-TV	BOSTON WSBK-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	CLEVELAND WJW-TV
DETROIT WJBK	TOLEDO WSPD	MIAMI WGBS	NEW YORK WHN	LOS ANGELES KGBS	CLEVELAND WJW





# COMPARE... YOU'LL BUY a CCA FM Transmitter



CCA is the only major FM equipment supplier who uses modern zero bias triodes in a grounded grid configuration. We've only lost three tubes in over 100 installations and some of these tubes are in operation after 20,000 hours. CCA tube cost is almost negligible. CCA FM Transmitters don't require neutralization. They're superstable and extremely reliable. They are very efficient and draw less power from the line than any competitive transmitter.

Compare — you'll agree with your fellow broadcasters. CCA FM transmitters cost less to buy, less to operate, are unsurpassed for reliability.



**CCA Electronics Corp.**  
716 Jersey Avenue  
Gloucester City, N. J. 08030  
Telephone: (609) 456-1716

## Datebook®

A calendar of important meetings and events in the field of communications.

■Indicates first or revised listing.

### January 1970

Jan. 5 — Prehearing conference on renewal and competing application hearing, WPIX-TV New York. Washington. Previous date was Dec. 8.

Jan. 5—Meeting of *NAB* radio code board, Sheraton Sandcastle hotel, Sarasota, Fla.

Jan. 8—Renewal hearing for KRON-FM-TV San Francisco. San Francisco.

Jan. 8-10—Convention of *Rocky Mountain Cable Television Association*. Safari hotel, Scottsdale, Ariz.

Jan. 9—Annual convention of *Rocky Mountain Cable Television Association*. FCC Chairman Dean Burch will be banquet speaker. Safari hotel, Scottsdale, Ariz.

■Jan. 9—Deadline for entries in *Northwest Broadcast News Association* broadcast news awards competition. Entries to be mailed to: public relations department 220-6w, 3-M Center, St. Paul.

Jan. 9-12—Seminar on "Responsibilities of Communications Media," conducted by *Ditchley Foundation*, Oxford, England.

Jan. 9-12—Mid-winter meeting of *Florida Association of Broadcasters*. River Ranch Acres.

Jan. 12 — Deadline for comments on FCC's proposed rulemaking extending construction period for UHF-VHF permittees from eight to 18 months. Comments also requested on possible extension for AM-FM services.

Jan. 12-17—Exhibition of American electronics equipment sponsored by the *Bureau of International Commerce of the U.S. Department of Commerce*, U.S. Trade Center, Paris.

Jan. 15—Deadline for comments on FCC-sponsored Stanford Research Institute study of land-mobile spectrum uses.

■Jan. 15—National foreign policy conference for editors and broadcasters sponsored by *Department of State*. Participants will include Secretary of State William P. Rogers and other high-ranking government officials. Invitations may be obtained by writing to director, Office of Media Services, Department of State, Washington. Conference will be held in New Department of State building, Washington.

■Jan. 15—News clinic sponsored by *New Jersey Broadcasters Association*. Brunswick Inn, East Brunswick.

■Jan. 15—Annual stockholders meeting, *Metro-Goldwyn-Mayer Inc.* New York.

Jan. 16—Board of directors meeting of *Institute of Broadcasting Financial Management*. Royal Orleans hotel, New Orleans.

Jan. 15-16—Annual convention, *Louisiana Association of Cable TV Operators*. Royal Sonesta hotel, New Orleans.

Jan. 16-17—Meeting of *Georgia Cable Television Association*. Gordon hotel, Albany.

Jan. 16-17—Winter meeting of *Colorado Broadcasters Association*. Denver.

Jan. 19—Oral argument on exceptions to initial decision by FCC Hearing Examiner F. L. McClenning recommending that AT&T and Western Union eliminate preferential press telegraphic and telephotographic rates. FCC, Washington.

■Jan. 21—Prehearing conference on mutual-

ly exclusive applications of RKO General Inc., Community Broadcasting of Boston Inc., and Dudley Station Corp. for Boston channel 7, now occupied by WNAC-TV. Washington.

Jan. 22—Deadline for reply comments on FCC's proposed rulemaking extending construction period for UHF-VHF permittees from eight to 18 months. Reply comments also requested on possible extension for AM-FM services.

Jan. 19-23—Winter meeting of *National Association of Broadcasters* board of directors. Sheraton Maui hotel, Maui, Hawaii.

■Jan. 22-23—Oral argument on FCC's proposal to open UHF portion of spectrum to land-mobile radio users. FCC headquarters, Washington.

Jan. 25-27—Winter meeting of *Alabama Broadcasters Association*. Parliament House, Birmingham.

Jan. 26-30—Supervisory development workshop, sponsored by *National Cable TV Center*. Pennsylvania State University, University Park, Pa.

Jan. 26—Annual winter meeting of *Virginia Association of Broadcasters*. Sheraton Motor Inn, Richmond.

Jan. 26-29—Annual convention of *National Religious Broadcasters*. Washington.

■Jan. 27-29—Radio-TV Institute sponsored by *Georgia Association of Broadcasters*. Speakers will include Bill Gavin, programming consultant, and Marion Corwell, national president of American Women in Radio and Television Inc. U. of Georgia, Athens.

■Jan. 30—Comments due on FCC's primer designed to clarify requirements of broadcast applicants in ascertaining community needs.

Jan. 28—Meeting of *Idaho State Broadcasters Association*. Downtowner motel, Boise.

Jan. 30-31 — Annual television conference, *Society of Motion Picture and Television Engineers*. Hugo A. Bondy, chief engineer, WAGA-TV Atlanta, chairman. Marriott motor hotel, Atlanta.

■Jan. 31—Broadcast news seminar for South Carolina newsmen and station personnel sponsored by *South Carolina AP Broadcasters Association*. Sheraton-Columbia Motor Inn, Columbia.

### February 1970

Feb. 1-4—Management seminar, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

Feb. 2-4 — Government affairs conference, sponsored by *American Advertising Federation*. Washington Hilton hotel.

Feb. 4—Congressional reception, *National Cable Television Association*, to introduce

#### ARB TV seminars and research clinics

Jan. 6—Thunderbolt hotel, San Francisco.

Jan. 8—Continental Plaza, Chicago.

Jan. 13—Marriot, Dallas.

Jan. 15—Regency Hyatt House, Atlanta.

Jan. 20—Sheraton Plaza, Boston.

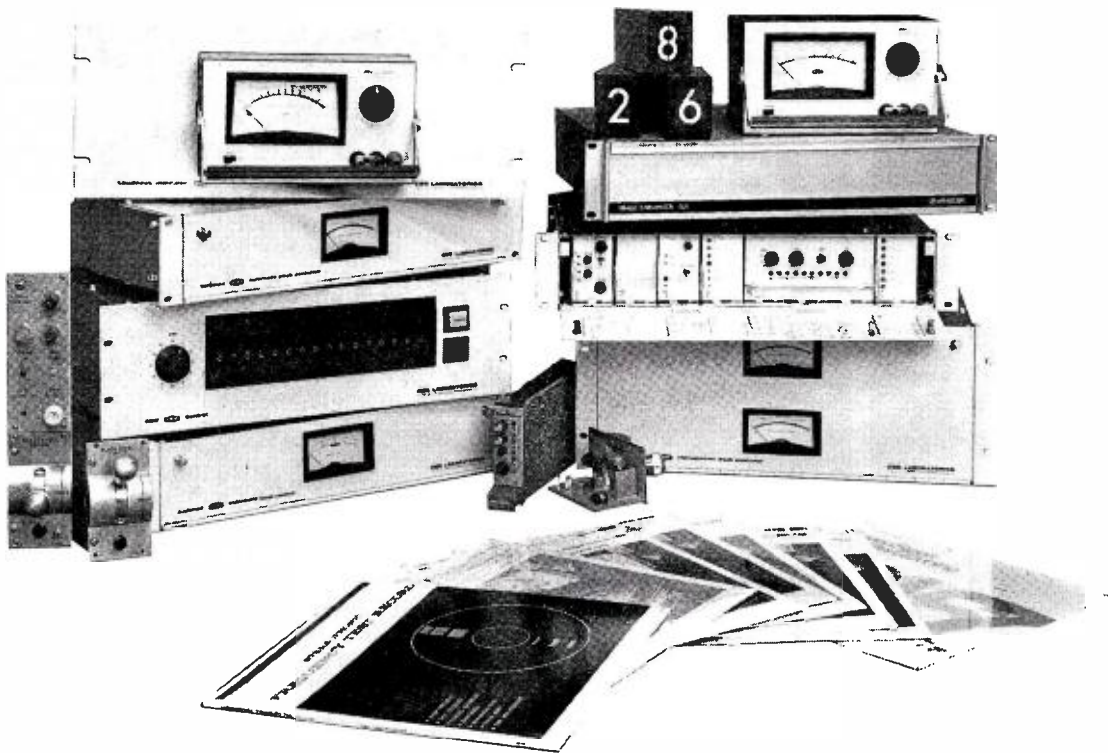
Jan. 22—Commodore hotel, N. Y.

Jan. 27—Brown Palace, Denver.

Jan. 29—Wilshire Hyatt House, Los Angeles.



# BUILDING BLOCKS FOR BETTER BROADCASTING



Each CBS Laboratories professional broadcast product is designed to produce a specific improvement in the quality of broadcast transmissions. Performance and reliability are unconditionally guaranteed.

#### **Audimax**

Solid-state automatic level control

#### **Volumax**

Solid-state limiters for AM or FM or recording

#### **Wide Range Program Monitor**

Measures audio levels across a full 60 db range on a single linear scale without range switching

#### **Automatic Loudness Controller**

Reduces excessive loudness levels in broadcast audio material

#### **Color Masking Processor**

Corrects color distortion caused by optical filter overlap and spectral response characteristics of camera tubes

#### **Test Records**

Unique, high-precision tools for rapid evaluation and adjustment of audio components and systems

#### **Television Display Systems**

Professional display systems for daily use in any size studio — can be expanded with display needs

#### **Dynamic Presence Equalizer**

Enhances the presence of broadcast signal — for more clarity, fidelity and penetration

#### **Masking Amplifier**

Enhances color fidelity and saturation of the Norelco PC 70 camera

#### **Mark II Image Enhancer**

Provides effective enhancing of the vertical and horizontal detail of a television video signal

#### **Joy Stick/Paint Control**

Fingertip response to varying picture quality for the best possible on-air signal

Write or call collect for complete catalog.

## CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc.  
Stamford, Connecticut 06905  
(203) 327-2000

BROADCASTING PUBLICATIONS INC.  
Sol Taishoff, *president*; Lawrence B. Taishoff, *executive vice president and secretary*; Maury Long, *vice president*; Edwin H. James, *vice president*; B. T. Taishoff, *treasurer*; Irving C. Miller, *comptroller*; Joanne T. Cowan, *assistant treasurer*.

## Broadcasting TELEVISION

THE BUSINESS OF TELEVISION AND RADIO

*Executive and publication headquarters*  
BROADCASTING-TELECASTING building,  
1735 DeSales Street, N.W., Washington,  
D.C. 20036. Phone 202-638-1022

Sol Taishoff, *editor and publisher*  
Lawrence B. Taishoff, *executive VP*

### EDITORIAL

Edwin H. James, *vice president and executive editor*.

Rufus Crater, *editorial director*  
(New York).

Art Kings, *managing editor*.  
Frederick M. Fitzgerald, Earl B. Abrams, Leonard Zeldenberg,  
*senior editors*.

Joseph A. Esser, William R. Loch, Robert A. Malone, *associate editors*. Alan Steele Jarvis, Mehrl Martin, Timothy M. McLean, Steve Millard, *staff writers*; Albert N. Abrams, Dona Gallette, Deborah May Nordh, J. Daniel Rudy, Robert Sellers, *editorial assistants*. Erwin Ephron (vice president, director of media, programing and media research, Carl Ally), *research adviser*.

### SALES

Maury Long, *vice president-general manager*.

George L. Dant, *production manager*; Harry Stevens, *traffic manager*; Bob Sandor, *assistant production-traffic manager*; Sarah Bryant, *classified advertising*; Dorothy Coll, *advertising assistant*.

### CIRCULATION

David N. Whitcombe, *circulation director*.

Bill Criger, *subscription manager*, Michael Carrig, Kwentin Keenan, Jean Powers, Suzanne Schmidt, Arbenia Williams, Bertha Williams, Lucy Kim.

### BUSINESS

Irving C. Miller, *comptroller*.  
Sheila Thacker.

### BUREAUS

New York: 444 Madison Avenue, 10022.  
Phone: 212-755-0610.

Rufus Crater, *editorial director*; David Berlyn, Rocco Famighetti, *senior editors*; Norman H. Oshrin, *associate editor*; Hazel Hardy, Helen Manasian, Caroline H. Meyer, *staff writers*; Warren W. Middleton, *institutional sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masfeld, *Eastern sales manager*; Laura D. Gruplinski, Harriette Weinberg, *advertising assistants*.

Chicago: 360 North Michigan Avenue,  
60601. Phone: 312-236-4115.

Lawrence Christopher, *senior editor*.  
T. Byrne O'Donnell, *Midwest sales manager*.

Rose Adragna, *assistant*.

Hollywood: 1680 North Vine Street,  
90028. Phone: 213-463-3148.

Morris Gelman, *senior editor*.  
Bill Merritt, *Western sales manager*.  
Sandra Klausner, *assistant*.

BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcasting Advertising\* was acquired in 1932. Broadcast Reporter in 1933. Telecast\* in 1953 and Television\* in 1961. Broadcasting-Telecasting\* was introduced in 1946.

\*Reg. U.S. Patent Office.

© 1969 by BROADCASTING Publications Inc.

Donald V. Taverner, new NCTA president. Mayflower hotel, Washington.

Feb. 5—Meeting of *Minnesota AP Broadcasters Association*. Minneapolis.

Feb. 3-5—Winter meeting of *South Carolina Broadcasters Association*. Pointsett, Greenville.

Feb. 4-7 — Senior marketing management conference sponsored by *American Marketing Association*. Carefree Inn, Carefree, Ariz.

Feb. 6-7—Convention of *New Mexico Broadcasters Association*. Clark B. George, president of CBS Radio Network, and FCC Commissioner Robert Wells are to speak. Hilton hotel, Albuquerque.

Feb. 6-7 — Annual *Northwest Broadcast News Association* seminar. Speakers include Bill Roberts, president of the Radio-Television News Directors Association, and Kamil Winter, former Czechoslovakian TV news chief. Minneapolis.

Feb. 6-8 — Winter meeting of *Oklahoma*

*Broadcasters Association*. Camelot Inn, Tulsa.

Feb. 7-8 — Retail advertising conference. TV-radio retailing is included. Ambassador hotel, Chicago.

Feb. 9—Deadline for comments on amendments to *FCC's* proposed rulemaking specifying a standard method for calculating AM directional antenna radiation.

Feb. 12-13—Mid-winter general membership meeting of *California Broadcasters Association*. Keynote speaker on Feb. 13 will be FCC Chairman Dean Burch.

Feb. 17—*Kinney National Service Inc.* annual shareholder meeting, Summit hotel, New York.

Feb. 20-22—Meeting of board of trustees, educational foundation of *American Women in Radio and Television Inc.* Royal Orleans hotel, New Orleans (housing), WDSU conference room (meeting).

Feb. 24-27—Annual National Association of Television Program Executives conference. Hotel Plaza, Miami.

## OpenMike

### More on engineer shortage

EDITOR: Re the Dec. 8 special report: WJMA, in its 18 months without a chief engineer, called upon a Baptist minister, an amateur radio operator, to assist . . .

How to get better engineers? Grow 'em yourself, just as you did these dedicated old-timers who started 40 or 50 years ago as hams. Sponsor explorer posts within the scouting movement specializing in radio or electronics. Give a hand to the Boys' Clubs of America unit nearby, which may be starting an amateur radio club in the inner city. Haunt the high-school and general-interest radio clubs in your area both to spot developing talent, and to help it develop by offering to have your senior engineering talent present technical talks.

Hire the kids part time, while they're still in high school, to learn troubleshooting, and develop an interest in your field. Loan your mountain-top location to the club as a repeater site.

Some of your oldtimers may be willing to admit now, many years later, that it was self-interest at first that kept them at the station until quitting time—they had to load up your tower on the 160-meter band for some DXing after your station left the air. But it developed into the kind of dedication you'd like to have—and it can still happen today.—*John Huntoon, secretary and general manager, The American Radio Relay League, Newington, Conn.*

EDITOR: Re your special report on the engineer shortage (BROADCASTING, Dec. 8). As non-technical, non-rated naval radar operators with only eight weeks schooling toward the end of World War II, my classmates and I maintained complicated radar aboard troop ships. We used a pizza-sized trouble-shooting wheel supplied by the manufacturer (Raytheon) and by dialing up symp-

toms and following instructions made repairs at sea . . . There were quite a few troops guided through quite a lot of fog by untrained second and first class seaman in 1945. I have often wondered why some smart equipment manufacturer hasn't come up with the same idea for radio transmitters . . . —*R. F. Benkelman, president, WKYO(AM) Caro, Mich.*

### Old radio in Riverhead

EDITOR: We at WHRF-AM-FM have investigated the feasibility of programing old radio shows in the evening hours, and have concluded that it just isn't worthwhile. First, the programs themselves—from the sources we investigated—are very expensive. Second, the audience to which this type of program is directed are likely to be watching television in the evening hours. Thus, at least in our experience, old radio programs are not quite as saleable in this time period as they may at first appear.—*Jay I. Mitchell, program director, WHRF-AM-FM Riverhead, N.Y.*

### Defends Dobbon

EDITOR: I must rise to the defense of Dick Dobbon of KIKK(AM) Palestine, Tex. It seems the only person at the radio programing conference (BROADCASTING, Dec. 8, 15) who took Mr. Dobbon literally was the BROADCASTING editorial writer. The rest of us understood and enjoyed his poetic exaggeration and found him the most refreshing breeze at the Gavin conference, neck and neck with comedian David Frye. Conferences can be fun.—*Bill Lenz, assistant manager, WBBQ Augusta, Ga.*

(Mr. Dobbon, in his appearance at the Atlanta meeting, suggested a journalistic formula of "sensationalism" that prompted criticism from this publication as well as at least one nationally syndicated columnist).

## Commercials are to sell, not make love

Too many of us today are preoccupied with the charm of our television commercials and print ads at the expense of effectiveness.

This is only human. People like to be loved and advertising people are no exception. The more the intellectuals assail the crass commercialism and vulgarity of television the harder we try to produce commercials that are "creative." If people like them, then obviously, they also will like us.

Too often we have become more concerned with whether or not our advertising is liked than with whether or not it is selling anything. Yet years ago extensive and well-verified research found that there is absolutely no correlation between the sales power of an advertisement and whether or not people like it.

Fairfax Cone's new book, "With All Its Faults," pays deserved tribute to the advertising genius of American Tobacco Co.'s late George Washington Hill. What Mr. Cone does not mention is that year after year Mr. Hill's Lucky Strike radio commercials were chosen consistently as among the most offensive of the year.

But year after year George Washington Hill sold more cigarettes per dollar spent in advertising than did any of his competitors. After Mr. Hill's death Lucky Strike changed agencies and the commercial's became more innocuous and more pleasing. Luckies sales soon started to go down and they kept going down until the advent of filters turned the cigarette market upside down.

Some of the most heavy-handed and obnoxious advertising ever conceived for television was directed by Rosser Reeves of Ted Bates. However, each commercial had a strong basic selling idea and each was aimed at selling prospects on the product rather than winning the love of people in general. Rosser Reeves retired from advertising a millionaire and his clients profited more than he did.

But we don't have to dig into history to find unlovable commercials that sell. We have examples on the air today. Don't get me wrong, though. I am not contending commercials must be offensive to be effective. I am saying the evidence shows that a commercial aimed at prospects with a strong selling

idea can be effective whether people in general like it or not.

Today we are cursed with a cult that confuses creativity with being with it. If you're with it you're obviously part of the crowd.

Advertising that makes things happen in the marketplace, out of all proportion to the dollars spent on it, is advertising that makes the product stand out from the crowd. If everyone in the crowd is wearing a bright red dress the way to be noticed is to wear a white one.

But today we seem to have a conspicuous fringe of copycats who seem to spend all their time looking for redder reds. I blame a good deal of this on the surprising contemporary neglect of creative research and the lack of substantial progress made in this area in the last 20 years.

When I was a mere child, George Gallop became a magic word in advertising. His findings translated into advertising made Young & Rubicam the hot creative agency of the 1940's. New business poured in and not surprisingly other agencies began to follow the path blazed by Y&R. In time there came to be a well-polished sameness about the advertising coming out of most of the well-heeled, established agencies. Research was forced upon creative people by the sellers of advertising who couldn't see beyond the blueprint. The inevitable creative rebellion ensued.

Leo Burnett Co. and later Doyle Dane Bernbach appeared to throw research out the window and because each agency was led by an outstanding creative man each scored spectacular

successes. From this came a new kind of gospel. In essence it said you couldn't pay any attention to research if you hoped to be creative.

Ogilvy & Mather and Y&R continued to prosper as they used research to help rather than to handcuff their creative people. Burnett came up with a creative workshop to get research and creative people to work together to make better advertising and they did.

Ogilvy is said to have spent \$50,000 last year to find out if there had been any change in the factors that make television commercials effective. That research found that practically everything that worked in television 15 years ago still works today.

Obviously a lot of people who make commercials are not making use of what research already has uncovered. Research people themselves have contributed to this state of affairs.

We now know pretty well what will make people look at commercials and ads. We can measure what they remember. But we still cannot effectively measure the sales power of an ad.

Is this beyond the technical capability of a country that can put men on the moon?

I wonder if the time hasn't come to stop mouthing nonsense about creativity and start trying to improve real creativity in advertising. In my book the only true test of creativity in advertising is measured by the ring of the cash register.

It's time we knew more about making this kind of music than we do.



*Myra Janco Daniels heads the modest Chicago agency that succeeded Roche Rickerd Henri Hurst Inc. in 1964. In the few years since, the agency has shifted more than half its billings into broadcast. These accounts include Curity disposable diapers, Watkins Products Inc., Burny Bros., Swift grocery products, Henri's products and LaSalle National Bank. Mrs. (Draper) Daniels founded Wabash Advertising, Terre Haute, Ind., in 1950 and was with Roche when it was acquired by Draper Daniels Inc.*

# GOOD THINGS COME IN PERSONALITY PACKAGES

**Fred Hillegas**  
NEWS

**Deacon Doubleday**  
FARM

**Kay Russell**  
WOMEN

**Floyd Ottoway**  
WSYR GANG

**Ed Murphy**  
TIMEKEEPER

**John Gray**  
MUSIC

**Jerry Barsha**  
NEWS

**Richard Hoffmann**  
BUSINESS NEWS

**Joel Mareiniss**  
SPORTS

**Charles Hobart**  
MUSIC

**Alan Milair**  
MUSIC

**WSYR  
Syracuse**

Good sales results for advertisers to name one. These eleven top radio personalities deliver their loyal and large audience to WSYR advertisers. Among them, they cover the listening preferences of just about everybody in the 18-county Central New York area. They're what makes WSYR the best radio buy in Central New York.

NBC  
in Central New York

# WSYR

Represented Nationally by  
THE HENRY I. CRISTAL CO., INC.  
NEW YORK • BOSTON • CHICAGO  
DETROIT • SAN FRANCISCO



5 KW • SYRACUSE, N. Y. • 570 KC



# Agnew's blast only one of many in 1969

Licensees threatened, cigarette revenue fading and programs, as well as news integrity, are criticized

Broadcast newsmen and TV-radio licensees were battered in 1969 by one of the worst storms of protest and criticism ever directed toward the media.

For newsmen the year produced unprecedented attacks — some instigated and carefully orchestrated at the highest levels of government—that brought into question news judgments, objectivity and fairness. From the Supreme Court to the Executive Office Building on Pennsylvania Avenue broadcasters were made painfully aware that First Amendment protections accorded their print brethren would go begging for them for another year.

The premier assault was issued by Vice President Spiro T. Agnew, whose two November blasts at the Eastern establishment-based and "biased" news media, both broadcast and subsequently print, raised the specter of government censorship. Predictably, his remarks raised the hackles of broadcast officials; Dr. Frank Stanton, president of CBS, saw in them the most serious threat to journalism since the Alien and Sedition Acts.

For individual licensees 1969 marked unprecedented challenges to the renewals of their facilities. More than 15 major-market outlets were targeted by citizens and minority groups, who submitted competing applications promising more local ownership and more locally attuned programming.

The challenges were principally fueled by an FCC decision last January that sent tremors throughout the broadcast industry. The commission stripped *Boston Herald Traveler*-owned WHDH-TV Boston of its 12-year-old license and awarded it to a competing applicant, Boston Broadcasting Inc., on the grounds that greater diversification of control of mass media and integration of management and ownership would ensue.

Although the commission later took pains to point out that the WHDH-TV case was unique and did not constitute a precedent, broadcasters were paying

more heed to Commissioner Nicholas Johnson's view: "The door is thus opened for local citizens to challenge media giants in their local community at renewal time with some hope for success. . . ."

The WHDH-TV decision created a new breed of broadcast reformer determined to challenge established licensees. One estimate put a \$3-billion price tag on those facilities threatened by the commission's decision. Accordingly, broadcasters sought refuge in a bill sponsored by Senator John O. Pastore (D-R.I.), which would require the commission to deny the present holder a license before accepting competing applications for the facility.

The license challenges and attacks

---

**For lasting reference:  
Index to major  
trends and events for 1969  
begins on page 20**

---

on news judgments came ironically at a time when television was providing world-wide viewers with its most extraordinary remotes to date—live pictures of man's first, and second, steps on the moon. On the night of July 20-21 Apollo 11 astronauts Neil Armstrong and Edwin E. Aldrin Jr. treated earth-bound viewers to a two-and-a-quarter hour lunar spectacle as they collected rocks, bounced weightlessly across the moon's surface and talked by radio-telephone to President Richard M. Nixon. In all the black-and-white lunar origination lasted five hours and six minutes, but the networks provided the longest show by airing about 30 hours of continuous coverage of the feat.

The lunar spectacular cost the networks an estimated minimum \$11 million loss in expenditures and revenue and involved an estimated 1,000 personnel. A U.S. TV audience, estimated at 125 million, watched the lunar walk,

which was also carried throughout Europe, Latin America and Japan by means of network feeds from the international pool coordinator, ABC International, through satellites over the Atlantic, Pacific and Indian oceans.

Color TV on the moon was to have been the chief attraction of the follow-up mission of Apollo 12 last month, but the Westinghouse-CBS Laboratories field-sequential-system camera functioned barely 40 minutes on the lunar surface before being exposed to—and burned out by—direct sunlight. Blase viewer reaction keynoted what proved to be primarily an aural space mission: The ratings sagged as the networks scaled down the coverage and improvised with simulations of the moon walk. The poor audience caused one ABC producer to comment: "Who can remember the name of the second man to fly across the Atlantic?"

Congress, however, had a longer memory regarding what it felt were derelictions in broadcast programming. Among the old scores left unsettled from 1968 were a WBBM-TV Chicago special on a marijuana-smoking party and the question whether violence on television caused antisocial behavior in its viewers.

The Chicago special, *Pot Party at a University*, initiated a scathing document from the House Special Investigations Subcommittee, which harshly condemned the news practices of CBS-owned WBBM-TV and proposed stiff legislative recommendations for curbs on the news judgments and practices of broadcast licensees. *Pot Party* also had its day at the FCC where Chief Hearing Examiner James D. Cunningham contended the event was "prearranged for the benefit of CBS." The commission took no action against the licensee other than to scold it for airing the program which involved the "inducement of the commission of [a] crime."

On two other later occasions the commission refused to tread in the "sensitive" area of news judgments. CBS, which had more than its share of con-

trovery over its news, was on the ropes twice again. Its documentary, *Hunger in America*, and coverage of the "Poor People's Campaign" in Marks, Miss., were the subjects of congressional complaints. Commission investigations determined that no further hearings were warranted in either case.

And the commission issued a welcomed policy statement that it had "eschewed the censor's role" and would act with restraint in investigating other complaints that broadcasters had distorted or staged the news. The commission said it would not defer action on license-renewal applications because of such complaints unless there is extrinsic evidence the licensee or top management is involved. "The commission is not the national arbiter of 'truth,'" it said.

But the commission was given a virtual go-ahead to exercise tougher regulations on programming by a landmark Supreme Court decision that stunned the broadcasting industry in June. The court, by a 7-0 vote, held that the FCC's fairness doctrine and the so-called "personal attack" rules that the commission adopted to implement it "enhance rather than abridge the freedoms of speech and press protected by the First Amendment." Thus, one of the principal arguments broadcasters had made against government regulation of their handling of controversial issues of public importance was rejected.

It was agreed among network officials that the impact of the court's action could only be measured by the use the

commission makes of it. But a changing of the guard at the commission this year made for some assurances regarding the issue.

Dean Burch, former campaign manager for Republican presidential hopeful Senator Barry Goldwater (R-Ariz.), picked up the FCC chairman's reins dropped by Rosel H. Hyde, who retired after 45 years of government service. At the outset Chairman Burch declared his opposition to the notion that programming quality can be upgraded by prescription from Washington. Joining Chairman Burch on the commission was Robert Wells, a former broadcaster, who took the seat vacated by James J. Wadsworth.

Televised violence — a residual controversy created in the turmoil of events last year—occupied Congress in March. Senator Pastore — the broadcaster's autumn friend—proved a spring nemesis with his insistence on a full-scale probe by the U.S. surgeon general on the causal connection between televised violence and antisocial behavior. The study tied to \$1-million worth of government pursestrings is to be completed within a year and conducted by a special task force of the National Institute of Mental Health.

Senator Pastore took the crusade a step further by including the whole standard of taste in television fare and calling on the network to submit their programming for clearance by the National Association of Broadcasters code office. NBC and ABC expressed their support for the proposal; CBS balked. But the senator picked up a valuable

ally in President Nixon who praised him for his "forthright stand" and "vigorous criticism of what you regard as the misuses of this great medium."

A national commission on violence, spawned by the 1968 assassinations, drew an early bead on TV program fare by indicting the networks for contributing to violence in America. The commission called on the networks to reduce violence in children's cartoons and in adult programs, and to pursue more intensively research into the relationship between TV violence and antisocial behavior of viewers.

Predictably, the networks responded that they had already readjusted their program content. There were few Indian chiefs among the doctors, lawyers, widows and cute moppets this season; laughter was in, gun play was out in what promises to be a several-season trend.

Looming at year end was another issue in programming: obscenity. An allegedly obscene poem broadcast on Pacifica Foundation-owned KPFK(FM) Los Angeles sparked from FCC Commission Robert E. Lee an angry dissent that had repercussions on Capitol Hill. A hectic scenario this month found Chairman Burch promising he would ride herd on the issue by attempting to draw up guidelines, the Department of Justice agreeable to prosecution of certain test cases brought by the commission, and Senator Pastore eager to prod the commission along should its new interest falter.

Broadcasters also had a \$236-million headache this year. Those are the stakes involved in the broadcast cigarette advertising battle, which held more cliffhangers than Pauline had perils as each week brought a new and ominous threat to them.

The FCC threw down the gauntlet in February by proposing to ban all such advertising on radio and television unless blocked by Congress — or unless broadcasters themselves voluntarily gave up those revenues. That pronouncement inspired a relatively mild House bill that was almost a simple extension of previous legislation, except it sought to hamstring regulatory prohibitions for at least six years.

The FTC moved to require health warnings in all cigarette advertising but also deferred action until Congress had its say in the matter. The trade commission also issued tougher guidelines, effective Jan. 1, 1970, on tar-and-nicotine claims in cigarette ads, guidelines which were later adopted by the NAB code—much to American Brand's distress. It sought a restraining order in court.

Broadcasters and tobacco manufacturers also appealed to the Supreme Court for relief from an FCC ruling requiring broadcasters to carry anti-



"The old order changeth," even at the FCC. 1969 marked the end of the long and illustrious government service of Rosel H. Hyde, who handed over the FCC chairmanship to a young, tough-

minded Republican from Arizona—Dean Burch, former chairman of the Republican National Committee and long-time associate of Senator Barry Goldwater (R-Ariz.).





President Nixon paid a call on the National Association of Broadcasters convention and spoke for about 25 minutes about his Vietnam and ABM policies. But he never said a word about the letter he wrote the same day endorsing Senator John O. Pastore's crusade against sex and violence on television, an issue which haunted broadcasters earlier this year. In his speech President Nixon said: "I am addressing one

of the most powerful groups in the nation. I am the world's living example of what television can do to—and for—a candidate." With Mr. Nixon are (l to r) Grover Cobb, former NAB joint-board chairman; Frank Pace Jr., chairman of the Corp. for Public Broadcasting; Harold Essex, WSJS-TV Winston-Salem, N.C., NAB TV board chairman, and, partly hidden, Vincent T. Wasilewski, NAB president.

cigarette announcements. The rule was sustained by an appellate court; the broadcasters claimed it was unconstitutional. Apparently, the Supreme Court disagreed; it refused to review the lower court order.

The anticigarette movement found a vocal supporter in Senator Frank E. Moss (D-Utah), who vowed that Congress would pass tougher legislation. With the handwriting on the wall, some broadcasters began to voluntarily withdraw their cigarette schedules—among them, Post-Newsweek Stations, and the Westinghouse and Bonneville groups. The National Association of Broadcasters tried to recoup some lost prestige when its self-regulation program in cigarette advertising was challenged by an ex-code official, a publicity Waterloo for broadcasting that was trumpeted in the print media. The association offered to gradually phase-out such ads by 1973.

But the tobacco industry pulled the rug out from under its former allies by offering to withdraw from the broadcast medium by September 1970 and as early as Jan. 1, 1970, if the broadcasters would simultaneously terminate all cigarette ad contracts and if Congress would give them antitrust immunity against such moves.

The Senate responded by passing a bill that sought a statutory ban on broadcast cigarette advertising by Jan. 1, 1971. The bill would also permit the FTC to require health warnings in all

cigarette ads by July 1, 1971 and would require a new health warning for cigarette packages — "Warning: Excessive cigarette smoking is dangerous to your health."

The bill now moves to a Senate-House conference, but broadcasters are looking ahead to the dent that will be felt in their over-all billings. By one BROADCASTING count, 3,820 minutes will be up for grabs on the three TV networks; television will be hardest hit by the pull-out, radio less so; agencies with major revenues tied up in cigarette billings are less sure of their fate.

Another strike against broadcast billings came from Congress which sought to cut the price of politicking on the broadcast medium. In bills that have received widespread congressional support, broadcasters would be required to give each House candidate 60 minutes of prime TV time and each Senate candidate 120 minutes during the last five weeks before elections at 30% of their regular commercial rates.

A more radical proposal came from a Twentieth Century Fund commission, which proposed that the government pay at half price for a series of half-hours in prime time set aside for use by presidential and vice-presidential candidates; the public would have the choice of tuning in the candidate or tuning in nothing at all. The issue when resolved is certain to involve more than the \$59 million charged for political candidates

in the 1968 campaign.

Despite these imminent threats to broadcast billings, TV-radio appeared virtually assured of putting two record sales years back to back. Third-quarter spot-TV spending was put by the Television Bureau of Advertising at \$256,516,700, an estimated 13% increase in national and regional spot over 1968. Network-TV sales through November were pegged at 10.1% ahead of the same 1968 period for an 11-month total of \$1,526,360,700. Estimates for total radio sales were more cautious, but a BROADCASTING canvass of station reps and network radio authorities showed that despite softness in spot, radio could be expected to exceed by 1% or 2% its first billion-dollar year in 1968.

The independent media-buying service or so-called "middlemen," which arose from the ranks of advertising agencies last year, threatened to alter drastically the agency structure of the future in 1969. More than a dozen companies were formed, with promises and apparently deliveries of advertising campaigns, at costs reported to be at least 10% and sometimes as much as 40% below that of advertising agencies.

An apprehension on the part of some station reps and agencies that the independent media unit might destroy station-rate cards through sharp, unfair bargaining and might circumvent agency and rep commissions was somewhat allayed. Yet, by year end, three of

the major independent services were in court, battling among themselves in a \$5-million damage suit.

Merger activity between broadcast and nonbroadcast activities continued at a slower pace than 1968. Among the giant acquisitions, Times Mirror Co. (*Los Angeles Times*) proposed a \$91 million pact with the Times Herald Printing Co. (*Dallas Times Herald* and KRLD-AM-FM-TV Dallas-Fort Worth), and Teleprompter said it would acquire H&B American Corp. for \$80 million, giving Teleprompter almost 10% of the estimated 3.6 million CATV homes in the U.S. Dun & Bradstreet offered to buy Corinthian Broadcasting for a \$134-million stock exchange.

The Metromedia-Transamerica and MCA-Westinghouse mergers fell through under signs of disapproval from government agencies. And on Wall Street, financier Kirk Kerkorian engineered a successful tender offer that wrested control of Metro-Goldwyn-Mayer Inc. from Edgar Bronfman, board chairman.

Cable-TV operators shook the doldrums in 1969 that had been created by the FCC when it proposed tight controls on cable activity last year. In part, the commission contributed to the brighter CATV outlook by requiring certain systems to become fledgling broadcasters. Systems with 3,500 or more subscribers were told that they would have to originate programs by Jan. 1, 1971 and that they would be permitted to sell advertising that would be used at "natural breaks" in the programs.

The operators, however, would become saddled with FCC requirements familiar to all broadcasters: equal time, sponsorship identification and the fairness doctrine. But the commission's new attitude toward CATV appeared to preempt various restrictions on programing imposed by local franchising authorities and pave the way—in New York City, for example — for the airing of full-length motion pictures.

A major Christmas present for CATV interests came from the Senate Judiciary Committee subcommittee on copyright. It reported out a long-awaited bill that would subject all CATV systems to copyright liability, but would place a maximum ceiling on the amounts most would pay. The annual fees run from 1% on the first \$40,000 of gross revenues to 5% on revenues over \$160,000.

The bill remarkably paralleled those agreements reached by the staffs of NAB and the National Cable TV Association, a pact that was accepted by the NCTA board but repudiated by the NAB board. NAB executives wanted to renegotiate and set up what was considered by CATV interests an anticable panel to carry out the talks. NCTA stopped talking. And the judiciary groups,

which had been waiting for some accord between the differing parties, went ahead to include CATV copyright liability in the bill. Broadcasters and copyright interests were furious over the legislative results and vowed to fight the bill.

At the other end of Washington CATV found a friend in the Department of Justice, which reiterated its view that cable could provide a new and competitive communications service, if the commission were to place less—not more—restrictions on cable.

More good news came from the Supreme Court which upheld the FCC's authority to require telephone companies to seek commission approval first before building and leasing CATV circuits—a major stumbling block in some communities for viable cable service. Within weeks AT&T announced it was relaxing its policies to permit all qualified franchise holders to receive pole-line attachment rights at "appropriate costs" and to modify its tariffs for such rights as well as CATV channel service to remove any prohibitions as to the type of programs that might be carried.

The concept of a wired nation emerged again in 1969, this time from the Electronic Industries Association. EIA predicted unequivocally that TV-radio broadcasting as it is known today would disappear, probably after the turn of the century, in favor of a broadband communications system. The electronics group asked the commission to permit two wired systems to grow: one involved primarily with telephone and facsimile communications; the other, a broadband communications network, with distribution of broadcast TV and a host of other entertainment, information and everyday services to home or business.

And CATV also received in 1969 a hearty endorsement from the President's Task Force on Communications Policy, named by former President Johnson in 1968. It didn't receive total acceptance from the new administration, however. The task force found that cable promises diversity in television programing and it called the FCC's proposed rules on cable "unduly restrictive."

Throughout the year, week-by-week, BROADCASTING reported each event as it was happening. A review of these issues covers the entire field of radio and television as well as related fields that influence broadcasting.

Following are references, grouped by subject, to most of the major news developments of the year with the date of issue. The references include all of 1969, and in order to offer fuller continuity, the last months of 1968.

#### Advertiser-Agency Relations

■ Agency official with LaRoche, McCaffrey and McCall, discusses account switches of more than \$500 million billings in 1968—5/5/69. 8/18/69.

■ Merger and acquisitions among advertising agencies: Ted Bates & Co. acquires Diener Hauser Greenthal—1/13/69 N. W. Ayer & Son adds Hixon & Jorgensen—3/24/69; Ketchum, MacLeod & Grove, New York, acquires Botsford agency in San Francisco—4/14/69; merger forms Friedlich, Fearon & Strohmeyer, New York—4/28/69; Case and Crone opens as new ad shop—4/28/69; Gumbinner-North becomes Dodge & Delano—5/5/69; Leo Burnett merges with London Press Exchange—5/12/69, 9/1/69; Melvin A. Jensen Advertising, Los Angeles, becomes Compton Advertising subsidiary—6/9/69; SSC&B negotiates for interest in Lintas—6/16/69; Jack Tinker & Partners becomes division of Erwin Wasey under Interpublic's table of organization—7/14/69, becomes agency again—11/17/69; Gaynor & Lucas and Adams Dana Silverstein merge—10/20/69.

■ AAAA issues policy against disparagement of competitors in advertising—3/24/69, 4A's reports and agencies' profits are up in 1968—8/18/69.

■ Foote, Cone & Belding plans separate entities to handle domestic and foreign clients, cable activities—5/5/69.

■ LaRoche, McCaffrey and McCall (5/26/69) and J. Walter Thompson Co. (6/9/69) go public; JWT goes on NYSE—12/8/69.

■ Hallmark Advertising in New York forms franchised ad agency—6/16/69.

■ Ted Bates & Co. forms autonomous data-processing service, Cyblics Computer Corp., for clients and outside companies—6/23/69.

■ Bishopric/Lieberman starts as new agency in New York, formed by two "out-of-town" agencies—6/23/69.

■ Benton & Bowles forms Jacqueline Brandwynne Associates, fashion-cosmetic subsidiary agency with Yardley of London the first account—7/14/69.

■ Kenyon & Eckhardt reorganizes—12/2/68, as does Compton—6/9/69.

■ AAAA feasibility study of computer service is disclosed—9/22/69, selects CPA for the study—10/20/69; problems of regulatory tightening on advertising, public ownership minority employment top 4A's agenda in New York—11/3/69.

■ Norman, Craig & Kummel opens Hollywood office—11/24/69; Miles picks newly opened Clifford A. Botway Inc. as agency to purchase slice of network TV—11/24/69.

■ Among major account movements: Hershey Foods appoints Ogilvy & Mather as its first agency—2/17/69; BBDO and U.S. Steel split after 33 years—1/20/69, account goes to Compton—4/21/69; Liggett & Myers moves \$12-million L&M brands from Compton to Y&R—4/7/69; Avis and Doyle Dane Bernbach end six-year association—5/12/69 and Avis appoints Benton & Bowles—7/7/69; Lorillard's \$7-million Newport cigarette account moves to Grey and \$6-million Breck to BBDO and SSC&B—6/2/69; Newport returns to L&N—8/25/69; B&B becomes agency of record for Morton-Norwich \$25-million account—6/9/69; Menley & James' Contac and Foote, Cone & Belding break over \$10-million account—7/7/69.

■ Contac goes to Ogilvy & Mather—8/4/69; Rexall Drug's \$5.5-million account leaves BBDO for Gardner—7/7/69; Y&R's windfall: \$2.5-million Dr. Pepper broadcast account—7/21/69 and \$7.5 million more of Rheingold and Metrecal—7/28/69; Miles Labs' \$20-million Alka-Seltzer from Jack Tinker & Partners to DDB—8/4/69; Atlantic Richfield names Needham, Harper & Steers to handle its \$20-million consumer account—8/4/69.

■ Advertiser-Broadcaster Relations

■ Hershey Foods may be planning use of TV in fall—5/26/69, does—11/24/69.

■ Hamm's beer to continue to use TV at the top of its media list—2/24/69.

■ P&G's Albert Halverstadt retires and Edgar Lotspeich succeeds—7/14/69; P&G is starting to stir in radio—7/14/69.

■ American Airlines considers moving *Muscle Till Dawn* upon notice that four of five CBS-owned radio stations carrying show will convert to all-night news—8/18/69.

■ Advertisers say goal in TV is top job at bottom dollar—10/13/69; agencies look to slower broadcast activity in a softening advertising climate in 1970—12/1/69; advertisers show a growing disenchantment with TV—12/15/69.

■ AT&T pulls out of Simon and Garfunkel special CBS-TV—12/8/69.

■ Uniroyal Inc. moves \$3 million budget from magazines to network TV—12/1/69.

■ Advertisers do more of their own syndicated programing—2/24/69; N. W. Ayer & Son, Chicago, will package shows—5/19/69; Norman, Craig & Kummel's Johnson discusses advertiser syndication—5/26/69; Bristol-Myers sponsors *Grand-Ole Opry* in TV on 50 major markets—5/16/69; American Dairy Associates finances *Something Rise* weekly variety show on stations—7/7/69, 7/14/69; Holiday Inns-American Home Prod-



ucts back new game show as offering to TV stations—8/1/69; BBDO plans for regional clients to have their own TV show—8/18/69; Colgate-Palmolive launches drama show in top-50 markets—8/18/69; Quaker Oats to syndicate cartoon package in cash-and-barter deal—8/18/69.

■ General Foods (Maxwell House) buys *Viki Carr Show* special in 22 markets—9/1/69; Century Broadcast Communications forms as ad syndication company—12/15/69; Bristol-Myers buys *Joe Namath Show* in 50 major markets—10/6/69.

#### Advertiser-Government Relations

■ State or local advertising tax proposals were more in evidence, among the developments; Iowa tax is upheld by state's supreme court—11/18/69, new court review is sought—11/25/68, and AAF-NAB interest aroused—12/2/68, 12/9/68, 12/30/68, and finally is defeated as repeal effort succeeds—6/2/69.

■ Threat of state ad tax continues to mount 2/10/69, 3/24/69, as NAB's Anello discusses way to fight local and state ad-tax plans—2/17/69; District of Columbia government sends ad tax proposal to Congress—4/14/69, and ad officials form united front against it—6/16/69, and House Committee votes its defeat—8/11/69; Michigan broadcasters gird for battle against state ad tax—4/28/69, and bill shows up—5/19/69.

■ Consumerism: Cabinet-level Consumer Affairs Department is proposed in congressional bills—2/10/69; Willie Mae Rogers is named part-time consumer affairs consultant to President Nixon—2/17/69, but she soon leaves—2/24/69; Senate consumer committee appoints advisory council—4/14/69; White House sets off study by American Bar Association of FTC's effectiveness in consumer protection and antitrust field—4/21/69; Ralph Nader helps draft bill for consumer agency—9/29/69; misgivings over effectiveness of warnings in ads are voiced—10/6/69; Senator Hart proposes permanent office of consumer affairs—10/20/69.

■ The year 1969 is an active one in FTC and related areas. Among the major developments: Federal Reserve System issues Regulation 2, implementing truth-in-lending legislation—2/17/69; FTC issues new rules to prohibit rigging of food and gasoline games—1/6/69, makes them tougher—8/18/69; hears Ralph Nader's student team urge reforms at FTC and Chairman Dixon labels report as "smear"—1/13/69; Dixon blames Congress for FTC's problems, opposing legislation to abolish his agency in favor of consumer protection bureau—4/28/69, and American Bar Association sets up unit to evaluate FTC—5/12/69, gives FTC low scores—9/22/69.

■ Other action along the FTC front: commission issues ad guidelines on pet and people's foods; while staff and TV-set makers to meet on simulation in ads—3/3/69, latter TV set makers agree to use disclaimers—5/19/69; issues proposed guides on drug ads, free offers—3/24/69; charges Campbell Soup with deceptive advertising in soup commercials—3/31/69, 9/22/69; Lever agrees with FTC request that it stop showing All detergent "humor" commercial—3/31/69.

■ FTC charges that NAB fails to comply with its request for commercial scripts—5/19/69; cites Union Carbide for alleged deceptive practices in TV commercials—5/26/69; Senate bill would give FTC power of injunction to stop ad defectors—6/2/69; FTC warns of deceptive claims in auto tire commercials—6/9/69; Issues guidelines for commercial allowances and they seem destined to hobble broadcast co-op ads—6/16/69; FTC in long-standing Geritol issue comes down to deletion of word "power"—6/30/69; tells Vicks to stop claims for Sinex nasal spray—7/7/69; General Foods says it will clarify Orange Plus in its ads—8/4/69; FTC revises order on Preparation H ad claims—8/4/69; provisionally adopts consent order barring hyping—6/30/69; Contac Nasal Mist foregoes TV commercials that exaggerate "free breathing" properties of spray—8/11/69; FTC says certain Baggies TV commercials mislead—8/13/69. FTC challenges merger of Lehn & Fink Products into Sterling Drug—8/25/69.

■ FTC Issues consent order involving WIIC-TV Pittsburgh—9/8/69; President Nixon names Casbar W. Weinberger as FTC chairman—10/6/69.

■ Spokesmen for advertising industry and government exchange views at AAF meeting in Washington—2/24/69.

■ Elting of Quaker Oats scores government's growing role in business during AAF meeting—11/17/69.

#### Advertising

■ ANA reveals new study of "effective" advertising—3/24/69.

■ Television is important topic, alternately blamed and praised at 4A's annual meeting 4/28/69.



Mr. Banzhaf



Mr. Kubasik



Mr. Jordan



Mr. Agnew



Dr. Parker

These men were among the principal movers and shakers of abrasive forces confronting the broadcasting industry in three key areas: cigarette advertising, news judgments and license-renewal challenges. John Banzhaf III, whose complaint led the FCC in 1967 to apply the fairness doctrine to cigarette advertising, waged a campaign against those stations which Mr. Banzhaf felt were not carrying enough anticigarette spots. Ben Kubasik is executive director of the National Citizen's Committee for Broadcasting, which has fought extensively against the Pastore bill that would require the FCC to rule on existing licensees before accepting competing applicants for those facilities. Absalom Jordan, national chairman of BEST (Black Efforts for Soul in Television), in appearances before congressional committees, spread the word that his organization would aid blacks in obtaining

more television programing that was "meaningful" to them. BEST's first effort was to challenge the license renewal of WMAL-TV Washington because the station allegedly failed to meet the needs of the black community. Reverend Dr. Everett C. Parker, director of the office of communications of the United Church of Christ, lent a helping hand to those citizens' groups that sought assistance in monitoring a station's programing with eye toward challenge of its renewal application. Vice President Spiro T. Agnew became a painfully familiar household word for broadcasters with his national TV address in November attacking news judgment, objectivity and fairness of broadcast newsmen. As the year comes to an end, all of these men and others allied to their causes were actively working in behalf of their respective organizations and goals.



### Advertising Image

■ AAF's Bell advances formula for advertising to reverse current anti-advertising sentiment—5/5/69. AAF unveils newest plans to brighten ad image and improve government relationships—7/7/69.  
■ Ward Quaal of WGN Chicago suggests advertising ought to have one voice in Washington—1/27/69.

### Agency-Broadcaster Relations

■ Hershey Foods may be planning use of TV in fall—5/26/69. does—11/24/69.  
■ Hamm's beer to continue to use TV at the top of its media list—2/24/69.  
■ P&G's Albert Halverstadt retires and Edgar Lotspech succeeds—7/14/69; P&G is starting to stir in radio—7/14/69.  
■ American Airlines considers moving Music Till Dawn upon notice that four of five CBS-owned radio stations carrying show will convert to all-night news—8/18/69.  
■ Advertisers say goal in TV is top job at bottom dollar—10/13/69; agencies look to slower broadcast activity in a softening advertising climate in 1970—12/1/69; advertisers show a growing disenchantment with TV—12/15/69.

■ AT&T pulls out of Simon and Garfunkel special on CBS-TV—12/8/69.  
■ Uniroval Inc. moves \$3 million budget from magazines to network TV—12/1/69.  
■ Advertisers do more of their own syndicated programming—2/24/69; N. W. Ayer & Son, Chicago, will package shows—5/19/69; Norman, Craig & Kummel's Johnson discusses advertiser syndication—5/26/69; Bristol-Myers sponsors Grand Ole Opry in TV on 50 major markets—5/26/69; American Dairy Association finances Something Else weekly variety show on stations—7/7/69, 7/14/69; Holiday Inns-American Home Products back new game show as offering to TV stations—8/11/69; BBDO plans for regional clients to have their own TV show—8/18/69; Colgate-Palmolive launches drama show in top-50 markets—8/18/69; Quaker Oats to syndicate cartoon package in cash-and-barter deal—8/18/69; General Foods Maxwell House) buys Viki Carr Show special in 22 markets—9/1/69; Century Broadcast Communications forms as ad syndication company—12/15/69; Bristol-Myers buys Joe Namath Show in 50 major markets—10/6/69.

■ J. Walter Thompson Co. is top radio-TV buyer for 12th consecutive year—11/24/69.  
■ Teleproof service is about to begin operations—3/17/69.

■ Negotiated timebuying continues its growth; ad agency panel at AAF convention attacks independent media buying services—7/7/69; Time Buying Services forms Dynatech Data Services to provide clients with data processing—6/16/69, and expands into TV-program syndication—8/11/69; Interpublic forms Media Information Services to preform media buying for its several agencies—5/5/69, 5/12/69.

■ Independent buying services' appeal widens among agencies, advertisers—9/29/69; SFM Media Service bows—10/13/69; DDB's Petcavage views topic at 4A's—10/20/69, and says 50% of agencies surveyed will not use the middlemen's services again—11/3/69; agencies consider media-buying operation spin-offs—11/3/69; NH&S's Herb Zeltner carries attack on middlemen before 4A's—11/10/69; Bristol-Myers pulls spot out of middlemen services—12/8/69.

■ ARB begins new service (MACS) for buying and billing—2/10/69; Grey Advertising uses COM-STEP—computerized spot TV and processing system—for spot buying—2/17/69; Benton & Bowles develops "Console Spot Buying System"—3/31/69.

■ Ross Roy's spot buying speeds up by GE Computer—12/15/69.  
■ Stan Freberg forms Thyme Inc. to buy time and space—2/24/69.

■ Pinkham of Ted Bates & Co. suggests agency compensation for handling spot television go up to 20%—4/28/69, gives rise to comment of broadcaster that perhaps media ought to stop paying agency commission—5/12/69.

■ Triangle Stations reports on test of make-good plan guaranteeing audience for spots ordered—5/12/69.  
■ MJ&A's Ernest A. Jones says broadcasters' first obligation is to their audience and not to advertisers—6/23/69.

### Agency-Government Relations

■ State or local advertising tax proposals were more in evidence. Among the developments: Iowa tax is upheld by state's supreme court—11/18/68, new court review is sought—11/25/68, and AAF-NAB interest aroused—12/2/68, 12/9/68, 12/30/68, and finally is defeated as repeal effort succeeds—6/2/69.

■ Threat of state ad tax continues to mount—2/10/69, 3/24/69, as NAB's Anello discusses



Midwestern broadcaster Robert Wells was sworn in as the FCC's newest commissioner Nov. 6, replacing the departing James J. Wadsworth, who returned to diplomatic service.

way to fight local and state ad-tax plans—2/17/69; District of Columbia government sends ad-tax proposal to Congress—4/14/69, and ad officials form united front against it—6/16/69, and House Committee votes its defeat—8/11/69; Michigan broadcasters gird for battle against state ad tax—4/28/69, and bill shows up—5/19/69.  
■ Consumerism: Cabinet-level Consumer Affairs Department is proposed in congressional bills—2/10/69; Willie Mae Rogers is named part-time consumer affairs consultant to President Nixon—2/17/69, but she soon leaves—2/24/69; Senate consumer committee appoints advisory council—4/14/69; White House sets off study by American Bar Association of FTC's effectiveness in consumer protection and antitrust field—4/21/69; Ralph Nader helps draft bill for consumer agency—9/29/69; misgivings over effectiveness of warnings in ads are voiced—10/6/69; Senator Hart proposes permanent office of consumer affairs—10/20/69.  
■ New York federal grand jury indicts Cole, Fisher, Rogov on income tax evasion charge—12/1/69.

### Allocations

■ Washington federal court also backs FCC no presunrise rule—12/16/68.  
■ Violations of presunrise rule: WJSW Maplewood, Minn., fined \$5,000 by FCC—10/28/69, 4/21/69; WACA, Camden, S. C., \$10,000—9/2/68, 4/7/69; KASL, Newcastle, Wyo., \$1,000 for presunrise and other infractions and KTFI Twin Falls, Idaho, \$1,000 for presunrise violation—4/21/69.  
■ Daytime broadcasters revive search for post-sunset operations—3/31/69.  
■ FCC denies KFAX San Francisco protest against order curtailing station's night-time operations—1/27/69.  
■ Commission expands presunrise rules—8/4/69.  
■ Republican Senate group protests to White House over FCC's presunrise ruling—9/15/69, and rules are stayed—9/22/69.  
■ FCC reopens KOB Albuquerque, N.M., clear-channel 770kc case, permitting Class II operating while protecting WABC New York—4/21/69, 4/28/69.

■ AMST says FCC's proposal to allocate 12 UHF channels to land mobile threatens TV reception—2/3/69, depth report on views before FCC in land-mobile case sets forth warring camps—2/10/69.  
■ AMST Invokes Freedom of Information Act in fight for data from FCC on proposed rulemaking that AMST opposes—10/13/69, FCC accedes to request—11/10/69.  
■ National Research Council recommends single authority manage U.S. use of spec-

trum—2/10/69, but also raises specter of new UHF-spectrum grab for satellite broadcast use—2/17/69; Research Analysis Corp. suggests TV switch to cable in urban areas to enable land-mobile to get more UHF space—3/3/69; Stanford Research Institute prepares report that backs broadcaster position in land-mobile situation—2/17/69, and blames FCC for incidence of users' complaints—4/7/69; FCC extends deadline for replies to its two proposals to reallocate UHF frequencies to land-mobile radio services—3/17/69; battle lines re-form with land-mobile comments; spectrum issue is before the FCC as commission-backed Stanford study fails to stir up interest—5/5/69.

■ Rostow sees FCC's CATV policy as inconsistent, Spindletop favors wired city and James O'Connell, director of Telecommunications management, tells Senate group that adequate future planning will avert spectrum "chaos"—3/17/69; OTM official urges tighter spectrum standards—4/14/69; Representative MacDonald of House Commerce Subcommittee asks President Nixon to release task force report—4/21/69, and Congress gets it—5/26/69.  
■ Congress appears to champion land-mobile users and urges FCC and broadcasters to recognize their needs and those of other spectrum users—6/16/69, 8/4/69; AMST expresses concern over report that land-mobile operators influence manner of Stanford's New York study—6/30/69, finds maldistribution of users—8/25/69.  
■ FCC's Cox hints FCC move on land-mobile broadcast frequencies—8/11/69.

■ Government offers sharing privileges of seven microwave bands to nongovernment users—12/1/69.

### Audience

(Also see Broadcast Economics for "Teletatus" and other reports dealing with audience.)

■ TV viewing averages 5 hours 46 minutes per day. TVE says on basis of Nielsen estimates—1/20/69, viewing and set sales are at high—5/12/69, TV viewing in July exceeds the total in June—8/25/69.

■ PGW says there is major flaw in ARB's ADI data—2/3/69, ARB to expand radio surveys to 80 markets—3/10/69; reports 1.8-million rise in TV households—9/29/69.

■ Hooper finds high recall from radio—3/17/69.

■ Broadcast Rating Council adopts standards on ratings hyping—3/24/69.

■ Foote, Cone & Belding study reports young women and older women far apart in favored night-time shows—4/14/69.

■ Benton & Bowles questions value of local-level data proliferation—5/19/69.

■ TVAR releases study that computes viewers' personality traits to determine brand loyalty—6/2/69.

■ TV-radio set ownership data stays in 1970 census, House group says—7/21/69.

■ "Teletatus" details multi-TV set ownership by market for 200 markets—7/7/69.

■ Journal Co.'s Milwaukee Advertising Laboratory compiles data on media after five-year operation—7/28/69.

■ Radio All-Dimension Audience Research (RADAR) study estimates show network radio with "impressive" share of listening—8/11/69; four firms bid for next RADAR study—12/8/69.

■ "Teletatus" reports seasonal adjustments affect spot-TV placement, as prepared by ARB—9/1/69.

■ Though TV scores with youth, says Gilbert Youth Research poll, believability is low—9/2/69.

■ Comlab Inc. envisions cable hookup in Chicago to test TV commercial effectiveness of food products shopped in supermarket—12/8/69.

■ Awards

■ Restructure Emmy awards—11/25/68, but a miffed ABC-TV threatens possible boycott—12/16/68, and it appears change will not be so drastic—1/27/69. Emmy station awards—3/3/69. NBC dominates Emmy program nominations—5/12/69, and CBS the Emmy news awards—6/2/69, announce Emmy awards during telecast—6/16/69, to be streamlined again—10/13/69.

■ James E. Fetzer is picked for NAB award—1/20/69; WGAL Lancaster, Pa., wins Broadcast Pioneers Mike Award—3/3/69; AWRT's Golden Mike awards—5/5/69; Brotherhood National Mass Media awards—9/29/69; Howard Blakeslee Heart awards—10/27/69; Broadcasters Promotion Association award—11/10/69.

■ Freedoms Foundation honors radio-TV—2/24/69; Ohio State recognizes radio-TV—2/24/69; AP radio-TV station awards—4/21/69, writing awards—11/17/69, AP Managing Editors Association citations—10/6/69; IRTS Gold Medal award goes to Ed Sullivan—3/17/69; International Broadcasting awards—3/17/69; Headliners Club awards—4/21/69; Major Armstrong awards—3/24/69.

■ Sigma Delta Chi announces awards win-

# CRITICAL CHEERS FOR NBC SPECIALS IN DECEMBER...



**Jack Benny's New Look** "Bright, fast-moving and funny...here was first-rate escapist entertainment."—Ben Gross, New York Daily News



**Sahara** "On TV the conquest of the Sahara was fascinating adventure...an eye for telling detail..." —Jack Gould, The New York Times



**Bing And Carol Together Again For The First Time** "Elaborately staged, pleasantly tuneful and abundant with talent." —Bob Williams, New York Post



**Hans Brinker** "A delightful production... Eleanor Parker, Richard Basehart, John Gregson and Cyril Ritchard contributed mightily... Robin Askwith played the boy faultlessly." —Bob Williams, New York Post



# AND IN JAN

IF IT'S REALLY "SPECIAL" IT'S ON NBC

THURSDAY/JANUARY 1



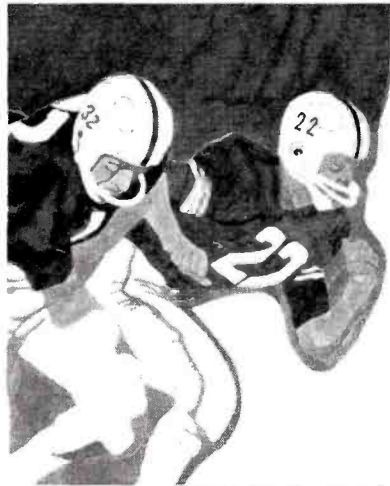
**New Year's Day Parade Salute** from Miami and Pasadena (10:00-11:30 a.m.)  
**Tournament of Roses Parade—live**—from Pasadena's pageant (11:30a.m. - 1:45p.m.)  
**Rose Bowl:** USC vs. U. of Michigan (4:30)  
**Orange Bowl:** Missouri vs. Penn State (immediately following, to concl.). Both games *live*.

WEDNESDAY/JANUARY 21



**Kraft Music Hall (9:00-10:00)** On "The Friars Club 'Roasts' Jack Benny," guests include roastmaster Johnny Carson, George Burns, Alan King and Vice-President Spiro Agnew.

SUNDAY/JANUARY 4



**AFL Championship** The Oakland Raiders vs. the Kansas City Chiefs in the explosive climax to an upset-packed season of pro football.

FRIDAY/JANUARY 23



**Married Alive (10:00-11:00)** Robert ("I Spy") Culp and Diana ("The Avengers") Rigg star in this original suspense comedy by John Mortimer for "Prudential's On Stage."

WEDNESDAY/JANUARY 7



**The West Of Charles Russell (10:00-11:00)** A fresh, revealing look at the work of the late cowboy-artist. Milburn Stone narrates this fascinating study by NBC's "Project 20" unit.

SATURDAY/JANUARY 24  
 SUNDAY/JANUARY 25



**Bing Crosby Pro-Am Golf (Sat., 6:00-7:00; Sunday, 4:30-6:00)** Arnold Palmer, Jack Nicklaus, George Archer, other top golfers.

# ALL IN COLOR ON NBC/THI

Note: All times are NYT.

# JUARY

WEDNESDAY/JAN. 14/Multi-Special Night



**Gene Kelly's Wonderful World Of Girls** (8:00-9:00) Gene hosts Barbara Feldon, Ruth Buzzi and "The Girls of the Folies Bergere."

THURSDAY/JANUARY 29



**Lowell Thomas In New Guinea: Patrol Into The Unknown** (7:30-8:30) Meet two primitive New Guinean tribes, and see a never-before-filmed puberty rite. Lowell Thomas is the program's on-camera narrator.

WEDNESDAY/JAN. 14/Multi-Special Night



**Rowan And Martin Bite The Hand That Feeds Them** (9:00-10:00) A spoof of TV with guests Carol Burnett, the Smothers Brothers and special guest star Sammy Davis Jr.

FRIDAY/JANUARY 30



**The World Of The Beaver** (7:30-8:30) An unusual, captivating film on one of nature's busiest creatures. Henry Fonda narrates.

THURSDAY/JANUARY 15



**Chrysler Presents The Bob Hope Christmas Special** (8:30-10:00) Highlights of Bob's recent tour of overseas bases. Connie Stevens, Romy Schneider, the 13 Goldiggers.

SATURDAY/JANUARY 31



**A Lincoln Center Children's Festival** "Howard Johnson's Presents NBC's American Rainbow" introduces kids to great stars (11:30 a.m.-12:30 p.m.) Lorne Greene narrates.

**FULL COLOR NETWORK** 



ners—4/14/69, SDX Deadline Club awards—5/12/69; Peabody awards—4/21/69; American Television and Radio Commercial Festival (Clio awards)—5/12/69, 5/19/69.

■ George Polk Memorial awards recognize network news coverage of Chicago demonstrations—3/3/69; Directors and Producers Guilds honor George Schaefer and Lowell J. respectively—3/3/69; Gabriel Awards—3/24/69; Albert Lasker Medical Journalism award—5/12/69; Station Representatives Association awards—5/26/69; American Medical Association (medical journalism) awards—6/2/69; Alfred P. Sloan awards—6/9/69; American Bar Association "gavel" awards—7/14/69.

■ RCA establishes \$5,000 Zworykin award—9/15/69.

■ Radio & Television News Directors broadcast journalism awards—9/22/69; National Safety Council broadcast awards—10/13/69; Eugene Katz gets Pulse Man of the Year award—10/20/69.

■ First Alfred I. duPont-Columbia University Awards in broadcast journalism includes Dr. Everett C. Parker among the winners—11/3/69, Edward W. Barrett defends duPont-Columbia awards against criticism—12/15/69.

■ Ad Council names Frank Stanton of CBS for public-service award—11/17/69.

**Broadcast Economics**

■ International Digisonics seeks FCC rule-making for automated monitoring service for commercials—5/26/69, gets qualified go-ahead—7/14/69, but opposition arises—11/24/69, and BAR says it could compete—12/1/69.

■ AFTRA supports proposed rulemaking to permit coded information in TV transmission—9/15/69.

■ NAB code board standards eased on personal product for trial period—9/23/68, code board lifts ban—12/9/68, and opens new advertising market—1/20/69, as Alberto-Culver draws up heavier ad campaign in TV for FDS (feminine hygiene deodorant spray)—12/23/68; Westinghouse Broadcasting quits code, sees personal-product ad ban as "last straw"—2/17/69; NBC-TV decides to limit its acceptance of feminine-hygiene commercials to case-by-case process—7/7/69, ABC-TV and CBS-TV end ban on their acceptance—8/4/69, 8/11/69, and NBC-TV decides to keep spots on—8/18/69.

■ Avco decides on O.K. of TV commercials using lingerie models, ignoring code rule—10/31/69, Exquisite Form may challenge NAB on restrictions—11/3/69, and TV code board stands fast on live models rule—11/17/69, 12/15/69.

■ RKO General seeks to join NAB code—12/15/69.

■ NAB TV Code review board approves code authority's rules on movie ratings in spots—5/5/69; Rulo diet wafers and NAB code authority differ over interpretation of commercial, Rulo officials hint court action but issue is resolved—6/2/69.

■ Top 100 TV advertisers in 1968 are pointed up in TVB report—4/28/69; TVB also details TV's best customers in 1968—5/5/69.

■ Commerce Department predicts 6.5% growth in 1969 in TV revenues, 5.7% in radio—1/13/69, how long will the TV boom continue?—1/27/69.

■ TV network billings are off in August—9/16/68, and in September—10/21/68; BAR gets increase as 2.46% in first nine months—1/4/68; network-TV billings on the rise again—3/12/68, 11/18/68, 12/16/68.

■ Network-TV revenues rose 3.5% in 1968—1/13/69, 2/24/69; more companies spent money in network—1/20/69; billings continue to increase—2/10/69, 3/10/69, 3/17/69, 4/14/69, 4/21/69, 5/12/69, 5/19/69, 6/9/69, 7/14/69, 8/11/69, 8/18/69, 9/15/69, 10/13/69, 11/10/69, 12/15/69.

■ FCC reports on top-11 markets in TV—9/16/68; FCC's annual report is out on TV business in '67, and the verdict: some pluses, some minuses—1/6/69; FCC shows rosy '68 financial picture for TV networks and their owned TV stations—4/21/69, complete FCC TV financial data show TV time sales up in '68—8/11/69.

■ Off-stated claim that TV networks discriminate against small advertisers by offering big discounts is debunked by Dr. David M. Blank of CBS—3/18/68, debate continues—3/24/69.

■ Night-time network TV becomes \$1-billion medium in '68—2/10/69, and fall network program minute prices are set as advertisers start their buying for 1969-70 season—3/10/69.

■ New record sales year is seen in strong buyer interest at TV networks—9/15/69.

■ BAR replaces Rorabaugh in spot-TV compilations for TVB—2/24/69; LNA/Rorabaugh announces new spot-TV report service—3/17/69; BAR takes over spot-TV reports for TVB and puts first quarter total at \$260.2 million—7/28/69.

■ TVB's President Cash discusses spot-TV's profit potential for stations—3/31/69; spot-TV advertising equates \$15.46 per family in 1967—1/27/69; spot TV is media leader in

'68—10/7/68, and 1969 looks best ever for spot—6/9/68.

■ Spot TV billings move up in 1968—9/23/68, 10/21/68, 11/11/68, 1/13/69, continue rise in 1969—2/17/69, 3/31/69, 4/7/69, 5/12/69.

■ Spot TV tops \$300 million in second quarter—10/6/69, continues up—12/15/69.

■ Ted Bates & Co. in an evaluation report ranks 14 markets higher on its spot-buying lists—9/15/69.

■ Bill collection problem in spot TV grows—10/27/69, 11/10/69.

■ Integrated Data Concepts is new computer service for spot TV—5/12/69.

■ Radio billings: LNA reports network radio gain—9/2/68, as does BAR—11/4/68; spot radio's biggest year is in sight—10/14/68.

■ FCC finds revenues of radio networks and owned-radio stations down 2.9% in 1967—9/2/68, for total radio in 1967, FCC puts gain at 4%—2/10/69, up 13.7% in 1968, and canvass of 1969 prospects sees only tiny gain in 1969—10/20/69.

■ Radio climbs to its first billion-dollar year in 1968—1/13/69 and future looks good in billings—1/27/69.

■ Spot radio gains 11.6% in first nine months of 1968—2/24/69; LNA reports on three-network billing—3/3/69; spot up 13%, network off 3% in 1968—5/12/69; spot radio scores 16% increase in first quarter of 1969—7/21/69.

■ In network radio, CBS counts 407 brands and services in 1968, a 21% gain—7/2/69.

■ Broadcast activities of airlines, Braniff International—1/20/69, National—2/3/69, TWA—3/24/69, Pacific Southwest—4/7/69, Eastern—4/21/69, 10/6/69; appliances, Ford-Philco—1/27/69; Alberto-Culver—9/23/68; banks, Savings and Loan Foundation—3/24/69, Master charge—6/2/69.

■ Automobiles—8/25/68, Maverick—2/10/69, 4/7/69; Cadillac—2/17/69, Dodge—3/3/69, Chevrolet—3/10/69, Lincoln-Mercury—11/3/69; auto rental—Avis—9/29/69, Hertz—7/28/69; cigarettes, R. J. Reynolds Tobacco's Doral—6/16/69 and Embra—8/4/69; computer services, Leasco Systems and Research—3/3/69; DuPont—8/11/69; beer, Schlitz—12/8/69; beverages, Canada Dry—9/30/68, Maxim—12/16/68, Coca-Cola—8/25/69; brokerage—Hartzman & Co.—4/14/69; movies, Universal Pictures—

■ Cleansers, Colgate-Palmolive (Ajax)—9/30/68; fuels, National Fuel Institute—10/6/69. Sunkist Growers—2/10/69, 4/14/69, Beatrice Foods—3/10/69, Shurfin—12/15/69, Mrs. Paul's Kitchens—12/15/69; home furnishings, Cabin Crafts rugs and carpets—10/14/68. Stratoliner—2/17/69; Singer—9/23/68; jewelry, Benrus watches—4/14/69; movies, Universal Pictures—10/7/68; paper, office—Royal Typewriter—9/23/68, Hudson Pulp & Paper—3/17/69; pens—Parker—4/21/69; pet foods—5/19/69; photography—Eastman Kodak—6/2/69, Carter Products—10/13/69.

■ Publishing, Random House—12/2/68; shoes, Joseph Herman Shoe—12/2/68, Kinney Shoe Corp.—2/3/69; telephone, AT&T—8/11/69, 9/29/69, 9/22/69; TV-sets, Admiral, 1/13/69, Magnavox—9/29/69; toiletries, Rayette-Faberge—9/16/68, Schick—1/20/69, Mem (English Leather)—2/24/69; toys-games, Ideal Toy—1/27/69, Mattel—12/8/69; tourism—10/21/68.

■ duPont—12/8/69; typewriters, Smith-Corona—9/22/69, 11/24/69.

■ Detroit auto advertising on radio-TV continues at high level—9/9/68.

■ LNA produces multimedia brand expenditure report by market—11/4/68.

■ See-saw TV-billing competition develops between NBC and CBS—9/23/68.

■ New products: broadcasting rates high in whetting consumer interest—11/11/68.

■ Five ways to rank TV markets ("Teletatus" report)—12/2/68.

■ How radio and TV stations are distributed ("Teletatus")—1/6/69.

■ Broadcast stocks—1/13/69, 2/10/69, 3/10/69, 4/7/69, 4/21/69, 5/12/69, 6/9/69, 7/7/69, 8/11/69, 9/8/69, 10/6/69, 11/10/69, 12/8/69.

■ Station trading probably will decelerate—1/27/69.

■ NAB survey of typical station finances reports rise in revenues and profits—5/19/69, 6/23/69.

■ Stations carry Scantlin stock reports with impressive results—3/31/69.

■ Pain Webber Jackson & Curtis brokerage house offers free stock-market report to radio stations in major markets—6/23/69.

■ Smaller-market stations go up in value but find business headaches in keen competition for accounts—7/14/69.

■ Sale of former Curtis magazines to Downs Communications becomes entangled—4/7/69.

■ Robert Nathan Associates places broadcast public-service price tag at \$100 billion a year—5/5/69.

■ RAB/ANA Radio Workshop attendees hear how radio sells everything from jellies to canned soft drinks—6/16/69.

■ U.S. business and industry by ignoring TV miss chance to sell themselves to the community, Snodgrass says in "Monday Memo"—9/1/69.

■ Radio reaches the youth market, seminar told—9/22/69.

■ Wall Street (Moody's) sees broadcast earnings increasing despite uncertainties—9/22/69.

■ Skyline TV Network fades—9/29/69.

■ "Teletatus" matches TV markets and sales areas—10/13/69, then TV markets and sales territories—12/8/69.

■ Cyclamates ban will not "sour" TV billings—10/27/69.

■ Rural broadcasters hear that more push is needed to get farm ad dollars—12/8/69.

■ Dun & Bradstreet and Corinthian announce merger—12/8/69.

■ ANPA's Bureau of Advertising attacks TV as beset by problems and as "deteriorating"—11/3/69.

**Broadcaster-Government Relations**

■ President's task force staff recommends support of commercial structure and cable for program diversity, local origination—9/5/68.

■ Task report urges super agency in communications, bigger federal presence in broadcasting and cable, with tighter regulations for both—12/16/68.

■ Representative Van Derlin urges release of task force report—3/31/69, it is—5/26/69.

■ President Johnson is charged at SDX meeting with a passion for secrecy—11/25/68.

■ Presidential candidates go on record in favor of loosening federal regulation of broadcasting—10/7/68.

■ The outlook for FCC, government controls in Nixon administration—11/11/68; two Nixon aides have broadcast background—12/9/68; Nixon restructures duties of news secretary—11/18/68; broadcast angles in the Nixon cabinet—12/16/68; Nixon administration could sweep out a number of officials who have impact on broadcasting—12/30/68, but no big change in policies—1/27/69; Nixon meets with regulatory agencies—5/12/69, 6/30/69, and White House warns staff not to interfere in matters before regulatory agencies—7/14/69.

■ Spectrum triangle in Nixon Administration: Commerce would assume spectrum management, Defense opposes, FCC could be downgraded—10/20/69.

■ Broadcast bills are back in 91st Congress—1/6/69.

■ TV stations receive tax break as tax court permits proportional write-offs of feature films—11/4/68.

■ Tacoma's KTNT-TV loses IRS case in fight over deductions claimed for film-licensing agreements—8/11/69; U.S. District Court says FCC erred in denying Jefferson Standard's request to defer payment on WBTV (TV) Florence, S.C., sale—9/29/69; Corinthian mulls appeal on tax case—of amortizing cost of affiliation contracts (also Networks)—10/27/69.

■ Ad tax to affect broadcasters in Pittsburgh—12/30/68.

■ Opinions are offered on how Nixon plans to use radio and TV—1/13/69, he scores high in first news conference telecast—2/3/69, critics like his TV appearance—3/10/69.

■ New faces appear on House Commerce Committee—1/27/69, subcommittee realigns, replaces Dingell—2/24/69.

■ Richard McLaren, government's new antitrust chief—1/27/69, pledges strict enforcement of antitrust—2/3/69.

■ Ralph Nader urges TV coverage of Congress—7/14/69.

■ FCC would be participant in a proposed House study of conglomerates—2/10/69, companies to be probed are listed—2/24/69; anticonglomerate broadcasting bill is introduced in Congress—3/31/69.

■ U.S. Supreme Court upholds antitrust judgment against Tucson papers—3/17/69.

■ NAB's National Opinion Research Center study of 1966 surfaces before Senate group, finding attitudes mixed toward radio-TV and government controls—3/24/69.

■ Ohio state commerce department suspends store sale permit of Ohio Radio until probe is held on charges of fraud in disposition of funds from public sale—7/7/69.

■ Kennedy subcommittee in Senate inaugurates review of regulatory agencies as Rosel Hyde and Nicholas Johnson disagree as to extent of encouragement given to public to participate in FCC activities—9/15/69.

■ Representative Jonathan Bingham (D-N.Y.) asks networks for equal time for critic to rebut Richard Nixon's TV address on Vietnam—11/10/69.

■ AWRT president sends President Nixon suggested list of 18 members "eligible" for positions in administration—11/10/69.

■ Representative Torbet McDonald (D-Mass.) warns broadcasters not to ignore calls for "reform"—11/17/69.

■ Nixon comments on news analysis, backs Agnew—12/15/69.

**Cigarette Advertising**

■ Pressure of antismoking forces on broadcast pile up quickly in various areas, including FCC, in the courts (fairness) and in Congress:

■ Tobacco Institute and major tobacco firms



ask for U.S. Supreme Court reversal of fairness ruling—2/17/69, broadcasters join fight—2/24/69, and Justice backs the FCC—4/7/69.

- Supreme Court puts off fairness issue in cigarettes—6/30/69, as Justice Department claims Supreme Court decision on fairness covers FCC's stand on fairness in cigarette advertising—8/18/69, Supreme Court backs FCC on cigarette fairness—10/20/69.
- California state antismoking bill advances to committee—6/30/69, only to fall—8/4/69.
- NAB TV code board in spring stands put on cig ad issue—5/5/69.
- FCC tells Time-Life that WFBM-AM-FM-TV failed to give adequate representation of views in opposition to editorials broadcast in defense of cigarette ads on radio-TV—2/17/69, but okays renewal of Time-Life's San Diego and Bakersfield stations—3/3/69.
- Banzhaf and ASH step up attack, ask FCC to revoke licenses of nine more stations for not broadcasting significant number of anti-

ads—7/14/69; FTC suggests tougher tar-nicotine ad language—10/13/69.

- Showdown looms in cigarette advertising as FCC proposes a broadcast ban affecting some \$220 million in revenues—2/10/69, 2/17/69; 2/24/69, AAF supports ban; Bakersfield, Calif., teen-agers hold anti-cigarette ad spots' claims—3/3/69.
- FCC treads still tougher line on cigarette ad fairness policy by indicating it expects stations to emphasize antismoking messages in prime hours—3/31/69, draws objections from Westinghouse and Metromedia—4/28/69; tobacco firms and trade associations seek delay in FCC consideration, ask extension of time for comment—4/7/69, FCC extends time—8/11/69.
- Post-Newsweek and Bonneville station groups drop cig ads—4/14/69; CBS institutes records-keeping on antismoking spots—4/21/69; Westinghouse drops cig ads—4/28/69, as

rette ads in broadcasting—7/14/69 with NAB committing its subscribers—7/21/69; Tobacco Institute attacks Code Authority for abandoning defense, says tobacco growers will sue networks—12/8/69, American Brands begins court test—12/15/69.

- Cigarette advertisers play their cards; a pullout from radio-TV in September 1970 sooner if they are not held to contracts—7/28/69, and newspapers keep welcome mat out for tobacco business—7/28/69.
- What a pullout means to broadcasters and to agencies—8/4/69.
- Banzhaf turns fire on print in cigarette advertising issue—8/4/69, and asks FCC to revoke ABC-owned TV stations licenses over cigarette issue—8/18/69; FCC denies petitions 10/27/69.
- CBS will let cigarette advertisers out of contracts if Congress enacts permissive legislation—8/18/69, ABC and NBC decline—8/11/69, 8/18/69.
- New York Times backs broadcasters' all-media ban position, outlines own policy on cigarette ads—9/1/69; Major tobacco firms say they'll abandon Times ads in face of new policy—9/8/69.
- Senator Frank E. Moss (D-Utah) says several major newspapers and magazines intend to publish free antismoking messages—9/15/69; rejects inequity claim of print and TV in cigarette ad issue—10/6/69.
- Senator Moss would legislate grant of antitrust exemption to cigarette advertisers and permit FTC health warnings in ads—10/27/69; takes anti-cigarette advertising campaign to Senate floor—11/17/69, 12/15/69.
- Voluntary phase-out of broadcast cigarette ads is stalemated in Senate committee—11/3/69; Senate Commerce Committee votes to bar cigarette advertising on radio-TV on Jan. 1, 1971—11/10/69, 12/8/69.
- HEW Secretary Finch lauds moves to ban cigarette ads, says he will move toward antismoking campaign in print—10/27/69.
- Cullman of Philip Morris says only difference between tobacco industry plan and broadcasters' is timing—8/15/69; NAB sees similarity—9/29/69.
- Pall Mall spot on Debbie Reynolds Show on NBC-TV causes flare up by star—9/22/69; American Brands steps out of Reynolds show—9/22/69.
- American Cancer Society-ordered study finds teen-agers "very much aware" of cigarette commercials and antismoking messages in broadcast advertising—11/24/69.



Last June, the National Association of Broadcasters formally dedicated its new \$2.6-million headquarters building. Clair R. McCollough, president of Steinman Stations, Lancaster, Pa., at the ceremony paid tribute to men and women in broadcasting who have sup-

ported the NAB. Two weeks ago, Mr. McCollough, a former chairman of the NAB board and chairman of the building committee for the building, was honored by having his portrait placed in the first-floor reception room named for him.

porting the NAB. Two weeks ago, Mr. McCollough, a former chairman of the NAB board and chairman of the building committee for the building, was honored by having his portrait placed in the first-floor reception room named for him.

smoking spots—4/7/68; threaten actions against NBC-affiliated and owned stations if they do not drop cigarette ads, and starts action with FCC and the court against WNBC-TV New York—6/16/69, but FCC asks court to dismiss Banzhaf's petition against WNBC-TV as moot—7/14/69.

- FCC accepts KNXT(TV) Los Angeles ratio of cigarette fairness, striking Banzhaf complaint—6/30/69; Metromedia says it'll better that ratio (of five cigarette to one antismoking spots) in prime time on WNEW-TV New York—7/21/69, after FCC says warnings to youth is not enough but that antismoking messages also must go up in prime time—7/14/69.

- New American Cancer Society antismoking—3/24/69 (14); HEW sponsors free TV dramas on cancer—4/7/69; KALL(AM) Salt Lake City runs quit-smoking campaign—9/29/69.

- BBC publications will drop cigarette ads—1/6/69. Boston Globe is first major daily in U.S. to renounce cigarette ads—5/5/69.

- Legislation is asked by congressman to require stronger "death warning" on cig packages and cig advertising—2/3/69. FTC affirms intention of requiring warning in cig labeling and in advertising—5/26/69, FTC urges Congress to draft legislation imposing warning on cigarette packs and in

docs Canadian Broadcasting Corp.—5/12/69, and WTTIC-AM-FM-TV Hartford, Conn.—7/23/69; NBC-TV increases antismoking units—4/28/69, and ABC-TV announces a formula—5/5/69; network affiliate rejections of cigarette business raise problems—5/5/69; Benton & Bowles drops Kent cigarette account and says it will not consider another—7/21/69. FC&B gets the \$14-million Kent business—8/4/69.

- House Commerce Committee hears testimony on proposed cigarette ad ban—4/21/69, 4/28/69, 5/5/69; committee supports measure that would block regulatory agency action on cigarettes, move expected to stir Senate controversy—6/2/69, 6/9/69.

- Belated study by Dr. Levitt of Indiana University points up little relevancy of TV commercials to smoking decision—8/18/69.

- Cigarette advertising controversy on Capitol Hill races to a head amid charges that NAB "misled" Congress and public into believing industry has effective self-regulation program—6/16/69; as House okays labeling bill viewed as pro-tobacco—6/23/69, compromise appears possible with industry self-regulation, thus saving \$220-million in cig advertising on radio-TV—6/30/69.

- But compromise hope appears short lived as issue reaches new point of decision with NAB code boards studying issue (7/7/69) and calling for gradual phase-out of cig-

advertising—11/24/69.

- NAACP says policy of FCC's that says broadcasters face loss of license if they discriminate in employment is too limited—9/16/68; hard rules are urged by National Community Relations Advisory Council—9/30/68; reactions continue, pro and con—10/14/68, 11/11/68, 1/18/69; FCC's general counsel proposes tougher rules on employment discrimination—5/19/69; commission proposes rulemaking on equal employment in broadcasting, adopts new rules on job opportunity and proposes annual statistical reports for stations—6/9/69. Stations file re minority employment, comments received—10/6/69, 10/13/69; FCC's proposed rulemaking would set equal-opportunity policy for common carriers—11/24/69.

- Negro group asks FCC to deny license renewal to KTAL-TV Texarkana, Tex.—1/13/69. KTAL-TV and community group reach accord on programing and petition is withdrawn—6/16/69. FCC renews station license and commends accord—7/28/69, 8/4/69.

- Negro rhythm and blues singer James Brown gets FCC ok on purchase of WRDR Augusta, Ga., his second station—2/17/69; principals of Negro-owned station in Michigan become active in permittee of St. Louis AM under FCC-approved agreement—6/23/69.

- National Association of Television and Radio Announcers wants Negro on FCC, other plans—10/21/68; plans regional emphasis—3/31/69, places tight security on its convention proceedings in Washington—8/18/69, 8/25/69.

- NET and Black Journal Negro production staff settle disputes with appointment of Negro executive producer—8/26/68, 9/16/68; CPB makes grant to show—12/9/68; NAACP protests WCBS-TV Black Heritage series—1/13/69. Station replies—1/20/69.

- TV is studied as backdrop in ghetto home—9/7/68.

- AFTRA moves for equal employment in broadcasting and related fields—9/2/68.

- President's Task Force on Communications Policy recommends pilot project for Watts section of Los Angeles—9/5/68.

- Negroes complain they find it slow going on Madison Avenue—10/28/69; Compton's Cummings, as 4-A chairman decries existence of too few black ad men—10/27/69.

- It's good business to use minority-group talent in advertising. BBDO's Allgood notes—12/9/68.

- Advertising can be used to help fight social and racial problems, TVB's Cash tells ANA—11/4/68.

- Westinghouse Broadcasting schedules 65-

part TV series on the American Negro—11/11/68. WFBM-TV Indianapolis produces series on problems of urban Negro—9/22/69.

- City Commission on Human Rights in New York maintains critical view of hiring of minorities by advertising-broadcasting industries—1/27/69; New York State Committee sees few inroads made in news-media minority employment—4/14/69; New York Urban Coalition creates editorial skills bank to help minority groups—6/9/69, fills about 20 jobs in communications field—8/18/69.
- U.S. Equal Employment Commission chairman raps network hiring practices in Los Angeles hearing—3/17/69; Minnesota Human Rights Department initiates probe of minority hiring by radio-TV—3/24/69; Senate Commerce Committee sets probe of employment practices—4/7/69; movie industry is charged by government with discriminatory hiring—3/17/69; CBS says minorities hold 11% of its jobs—10/13/69; Reports say Justice Department has evidence of network and studio job discrimination—10/27/69; Justice begins talks with networks—11/3/69.
- News media gets clearance in Miami civil disturbances—2/17/69; Urban Coalition also praises news handling—3/3/69.
- Whitney Young urges broadcasters to recognize their power to elevate the black man's status—3/31/69.
- Congressional resolution would condemn TV material, produced or distributed, which slurs racial groups—6/9/69.
- Greenberg-Dominick study at Michigan State U. finds more blacks on TV shows but no increase of shows with blacks—8/4/69.
- FCC suggests civil right leaders, mayor, call on fulltimer in Urbana, Ill., to improve communications with blacks as daytimer there fails to get FCC approval to operate after normal hours—6/30/69.
- U.S. Appeals Court denies FCC and WLBT bid for rehearing—9/8/69.
- Black group charges discrimination in petition to FCC to deny license renewal of WMAL-TV Washington—9/8/69; seeks talks about station programming with other V's there—9/29/69; WMAL rebuts contentions—10/6/69.
- Negro group of Miami business and civic leaders plan to file competing application for WWOK(AM) Miami—9/22/69; Several black citizens groups ask FCC to deny license renewal to WOIC(AM) Columbia, S.C., on grounds of "exploitation" of blacks—12/8/69.
- Black Efforts for Soul in Television (BEST) organizes to obtain TV programming "more meaningful" to blacks, to oppose Pastore bill—9/28/69; BEST pickets NAB, networks and stations protesting Senate resumption of hearings on Pastore bill—12/1/69.
- Art Kevin of KJH Los Angeles designs "newsman's survival kit"—9/29/69.
- Delaware radio executives agree to discuss effects of stations' talk shows on racial problems—10/6/69.

### Color Television

- Color-TV homes hit 19.2 million, about 33% of U.S. TV homes—1/27/69, 34% according to "Telestatus"—2/3/69, Census Bureau reports one-third—6/23/69, count at 20.9 million—7/21/69, NBC puts figure at 37.5%—10/27/69.
- Color set sales pass black-and-white's for first time—12/30/68, other reports—1/6/69, 1/13/69, 3/3/69, 3/10/69, 4/28/69, 5/12/69, 6/2/69, 6/30/69, 7/21/69, 10/27/69, 11/24/69.
- Commerce Department reports sharp increase in color-set imports between 1967 and 1968—8/4/69.
- Brand Rating Index finds middle-income groups acquiring color sets at greatest rate—9/9/68; NBC reports more women are watching color TV—8/25/69.
- Local markets' color-TV ownership data is collated in "Telestatus" report—6/2/69.
- Color uniformity receives top attention in IEEE Washington symposium—9/23/68.
- Color standards topic at SMPTE technical conference—11/18/68, 2/10/69.
- RCA shows one-tube color camera—11/25/68, announces sets with double brightness—5/12/69, divests electron microscope business and discloses plans for glass tube manufacturing facility for color—6/30/69.
- Visual Electronics introduces 3-tube color camera—2/10/69.
- Low-cost 3-tube color cameras upstage NAEB convention—11/17/69.
- GT&E seeks laser breakthrough in color TV—11/25/68.
- Color capability: 85% of all TV stations can show color TV by tape or film, Reeves study shows—12/9/68.
- Zenith introduces integrated circuits in color sets—12/30/68.
- CBS wins color-tube patent suit involving Sylvania Electric Products—12/30/68.
- IVC to introduce EMT's new Plumbicon camera—1/20/69, shows it—2/24/69.
- Sylvania introduces three new color-tube types—3/17/69.
- New scare on color-TV set radiation

starts with Congressman Koch statement—4/7/69, appears on Long Island (N. Y.)—4/14/69, Federal official asks state health officers to watch for "hot" sets—4/21/69, alleged failure in radiation control comes under fire of House Commerce group—5/26/69, but HEW issues proposed regulations on radiation control and solicits comments—6/9/69, advisory committee turns back proposed radiation standards to health service unit—6/30/69, HEW technical advisory committee adopts 0.5 milliroentgens per hour as radiation standard—8/18/69.

- Department of HEW suggests color-TV set radiation limits to be effective Jan. 1, 1970—10/20/69.
- New color chains draw traffic at NAB exhibit—4/7/69.
- CBS will show Electronic Video Recording in color—5/19/69, BEVR aims for spring showing at NAB—11/13/69.
- RCA announces Selectavision color-TV home player for marketing in 1972 and CBS reacts as to implications for EVR—10/6/69, Sony says it will enter color-TV player market—11/24/69.
- ABPTO would have ABC's Frank Marx as president—10/13/69.
- Incidence of color-TV set fires is probed—10/20/69, 11/3/69, 12/15/69.

### Commercials

- New status for 30-second commercials is seen as Blair Television-represented stations price their non-prime at 50% of minute rates—12/23/68, RKO TV independents offer similar pricing—8/4/69; W. Bruce McLean of NH&S of Canada prognosticates on 30's—12/30/68, as does Grey's Diamant from creative point of view in "Monday Memo"—1/27/69; some NBC Radio affiliates are annoyed at network acceptance of 30's for Preparation H hemorrhoidal treatment—2/3/69, 2.10/69; The art of making 30-second TV spots is tricky (Special Report)—2/4/69; Now the mini-piggyback?—trend to 30's embracing two products worries broadcasters—3/3/69.
- Radio commercials described in BROADCASTING include: Sahara hotel—9/2/68; The Akron retail chain—6/24/68; Wool Bureau—10/28/68.
- Television commercials described in BROADCASTING include: Alpha-Portland Cement—10/14/68; autos: Saab—11/25/68, Toyota—10/7/68, Volkswagen—9/23/68; batteries: Eveready—1/13/69; beers: Falstaff—5/5/69, Kroeger—5/12/69, Hamm's—5/19/69, Narragansett—7/14/69; beverages: Fresca—9/11/68, Gold Seal Vineyards—11/11/68, Cold Duck champagne—11/24/69; cleansers: Dip-It—9/29/69; clothing: Wool Bureau—10/28/68, Eastern Chemical Products (Kodel)—12/2/68, Fruit of the Loom—9/16/68, Byer-Rolnick hats—3/10/69.
- Foods: Stella D'Oro biscuit—1/27/69, Sego Instant Diet Food Mix—3/24/69, Dannon Yogurt—4/7/69, Frito Corn Chips—5/19/69; Prince Macaroni—9/23/68; furnishings: Uniroyal (Kovylon latex mattresses)—3/3/69; Spring Mills (Springmaid sheets)—7/21/69; Royal Traveller luggage—11/3/69; gasoline: Bonded Oil—4/4/69; pharmaceutical: Pepto-Bismol—3/24/69, Norwich NP-27—4/28/69, Contac—4/24/69, 6/2/69.
- Services: AT&T—5/19/69, New England Telephone—6/9/69, Xerox—4/14/69, Mantle Men and Namath Girls employment agency—8/18/69; supermarkets: Pathmark grocery chain—1/27/69; tobacco: Consolidated Cigar's Dutch Masters—11/3/69; toiletries: Supreme Beauty Products—9/30/68, Gillette—2/17/69, Schick Electric—11/4/68, General Electric—9/15/69; Clearasil's concept II—12/1/69.
- New ideas and trends in commercial creation are started at the new year—1/27/69.
- Talent-Phone seeks to eliminate "cattle call" in broadcast commercial auditions—4/4/69.
- Ad agencies find philanthropic commercial-making challenging, prestigious and a showcase for new ideas, and AT&T begins using public-service "mini-docs"—4/21/69.
- Commercials ought to be complementary to programs used, Dr. Dichter asserts—1/20/69.
- Commercial producer Wyde Films is purchased by 20th Century Fox—1/20/69; Doyle Dane Bernbach forms The Directors Studio to produce commercials—6/23/69; Electrograph forms Directors Center—7/14/69, Leo Burnett realigns production group, dissolves radio-TV commercial production department—10/27/69.
- NH&S's Herbert Zeltner suggests anti-clipper move by concentrating or isolating commercials—5/12/69, NH&S's Paul Harper Jr. warns of commercials glut in 1970—11/3/69.
- Testing of commercials comparing two different sets and their sales results can be impractical and expensive, according to Grey's Arthur Wilkins—1/27/69.

- How to write and produce quality radio commercials, according to DDB's Margo Krasne—3/17/69.
- The commercial producer-specialist is reported as the new breed of middleman—5/12/69.
- Starch proposes a TV-commercial "rating" service—6/23/69, but orders a re-examination—7/14/69.
- Concerted effort builds to standardize the coding of TV commercials—6/30/69.
- Canada Dry withdraws its "Sgt. Cash" TV commercial, partly because of Royal Canadian Police complaints—9/15/69; Mexican-American groups to ask FCC relief on Frito Bandito commercial—12/15/69.
- Cost of commercials is high on agenda at ANA TV workshop—10/13/69; Reeves Cost Index computer is data bank of commercial talent—10/13/69.
- Radio can be remembered for classical commercials ("Monday Memo")—10/13/69; Radio's creativity gets spotlight at IRTS radio commercials workshop—10/20/69; Paulist priest creates radio spots promoting "love"—12/1/69; Gene Duncan of Gardner Advertising sees a potential in intercity recording for radio commercials—12/1/69.
- KVOS-TV Bellingham, Wash., wins TVB's local commercials competition—10/27/69.
- General Motors' Edward N. Cole warns that over-emphasis on youth market and "hip" language in TV commercials may be missing the mark in automotive ads—11/17/69.

### Community Antenna Television

- Mission Cable asks FCC to hold hearing on KFMB-TV San Diego license renewal to clarify CATV restrictions in the area—11/25/68, KFMB-TV asks FCC to dismiss petition 12/23/68.
- In secondary San Diego issue, FCC examiner censures CATV's coverage data lack on signal degradation—2/17/69, FCC denies Mission Cable filing that renewal reversal would gain UHF support in the market—5/19/69.
- Appeals court upholds FCC limitations on automatic hearings required in cases involving importation of distant signals—12/9/68.
- Supreme Court confirms 1967 FCC decision refusing to waive nonduplication rule for Liberal, Kan., system—10/21/68, Philadelphia federal court backs nonduplication rule in Pennsylvania case—12/30/68.
- FCC authorizes Long Island system to carry imported signals already authorized for carriage by other nearby systems—10/7/68; WKEF(TV) Dayton, Ohio, and Dayton system effect agreement on nonduplication—11/18/68; FCC permits Storer Cable to import KSHL-TV Chicago signal, but without San Francisco 49ers games—5/12/69; multiple systems owner gets FCC's limited OK to import signals into Euclid, Ohio—5/12/69.
- FCC liberalizes CATV policies on signal importation, permits "leapfrogging" of signals on show of "good cause"—6/9/69, waives leapfrogging for Hornell, N. Y., system—3/4/69; ACTS asks FCC to clarify ruling on "anti-leapfrogging"—12/15/69.
- Appeals court tells FCC it must regard rule waiver if serious freedom-of-speech is involved—6/30/69; Albuquerque broadcaster continues drive against importation of distant signals into small and medium CATV markets—6/30/69; court backs FCC efforts to make CATV policy by affirming agency's action waiving distant-signal rule from three systems—7/7/69; FCC grants waivers on interim CATV rules to two systems—4/7/69, on importation to Waverly, R. I., system—7/21/69.
- Appellate court denies Montana cable plea for reversal of FCC's denial of nonduplication waiver—8/4/69; appellate court in San Francisco backs FCC denial of nonduplication rule waiver for system in state of Washington—3/18/69; FCC authorizes two distant-signal waivers for systems serving Pennsylvania communities—8/18/69; FCC orders two Santa Barbara, Calif., systems to continue carriage of KCOY-TV Santa Maria, Calif., and give it program exclusivity against duplication of two Los Angeles stations—8/25/69.
- Platteville, Wis., system ordered to stop nonduplication violation—10/13/69; FCC warns Burlington County, N. J., system on violations of signal importations—12/1/69; FCC orders Toledo system not to import Detroit signals—12/8/69.
- FCC review board upholds previous decision allowing relay of WGN-TV Chicago signals to Danville, Ill., system—12/8/69; New Hampshire system gets restricted waiver to carry WKBG-TV Boston, a UHF, with only "minimal" impact to U's in Manchester, N.H.—12/15/69.
- Gencoe, others file as Tulsa Cable for system in Tulsa—8/25/69.
- President's Task Force on Communications Policy views CATV as best answer for



program diversity, more local originations but without change to existing commercial broadcasting—12/9/68.

■ Court is asked to enjoin FCC from barring CATV in Trenton, N. J.—3/10/69.

■ Four systems would block WIEF-TV Philadelphia sale—1/9/69; Philadelphia federal judge says FCC stay is unconstitutional as applied to CATV firm in Philadelphia market—4/21/69.

■ FCC hearing examiner proposes carrier serving five systems in Cumberland, Md., be granted modification and license renewal—12/9/68.

■ New York cable activity: Teleprompter files for cableless CATV with FCC covering New York City and rural areas near Farmington, N. M., and Eugene, Ore.—10/21/68. Sterling Information Services asks FCC for delay—11/18/68. Teleprompter receives okay to test virtually cableless operations, using AML system—2/17/69; program origination starts on Manhattan Cable—2/3/69.

■ Cable TV faces stern test in New York City (Special Report)—2/24/69; Manhattan

areas would be deprived of cable service unless phone companies are allowed to serve areas via affiliated systems—6/9/69; FCC groups see tighter controls on phone firms in CATV—8/4/69.

■ U.S. appeals court supports FCC's asserted authority on leasebacks—5/5/69. FCC issues show cause order on General Telephone of Illinois in dispute over channel facilities—5/12/69, and rebukes companies for "unsubstantiated" charges—6/30/69.

■ AT&T says regulation of CATV licensing and franchising ought to be left to the states and to local cities—7/7/69; FCC will hear number of phone applications for authority to build—8/4/69.

■ Justice Department voices concern to FCC over phone company building of CATV facilities and suggests adoption of tough regulations to limit this activity—7/28/69, and phone companies answer—8/25/69.

■ FCC moves against phone-CATV's in Fla.—9/15/69; AT&T loosens up on its leaseback policy—11/3/69.

■ CBS looks for new systems—12/23/68.

12/16/68. NCTA comments—1/6/69, arguments before FCC—1/13/69, on interim rules—1/20/69, 2/3/69, 2/10/69; Representative Samuel S. Stratton calls on FCC to lift "temporary freeze" on cable TV—1/13/69, and Senator McClellan suggests FCC is in his territory on CATV—2/3/69.

■ FCC proposes formula to regulate cable TV featuring requirement that cable systems obtain consent of originating systems before signal importation in 100 biggest markets—12/23/68; some petitions before FCC refer to rulemaking proposal—12/30/68, commission says systems must notify local stations of carriage plans—1/13/69; appellate court backs FCC in Colorado case that permitted CATV operation below top 100—3/31/69; FCC rejects stations' request for hearing and cable operation is free to start—6/30/69.

■ First test case in consent rule is seen in Pensacola-Mobile area—1/6/69; NCTA's Beisswenger attacks FCC on cable rules, while NCTA's petition for time extension on oral argument is denied—2/3/69; NCTA would wish to "negotiate" copyright and other issues in Congress, not FCC—2/24/69.

■ FCC sets new deadline on CATV rules comments—3/3/69, 3/10/69; comments filed—4/7/69, commission ponders rules—4/21/69; 11 UHF owners file with FCC in opposition to proposed CATV rules and ask program origination limits, advertising ban—3/24/69; Rostow thinks FCC's CATV policy is not consistent with commission's goal and will destroy medium; Spindletop favors wired city—3/17/69; Representative Stratton introduces legislation that would nullify FCC's interim CATV procedures—4/28/69.

■ FCC revises proposed CATV rules and interim procedures with zone protection for CP's and some change in how 35-mile radius is determined—5/19/69, extends time on portions of proposed CATV revisions—6/9/69; CATV representatives hit zone protection to TV permittees in filings with FCC on commission's proposed overhaul of cable regulations—7/28/69.

■ Broadcasters and CATV interests join in opposition to FCC's proposed "retransmission consent rule"—5/19/69; cable-TV push to ease FCC regulation opens in Congress with new legislation possible and task force in the background—5/26/69; UHF operator gives House unit data on CATV penetration's impact on audience and income—5/26/69.

■ Justice Department extends antimultimedia doctrine to CATV cross-ownership with newspaper and TV's—4/14/69 (also see Media Concentration).

■ Spedcor agrees in \$20 million deal to takeover Entron—Boston Herald Traveler its major creditor—5/5/69; newspaper-CATV group battles curbs on newspaper ownership of CATV—5/26/69.

■ NAB and NCTA reach compromise on CATV that would permit cable expansion but protect broadcasters' program product—6/2/69; but comes under fire from industry sources—6/9/69, 6/16/69, 6/30/69; NAB's TV and radio boards vote to reopen negotiations with cable-TV—6/23/69, 7/14/69, 7/21/69, NCTA urges members to acquaint congressmen with NAB-NCTA agreement—8/4/69, and talks continue—8/4/69, 8/11/69, 8/25/69, 9/1/69, talks stop—9/8/69, but NAB then says talks continuing—9/22/69, 11/10/69, 11/17/69.

■ Broadcaster complaints move FCC to issue orders to Michigan and West Virginia systems to show cause why they should not provide program exclusivity—8/4/69.

■ Ford Foundation grants \$165,000 for Rand Corp. study of cable TV, while CATV operators "roast" FCC as Commissioner Cox bears brunt of anger, and CATV's Ford proposes six non-entertainment programming channels be fed by satellite—6/30/69.

■ Nevada federal court decision rules systems are essentially local businesses and come under state public utility jurisdiction—1/6/69, may appeal ruling to U.S. Supreme Court—1/27/69; Colorado would put CATV under control of public utilities commission—5/5/69; Nevada PSC says winning cable applicants must decide how to divide up Las Vegas or enter hearing—5/10/69; Reno CATV names sales rep—3/10/69.

■ New York state legislators appear in favor of state regulation of cable TV—10/20/69.

■ ARB shows 20% growth in CATV households in one year—4/7/69.

■ FCC receives comments analyzing cable's role in communications in ongoing CATV rulemaking—9/8/69.

■ Justice anti-trust division underscores desire for FCC to assure emergence of CATV as fully competitive medium, denounces short-lived NAB-cable-TV pact—9/15/69.

■ Electronics Industries Association backs concept of broadband wired nation with CATV foremost among services—11/3/69; Martin H. Selden & Associates study finds CATV helps more than it hurts TV stations



*The most spectacular role television played in 1969 was its step-by-step live coverage of the Apollo 11 journey to the moon and back. From blast-off at Cape Kennedy, to Neil Armstrong's first steps on the lunar soil, and finally to the successful recovery in the Pacific, TV captured the adventure of man's*

*first landing on the moon for 125 million Americans and, via satellite, countless other millions around the world. Shown here are the three Apollo 11 astronauts as television participated in one of their post-mission celebrations in a New York City ticker-tape parade and celebration.*

Cable telecasts basketball and hockey—3/31/69, effects sports deal with Madison Square Garden Center—5/26/69; FCC denies Teleprompter petition and gives New York Telephone a right of way—4/14/69. New York Telephone faces FCC hearing because of complaints of New York State systems over CATV construction—4/28/69; New York City asks FCC for "consumer protection" standards to govern systems not bound by local franchises—5/12/69, and New York State Assembly committee authorizes study of CATV to see if state regulations should apply—7/7/69.

■ Teleprompter starts commentary show in New York—9/29/69.

■ NCTA and AT&T agree on settlement of origination restrictions—10/7/68; New York court rules system with underground phone wires doesn't need city franchise—4/22/68, 10/28/68. New York appeals court affirms ruling on Contel-Telco—10/13/69.

■ Ohio court blocks two cities from regulating systems using leasebacks—1/13/69.

■ FCC opens probe of phone-company CATV ownership—4/7/69, cracks down on phone company and system in Ashtabula, Ohio, charging continued unauthorized phone operation of system although warned of violation—4/14/69; GE tells FCC many rural

offers stock to buy systems (also see Networks)—4/7/69.

■ Some 35% of CATV's have origination capability. NCTA says—2/17/69.

■ Screen Actors Guild supports CATV program origination if advertising is allowed—3/10/69; Galveston system programs 24-hour weather watch—3/10/69; plan for CATV systems to pay local and distant stations and copyright holders is proposed on West Coast—5/19/69. FCC sets plans aside—9/9/69.

■ More programming outlets in CATV appear: TVC develops pay-TV approach by providing four-channel program package. Goodnow Cable Television offers news and entertainment—6/23/69; other offers—6/30/69.

■ Also in origination: FCC receives comments on limited use of band for local CATV distribution service—3/24/69; McClaren of Justice tells court CATV should not be prohibited from originating programs or accepting advertising—6/16/69; Teleprompter buys Filmation—6/30/69; FCC warns three cable operators on alleged violations of program exclusivity—6/30/69; first part of Ford Foundation-funded report on CATV will cover program origination and will be released in fall—6/30/69.

■ FCC proposes rigid rules on CATV—



—11/10/69.

- Three companies apply for exclusive cable rights in Chicago—11/3/69.
- FCC OK's CATV systems' use of radio waves for local distribution of shows, permits use of community antenna relay service—11/10/69.
- Donald B. Taverner succeeds Fred Ford as NCTA president—11/17/69.
- NAB and AMST tell FCC they dispute Justice Department's view that free-market forces alone should determine CATV's future—12/1/69.
- Aberdeen, S. D., system seeks revocation of KDOL-TV Florence, S. D., license, charging FCC rules violation—12/1/69.
- NCTA finds 98 systems accepting advertising on locally originated programs—9/22/69, NCTA reads pitch for programming from U.S. government sources—10/6/69, NCTA in briefing shows how cable-TV operators can serve the public in programs and in spots—10/20/69.
- FCC issues order permitting CATV to increase local programming and use limited commercials as it completes part of over-all rulemaking begun on Dec. 13, 1968—10/27/69, stirs concern among broadcasters at NAB regionals—11/3/69, FCC says local communities cannot bar CATV program originations—12/1/69, broadcasters attack rulemaking—12/8/69.
- Teletypewriter promises program network on CATV in five years, contingent on approval of its merger with H&B American—12/1/69.
- ANPA suggests that FCC amend cable rules on program origination to protect freedom of news in cable transmission—12/1/69.
- Cable systems would be liable for copyright payment under McClellan subcommittee bill but ceilings would be set on amounts to be paid; broadcasters grim, cable people happy—12/15/69.

#### Conventions

- Major meetings of organizations, associations and unions directly or indirectly connected with broadcasting, as reported between Jan. 1 and Dec. 31, 1969.
- ABC-TV affiliates—6/2/69; Advertising Research Foundation—10/20/69; American Advertising Federation—2/24/69, 7/7/69, 11/17/69; American Association of Advertising Agencies—4/28/69, 10/20/69, 11/3/69, 11/10/69; American Bar Association—2/3/69; American Federation of TV and Radio Artists—1/26/69; American Newspaper Publishers Association—4/28/69; American Society of Composers, Authors and Publishers—3/3/69; Association of National Advertisers—1/20/69, 1/27/69, 3/24/69, 5/12/69, 5/26/69, 6/23/69, 10/13/69, 12/15/69; Association for Professional Broadcasting Education—3/31/69; Audio Engineering Society—10/20/69.
- Broadcasters Promotion Association—11/17/69; CBS Radio Affiliates—9/29/69; CBS-TV Affiliates—5/26/69; Electronic Industries Association—6/23/69, 6/30/69; Institute of Broadcasting Financial Management—9/22/69; Institute of Electrical and Electronics Engineers—3/21/69, 6/16/69; Intercollegiate Broadcasting System—3/31/69; IRTS Radio Commercials Workshop—10/13/69.
- National Association of Broadcasters annual convention—3/31/69; state president's conference—4/28/69; board meetings—1/20/69; fall conferences—10/27/69, 11/3/69, 11/10/69, 11/17/69, 11/24/69; National Association of Educational Broadcasters—11/10/69; National Association of Farm Broadcasters—12/8/69; National Association of FM Broadcasters—3/31/69; National Association of Television and Radio Announcers—8/8/69.
- National Editorial Conference—11/25/68; National Cable Television Association—6/30/69; National Conference of Christian Broadcasters—12/15/69; National Electronics Conference—6/23/69; NBC Radio Affiliates—10/20/69; NBC-TV Affiliates—5/19/69; New Jersey Advertising of Broadcasters—10/7/68.
- Radio Advertising Bureau—9/16/69; RAB-ANA Radio Workshop—6/16/69, 9/8/69, 11/17/68, 11/24/69; Radio-Television News Directors Association—9/29/69; Retail Advertising Conference—1/20/69; Sigma Delta Chi—11/25/68; Society of Motion Picture and Television Engineers—10/6/69.
- Television Bureau of Advertising—10/27/69.

#### Copyright

- CATV copyright issue simmers as Senator McClellan asks questions of FCC on copyright clearance in CATV—2/3/69; Chairman Hyde of FCC gives McClellan commission views on copyright—2/24/69, and NCTA would rather negotiate, but with Congress, not FCC—2/24/69; New York Bar Association unit urges cable-TV systems be required to pay copyright fees—4/28/69; plan for cable systems to pay copyright holders is proposed on West Coast—5/19/69; NAB and NCTA continue to search for copyright accord—7/7/69; Senator McClellan modifies plans and proposes separation of CATV from

omnibus copyright bill—8/11/69.

- Cable systems would be liable for copyright payments, with ceilings, under McClellan subcommittee bill; broadcasters grim, cable people happy—12/15/69.
- New optimism is expressed for major copyright-revision legislation—1/6/69, but rival parties remain split—1/13/69; Senator Williams submits revised performers' rights amendment to copyright legislation—4/7/69, but Senator McClellan has reservations—4/14/69; copyright office backs inclusion of performers' rights in Senate bill—4/28/69.
- After more than six years of litigation between ASCAP and the All-Industry TV Stations Music License Committee, historic agreement is struck on royalties, with the 10-year contract to use 1964-65 net revenues as base—8/26/68.
- But ASCAP-All Industry write up terms, touch up contract and settle still other contract items—2/24/69, 3/31/69, 3/31/69 (trade deal in contract), 4/21/69, 5/12/69 (what costs will be for CBS and NBC), 5/19/69, 5/26/69, 6/30/69—until final court approval is received—8/4/69, 9/22/69, 10/27/69.
- ASCAP's income increases—3/3/69.
- BMI-All Industry Radio Stations Music Licensing Committee begin negotiations for new contracts governing radio stations' use of BMI catalogue—9/9/68; BMI extends music licenses—9/16/68, negotiations break down—9/23/68, but they are set again—10/21/68, 11/4/68, move into final phase 11/25/68, and new five-year license terms agreed upon by BMI and radio stations would increase music-use rate for most stations—12/2/68, 12/9/68, 12/23/68; All Industry Radio Music Licensing Committee focuses on broadcasters' antitrust suit against SESAC music—3/31/69.
- It is \$43.8 million in accruals at ASCAP—9/29/69.
- New All-Industry TV Music License Committee forms—10/6/69, 10/13/69; ASCAP reads contract negotiations with TV networks—12/1/69.
- The entangled affairs of the TV networks with ASCAP and BMI: one seeks share of back payments as other negotiates—10/27/69, lead to BMI giving termination notice of CBS-TV license to use its music—11/3/69.
- NAB and record industry meet—9/29/69, 10/6/69.
- Ohio country court denies copyright infringement against WKTR-TV Dayton involving *The Auction Man*—3/17/69, appeal is filed—3/24/69.
- Discuss issue of broadcaster payment of artists performance rights during American Bar Association copyright-law meeting in Dallas—8/18/69.
- Editorials figure in WDSU-AM-TV New Orleans fairness doctrine case—9/30/68.
- FCC finds KWWL-TV Waterloo, Iowa did not violate fairness in its editorial support of low-rent housing project—11/25/68.
- NAB study reveals widespread public acceptance of broadcast editorials—11/25/68.
- Avco's John Murphy preempts editorial prerogative of group's WWDC in Washington for message to broadcasters attending NAB convention—3/31/69.
- Zenith notifies TV stations that fairness doctrine applies to antipay-TV editorializing and requests notice of their broadcast—

7/14/69.

- NBC-owned TV stations will editorialize regularly—8/11/69. WGN-AM-TV Chicago announces start of regular editorials—12/1/69.
- Newspapers praise, pick up and reprint WTIC-AM-FM Hartford, Conn., editorials—9/22/69.
- WLKW(AM) Providence, R.I., supports anti-Vietnam war stands—9/29/69; WFRO-AM-FM Fremont, Ohio, uses editorials to keep schools open—11/24/69.
- WMCA(AM) New York is peaked at FCC advisory on fairness in political editorial introductions' complaint—11/3/69.
- Educational Broadcasting
  - Long-term financing is major issue for public TV—1/27/69; Budget Bureau submits proposal to finance public broadcasting by taxing sets—6/2/69.
  - Finances: National Endowment for the Arts grants—3/17/69; foundations grant funds to finance series of "non-programs"—11/11/68; Transworld Airlines underwrites news on 17 educational outlets—12/30/68; Ford Foundation's millions to ETV are totaled up in annual report—1/27/69; Office of Education grants \$780,000 to ETV's—6/30/69; Federal—Health, Education and Welfare—funds totaling \$3 million are split among 15 noncommercial stations—7/21/69, 8/25/69; Ford Foundation grants funds to minority writers-editors and ETV's—11/3/69.
  - Corp. for Public Broadcasting: Senate OK's \$6-million fund appropriation—9/9/68; CPB to formulate its future at New York session—12/3/68; finances ETV coverage of Nixon cabinet show—12/16/68; Chairman Pace outlines plans—12/30/68. NET is major program supplier as CPB's networking starts—1/6/69, LBJ budget proposal is \$20 million for new fiscal year—1/20/69, meets with House group's approval—2/3/69, Nixon administration cuts it—4/21/69, and CPB seeks restoration of LBJ proposal—2/25/69, and Senate okays original \$20-million budget figure—5/12/69, 5/18/69, Capitol Hill support is indicated—6/23/69 as House unit goes along—8/4/69. House (10/13/69) and then Senate okays \$20 million—10/20/69. John W. Macy Jr. named as CPB president—2/10/69, whose view is there's a lot to learn about noncommercial broadcasting—3/3/69, Macy says government funding is "seed" money and he cites needs for more funds—3/31/69.
  - Corp. for Public Broadcasting makes grant to National Educational Radio Network—2/17/69, offers fellowships—3/3/69, donates \$125,000 for program services—3/3/69, announces new study project, film grants—3/31/69; citizens group reports by letter advocates taxider of commercial broadcasters—4/7/69; bids for dominant ETV role: plans programing distribution, and will make grant, hold conference—4/14/69, announces joint study with Ford Foundation citing need for new vigor in noncommercial radio—4/14/69, grants \$50,000 to WHA Madison, Wis., for audio experiments—5/5/69, to WETA-TV Washington and KQED(TV) San Francisco news shows—5/12/69, nearly \$500,000 to be used by 13 ETV's to develop new shows—6/6/69, forms radio advisory council—8/4/69; grants \$100,000 for "The Show"—10/6/69; sets expenditure of \$30,000 to assist local production of party shows on paper—1/17/69.
  - National Citizens Committee for Broadcasting: Hoving spawns controversy with charge AT&T and commercial networks are in "collusion" on interconnection negotiations, and committee board members become restless—10/7/68, 10/14/68; Hoving asks for broadcaster list of ETV contributions—10/21/68, commercial networks' political coverage also becomes issue—10/28/68, 10/4/68; drops public television in name substituting "broadcasting"—10/28/68, opens Washington office—11/18/68, blueprint is offered to force sterner regulation and "better" programming in broadcasting—1/3/69.
  - NCCB runs into money problems—2/24/69, gets fresh funds—3/10/69, holds talk with FCC—3/17/69, Robert L. Coe of committee complains NCCB is "oligopoly" intent on destroying broadcasting—3/24/69, NCCB solicits the rich and the young for funds and signatures on petition calling on FCC to make extensive station-license review—6/23/69, asks FCC for rule to require stations to keep public record of all programming dealing with controversial issues—7/14/69.
  - National Educational Television Network: receives funds for news units—2/10/69, to use \$150,000 grant from Ford Foundation for series on environmental issues—11/3/69.
  - Public Broadcast Laboratory: Sets its second season—3/16/68, modifies program advisory committee—10/7/68, Westin exits for ABC News—1/3/69, producer is dropped in tiff over program cut—1/20/69, utilities question PBL's "The Built-in Blackout" show before it is telecast thereby stirring congressional backlash—3/24/69. AT&T terms "misleading" issue of ABM show "censor-



The coveted Radio Pioneers Mike Award this year went to WGAL Lancaster, Pa. Clair R. McCollough (r), president of the licensee Steinman Stations, accepted the Award from Joseph E. Baudino, president of the Broadcasters' Foundation Inc., at the Broadcast Pioneers' annual dinner in New York Feb. 24.

ship" on CPB-network raised by FCC's Johnson—5/12/69, with PBL phased out, Ford Foundation and CPB fund new Sunday night interconnection of two TV series—7/21/69.

■ KCET (TV) Los Angeles files with FCC for scrambled signals for special instruction—4/28/69.

■ FCC proposes rule to require interconnection service to ETV as first step to reducing costs—9/16/68. AT&T presents CPB a formula for reduced-rate service in prime time five nights a week during six-month trial run—10/14/68; Ford Foundation and ETV broadcasters ask FCC for hard rule on interconnection reports by common carriers—10/21/68; CPB would put up \$500,000, Ford \$250,000 for underwriting interconnection costs as AT&T approves lower rates for ETV—11/11/68, 11/25/68, trial run—12/9/68.

■ Microwave Communications proposes lower interconnection rates as added or alternate service to noncommercial stations—2/23/68, AT&T and public TV interests reopen discussions on pre-emption problems 1/27/69, phone company pre-emption on NET causes show to be postponed—3/17/69, FCC requests 48-hour preemption notice from AT&T—3/24/69, and AT&T is cold to FCC's plan and protest—3/31/69, FCC says new phone-company equipment is necessary to reduce pre-emption problem—4/14/69, common carriers approve idea of special ETV rates—5/19/69. CPB seeks favored treatment on rates as result of AT&T tariff plan—9/15/69; FCC rules interconnection service must be comparable to that given commercial users—11/10/69; AT&T asks FCC to reconsider order—12/15/69. FCC considers Microwave Communications Inc. proposal to provide network facilities—11/17/69.

■ John Norris (Western Broadcasting) proposes commercial educational-TV operation in filing for CP for Greensburg, Pa., UHF—1/27/69.

■ Three New York noncommercial stations attack program exclusivity—3/3/69; ETV's want local reins on educational network—6/16/69.

■ Educational groups propose National Public Radio Center—8/11/69.

■ NBC grants \$1.5 million to educational TV—8/11/69.

■ ETV's tote up \$36 million in government grants, seek \$28 million more—9/29/69.

■ *Sesame Street* becomes hot ETV property—10/20/69, 10/27/69, 11/10/69.

■ Louis Harris poll finds four out of 10 TV households in the U.S. watched public TV over six-month period—11/17/69.

#### Equipment & Engineering

■ Electronic (radio-TV's) imports increase—12/16/68; Commerce Department releases color-TV receiver import figures showing sharp increase between 1967 and 1968—8/4/69, EIA reports increase in radio-and-TV receiver imports—3/25/69.

■ TV set sales increase in first six months of 1968—10/21/68, and for first eight months of year—10/28/68, while color sets move up—11/4/68; color set sales top black-and-white's for first time—12/30/68, 1/6/69, 1/13/69; record 6.2 million color-TV sets are sold in U. S. in 1968—3/3/69, and record in January—3/10/69, subsequent reports—3/24/69, 4/28/69, 5/12/69, 6/2/69, 7/21/69. Sales of color TV sets are up, but rate of increase slows—10/27/69; set sales—11/24/69.

■ Exports in TV sets and radios are up in 1968—3/10/69.

■ FM set sales move up to record levels—3/24/69.

■ Eastman Kodak has new 8mm color film—9/23/68.

■ CBS/Comtec Group makes initial moves toward getting BEVR on the market—10/7/68, 12/23/68; CBS shows EVR publicly, unit to be made by Motorola—12/16/68, CBS's BEVR camera will be marketed by General Electric—2/17/69, and Cohu Electronics—2/24/69, Equitable is first large customer for EVR, color by mid-1971—3/17/69, 5/19/69; CBS leases EVR production facility—6/2/69; EVR patents go to Goldmark and Gabor at CBS—8/11/69. BEVR is aimed for showing at NAB convention—11/3/69; RCA announces Selectavision. CBS reacts as to implications for EVR—10/6/69; Sony says it will enter color-TV player market—11/24/69.

■ WNAC-TV Boston tests new ABC-TV optical color process of creating color images from black-and-white film—12/16/68; ABC's ABTO camera may be marketed—3/3/69, 8/11/69. ABTO will have ABC's Frank Marx as president—10/13/69.

■ CBS Labs offers new equalizer to enhance sound—3/24/69.

■ Breakthrough for three-dimensional TV is seen at U. of Michigan—10/26/68, North American Philips shows three-dimensional pictures and TV cameras that see in the dark—5/19/69.

■ GT&E seeks laser breakthrough in color—11/25/68.

■ FCC extends alert system test period—



Tommy Smothers (r) journeyed to Washington during the National Association of Broadcasters convention to pitch congressmen and regulatory officials, such as FCC Commissioner Nicholas Johnson (l), for support in his campaign to air controversial program material. Whether before the press, as

shown here, or in private conversations, Mr. Smothers complained about CBS-imposed control over the content of his Smothers Brothers Comedy Hour. CBS subsequently cancelled the show—and the Messrs. Smothers responded with a \$31.1-million suit against the network.

2/17/69, Office of Civil Defense tests alert system on low frequencies—6/2/69, first nationwide test of emergency broadcast system is set—8/11/69, 8/25/69.

■ RCA shows one-tube color-TV camera—11/25/68, officially changes name to RCA Corp.—2/10/69, agrees in principle to acquire St. Regis Paper—10/14/69, 1/23/69. St. Regis calls off merger—3/3/69, announces color sets with brightness doubled—5/12/69. RCA divests itself of electron microscope business, discloses plans for glass tube (for color TV) manufacturing facility—6/30/69; RCA acquires F. M. Stamper Co.—11/10/69, 12/22/69.

■ FCC rules are proposed to permit VHF remote control—1/20/69; VHF licensees voice support for proposal but NABET shows concern—5/5/69; FCC would rule for uniform ease in UHF-VHF tuning in TV sets—2/3/69, but manufacturers are cool to rulemaking—6/2/69; FCC relaxes ID rules for TV translators—12/15/69.

■ CBS and RCA enter cassette tape cartridge production—3/10/69.

■ The economics of owning mobile units is explored—3/10/69, mobile units are big business—9/2/68.

■ Equipment exhibit at NAB convention stimulates heavy sales volume—3/31/69, color chains draw traffic—4/7/69. Low-cost three-tube color cameras upstage NABET convention—11/17/69.

■ GE-Japanese sign color-TV camera license agreement—9/16/68; GE ups TV transmitter prices—3/17/69.

■ Ampex and Sony settle patent litigation—11/18/68; Gulf & Western sues for color-TV data from Sony—2/3/69; Ampex takes broadcast gear on the road—12/23/68.

■ NAB fights field-strength standards—11/11/68, recommends FCC okay of remotely controlled AM in use of subaudible tones—2/3/69. FCC adopts rule permitting AM's to use carrier to send meter data—11/3/69.

■ IVC introduces EMI's new Plumbicon camera—1/20/69, 2/24/69. Visual Electronics introduces 3-tube color camera—2/10/69; Sylvania introduces new types of color tubes—3/17/69. Japanese firms announce flat-screen TV set prototypes—3/24/69.

■ Faster method of duplicating tapes is reported by SMPTE—4/28/69.

■ Westinghouse drops portable TV's—12/2/68.

■ The radiation scare in color-TV: Congressman Koch stirs up question—4/7/69, new scare rises on Long Island (N.Y.)—4/14/69, Federal official asks state health officers to watch for "hot" sets—4/21/69. HEW reported "failure" in radiation control comes under fire of House Commerce group—5/26/69, advisory committee turns back proposed radiation standards to Health Service unit—6/30/69, and HEW technical advisory committee adopts 0.5 milliroent-

gens per hour as radiation standard—8/18/69.

■ Department of HEW suggests color-TV set radiation limits to be effective Jan. 1, 1970—10/20/69; Investigates color-TV set "fires"—10/20/69, 11/3/69, 12/15/69.

■ FCC authorizes CP for move to WSBK-TV Boston transmitter to nearby antenna farm—8/18/69.

■ Broadcasters find growing need for well-qualified technical personnel—12/8/69.

■ NBC test computer cue-and-control at KRON-TV—9/22/69.

■ CCIR adopts proposed international technical standards for TV taped and filmed programs—10/13/69.

■ Comfax Communications sets up "network" for facsimile—11/17/69.

■ EIA splits over trade organization role of set makers, Vice president Wayman resigns—12/15/69.

■ CBS Laboratories scientist develops 3-D technique—12/15/69.

#### Ex Parte

■ Since 1958, when ex parte (off-the-record) contacts between applicants for broadcast licenses and individual FCC commissioners were suspected to have influenced votes on those grants their validity has been argued before FCC and in court. Some of these are in the background of the following, from Sept. 1, 1968, to Aug. 31, 1969, as reported by BROADCASTING.

■ Federal appellate court says FCC erred in interim grants from Orlando and Jacksonville, both Fla., remands cases to FCC—9/9/68, FCC seeks proposals from those involved for interim operation pending selection of permanent licensees—9/23/68, okays interim operations—1/13/69, plans submitted 3/3/69, 4/14/69; Florida court of appeals reinstates complaint in Jacksonville case—2/17/69.

■ Wometco, party in Jacksonville dispute, says FCC ought to pursue TV-station license status of ABC—11/11/68, and commission grants broadcast licenses for KGO San Francisco and KABC Los Angeles over Wometco's objections—6/2/69.

■ Chronicle Broadcasting asks that FCC Commissioner Nicholas Johnson disqualify himself in KRON-AM-TV San Francisco license-renewal proceeding because of alleged ex-parte activities—8/25/69. Complainants in KRON case defend Johnson—9/15/69; Broadcaster calls on Johnson to disqualify himself from Georgia renewal considerations—10/13/69; NAB's Wasilevski sees removal tactics making a martyr of Johnson—10/27/69.

#### Federal Communications Commission

■ In what becomes year for contesting or "strike" applications, as well as issues involving the concentration of media affecting the status of broadcasters' licenses, several areas of concern open up for licensees. Most



of these appear in the category, Media Concentration, some references also are included in the Broadcaster-Government Relations and Civil Rights categories, and still other related items can be found in this, the FCC section.

■ Among the major on-going issues is the doctrine of fairness as imposed by FCC:

■ FCC is asked to apply fairness doctrine to auto advertising—9/23/68; Chairman Hyde clarifies FCC's role in fairness—9/23/68, and defends the doctrine—3/31/69. WDSU-AM-TV New Orleans fairness case—9/30/68, in editorializing by KWWL-TV Waterloo, Iowa, station is absolved from fairness—11/25/68; California citizens group cites fairness in contesting license renewal of KEWQ Paradise, Calif.—12/2/68.

■ Fairness doctrine (personal attack) is central issue in renewal hearing of WXUR Media, Pa. FCC's Broadcast Bureau recommends renewal be denied—9/9/68, 10/23/68, but hearing examiner favors renewal—12/16/68, 12/23/68, and Broadcast Bureau files exceptions—4/21/69.

■ WCCB Red Lion, Pa., takes fight challenging doctrine to U.S. Supreme Court, which decides to hold up until lower court rules on appeals to FCC's fairness rules (2/5/68), and after argument, Chicago appellate court declares unconstitutional FCC rules establishing rights of reply to personal attacks and rules governing political editorials—9/16/68, thus setting stage for U.S. Supreme Court to determine validity—10/21/68, 11/11/68, broadcasters ask review—12/9/68, Comr. Cox openly calls for public support of FCC in First Amendment test—12/16/68.

■ U.S. Supreme Court agrees to review fairness doctrine including Media and Red Lion cases—1/20/69, sides argue pro and con—2/24/69, 3/3/69, 3/24/69, 4/7/69, and SCOTUS in landmark decision writes new page in long-standing fairness doctrine issue as it finds doctrine and accompanying "personal attack" rules enhancing freedoms of speech and press, the action leaves broadcasters stunned—6/16/69.

■ Fairness doctrine as applied to cigarette advertising—see Cigarette Advertising category.

■ In other areas, House Commerce Committee's Investigations Subcommittee drafts report initiating urge for tighter restrictions on station ownership and for inclusion of personal-attack rules into Communications Act plus clear spelling-out of fairness and Sec. 315—11/25/68.

■ University of California law students lose fairness case against KPIX(TV) San Francisco—3/24/69.

■ Commission says remarks by soul singer James Brown about two other entertainers on Mike Douglas Show did not constitute personal attacks—9/8/69; Request by monosodium-glutamate manufacturers for time to present another viewpoint of food additive gets some favorable responses—11/3/69; West Coast attorney requests fairness for recruiting spots—12/15/69.

■ United Church of Christ, in long-standing controversy, joins with American Civil Liberties Union and in new filing asks appeals court to overturn FCC grant of license renewal to WLBT(TV) Jackson, Miss.—11/25/68, case is argued—2/24/69, and meanwhile, Mississippi group—Civic Communications Corp.—challenges station's license and requests comparative hearing—3/17/69, falls in bid for support—4/14/69.

■ Appeals court decision, written by U.S. Supreme Court chief justice when member of appellate court, strikes at FCC in condemnation and strips license from WLBT—6/30/69; and FCC and station asks for hearing—7/7/69, 7/14/69, but does not seek court review—9/22/69. FCC vacates grant—12/8/69.

■ FCC chairman Rosel Hyde may stay on at the commission beyond June 30—4/28/69; and he does—6/19/69, 6/23/69. Hyde retires, praised as chairman called to lead in era of mavericks—11/3/69.

■ Commissioner H. Rex Lee asks help from Federal Communications Bar Association—4/21/69, appears to be man wooed for vote in sale of KTVH(TV) Hutchinson, Kan., by Minneapolis Star and Tribune to WKY Television System—4/21/69.

■ It is Dean Burch as new FCC chairman, Robert Wells as a new member—9/1/69, nominations in 9/22/69. Burch is interviewed in Tucson—9/29/69, senate committee hears nominations—10/20/69, approves, and they are sworn in at FCC—11/3/69.

■ New chairman, Dean Burch, takes over FCC sets tough pace—11/10/69; defends broadcast journalism at duPont-Columbia awards ceremony, and also Vice President Azenw's right to express views on news objectivity—11/17/69; Burch holds his first news conference, indicates hands-off attitude on programming and flexibility on multimedia ownership—12/8/69.

■ Commissioner Nicholas Johnson dissents in renewal of KNBR-AM-FM San Francisco

—3/10/69, in KFDM-TV Beaumont, Tex., sale—5/12/69, and dissents to FCC rebuke of WBBM-TV Chicago—5/26/69.

■ Commissioner Nicholas Johnson, writing in *Harper's*, tells public how it can play role in license renewals—2/3/69, repeats invitation on WRC-TV Washington program—2/24/69, and is cited by Chronicle Broadcasting which asks that he disqualify himself in KRON-FM-TV San Francisco license-renewal proceeding because of alleged ex-parte activities—8/25/69 (also see *ex-parte* category).

■ Commissioner Johnson draws fire during Senate committee review of commission for allegedly soliciting challenges to existing licensees—3/10/69, averse public is entitled to broadcast facilities—4/4/69, and his role in controversial WPIX(TV) New York case is involved in heated discussion within the commission—6/23/69. Comr. Johnson is piqued with attorneys on Justice Dept. moves against concentrations, sees this to be FCC's job—12/30/68, disputes Elaine Lady of Maryland House of Delegates over her civil rights bill vote—5/19/69, 6/9/69.

■ Commissioners Johnson and Cox team up in studying New York for license-renewal status—5/12/69, and turn out so-called evaluation of New York stations using renewal "criteria"—6/2/69.

■ Commissioner Johnson appears on two

■ President Johnson recommends pay hike to \$35,000 a year for commissioners—1/20/69, becomes effective—2/24/69.

■ FCC suddenly becomes activist agency—10/7/68, and Representative Dingell's bill would dismantle the commission, transfer spectrum power—1/13/69.

■ FCC budget for fiscal 1969 goes to President Johnson for signature—9/30/69, and new budget asks for \$23.9 million for fiscal 1970—1/20/69, is left intact by President Nixon—4/21/69; FCC wants \$1 million appropriation to underwrite research in problem areas of land-mobile, CATV and ownership—6/2/69. House unit cuts budget back to \$21.6 million, lopping off research allocation—6/23/69. FCC obligates over \$450,000 for research in fiscal year ended June 1969—7/14/69; Senate committee approves \$22.8-million budget for FCC for 1970 fiscal year—11/10/69.

■ AT&T seeks data from broadcasters that may affect rate increase—1/20/69, but postpones to October 1 effective date of rate increases while awaiting market survey and cost study data—3/24/69, rate talks reach accord—6/2/69; FCC issues procedural order to test AT&T rate structure—8/4/11.

■ AT&T files new rates totaling some \$90-million annually for broadcast transmission service but networks and NAB ask for postponement of Oct. 1 effective date—9/8/



Jack Tinker & Partners won over 100 awards for Alka-Seltzer commercials between 1964 and 1969. Yet this year saw the split between Tinker and all Miles Laboratories business. One of the final TV commercials by the Tinker group, a miniature prototype of the prison melodrama of the 1930 movies,

is built around "tough guy" George Raft (r), flanked by "underworld heavies." The unpalatable prison food prompts a riotous, rebellious and bilious Raft to start the pounding of prison cups on the tables accompanied by a rising chant of protest: "Alka-Seltzer . . . Alka-Seltzer."

network shows and before Congressional group to air his critical views. Loevinger is proposed to answer him—9/22/69, NAB's Wasilewski pans "Nick Johnson Show"—10/6/69, and NAB's Walbridge goes on CBS show—12/1/69.

■ Commissioner Cox warns broadcasters fail to respond in time to calls for change, says new item may be needed to upgrade public-service programming—11/24/69, tells rabbinical conference in New York that broadcasters listen when the public speaks up—10/13/69.

■ Commissioner Cox renews call for citizen lobbying of broadcasters, FCC, Congress, to impose their broadcasting desires—3/24/69; says license lifting is citizen's "last resort" if other tactics miss—5/5/69, suggests Congress could apply fairness doctrine to newspapers—8/18/69.

■ Commissioner Robert E. Lee says FCC's proposed reporting requirements for broadcasters appear "burdensome" and "impracticable"—6/9/69; dissents in WCAM Camden, N.J., license-renewal case, asserting FCC imposes "onerous burden" on broadcast applicants—6/20/69.

■ Commissioner Robert Bartley dissents in KFDM-TV Beaumont, Tex., sale—5/12/69.

■ Commissioner H. Rex Lee dissents in WREX-TV Rockford, Ill., sale to Gilmore Broadcasting—9/15/69.

■ FCC reports complaint mail is up 50%—11/25/68, but in later report, notes overall decline for year ended June 30, 1969—7/28/69, decrease 190 in August from July—9/29/69, flood in October—12/1/69.

69; AT&T says it does not intend to defer rate increase—9/15/69; FCC rejects proposed phone rate hikes in radio lines—9/22/69; broadcasters ask FCC to reject higher AT&T rates—9/22/69, FCC orders hearing—9/29/69.

■ Question poses: are smaller microwave companies to move in on transmission of program services in view of AT&T rate hike—9/22/69; attack continues as NAB and networks speak against phone company's proposal—10/27/69; in radio—small local stations warn of prospective curtailment in services because of raises in AM-FM line charges—11/3/69, FCC suspends, and sets hearing, on proposed increase in radio—11/3/69. (Also see Networks category on AT&T rate hike).

■ Mutual-ABC dispute over affiliates "buying" (see Networks category).

■ Hearings, actions: Court affirms FCC grant of ch. 13 Rochester to Flower City Television Corp.—2/3/69. U.S. Supreme Court affirms lower court ruling—11/3/69; initial decision favors ch. 21 in Birmingham to Alabama Television Inc.—9/9/68; initial decision recommends Apple Valley Broadcasting for UHF in Yakima, Wash.—10/21/68. FCC upholds it—12/2/68 and CP is granted—2/17/69; FM grant to Newcastle, Ind., is held up on technicality—9/16/68; FCC rescinds earlier grant order—9/30/68; sets hearing on ch. 6 Pocatello, Idaho, in which new applicant seeks TV channel already occupied—1/6/69.

■ Hearing examiner recommends license re-



newspaper of 3 Ohio AM's but only if a \$10,000 fine is paid by each for violations and non-compliance with license terms—2/3/69, set for oral argument—10/13/69; examiner decides against CP for Central Point, Ore., outlet and against proposed FM there as well as an AM in Gold Beach, Calif., cites "misrepresentations"—3/24/69; orders KWAL Wallace, Idaho, off the air when nobody answers FCC's mail—6/30/69; FCC examiner recommends ch. 26 in Terre Haute, Ind., to applicant on basis of stockholder's AM-broadcasting record—7/7/69.

■ FCC refuses renewal of WNJR Newark, N.J.—12/2/68; WNJR asks reconsideration—12/30/68, and requests court backing—6/9/69.

■ John H. Norris, son of Reverend John Norris, owner of Red Lion stations, files CP for Greensburg, Pa., UHF proposing commercial educational TV operation—1/27/69.

■ Commission begins inquiry into patterns of ownership, but approves Futaba, Bonneville, Avco transfers—2/10/69, 2/17/69.

■ FCC registers concern with House Banking Committee as to how bank holdings affect broadcast ownership—4/28/69; Cleveland bank's 3% interest in Taft is snag holding up sale of WIBF-TV Philadelphia—5/12/69; American Bankers Association asks FCC to erase or change multiple-ownership restrictions as they apply to bank holdings—6/2/69; FCC asks for comments—11/24/69.

■ House group says FCC should have held hearings on Overmyer transfer, suggests reforms—5/19/69.

■ FCC codifies anti-tracking rules—3/10/69; sets hearing on agreements involved on sale of CP for KJOG-TV San Diego—11/18/68; Supreme Court refuses to review seven-year-old Harriman, Tenn., case involving questions of trafficking—12/2/68; FCC sets hearing on WHUT sale in Anderson, Ind., with inquiry as to trafficking—2/24/69; AM challenger files against proposed KACO(FM) St. Louis transfer—2/24/69; FCC approves change of control of radio stations in Nashville and Knoxville, Tenn.—4/14/69; says Donald A. Pels election as LIN Broadcasting president does not constitute a transfer of control requiring FCC action—4/21/69.

■ Moss-Dingell anti-tracking bills appear on Capitol Hill—5/26/69; FCC waives rule on three-year hold on sale and permits Jack Roth to trade up his Miami market AM—5/26/69; Walter Nelskog's groups' purchase of three-station package is ok with FCC but not without warning of trafficking in radio stations—7/14/69.

■ McClendon application for WCAM Camden, N.J., is ordered for hearing—8/26/68. Broadcast Bureau recommends denial—12/23/68. McClendon rebuts—12/30/68, examiner would grant bid—1/13/69; oral argument is instituted by FCC—3/3/69, but FCC denies sale to McClendon—3/17/69, and says disapproval is based on programming proposals—6/16/69. City of Camden expects to appeal—6/23/69.

■ Hearing examiner recommends denial of WHMC Gaithersburg, Md., license renewal—6/16/69.

■ Approvals, denials, other actions: grants UHF ch. 20 Gainesville, Fla., to William E. Marshall—1/27/69; Review Board rejects WLCY-TV Largo, Fla., bid to relocate—2/10/69; examiner denies WSFA-TV Montgomery, Ala., bid to move transmitter and license antenna height as inconsistent with FCC policy of encouraging UHF—2/17/69.

■ FCC renews KWKY Des Moines license—2/24/69; RKO General gets license renewals in California but with conditions—3/17/69, 6/23/69, after deferring renewals of number of major stations in that state—12/2/68; FCC denies reconsideration of action on RKO—12/15/69; approves CP for Las Vegas ch. 13—4/21/69; okays assignment of licenses in WAAB Worcester, Mass., case—5/26/69; initial decision gives UHF ch. 68 to Boston Heritage—8/11/69; Review board upholds initial decision granting CP for ch. 8 Medford, Ore., to Liberty Television—8/18/69; gives license renewal to WPXI Roanoke to permit station's sale—12/9/68.

■ FCC renews KSL-AM-FM-TV Salt Lake City licenses—10/14/68, reconsideration petition is killed in deadlock among commissioners—1/27/69, two objectors to renewal seek court reversal—2/24/69, 4/14/69, 4/21/69, court denies appeal—5/26/69, FCC sticks to decision—6/23/69.

■ In long-standing KRLA Pasadena, Calif., case in which station operated on interim basis (and in which Bobby Baker issue remained part of hearing record)—FCC examiner recommends award to Voice of Pasadena—4/7/69.

■ Initial decision denies AM renewals for Wagoner and Vinita, Okla., and application for FM in Vinita—4/14/69; FCC denies petition to reconsider grant of license renewal to KEYT-TV Santa Monica—7/28/69; sets hearing for Santa Fe, N. M., ch. 2

when Albuquerque broadcasters question proposed transmitter site—7/28/69.

■ Commission modifies conditions on sale of KOLD-TV Tucson—6/23/69.

■ Fines announced or proposed included: WACA Camden, S.C., \$10,000 for repeated operation prior to sunrise time specified in license—9/2/68, 4/7/69; WPGA-AM-FM Perry, Ga., and WFPM Fort Valley, Ga., \$7,500 and \$4,000 for double billing practices—10/28/68, 6/6/69; KGPC Grafton, N.D., \$5,000 for apparent violations in several areas—11/11/68; WHMC Gaithersburg, Md., \$10,000 for alleged violations as license-renewal application is put down for hearing—12/9/68; KASL Newcastle, Wyo., \$1,000 for infraction of rules (sunset and transmitter inspection)—1/6/69; WJSW Maplewood, Minn., \$5,000 for operating before sign-on, other infractions, \$1,000 for KFT Twin Falls, Idaho, for presunrise operation—4/21/69; WNUS Chicago and WJSW Maplewood, Minn., (also see preceding item), \$5,000 each for technical violations, WBTR-FM Carrollton, Ga., \$3,000 for fraudulent billing practices, WUNO Rio Piedras, P.R., \$3,000 for violations in power output—5/23/69; WCAM Camden, N.J., \$700 for rules violations—6/30/69; AM's KUBA Yuba City, Calif., \$500 for logging and licensed-operator infractions; KFXD Nampa, Idaho, \$450, log omissions; KMPG Hollister, Calif., \$200, record omissions—9/1/69.

■ Bartell Media, \$30,000, for alleged unauthorized transfer of control of its three radio stations—10/6/69; KWAL(AM) Wallace, Idaho, \$500, for failing to reply to FCC correspondence—11/3/69; WSLR(AM) Akron, Ohio, \$1,000, for failure in filing time-brokerage contracts—11/24/69.

■ Short-term renewals: to KCHS Truth or Consequence, N.M.—3/10/69; to WKIP-AM WSPK(FM) Poughkeepsie, N.Y., citing logging and technical violations—7/7/69; examiner recommends short-term renewal to WCFV(AM) Clifton Forge, Va.—12/15/69.

■ FCC staff recommends policy statement on plugola—3/17/69, 5/19/69; supplemental license-renewal applications of New York's WHOM and WMNX meet delay because of payola charges—5/12/69; FCC censures WTHe and WFUV(FM) in New York metropolitan area for polka plugs—6/9/69.

■ FCC proposes rulemaking to make available more syndicated and feature-film programming to small-market TV stations, and which would be comparable to exclusivity arrangements for network programming—10/14/68, some broadcasters attack proposal—12/16/68, but UHF broadcasters support FCC—3/17/69.

■ FCC authorizes public inspection of network-affiliation contracts—3/24/69.

■ WTAF(TV) charges Corinthian's WISH-TV with antitrust—2/10/69 in what is direct link to existing WTAF suit against networks (ABC and CBS) and Corinthian (see Networks category).

■ FCC suggests broadcaster/applicant files be retained for seven years—7/14/69, draws broadcaster objections—8/25/69.

■ Broadcasters hit NCCB proposal that stations retain certain program records for specific period—8/18/69.

■ Alabama station owner sues WVGT Mount Dora, Fla., owner for breach of contract involving agreement to sell station—8/4/69, 8/18/69.

■ U.S. Court in Washington upholds FCC renewal of KTYM Inglewood, Calif., without hearing—10/7/68, Justice Dept. urges Supreme Court to deny review—3/17/69, station license renewal is up for hearing with FCC holding long list of questions—8/4/69.

■ Appeals court tells FCC that Laramie, Wyo., translator decision violates Communications Act's rebroadcast section by permitting broadcast of network programs without nonduplication protection—3/3/69.

■ FCC ventures out in regulation of translator licensees by granting Wisconsin TV outlet nonduplication protection and fines translator operator—6/8/69.

■ FCC proposes less stringent station-identification requirements for I-w-plus TV translators—6/16/69.

■ FCC slaps broadcasters' wrists for failure to log as commercial matter announcements for which goods and services are paid—5/19/69; directs Illinois TV-owner (Plains Television) to halt practices of combination rate-buying—8/4/69.

■ FCC reopens proposals for network program ownership limitations—9/16/68, 9/23/68. CBS and NBC ask for more time to comment, 10/21/69, which is granted—10/28/68. Writers Guild of America endorses FCC proposals—3/31/69, Arthur D. Little Co. prepares updated study on network program ownership limitations effect—4/21/69, which indicates growth of non-network program sources—4/29/69, antitrust chief McLaren favors limits on network program control—4/28/69, 5/5/69.

# M&H RESEARCHES YOUR PERSONALITY

*Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor.*

*This personality (or image) is the result of the effect of everything that happens on the station. Each individual on the air is part of the call letters or channel personality.*

*We have completed over 150 market studies, encompassing more than 70,000 depth interviews, studying the images of TV and radio stations from coast to coast, in the United States as well as in Canada and the Caribbean.*

*Our company uses the unique skills of the social scientists to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the competing stations in your market.*

*Our clients know where they stand, and, more importantly, they know the reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women's programs, movies, children's programs, etc. One of the principal reasons for our contract renewals year after year is, that we do more than just supervise a research project. We stay with the station for a whole year, to make sure you understand the study and that it works for you.*

*If you are concerned about ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation. with absolutely no obligation on your part.*

# M&H

**McHUGH & HOFFMAN, INC.**  
Television & Advertising Consultants

430 N. Woodward Avenue  
Birmingham, Mich. 48011

Area Code 313  
644-9800

■ Tacoma, Wash., suburban group asks denial of renewal for KAYE because of program practices—4/28/69.

■ Commission charges double billing in WLAS Jacksonville, N.C., case—5/19/69.

■ Appeals court backs FCC denial of AM application in Norfolk area that was based on commission's suburban policy—7/21/69.

■ FCC turns down requests of 5 AM's for dual-city identification—6/30/69.

■ Lady Bird Johnson reclaims control of stations in Texas through filing with FCC—1/20/69, 2/17/69.

■ FCC proposes rule to prohibit station recording or broadcasting conversation live without telling party it is to be broadcast—7/14/69.

■ FCC moves further against cigarette advertising by proposing broadcast ban—2/10/69, and see category. Cigarette advertising, for subsequent references.

■ FCC issues directives against employe "leaks"—2/17/69, 3/17/69.

■ White House begins examination of FCC's composition, policies—3/31/69, 4/14/69.

■ FCC approves application for new TV stations in Toledo, Ohio, and Flagstaff, Ariz.—9/15/69; new WBTW(TV) Florence, S. C., ownership eliminates overlap question but runs into FCC's policy on UHF—9/15/69; FCC examiner McClenny proposes ch 6 TV in Nampa, Idaho, be granted to Snake River Television—10/13/69.

■ Commission affirms its decision fixing main studio of WXEX-TV Petersburg, Va., and not permitting move—10/13/69; Hearing Examiner Thomas H. Donahue proposes denial of application for time extension to build WBVI-TV Panama City, Fla.—11/3/69; initial decision recommends denial of move of WLVA-TV Lynchburg, Va., transmitter site—12/8/69.

■ FCC hearing examiner recommends denial of license renewals of KDOV(AM) Medford, Ore., and KCNO(AM) Alturas, Calif., citing alleged deceit in ownership data—12/1/69; Examiner Millard French proposes grant for CP modification to Coral Television for ch 6 in Miami—12/8/69.

■ Bloomington, Ind., newspapers protest Sarkes Tarzian Inc. advertising discounts—9/22/69.

■ Former employe group of KWK(AM) St. Louis fall to get FCC reconsideration of assignment of license—10/6/69, 12/8/69.

■ Sencland challenges renewal of WLAS (AM) Jacksonville, N. C.—10/6/69.

■ Issue of commercialization begins to surface at FCC—10/20/69.

■ FCC proposes modifications on nighttime AM patterns—11/24/69.

■ Federal bar group objects to FCC changes in policies as to how broadcasters ascertain community needs—10/27/69. FCC agrees to meeting on subject—11/10/69, held—11/8/69; FCC wants stations themselves to survey community needs—12/15/69.

■ Commission simplifies ID—announcement rules—12/15/69.

■ FCC approves short-term renewal of WIFE-AM-FM Indianapolis' licenses while citing infractions by stations—10/6/69. Representative Robert Tiernan (D-R. I.) says he is dismayed with FCC's action on WIFE stations—10/20/69, contempt-of-Congress citation faces Rosel Hyde who refuses to turn over confidential records to House probes—10/27/69, contempt issue cools—11/3/69, but WIFE issue heats up—11/10/69, and committee asks Hyde to reappear in new eruption—12/8/69, 12/15/69.

■ FCC sets KVAN(AM) Vancouver, Wash., case for hearing, citing 122 rule violations—9/29/69.

■ FCC Commissioner Robert E. Lee issues dissent in Pacifica Foundation station renewal grant, criticizing broadcast of allegedly obscene material—11/3/69, his disclosure in print of obscene poem broadcast by Pacifica leads to Pastore request of FCC to discuss its policy before his committee—11/24/69; FCC's Burch, Senator Pastore and Justice Department stiffen on subject of obscenity in broadcasting—12/8/69; Dallas publisher's test case before US Supreme Court provides possible major guidelines to obscenity—12/15/69.

**Financial**

■ Profits, losses and other financial data reported by organizations in or associated with broadcasting: Abto—10/6/69; Adams Russell—5/26/69; Allied Artists—1/6/69, 11/17/69; Ameco—2/17/69, 6/9/69, 10/6/69, 11/24/69; ABC—3/17/69, 4/28/69, 5/26/69, 7/21/69, 8/25/69, 9/15/69, 10/20/69, 11/10/69; Ampex—2/24/69, 6/16/69, 9/1/69, 12/1/69; Atlantic States Industries—10/27/69; Avco—3/17/69; 6/30/69, 10/6/69.

■ Chuck Barris—9/8/69; Bartell Media—4/21/69, 5/19/69, 8/25/69; Benton & Bowles—4/21/69; John Blair—1/6/69, 1/20/69, 2/17/69, 2/24/69, 4/7/69, 5/5/69, 5/19/69, 6/30/69, 7/28/69, 11/3/69; Boston Herald Traveler—3/3/69, 9/8/69; Alan Burke Productions—

9/8/69; Burnup & Sims—12/8/69.

■ Cablecom General—2/3/69, 11/3/69; Cable Information Systems—2/3/69; Capital Film Laboratories—11/17/69; Capital Cities—2/17/69, 4/28/69, 5/5/69, 7/28/69, 11/27/69; Chris Craft—2/4/69, 3/10/69, 4/28/69, 7/14/69; Cinertronics—8/9/69; Cohu Electronics—3/3/69, 5/5/69, 8/4/69, 10/27/69; Collins Radio—9/29/69; CBS—2/17/69, 4/21/69, 5/19/69, 7/28/69, 10/20/69; Columbia Cable 6/9/69, 9/15/69; Columbia Pictures—3/3/69, 5/26/69, 9/29/69, 12/8/69.

■ CCA Electronics—5/5/69; C-Cor—5/5/69; Combined Communications—4/28/69, 8/10/69, 11/10/69; Commonwealth United—1/20/69, 4/21/69, 6/6/69, 8/11/69; Communications Inc.—1/20/69; Communications Properties—11/17/69; Communications Satellite—3/3/69, 4/28/69, 8/4/69, 10/27/69; Computer Image—12/1/69; Computer Applications—2/17/69; Corinthian—3/3/69, 6/30/69, 7/14/69, 9/1/69; Cowles—3/3/69, 6/9/69, 8/11/69, 10/27/69, 11/10/69; Cox Broadcasting—2/3/69, 3/3/69, 3/31/69, 4/28/69, 7/28/69, 10/27/69, 12/15/69; Cox Cable—2/3/69, 4/28/69, 8/11/69, 9/1/69, 11/3/69; Creative Management Associates—6/23/69; Cypress Communications—1/27/69, 4/7/69, 7/7/69, 9/1/69.

■ Walt Disney Productions—1/27/69, 2/10/69, 3/10/69, 5/12/69, 7/21/69, 11/24/69; Downe—5/19/69. Doyle Dane Bernbach—1/27/69, 2/10/69, 3/3/69, 6/23/69; Doremus—2/17/69, 5/5/69, 12/11/69.

■ Electrographic—3/3/69; E & B /CECO—10/20/69.

■ Filmways—1/20/69, 4/14/69, 4/21/69, 6/9/69, 7/21/69, 11/17/69; Foote, Cone & Belding—2/24/69, 4/28/69, 8/4/69, 11/3/69; Four Star Television—10/6/69; Fuqua Industries—4/4/69, 5/5/69, 8/25/69, 11/3/69.

■ Gannett Co.—3/3/69, 5/5/69, 7/28/69, 10/13/69, 10/27/69; General Artists—4/21/69; General Electric—3/24/69; General Instrument—6/2/69, 7/14/69; General Recorded Tape—2/17/69; Grass Valley Group—3/3/69, 7/21/69, 10/13/69; Gray Communications Corp.—9/1/69; Grey Advertising—4/7/69, 8/18/69; Gross Telecasting—1/13/69, 2/24/69, 4/21/69, 6/2/69, 7/21/69, 10/20/69; Gulf & Western—3/31/69, 6/23/69, 10/27/69, 11/3/69, 12/15/69.

■ H&B American—1/6/69, 3/31/69, 6/16/69, 10/13/69; Harris Intertype—1/27/69, 4/28/69, 8/18/69; Interpublic—2/3/69, 4/7/69; Inter-video Programming Sales—3/24/69; ITC—8/4/69; IQ Films—2/10/69; Kaufman and Broad—1/20/69, 4/14/69, 7/14/69, 10/27/69; Kaiser Industries—3/24/69; King Broadcasting—3/31/69; Kinney—9/1/69, 9/22/69; Knight Newspapers—3/31/69.

■ Lamb Communication—4/21/69, 5/5/69; Lee Enterprises—2/17/69; Liberty—2/3/69; LIN Broadcasting—1/13/69, 1/27/69, 2/24/69, 10/27/69; Livingston Oil—8/18/69.

■ Magnavox—3/31/69; MCA—3/17/69, 5/19/69, 8/18/69, 11/17/69; Media Horizons—6/23/69, 10/27/69; Memorex—2/3/69, 5/12/69, 8/4/69, 11/10/69; Meredith Broadcasting—2/3/69, 6/16/69, 8/25/69; Metro-Goldwyn Mayer—1/20/69, 4/14/69, 4/21/69, 6/2/69, 7/21/69, 8/4/69, 9/22/69, 11/24/69; Metromedia—2/24/69, 4/21/69, 5/19/69, 6/16/69, 7/21/69, 10/20/69; 3 M Co.—2/3/69, 5/5/69, 8/11/69; MPO Videotronics—2/17/69, 5/5/69; Motorola—8/4/69, 10/20/69; Movielab—5/5/69, 5/26/69, 8/25/69, 9/15/69, 11/24/69; Music Makers Group—2/3/69, 9/29/69; Multimedia—4/7/69, 6/2/69, 8/4/69.

■ National Cable Communications—10/13/69; National General—2/24/69, 5/26/69, 6/23/69, 8/25/69, 11/24/69; National Showmanship Services—8/25/69, 11/17/69; National Television—5/5/69; National Video—3/3/69, 3/24/69; A. C. Nielsen—4/7/69, 6/30/69; Norton Simon—1/20/69, 4/21/69, 8/25/69, 10/27/69.

■ Oak-Electro Netics—3/17/69, 6/23/69, 11/17/69; Official Films—11/24/69, 12/1/69; Ogilvy & Mather—3/10/69, 8/4/69; Outlet Co.—4/29/69, 6/30/69, 10/20/69.

■ Pacific and Southern Broadcasting—2/17/69, 5/12/69, 6/30/69, 8/18/69, 8/25/69, 11/3/69, 12/1/69; Papert, Koenig, Lois—4/7/69, 8/25/69, 9/22/69, 10/27/69; Plough—3/3/69, 4/21/69, 7/21/69; Princeton Electronic Products—1/6/69; Publishers Co.—4/14/69, 6/30/69, 9/8/69, 12/15/69.

■ Rahall Communications—8/11/69; RCA—3/3/69, 4/14/69, 5/12/69, 7/14/69, 10/13/69, 10/27/69, 11/10/69; Walter Reade—5/5/69, 8/4/69, 9/8/69; Reeves Broadcasting—4/7/69, 4/21/69, 5/26/69, 9/29/69, 11/17/69; Republic—2/17/69, 10/6/69; Ridder Publications—10/6/69; RKO General—3/13/69; Rollins—3/3/69, 6/16/69, 9/1/69, 11/24/69; Rust Craft—1/20/69, 4/28/69, 7/7/69.

■ Signal—2/7/69, 4/28/69; Scripps-Howard—2/10/69, 4/28/69; Sponderling—3/24/69, 5/12/69, 5/26/69, 8/11/69, 11/10/69; Starr Broadcasting Group—1/13/69, 9/29/69, 11/24/69; Storer Broadcasting—2/24/69, 4/28/69, 7/28/69, 9/1/69, 11/10/69; Subscription TV—4/28/69, 9/15/69, 12/1/69.

■ Taft Broadcasting—1/20/69, 5/20/69, 7/21/

69, 10/27/69; Technicolor—2/24/69, 5/5/69, 7/21/69, 10/13/69, 10/20/69; Tele-Communications—1/20/69, 10/20/69; Teleprompter—4/7/69, 4/28/69, 5/12/69, 5/26/69, 10/20/69, 11/10/69; Tele-Tape Productions—3/3/69, 6/9/69; Television Communications—9/29/69, 11/17/69, 11/24/69; Television Electronics—6/9/69; Television Utilities—3/10/69; Telesword—2/10/69; J. Walter Thompson—4/7/69, 6/9/69, 8/11/69; Time—2/24/69, 4/14/69, 4/21/69, 7/28/69, 11/3/69; Transamerica—2/10/69, 4/7/69, 4/28/69; Trans-Lux—3/24/69, 4/7/69, 4/28/69, 8/18/69, 11/24/69; Trans-media International—5/19/69, 11/17/69; Transcommunications—6/9/69; Transcontinental Investing—3/11/69; Twentieth Century Fox—2/10/69, 3/17/69, 5/26/69, 11/24/69.

■ Universal Video Industries—1/13/69; Vikoa—3/31/69, 4/14/69, 5/19/69, 8/29/69, 11/3/69, 11/24/69; Visual Electronics—3/3/69, 7/21/69, 8/25/69, 9/8/69, 9/22/69, 11/24/69.

■ Warner Bros.-Seven Arts—2/10/69, 2/24/69, 5/19/69, 9/22/69; Wells, Rich Greene—6/2/69; Western Broadcasting—11/17/69; Western Video Industries—1/20/69; Westinghouse Electric—2/24/69; Wometco Enterprises—2/3/69, 3/24/69, 4/21/69, 7/7/69, 10/6/69; Wrather Corp.—3/31/69, 4/7/69, 9/1/69, 11/24/69; Zenith Radio—3/3/69, 5/5/69, 8/4/69, 11/10/69.

**Frequency Modulation**

■ ABC begins "progressive rock" music service to FM's—11/25/68, sets start of service with syndication in the plans for spring—2/17/69.

■ Nonduplication: FCC approves one waiver, denies four—10/28/68; orders New York and Philadelphia broadcasters to cease duplication of AM facilities by year's end—8/25/69.

■ FCC proposes rule on FM translator and booster services—1/20/69.

■ Philadelphia lawyer Joseph Field buys 5 FM's—1/20/69.

■ FM set sales move up to record levels—3/24/69.

■ NAFMB speakers praise FM's maturity and Detroit auto industry is urged to install FM radios—3/31/69.

■ Lee Enterprises asks FCC to change decision to hear application for Billings, Mont., FM, alluding to bias against newspapers in broadcasting—4/28/69.

■ More than 70% of all FM's with AM affiliation offer separate programming fully or in part—6/9/69.

■ All channel group forms to fight for FM-AM sets—7/14/69.

■ New York distributor agrees to FCC request to stop advertising and selling of subcarrier FM (SCA) receiver equipment to the public—8/11/69.

■ Pacifica bid for FM in D. C. goes into FCC hearing—8/25/69.

■ FCC proposes to divert most of growth of radio service into FM—9/68/69; prepares to expand AM-FM nonduplication rule—9/15/69; receives mostly negative responses—11/24/69.

■ CBS FM station institutes personalities and "live" programming in place of "Young Sound"—10/20/69.

■ Cable FM stereo bows in Riverton, Wyo., by "Radio 95"—10/20/69.

■ Kaiser Broadcasting creates FM stations division—10/27/69.

■ AMST claims before FCC that most educational FM's interfere with ch. 6 TV's—12/1/69.

■ United Artists acquires WQAL(FM) Philadelphia for almost \$1 million—12/8/69.

**International**

■ United Kingdom: BBC to drop cigarette ads 1/6/69; ITA has color problems—1/20/69; EBU threat to ITV world copyrights—2/17/69.

■ BBC must cut radio budget to help pay for color TV—3/3/69; EMI reaches accord with ITA over Thames TV control, advertisers show concern over UHF transmission of color and Conservative Party pledges reshape of British TV—3/17/69; BBC plans retention of its Third Program service—4/14/69; government proposes new ad tax on programming companies—4/28/69; delay in color TV muddles status of medium—3/28/69, will begin color but confined at first to London—6/2/69; ITA considers stricter control of independent programs because of violence depiction in a series' episode—4/28/69; ITA wins fight to keep its operating surplus—7/21/69; EBC replaces regional radio with local VHF radio—5/19/69, other proposals—7/21/69.

■ Dismissal of Michael Peacock of London Weekend TV jars British commercial TV—9/29/69; BBC staff restless—11/10/69.

■ Advertising facts of life in Europe are discussed in "Monday Memo"—10/20/69.

■ Voice of America: Frank Stanton backs report urging review of USIA, Marks wants Congress to review—1/6/69; Frank Shakespeare is named to direct USIA—1/20/69, is



before Senate committee for confirmation—2/3/69, is confirmed—2/10/69; Governor Scranton heads U.S. Intelsat delegation—4/14/69, he predicts changes in communications—4/21/69; U.S. Advisory Commission urges more budget for USIA—7/7/69; USIA seeks entry in distribution of nonentertainment TV to overseas outlets—8/11/69; Kenneth E. Giddens, WRKG-AM-FM-TV Mobile, Ala., becomes director of VOA—8/18/69, 9/8/69; USIA film tells Nixon's side of Vietnam war—11/24/69.

■ U.S.-Mexican talks on new AM agreement: tentative agreement on use of standard radio band—12/2/68, 12/16/68, 4/7/69; Senate ratifies—6/23/69.

■ Mormon Church would sell international short-wave station, WNYW New York—11/17/69.

■ Intelsat: Russia may reveal stance in international satellite authority—3/17/69, sessions end with 75% agreement—3/24/69, deliberations continue—7/21/69.

■ Australia moves to introduce color—3/10/69, markets there earn high marks—3/17/69.

■ Latin American governments study recommendation they follow U.S. color-TV stand-

■ NAEB leaves Samoan ETV development—3/3/69.

■ Mexico City moves underway to combat government efforts to break up broadcast groups—4/14/69, broadcasters get 20-year licenses in Mexico but they give up 12.5% of their air time—6/9/69.

■ Young & Rubicam's TV billing overseas is reported—1/20/69.

■ "Peace Ship" to broadcast messages in Middle East, is advertised (for funds)—10/13/69.

**Labor Relations**

■ AFTRA calls strike against WNEW-AM-FM in New York—3/10/69, it's short-lived—3/17/69; three networks ask court to consider their arbitration with advertisers and agencies in AFTRA request for 10.1% cost-of-living increase in minimum fees—7/14/69, 7/21/69, court grants network request—7/28/69, AFTRA members get 5% hike in basic minimum salaries in arbitration award—11/24/69; AFTRA and networks resume negotiations on group of contracts—12/1/69; AFTRA-NET agree on new program contract—3/15/69.

■ AFM membership rejects proposed new three-year contract with radio-TV networks

■ New York Federal District Court grants CBS request for joint arbitration with two unions—12/9/68.

■ NABET strike in Buffalo is settled—1/6/69; NABET orders study of its prospects in CATV—6/6/69.

■ IBEW local strikes KLAC, KMET(FM) Los Angeles over handling of studio equipment—3/31/69, Metromedia Imports aid—4/7/69, strike is over—5/19/69, IBEW-CBS pact to be voted—10/13/69, IBEW rejects offer—10/20/69, reach tentative agreement—10/27/69.

■ Cartoonists threaten strike—7/21/69.

■ Wire Service Guild strikes Associated Press—1/13/69, ends—1/20/69.

■ Labor union adds voice to CATV rule proceeding before FCC as Hyde comments—1/20/69.

■ NAB asks wage-and-hour exemptions in overtime proposals for stations in markets of 100,000 or less—10/13/69.

■ SAG-AFTRA set three-year agreement in principle with networks and agencies on TV commercials—11/17/69; agreement would boost talent costs, ANA told—12/15/69.

**Media Concentration**

■ A prevailing issue on the broadcast scene is that of the concentration of control of media and the contesting or "strike" applicant competing for license as viewed by FCC, the administration and the Congress. These are highpoint, critical events in this area; other related items may be found in the Broadcaster-Government Relations, Civil Rights and FCC categories.

■ Department of Justice looks into newspaper-TV consolidation in same markets—1/15/68, and CATV's—1/29/68; intervenes in KFDM-TV Beaumont, Tex., sale to Enterprise Co., publisher, on antitrust question—3/11/68; urges hearing—5/13/68, 6/10/68, but sale is called off—8/12/68, report agreement for station's sale to Dallas Morning News (WFAA-AM-FM-TV Dallas)—12/9/68.

■ Multiple ownership issue is on the line: In unprecedented action FCC in 3-to-1 vote strips WHDH Inc. of license to operate Boston's ch. 5 in favor of competing applicant—1/27/69; decision is viewed as having widespread, costly implications in M. H. Seiden & Associates economic study—2/3/69, WHDH asks reversal of ruling and winner asks clarification—2/24/69, and another losing applicant, Charles River, wants in—3/3/69, 3/10/69, FCC denies petition to reconsider WHDH action—5/26/69, WHDH and Charles River civic group seek court test in appeal—6/23/69, Boston Broadcasters Inc. sees victory in WHDH decision as hollow as profits continue to go to WHDH Inc.—6/30/69, Harvard Law School professor Jaffee sees decision as "lurch to the left" and "neither just nor constructive"—7/7/69, WHDH-TV will operate during judicial review of the case—7/28/69, WHDH files brief with appeals court—9/22/69, a new view arises on WHDH decision—12/15/69.

■ KNBC-TV Los Angeles is challenged by local group seeking its license—2/10/69; American Newspaper Publishers Association says FCC has no authority to outlaw newspaper ownership of broadcasting stations—2/17/69, and ANPA president hits regulatory agencies—4/28/69.

■ New group (Dudley Station Corp.) contests for Boston channel 7 (WNAC-TV)—4/7/69, 5/5/69, 8/25/69, and businessmen group in Boston files competing application for WNAC-TV—3/10/69, third contender files for WNAC-TV as NBC's KNBC-TV in Los Angeles is set for hearing—7/14/69, 8/18/69, FCC's Broadcast Bureau would deny 27 additional issues sought by both sides in KNBC-TV dispute—10/6/69, FCC orders license-renewal application of WNAC-TV to hearing—12/8/69.

■ Attorney Pepper suggests legislation to eliminate comparative hearings for renewal applicants—3/3/69; FCC proposes deadline for competing applicants to avoid delays in renewal proceedings—3/24/69; campaign begins for law to deter "strike" applications—3/31/69, 4/7/69; as filings continue—4/14/69, 4/21/69, more "strike applications" legislative remedies are proposed—4/28/69.

■ Senator Pastore introduces license-protection bill (antistrike application) to prohibit competing bids for renewals unless FCC views incumbent as not serving the public interest—5/5/69, 5/12/69, gains Senate sentiment—5/26/69, 6/9/69, 8/11/69, meets with Commissioner Johnson's caustic reaction—9/1/69, blacks, liberal groups, churches line up against Pastore bill during Senate hearing—12/8/69, BEST pickets NAB, networks and stations in protest of hearing—12/1/69, 12/8/69.

■ NAB unit asks stations to step up support of "anti-strike" bill—10/20/69, becomes theme of NAB regionals—10/27/69.

■ FCC sets tighter deadlines for competing



Joey Bishop (c) never lacked for big-name talent, like Dan Rowan (l) and Buddy Hackett (r), on his late-night talk show. But Merv Griffin's entry this fall on CBS made for a three-way sofa war, and did Mr. Bishop in. The 19-month-old show foundered on clearances as

the ratings sagged. ABC and Mr. Bishop parted company by "mutual agreement"; Mr. Bishop's replacement is Dick Cavett, a talk-variety show veteran, who is scheduled to make his first late-night appearance this evening (Dec. 29).

ards—3/31/69.

■ Canada: Canadian parliament gives more consideration to TV coverage, CRTC warns that CKLW must drop U.S. ownership, and CATV in Canada must comply to new Canadian ownership rules—4/7/69, CKLW-AM-FM-TV to be sold to comply with CRTC rules—7/21/69; Canadian cable operators see too-heavy CRTC hand on CATV franchises—7/28/69, after CRTC bans commercials on CATV and cable networking—5/19/69; anti-smoking bills are in legislative hopper in Canada—12/23/68; CBC drops cigarette ads—5/12/69.

■ CBC budget goes up in next fiscal year—2/10/69, though it is revised downward—3/10/69; CBC employees hold one-day strike—3/24/69; CBC cuts cost of Olympic coverage at \$39,000 a day and total cost of radio-TV for Mexican games at \$930,000—2/17/69; CRTC sets hearing on controversial *Air of Death* program—2/17/69; CBC reports operating-cost rise of \$5.4 million—7/21/69.

■ Argentine military government moves ahead against private broadcasting—12/9/68, 1/6/69.

■ In Japan, NHK installs computer operation—9/16/68; TV commercial firm is formed with U.S. and company, and Carson/Roberts points up Japan's ad billings potential—1/27/69; WGN Continental Broadcasting sets up office in Tokyo—11/24/69.

■ Czechs expel CBS news people and move to control liberal newsmen—2/3/69.

■ In British sector of Virgin Islands, there are problems in TV service—3/3/69.

—9/23/68, votes on new contract—10/21/68, and strikes—11/4/68, 11/11/68, 11/18/68, 11/25/68; strike ends with new two-year contract signed—12/2/68, 3/10/68; AFM and major film producers agree on new contract—5/26/69, 6/9/69.

■ Writers Guild of America reports income from TV decreased 15.5%—9/1/69; Gains in TV residuals reported for September—11/3/69; WGA unit seeks strike fund—9/15/69; votes against strike-fund assessment—10/13/69.

■ IATSE local strikes Reeves Production Services in New York—8/4/69, settlement is announced—8/25/69, IATSE publicists guild votes new contract with producers—8/25/69.

■ SAG earnings from TV commercials are at record high—11/25/68, members' earnings—1/6/69; serves termination notice on contract, indicating new negotiations for commercials contract—9/1/69; SAG reports over \$10 million in TV residuals collections—11/24/69.

■ NLRB orders station to bargain with on-air employees—6/2/69; NLRB trial examiner accuses KJOY and KJAX(FM) Stockton, Calif., of failure to bargain in good faith with AFTRA—4/7/69; sets election as to which union—IBEW or IATSE—employees of KDNL-TV want to join—12/8/69; NLRB examiner cautions WVOL(AM) Nashville on employe harassment—12/8/69.

■ AMPTP in new agreement recognizes Producers Guild of America as collective bargaining agent in field—10/28/68, effects accord with IATSE—3/10/69.



applicants at license-renewal time—5/19/69; new task force led by Marcus Raskin may provide basis for more strike applications—5/26/69.

- Forum Communications applies for WPIX-TV New York channel—5/19/69, court may be asked to rule on WPIX—5/26/69, 6/2/69; Forum asserts FCC ignored news-distortion charge—6/9/69, WPIX renewal fate hinges on FCC probe of news-distortion—6/16/69, Commission sets aside WPIX's license-renewal grant, opening way for comparative hearing—6/23/69, FCC reveals letter in WPIX challenge—7/7/69, 7/14/69, denies station's bid for review of Broadcast Bureau order that set aside renewal grant—8/18/69, WPIX battle continues—10/13/69, as FCC orders comparative hearing—10/27/69, 11/24/69, 12/8/69.
- Washington Community Broadcasting Co. (Drew Pearson, Thurman Arnold, others) files for Negro-oriented WOOK and WFAN-TV—6/9/69, embroils columnist Jack Anderson—10/13/69, betting tips charges enter case—11/10/69.
- In spite of contesting, Anthony R. Martin-Trigona asks FCC to revoke licenses of ABC and NBC owned stations (on cigarette issue)—8/18/69, and adds request for revocation of WRC-TV Washington license—8/25/69, to whom he filed earlier against WNBC-TV, WABC-TV and WCBS-TV, all New York—6/2/69 (for other contesting on ground of cigarette fairness issue, see Cigarette Advertising category), FCC dismisses New York petitions—10/6/69, with Commissioner Johnson critical—10/20/69.
- New round in multimedia issue could involve Journal Co.'s holdings in Milwaukee—5/12/69.
- Senator Hart's antitrust and monopoly subcommittee holds hearing on "newspaper preservation" bill—6/16/69, Senate passes bill—7/21/69, Justice Department's antitrust chief McLaren attacks bill—6/23/69, which is deferred—6/30/69, House begins hearings—9/15/69, Nixon administration splits over bill—9/29/69.
- Commission sets for hearing \$4.4-million sale of KTVH-TV Wichita-Hutchinson, Kan., involving questions of media concentration of control and family trusts as corporate licensees—8/18/69, and Chairman Hyde deplors premature "conclusions"—8/25/69, FCC sets hearing—9/22/69, and denies both reconsideration of order—11/3/69, 11/17/69, and transfer application of sale—12/1/69, 12/15/69.
- Milton Shapp asks FCC to lift Triangle Stations' WFIL license, charges Triangle with being "news monopoly"—7/7/69, Triangle Publications refutes charges of mass-media control—8/25/69, FCC rejects protest and grants renewal—12/1/69.
- California construction company files suit in federal court seeking to void KOVR-TV Stockton-Sacramento purchase, says McClatchy has advertising monopoly—7/7/69, petition circulates asking divestiture of stations—8/18/69.
- Action against communications acquisitions by large corporations—said to be first of major magnitude—is to be filed by *Denver Post* against S. I. Newhouse—7/28/69, is filed—8/18/69.
- Signal Companies and Golden West Broadcasters urge FCC not to bar entry into broadcasting of "large, diversified companies"—8/11/69.
- FCC Hearing Examiner Thomas Donahue renders opinion that shakes up industry; recommends denial of license of KHJ-TV Los Angeles and would grant license to competing application of local businessmen, but cites "shortcomings" of both applicants—8/18/69.
- FCC Commissioners H. Rex Lee and Nicholas Johnson trade views on concentration of media control aspects of Supreme Court fairness decision—8/18/69.
- Commissioner Robert E. Lee expresses doubt on desirability of Justice's proposal that cross-ownership of broadcasting and newspaper properties in same market be barred—10/7/68, says FCC's proposed reporting requirements for broadcasters appear "burdensome" and "impracticable"—6/9/69, dissents in WCAM Camden, N. J., license-renewal case, asserting FCC imposes "onerous burden" on broadcast applicants—6/30/69.
- FCC proposes rulemaking to limit station acquisitions to one to a licensee in a market—3/25/68, broadcasters shocked, then outraged—4/1/68, case that triggered action sale of WFMT(FM) Chicago to newspaper owner-broadcaster WGN Continental Broadcasting—approved by FCC—4/1/68; citizens group files in court—4/29/68, 5/20/68, WGN takes control—5/13/68, FCC defends its action—6/10/68, federal court holds protesters to sale should have been heard, opening new legal hassle—8/5/68, holding appealed—

8/5/68, 8/19/68, 10/7/68; citizens groups' plea before FCC—10/28/68; WGN-Chicago Tribune buy of FM set for hearing—1/13/69, Thomas F. F. Kovine's committee might interdict itself in case—1/27/69, hearing examiner takes testimony—3/17/69 as Broadcast Bureau supports WGN acquisition—4/21/69, citizens group gets new hearings as FCC reopens case—6/9/69, 6/30/69, 7/21/69.

- FCC denies citizen's groups petition to withdraw WGN's temporary operating authority—9/15/69.
- Licensee offers WFMT(FM) as gift to charitable or educational group—10/13/69, goes to Chicago noncommercial educational TV's—11/3/69.
- NAB asks for 90-day filing extension in one-per-market rulemaking—9/9/68, 9/16/68, FCC extends deadline for reply comments—9/23/68, NAB asks time to rebut—12/23/68; FCC sets hearing—1/13/69, NAB asks further extension—1/20/69, and gets part of its requests—1/27/69; NAB urges FCC shelve one-to-customer proposals, warns of perils, cites research it says indicates assumptions by commission appear incorrect—3/3/69, receives Litwin progress report on common ownership—6/30/69, and study claims FCC's rule would put program controls in fewer hands, sees myth in so-called undue influence of multiple ownership—8/11/69.
- In first waiver during one-to-customer interim, FCC okays sale of AM-FM in Berlin, N. H.—2/17/69, more follow—3/3/69, 3/10/69, 4/14/69.
- Senator Hart of Antitrust and Monopoly Subcommittee supports one-to-a-customer concept—10/20/69; in first waiver of interim one-to-a-customer policy, FCC approves sale of KHAR-AM-TV Anchorage—12/8/69.
- Public supports KFAC-AM-FM Los Angeles in "common ownership" issue—1/27/69, more letters in thousands supporting KFAC land at FCC in station filing—3/31/69.
- Media concentration issues are involved in: FCC approval of sale of WAKM(FM) Bedford, Pa.—3/11/68; of KSNV-TV San Francisco to Metromedia—3/25/68; in approval of KOA-AM-FM-TV to GE—6/10/68; citizens groups voice concern in WGKA-AM-FM Atlanta transfer (see Programming category for disposition)—10/28/68; FCC orders hearing on FM application in Sheboygan, Wis., raising concentration issue—11/11/68; WREX-TV Rockford, Ill., to be sold by Gannett Newspapers because of Justice interest in media concentration—11/4/68, 11/11/68, 12/9/68; Reeves faces challenge for Huntington, W. Va., channel—4/7/68; newspaper-connected applicants for FMs in Billings, Mont., and Middlesboro, Ky., are set for hearings—4/7/69, 7/28/69.
- Media concentration issue appears in Negro group's petition to deny KTAL-TV Texarkana, Tex., renewal—1/13/69, station replies—3/3/69 (see Civil Rights category for disposition).
- FCC is faced with \$300-million merger proposal of Metromedia and Transamerica—10/14/68; Transamerica will buy additional two U's—10/21/68, but drops that plan—10/28/68, merger proposal is filed—1/6/69, and Metromedia would possibly buy WFLD-TV Chicago and merged firm drop Houston CP—1/13/69, SRA files protest against merger—2/10/69, Metromedia says it will pay \$10 million for WFLD-TV—3/10/69, Metromedia's stockholders approve merger—3/10/69, Justice Department agents compile data on TV syndication in respect to proposed merger—5/19/69, companies call off merger on signs of government disapproval—6/16/69.
- Justice opens new front in attacks on cross-ownership, cites cable-system franchise applicant in Cheyenne as owner of KFBC-TV, giving it "lock" on media "monopoly"—1/6/69, Frontier denies allegation in filing with FCC—2/17/69, 11/17/69.
- Concentration of control of media is among issues in license renewal hearings on KRON-AM-TV San Francisco and WCCO-AM-TV Minneapolis—3/24/69.
- FCC okays WCCO renewal—4/14/69, but orders Hubbard Broadcasting to appear as party in hearing of WCCO-AM-FM license renewals—4/21/69, 4/28/69, 6/2/69, examiner allows *Minneapolis Star* to intervene in WCCO hearing—7/14/69, 8/11/69, stations reject charges as unfounded, ask FCC to set aside proceeding and grant renewal—9/1/69.
- Chronicle-owner KRON asks FCC to reconsider renewal hearing—4/21/69, KRON-TV cameraman who made charges in renewal case claims harassment by private investigators—5/12/69, new competitive application for KRON-TV to be filed by Bay Area group—5/26/69, FCC enlarges proceeding to include programming—6/9/69, Chronicle defends itself on harassment charges—7/7/21, 7/21/69, extends scope to include that issue—8/18/69, Chronicle seeks self-disqualification of Commissioner Nicholas

Johnson in KRON case—8/25/69.

- Skirmishing continues in KRON case—10/13/69, FCC rebuffs Chronicle's efforts to have Comr. Johnson disqualify himself as KRON seeks stay—10/20/69.
- FCC ties conditions to KPX(TV) San Francisco and KFWB Los Angeles renewals in concern over proposed Westinghouse-MCA merger—3/31/69.
- Justice Department extends concentration-in-media doctrine to CATV cross-ownership with newspapers and TV's—4/14/69.
- Griffin-Leake TV group owner splits up holdings—4/21/69.
- Rochester, N. Y., group requests FCC hearing on renewal of Gannett's WHCC-TV as issue of media concentration grows—4/21/69, but both sides agree on solution and group withdraws protest, urging renewal—9/29/69.
- FCC approves KOLD-TV Tucson, Ariz., sale conditioned on Edward W. Scripps Trust divesting itself of newspaper interest—6/2/69.
- New Chief Justice Warren E. Berger, a conservative, is said to favor hard-line FCC policy—5/26/69.
- FCC staff report calls for action to curb conglomerate mergers—11/10/69.
- NAB prepares booklet as aide to broadcasters at renewal time, emphasizes tips on determining community needs—11/10/69.
- With KTAL-TV case in point, FCC may rule on whether stations must pay expenses incurred by renewal opponents—11/3/69.
- Paul Crabtree Associates protests renewal of Reeves' WHTN-TV Huntington, W. Va., charging inadequate news and public affairs programming—9/9/69.
- FCC approves Gannett sale of WREX-TV Rockford, Ill., to Gilmore Broadcasting—9/1/69.
- Local lawyers-businessmen group (Hampton Roads Television) file competing application for WTAZ-TV Norfolk, Va.—9/8/69.
- Washington citizens group asks for FCC probe of WTOP stations before license is renewed, charges fairness violation—9/29/69, WTOP stations deny allegations—10/13/69, FCC renews licenses—12/1/69.
- High Point, N. C., residents seek WGHP-TV license—10/13/69; FCC clears N. C. stations of strike applications—10/27/69, stations in that state are targets for competing bids—11/10/69.
- Representative Robert O. Tiernan (D-R.I.) asks 300 TV stations for stockholder data—9/9/69.
- New "guide" for strike applications: Institute for Policy Studies in D. C. sees "the people" taking over TV—10/6/69; United Church of Christ notes in report that local groups can force program changes—10/6/69; Midas's Gordon Sherman funds new organization, Citizens Communications Center of Washington, to help citizens fight licenses—10/13/69; Comr. Kenneth A. Cox finds no cause for fears of broadcasters over license renewals—10/27/69; firms offer broadcasters community-survey services in FCC-induced climate of license-renewal problems—11/3/69, but FCC wants stations themselves to survey community needs—12/15/69.
- National Association of Broadcasters
- NAB's new headquarters building is virtually all rented—11/4/68, new offices formally open—3/17/69, holds dedication of building—6/23/69.
- NAB TV code board eases standards on personal products for trial period—9/23/68, spill-over of personal-product advertising money to radio is speculated—9/30/68, new market is seen for radio-TV in revised code—1/20/69, but meets with fire of review board members—1/27/69; board cuts references to liquor in ads—10/7/68; recommends lifting ban on hemorrhoid remedies, feminine sprays, but doesn't go along on barge models—12/9/68.
- Westinghouse quits code, sees personal-product ad ban lifting as "last straw"—2/17/69.
- NAB asks FCC to drop rule requiring broadcasters to open files for public inspection—12/30/68.
- Future plans of Television Film Exhibit as adjunct to NAB convention are in doubt—11/8/68.
- NAB sets \$2.9-million budget—12/23/68, board okays more manpower, money—1/20/69, effects structural change in research—6/16/69, proposes modified CATV rules—1/20/69, sets "crisis" conferences with broadcasters as Washington problems grow—2/24/69, opposes FCC proposal to authorize satellite broadcasting in 470-860 mc band—1/27/69, announces 1970 research grants program—9/8/69.
- NAB's National Opinion Research Center study of 1966 surfaces before Senate group, finding attitudes mixed toward radio-TV and government controls—3/24/69.
- NAB moves for legislation to remedy



strike applications—4/7/69.

■ NAB plans broadcasting's 50th anniversary in 1970—8/4/69. Bob Hope to be honorary chairman of 1970 observance—9/15/69; NAB commissions Curtis Mitchell to write history—12/8/69.

■ NAB Chairman Walbridge cites broadcaster havoc brought by misguided critics of broadcast media—9/1/69 (38) goes on Face The Nation—12/1/69.

■ NAB joins with networks in asking FCC to delay effective date of higher AT&T broadcast service rates—9/8/69.

■ Douglas A. Anello resigns as general counsel—9/29/69; Paul Comstock becomes VP and general counsel and John B. Summers chief counsel in charge of legal department—11/10/69; Vincent T. Waslewski expects to leave NAB presidency in spring, asks board to begin search for successor—12/1/69; but stays on and signs contract—12/15/69.

#### Networks

■ ABC Radio affiliations reach 900—9/2/68, up to 1,040—3/24/69.

■ ABC restructures to strengthen profit-center concept in each division—9/30/68;

has give-and-take with its primary affiliates at NAB convention—time—3/31/69.

■ CBS Radio adds emphasis on news—9/30/68 Lou Dorfman heads new design-advertising-promotion unit—9/30/68; Richard Jencks is elected executive vice president of CBS-TV—12/2/68, John Schneider becomes executive vice president of CBS Inc., Jencks moves up to head CBS/Broadcast group, Robert Wood becomes president of TV network—2/17/69; proxy statements lists salaries of top CBS executives and plan to expand employee fringe benefits—3/17/69, Ralph Briscoe becomes CBS/Comtec Group president—10/6/69.

■ CBS offers stock to buy cable systems—4/7/69, acquires Tele-Vue systems in \$19-million stock transaction—6/2/69, buys Soundcraft Division of Reeves—10/6/69, 11/24/69; Funds Bureau of Social Science Research study of attitudes toward TV—11/10/69.

■ W. B. Saunders joins CBS/Hoit group—12/23/68.

■ Teleprompter raises question of Washington climate as having possibly scuttled deal for merger with CBS—6/9/69.

■ NBC tightens reins on quiz programs,

son—11/4/68, 11/11/68, 11/18/68, and also see Programming category.

■ New season predictions: Dick Pinkham of Ted Bates & Co. evaluates 1969-70 season as nothing new or exciting—3/24/69, and TV Stations Inc. views it as "rerun" of previous season—3/31/69.

■ Ratings start and critics view start of 1969-70 season—9/22/69; NBC takes early lead in Nielsens, more reviews—9/29/69; NBC still leads, critics reception is varied—10/6/69, 10/13/69; CBS takes lead—10/27/69; NBC returns to lead—11/3/69; 11/17/69; CBS, NBC tied—12/1/69.

■ TV networks gear for 1970-71—rundown on pilots and producers of show commitments—11/17/69.

■ NBC-TV overhauls commercial format of Tonight show—12/1/69.

■ ABC agrees to absorb \$5.8 million increase in AT&T rates, asks affiliates to strengthen network and increase clearances—11/3/69; CBS would split tab with affiliates—11/10/69, 11/17/69; more on three networks' plans—11/24/69.

■ John Blair & Co. sets up radio "network" 9/2/68.

■ Chet Huntley's private interests in meat industry surfaces as issue—9/16/68.

■ Issue of TV-network pricing practices revives as FTC issues new wave of subpoenas—5/5/69.

■ FCC revives its proposal to permit public inspection of network affiliation contracts—9/23/68, authorizes it—3/25/69, 6/2/69, 6/20/69.

■ Representative Henry B. Gonzales (D-Tex.) introduces bill to empower FCC licensing of networks—9/30/68.

■ Networks mull over joint establishment of Washington representative—11/7/68.

■ Networks have a continuing problem in affiliate pre-emptions—1/13/69.

■ WTAF (TV) Marlon, Ind. (Geneco Broadcasting) files \$3-million suit against CBS and ABC, Corinthian and Avedo, charging conspiracy to deny it an affiliation contract—1/27/69, 2/3/69, WISH-TV counters—2/24/69, WRDU-TV Durham, N.C., asks FCC to bar stations in markets of three or more outlets having primary affiliates or right-of-first-refusal agreements with more than one network—11/10/69.

■ WTAF becomes NBC affiliate—3/10/69, then goes dark—3/24/69, WTAF's Martin-Trigona petitions court for delay of ABC's annual meeting—5/12/69, but he falls in attempt—5/19/69, attacks New York network-owned TV stations—6/2/69, Martin-Trigona drops suit against ABC Inc.—6/16/69 (also see Media Concentration).

■ Internal Revenue Service could take to upper court lower ruling that broadcasters may amortize network-affiliation contracts—3/3/69, but U.S. does not challenge—4/12/69.

#### News

■ St. Paul judge predicts voluntary cooperation of legal profession and news media in effecting a curb to prejudicial publicity in criminal trials—2/3/69.

■ NAB general counsel Anello warns that Reardon standards may be used to withhold "essential information"—4/21/69.

■ Associated Press starts voice features—9/2/68, increases broadcast membership—3/24/69, offers interview tapes of country-music stars—6/3/69, UPI researches wired transmission of color pictures—10/6/69.

■ In New York, lottery-as-news issue: FCC upholds its rules prohibiting broadcast of lottery news and advertising, even though lottery is state-sponsored—9/30/68, New York State Broadcasters and Metromedia file appeal with U.S. Court of Appeals—11/25/68, 12/2/68, 3/3/69, FCC asks court to back its anti-lottery stand and disputes Broadcasters' New York appeal—6/16/69, New York court ruling sends lottery-news issue back to FCC for clarification of its guidelines—8/18/69, U.S. Supreme Court sets lottery case—11/10/69.

■ KNXT (TV) Los Angeles updates newscasts, commercials often become expendable—12/2/68; WTOP Washington plans switch to all news in February 1969—12/16/68, effected as other Washington stations enlarge their news staffs—2/10/69, 3/3/69.

■ Vanderbilt University tapes news programming in library-type project—10/7/68. Sen. Baker (R-Tenn.) suggests tapes be filed at Library of Congress—12/8/69.

■ Metromedia commits to becoming major news force in TV—4/22/68, 5/6/68; Capital Cities and Fairchild Publications organize Fairchild Broadcast News Service—12/9/68; Metromedia Radio News Service is new audio entry—12/23/68, 1/6/69; Metromedia and Kaiser set up mini-news network to cover Nixon's European trip—2/24/69; Westinghouse Broadcasting produces film on all-news radio—2/17/69; Soul News Network provides audio feeds to ethnic radio stations—3/10/69; Mutual increases actuality and voice reports in news format change—3/24/69; Cox Broadcasting sets up Washington news office—7/28/69. Scripps-Howard ex-



Late in the year the National Cable Television Association picked an educational TV broadcaster to be its paid president, succeeding Frederick W. Ford (l), who had announced in April



he planned to resign. The new NCTA head (r) is Donald B. Taverner, president of noncommercial WQEX (TV) (ch. 13) and WQEX (TV) (ch. 16) in Pittsburgh. He takes the NCTA helm Jan. 1.

ABC-TV drops 90 minutes of midmorning service after 10:30 a.m.—12/16/68.

■ Mutual files petition against ABC Radio with FCC, questioning four-network concept's legality—11/4/68, ABC replies—12/2/68, 12/23/68; FCC is cold to Mutual's pleading but would limit ABC Radio's concentrated sign ups within single communities to preserve diversity of program sources—4/14/69, FCC denies Mutual's request to halt ABC's four-network service and recommends limits on small-market affiliations—5/5/69, MBS asks FCC to reconsider—6/16/69, ABC rebuts—6/30/69, MBS loses in more tries to block four-network operation—9/22/69.

■ Everett H. Erlick is elected group vice president of ABC—12/23/68, Ralph Beaudin resigns as group vice president, ABC Radio—2/3/69; ABC salaries are listed in proxy statement—4/21/69.

■ ABC considers Dayton UHF (WKTR-TV) buy—2/3/69, 2/24/69, but deal is off as competing UHF there says it will actively oppose—3/24/69.

■ Fortune magazine and Wall Streeters agree on ABC's glamorous stick—2/24/69.

■ FCC sets ABC-TV affiliation with XETV-TV (TV) Tijuana-San Diego for hearing, eyes possible ABC affiliation for a San Diego UHF, but ABC says it would lose \$1 million a year—7/21/69.

■ FCC rejects ABC's complaint of NBC-TV wooing away its affiliates—9/9/68.

■ ABC-TV gives affiliates additional 2 minutes 40 seconds break time per week—3/3/69.

hires new attorney as overseer—11/25/68.

■ NBC's umbrella now includes RCA Records—12/9/68.

■ Stephen Labunski resigns NBC Radio presidency—5/12/69, rejoins WMCA New York—7/14/69; Arthur Watson becomes NBC Radio president—5/12/69, David C. Adams returns to NBC—8/4/69, 8/11/69, NBC president Julian Goodman adds chief executive officer title, Walter Scott continues as board chairman—9/8/69.

■ NBC President Goodman notes \$30-million donation of TV time to civic affairs by the network and owned TV stations, and urges greater awareness to urban ills—8/18/69.

■ Mutual increases actuality and voice reports in news format change—3/24/69, Victor C. Diehm replaces Robert Pauley as Mutual president—10/20/69, 10/27/69.

■ Kaiser station group plans eventual network—3/24/69.

■ New season starts—9/23/69, 9/30/68, 10/7/68; critics take readings—9/23/68, 9/30/68, 10/7/68.

■ CBS takes lead in ratings—10/14/68, 10/21/68, and then its see-saw between CBS and NBC, NBC—10/28/68, 11/4/68, CBS—11/11/68, 12/9/68, NBC—12/16/68, 12/23/68, CBS—12/30/68; and similarly in early 1969—1/6/69, 3/3/69, 3/17/69, NBC takes lead by fraction—3/31/69, switches back to CBS—4/14/69, and CBS and NBC debate down-to-wire ratings finish as 1968-69 ratings season draws to a close—5/5/69.

■ Replacement shows for 1968-69 season: ABC's first change to start Tom Jones—10/21/68; eight shows may topple at midsea-



pands regional news coverage—9/1/69.

- Pot-party probe may lead to ban on commercials in newscasts—1/27/69, report calls for controls—3/24/69, FCC rebukes WBBM-TV Chicago for "pot party" documentary but declines to challenge station's license—5/19/69. CBS issues new guidelines for investigative reporting in aftermath of decision—11/10/69.
- Representative Staggers Introduces House bill that would have broadcasters' news judgments subject to government probes—3/21/69.
- FCC to probe CBS's "hunger" documentary—10/28/68, Congress looks into it—12/16/68, 12/23/68, 2/10/69; Salant—5/26/69. FCC rejects censor role—10/20/69, but Rep. Henry Gonzalez (D-Tex.) fires angry response to FCC clearance of charges—11/17/69, FCC again clears CBS-TV on "Poor People's Campaign" report—11/10/69.
- House Investigations Subcommittee resurrects three-year-old case in which CBS News paid group of Haitian exiles to invade their homeland—7/21/69, 7/28/69. May be subject of House hearing—12/8/69.
- Senator Dodd (D-Conn.) criticizes NBC for alleged lack of anti-ballistic missile coverage—5/19/69; actors group charges it met with refusal from networks in request for purchasing time to oppose AEM—6/23/69.
- CBS's Salant, charges government is "chipping away" at First Amendment—11/11/68; CBS's Walter Cronkite calls for "laissez-faire broadcasting" and hits "harassment" by government, RTNDA's Eddie Barker warns of moves to control news media—3/31/69.
- NBC's policy requiring news personnel to bare investments (after Chet Huntley's private interests in meat industry surfaces as issue—9/16/68) gets mixed reactions—11/4/69. Chet Huntley indicates he will leave Huntley-Brinkley show—10/20/69.
- Trial of Sirhan B. Sirhan to be on closed-circuit TV for news media's coverage—11/25/68, 12/9/68, is effected—11/3/69 trial coverage wins TV points—5/12/69, 6/23/69.
- U.S. Supreme Court refuses review of lower-court appeals that would have challenged rights of broadcast journalism—3/31/69.
- Television Journalism: a winter of crisis judged by regulatory notice from FCC, congressional committees, Chicago federal grand jury and for what is yet to come in Washington—12/9/68.
- Dr. Frank Stanton denies charges at violence commission that CBS News staged incidents in Chicago—12/23/68 and warns of growing government threats to news—11/25/68, 6/16/69; CBS and NBC deny news staging in Chicago during disturbances—4/21/69; Chicago Grand Jury returns indictments—3/24/69. NBC's Enid Roth enters plea with U.S. District Court in Chicago—12/15/69.
- NBC President Julian Goodman sees public as the biggest loser should TV news be restricted—2/2/69.
- NBC newsmen John Evans Grigsby asks \$100,000 in damages from Chicago police as result of incident a year earlier—8/18/69.
- Newsmen speculate on Nixon news style as he asks TV-camera blackout during news conference—12/9/68, Klein says Nixon will increase news session—12/16/68, holds idea session with media reps—12/23/68. Nixon's plans for radio and TV are discussed further—1/13/69. Nixon finds his news conferences on TV valuable—4/21/69. Klein says Nixon administration has good relations with newsmen—9/29/69.
- ABC News' Elmer Lower calls Klein helpful on broadcast news in assessing administration's policy on broadcast relations—6/16/69.
- News media is "cleared" in Miami civil disturbances—2/17/69, Urban Coalition also praises—3/3/69, but riot news curb is proposed in California—4/28/69.
- Network news operations in 1968 cost the highest ever—11/18/68; Apollo flight tops big year for news—12/30/68.
- Major news coverage from September, 1968, through August, 1969, included such events as:
  - Elections—night of endurance for newsmen—11/11/68; LBJ's stop-bombing message, inadvertently scooped by WNDT(TV) Newark, N. J.—11/4/68. Johnson's broadcasting rights to his memoirs may go to CBS News—1/27/69.
  - Inauguration: coverage plans, 1/6/69; full coverage of the event costs networks some \$3 million—1/27/69.
  - Nixon visit to Europe gets elaborate coverage—2/10/69, 2/24/69.
  - Apollo 9 coverage set—2/24/69 (also see Space).
  - Anti-ballistic missile debate issue in Congress opens doors to TV coverage—3/24/69.
  - Eisenhower funeral—3/31/69, 4/7/69.
  - Apollo 10 and Apollo 11 (moon-landing) missions, Mars photos coverage—5/19/69, 7/21/69, 7/28/69, 8/4/69. Apollo 11 astronaut

- festivities—8/18/69.
- Prince of Wales investiture—7/7/69; NBC Research estimates 35 million watched Senator Edward M. Kennedy telecast on the Kopechne incident—8/4/69.
- WAVA asks FTC to stop WTOP in Washington from going to all news format—3/3/69, WTOP's owner denies charge of monopoly—3/10/69, FTC starts probe—3/17/69, 6/2/69, drops it—7/14/69.
- Roper survey finds TV credibility as news medium at an all-time high—3/31/69. Louis Harris poll underscores Roper findings—9/8/69.
- Michigan broadcasters prepare for battle against news curbs—4/28/69.
- Radio-TV reporters in Southern California win reversal of ban on live coverage of civil service hearing—5/12/69, broadcasters hit California state bill subjecting newsmen to criminal penalties should they stage news events or spread false information about riots—6/23/69.
- WOI-AM-FM Ames, Iowa, gives legislature gavel-to-gavel coverage—6/23/69.
- New audio news services and the radio networks expand coverage with actualities and voice reports—6/2/69.
- American Stock Exchange expands communications to serve broadcast media—6/2/69.
- CBS Enterprises transmits CBS News film service by satellite to Australian and Japanese stations—7/14/69.
- FCC hearing examiner recommends end of reduced private-line rates for press services—6/23/69.
- NBC President Julian Goodman sees no reason for Supreme Court's fairness doctrine decision to hold back coverage of controversial issues. FCC Commissioner Robert E. Lee favors moderation in enforcing fairness—6/23/69. CBS President Frank Stanton says CBS will not permit FCC personal-attack rules to affect news decisions—6/30/69, and FCC aide Spiveck sees more news freedom in wake of fairness decision—6/30/69. Bill in Senate committee would impose 2% tax on news services—9/1/69, Senate Subcommittee is likely to kill tax in D.C.—9/8/69, does kill—9/15/69.
- Broadcast newsmen plan to organize in Chicago as Mayor Daley criticizes broadcast coverage of trial of Democratic-convention protest leaders—10/6/69, newsmen test new



One of the very first men to be nominated by President Nixon for a top government post in 1969 was Frank Shakespeare, named director of the U.S. Information Agency. Mr. Shakespeare, from CBS, took office in January.

- radio-TV ban court order as arrests are made—9/22/69.
- House unit hears witnesses debate admittance of radio-TV coverage—11/10/69. Rep. Lionel VanDeerlin sees too many curbs on newsmen in access proposal—12/1/69.
- Assaults against broadcast Journalism: Vice President Agnew charges networks with news bias, Columbia Graduate School of Journalism accuses broadcasters of avoiding controversy and meaningful issues, Dean Burch of FCC defends broadcasters on Columbia statement—11/17/69, Agnew fires second volley includes Post-Newsweek, New York Times—11/24/69, FCC again rejects role of judging "news bias," backs networks right to analyses in wake of Agnew attack—11/24/69. Dr. Frank Stanton sees attacks as intimidation and serious threat—12/1/69, Newsmen respond in panel programs—12/1/69, NAB chairman Willard Walbridge never gets to rebut FCC Commissioner Johnson on Face the Nation as Agnew issue takes full show—12/1/69, GOP poll re Agnew—12/1/69, Nixon backs Agnew—12/15/69, Sen. Charles Goodell (R-N.Y.) tells newsmen not to compromise on analyses—12/8/69, Agnew agrees to talk with RTNDA—12/8/69, CBS's Jencks, other panelists discuss Agnew charges—12/15/69.
- KANE New Iberia, La., denies charges that its news reports on local disturbance misled local officials and citizenry—9/8/69.
- CBS's Salant says FCC Commissioner Johnson is wrong in charging networks bow to commercial pressures—9/15/69.
- FCC's Rosel Hyde warns against zealous regulation of broadcast news—9/29/69, Geller sees no news controls out of FCC—9/29/69.
- Edward P. Morgan leaves PBL, returns to ABC—9/22/69, ABC News slates prime-time series of half-hour TV news specials—12/8/69, Lower discloses study showing ABC's balance in news—12/15/69.
- U.S. Appeals court reverses libel judgment against Metromedia for newscasts—9/22/69, federal judge rules it is not essential for newsmen in every court case to disclose sources—12/8/69, U.S. Supreme Court refuses to review \$200 fine leveled against NBC newsmen Gabe Pressman—12/1/69.
- CBS newsmen Anthony Hatch loses Israel accreditation—9/15/69, Mike Wallace interview of principal in Vietnam massacre draws heavy criticism—12/1/69.
- Newsmen's facilities may be relocated at White House—9/29/69.
- Radio overshadows TV in coverage of draft lottery—12/8/69.
- Katherine Graham of Washington Post Co. suggests newspapers are becoming more interpretive because of TV coverage—11/17/69.
- Newspaper preservation bill passes Senate Judiciary Committee—11/10/69.
- Pay Television
  - Anti-pay TV groups challenge FCC rule in courts—1/13/69; NCTA asks for more time to file comments—1/27/69; groups file stipulations—3/24/69.
  - Pay-TV broadcaster, WHCT(TV) Hartford, Conn., cuts back programming—11/25/68; decides to close operation—1/6/69.
  - Zenith Radio is said to have new pay-TV strategy—1/6/69; will be ready to go with Phonovision system in several cities by 1970—3/10/69.
  - Kaiser plans for pay TV—3/24/69.
  - Screen Actors Guild advocates pay-TV development—5/12/69.
  - Television Communications Corp. develops indirect pay-TV approach by providing four-channel CATV program package at additional monthly fees—6/23/69.
  - New York theater owners urge new anti-pay-TV campaign fight—4/7/69; theater owners mount battle in Washington appeals court—4/14/69, 5/15/69; Zenith and Teco hit back at theater owners during court argument—5/19/69; other arguments—6/16/69; theater owners ask FCC to delay effective date of pay-TV rule—5/5/69; FCC defers it but will process applications pending court settlement—5/26/69; Senator George Murphy (R-Calif.) refers to pay TV as "free choice TV" and he and FCC chairman Hyde challenge theater owner campaign—6/30/69.
  - Zenith tells TV stations fairness applies to anti-pay TV editorializing—7/14/69.
  - New York State Assembly committee authorizes study of pay TV to see if state regulations should apply—7/7/69.
  - FCC accepts pay-TV applications as it announces technical standards for systems—9/8/69; Congressman Celler sees Congressional action to ban pay TV—9/22/69.
  - Appeals court back FCC's order providing for nationwide pay-TV service—10/6/69.
  - Skiatron sues STV to sever its pay-TV licensing agreement—10/13/69.
  - Pay-TV-ban bill goes to House Commerce Subcommittee—10/27/69, which debates it—11/24/69.
  - Professional sports' commissioners see no threat in pay TV—12/15/69.
  - In WJHG-TV Panama City, Fla., case:



FCC says political candidate has leeway in asking others to join him in use of equal time under 315-9/30/68; Westinghouse Broadcasting challenges ruling-10/28/68, FCC denies petitions to reconsider-9/8/69.

■ Fairness: As election draws close, FCC is swamped with fairness issues-11/4/68; FCC finds networks didn't violate doctrine in convention coverage-3/3/69; FCC rejects fairness charge that KDBS Alexandria, La., owner favored son-in-law candidate for mayor-5/19/69.

■ Advertising: TV networks report political broadcast revenues of \$8.9 million-11/6/69; national campaign spending in 1968 totals \$550 million, up \$16 over 1967-4/14/69.

■ Reforms: Professor Roscoe Barrow proposes legislative revision of Sec. 315-11/18/68; Center for the Study of Democratic Institutions holds panel discussion on use of TV in political campaigns-12/23/68; Committee for Economic Development unit calls for repeal of Sec. 315 (equal time provision of Communications Act)-12/30/68; Ford Foundation and Carnegie Corp. of New York consider deep look at campaigns, elections; American Association of Political Consultants may be formed-1/27/69, plans are unspecific-2/3/69; Senate bill proposes election reporting reform that would benefit broadcasters presentation of election results-4/21/69; NBC reports election TV shows had no "detectable" influence on voting behavior-5/19/69; CATV's Milton Shapp urges systems to allow political candidates on their facilities-5/19/69; House Investigations Subcommittee urges wholesale equal-time, fairness reforms-5/19/69; Democratic Party reform commission considers TV changes at next national political convention-7/14/69, 7/21/69, 8/4/69; Legislation calling for discount rates for political time is proposed on Capitol Hill-8/13/69; 20th Century Fund report starts new debate over cut-rate political-10/6/69.

■ New York City Mayor Lindsay names LaRoche, McCaffrey and McCall to handle primary-4/14/69; and Young & Rubicam for his reelection bid-7/21/69, mayoral race heats up, stations offer time and/or discounts-10/6/69.

■ FCC staff dismisses charge that three Washington TV stations discriminated against candidate for governor of Virginia-7/2/69.

■ Radio-TV political expenditures in 1968 is about \$59 million, FCC says-9/1/69.

■ Bill requiring congressional candidates to get TV spots for 30% of going rate gets heavy Congressional backing-9/8/69; group of Senators co-sponsor bill to provide TV time at reduced rates to congressional candidates in election campaigns-9/15/69; Senate Communications Subcommittee hears testimony on high costs of TV political campaigns but little accord produced-10/27/69.

■ FCC closes books on alleged staging of news events at Democratic convention-9/8/69; J. Leonard Reinsch of Cox Broadcasting urges convention reforms before Democratic Party commission-9/22/69.

■ Media experts agree station manager can aid political broadcast buys-9/29/69; USIA's Shakespeare disputes author Joe McGinniss who alleged there were thoughts of political reprisal against a network during 1968 presidential campaign-10/13/69.

■ FCC commends WOP-TV free time (for political) plan-10/13/69; WFMJ-AM-TV Youngstown, Ohio, adopts free-time experiment-10/20/69; Westinghouse Broadcasting Co. grants political-time discount-10/13/69; Time-Life offers some free time to political candidates as Comr. Johnson suggests blocks of prime-time TV be opened to politicians at election time-11/10/69.

■ Violence Commission backs free time to presidential candidates and urges incumbent President to use more TV as means to reduce threat of assassination-11/3/69.

**Programming**

■ 1969 new season ratings, critics (see networks): NBC-TV signs \$15 million deal with Bill Cosby-9/23/68; NBC sets Debbie Reynolds for 1969-70 season-11/4/68; NBC and Universal to adapt best-selling novels to TV-2/10/69; networks start planning for 1969 fall shows-2/17/69; line-ups for CBS and NBC-2/24/69; ABC-3/3/69; ABC and NBC revise children's shows-3/10/69; Pinkham of Ted Bates & Co. evaluates 1969-70 season as nothing new or exciting-3/24/69; TV Stations Inc. sees it as "rerun" of season before-3/31/69; ABC-TV advances starting dates of eight series for fall-8/11/69; eight new shows are keys to new season-8/18/69.

■ Networks plan second season shifts-11/11/68, 11/18/68; ABC-TV drops *Dick Cavett Show*-12/2/68, 12/16/68, Cavett to get prime time in May-12/23/68; ABC-TV meets adverse affiliate-critic reaction to mid-season replacement show, *Turn On*-2/10/69, drops program after one showing-2/17/69,



*Lana Turner (r) didn't dance long in Kevin McCarthy's arms because neither survived The Survivors, a \$250,000-episode, erstwhile Peyton Place-formatted fiasco that ABC-TV dropped from its program schedule at mid-season. The show had trouble in production, trouble in reviews, big trouble in the ratings. Taking its place is an action-drama series, Paris 7000, which stars the only remaining survivor of The Survivors, George Hamilton.*

*King Family* to take its place-2/17/69.

■ CBS-TV's Griffin show set for August 1969-10/28/68; station clearances problem cloud show's entry-4/28/69; CBS prepares for Merv Griffin entry, ABC ready and NBC ups Carson salary in the late-night talk-variety show derby-7/7/69, all three are off running hard-8/25/69; Smothers help Griffin's rating-9/1/69, other reports-9/8/69; ABC drops Joey Bishop and replaces him with Dick Cavett-12/1/69; Carson stays ahead in late-night ratings-9/15/69.

■ Westinghouse Broadcasting Co. picks David Frost to replace Griffin-2/3/69; Metro-media buys *Frost* for four of its TV's-5/19/69.

■ Johnny Carson objects to late start of NBC-TV's *Tonight Show*-9/16/68; Remarks by Jerry Lewis and Bill Cosby on "Tonight" upset some NBC affiliates-3/3/69.

■ Smothers Brothers feud with CBS-TV heats up-3/17/69, is carried to NAB convention-3/21/69, 4/7/69; CBS fires Smothers team-4/7/69, replaces show with Leslie Uggams-4/14/69; Corinthian's Tower and CBS's Wood present broadcasters' position on Smothers, and screening of controversial April 6 show is held on Capitol Hill-4/21/69; Tom Smothers, accompanied by FCC's Johnson, meets with House Democratic study group-5/12/69; CBS's Jencks and Wood defend network's decision-5/26/69; show to be offered to stations by National Teleproductions Inc.-8/11/69, S. Bros. form production firm-9/2/69, Smothers Brothers sue CBS for over \$31 million-9/29/69.

■ CBS-TV starts pre-screening policy-4/21/69; first show to be pre-screened, *The Japanese*, is liked by critics and wins high ratings-4/28/69; CBS-owned WCBS critic pans *Playhouse* drama on CBS-TV in pre-screening review-5/12/69; CBS extends policy to weekly magazines and newspaper supplements-5/26/69.

■ CBS-TV begins TV series with L. B. Johnson-7/14/69.

■ American International acquires Screen Entertainment films-9/2/69; Wolper eyes features-9/2/68; Walter Reade has new 26-film package-10/21/68; CBS buys Screen Gems' 19-movie package for \$17 million-

11/4/68; CBS asks Universal for a minimum of three new features-12/16/68; Triangle expands into movie production-3/10/69; Paramount Television licenses 60 features to CBS-TV-3/17/69; CBS's feature films for TV start rolling-4/14/69; United Artists and Levy-Gardner-Laven effects \$17 million deal for movie productions-6/16/69; Triangle-Stations-Commonwealth United sign movie co-production deal-7/14/69; MGM sells \$17.8 million feature film package to NBC-TV-7/28/69, and \$8.9 million movie package to CBS-TV-8/4/69; Quaker Oats and David Wolper enter venture to produce films, including TV specials-8/11/69.

■ 20th Century-Fox Films diversifies, becomes 21st Century Fox-9/1/69.

■ Specials: Westinghouse Broadcasting's one per week-9/2/68, extended-8/18/69; ABC, Truman Capote fallout-11/4/68; new production firms-Ison/Chambers and Winters/Rosen-making specials-11/25/68; Official Films to produce specials-2/10/69; Ford places *The Going Thing* special on 200 TV stations-2/24/69; NBC plans new specials series for children on Saturday mornings-6/23/69, announces plans for more than 100 specials-8/11/69; Lee Mendelson to produce specials for NBC in 1970-11/17/69.

■ Syndication: *To Tell the Truth* returns to TV-2/10/69; *Tarzan* series is set for domestic syndication-2/10/69; advertisers do more of their own syndicated programming-2/24/69; *Dick Van Dyke* leaves network for syndication route-3/3/69; MCA-TV distributes *Chrysler Theater* as *Universal Star Time*-3/17/69; *Ludden's Gallery* replaces *Donald O'Connor Show* as *Metro*media Producers Corp. strip-3/24/69; Carlson's *Seatbelt* firm turns out 300th *Northeast Traveler*-3/24/69; Kaiser station group says it will syndicate programs-3/24/69; Syndication traffic flows at NAB convention-3/31/69; Four-Star expands first-run syndication-4/7/69; 20th Century-Fox TV enters *Peyton Place* and ITC Adventure-Suspense Theater in syndication-5/26/69; CBS sets policy on syndication rights-5/26/69; NTA syndicates new *Judy Lynn Show*-8/4/69; RKO will syndicate shows with Mitch Miller and Dave Garraway-11/17/69.

■ MCA-Westinghouse merger proposed-8/5/68; Dept. of Justice slows it-11/4/68; Westinghouse and MCA extend time for their merger-12/23/69; McGannon heads new WEC unit in what appears as pre-merger move-1/13/69; merger is called off-4/23/69; MCA and Firestone Tire & Rubber say they will merge in \$320 million deal-7/21/69, 9/8/69, talks fall through-9/22/69, Filmways and Campbell-Silver to merge-9/29/69.

■ Warner Bros.-Seven Arts and National General Corp. merger-8/19/68, 11/25/68, 12/3/68, 1/6/69; appears dormant-1/27/69; other firms are mentioned-2/3/69, 2/10/69, 2/17/69; Kinney National refigures its offer for W7-2/24/69; W7 board ok's merger-3/3/69, 3/10/69, 3/17/69; Commonwealth United steps aside-3/24/69; W7-Kinney sets effective date for merger-4/28/69; merger goes to stockholders-5/26/69; companies' stockholders approve merger-6/16/69, 7/7/69, 7/14/69; Ted Ashley takes over at W7, Hyman resigns-8/11/69; Del Industries to pay \$5.7 million for UPA-10/20/69.

■ Hasbro Industries buys *Romper Room*-3/3/69; Trans-Lux plans tender offer for 20th Century-Fox-3/3/69; but drops it-3/10/69; Avco Embassy Pictures buys Mike Nichols' movie firm-3/24/69; Columbia Pictures acquires Bell Records-3/24/69; Western Video Industries absorbs North American Television Associates-5/26/69; Filmways buys TV stations in further diversification-7/28/69; financier Kirk Kerkorian makes \$35 million tender offer for MGM common stock-7/28/69, 8/4/69, 8/11/69, 8/18/69; Makes new bid-9/15/69, MGM and Interphoto drop merger plans-9/15/69; Kerkorian gains control-9/29/69, 10/1/69; Aubrey back as MGM's president-10/27/69, Schall and Hyman resign 11/17/69.

■ UHF broadcasters support FCC proposal to limit exclusivity agreements between stations and nonnetwork program suppliers-3/17/69; FCC's proposed limit on network ownership of prime-time programming receives Writers Guild of America endorsement-3/31/69; but broadcasters mount attack against FCC proposal-5/26/69; NCCB (Hoving) gives qualified approval to Westinghouse plan of limiting network programming to stations-6/23/69; FCC oral hearings in 50-50 proposal rule on network control of TV programming yield no new support-7/28/69; Representative Dingell adds his voice to network critics, urges FCC to adopt 50-50 proposal rule-8/4/69; networks find errors in 50-50 data submitted-9/22/69.

■ FCC's annual report to Congress says three-fourths of complaints involve programming-3/24/69.



■ FCC's Nicholas Johnson in Los Angeles discusses state of TV-program controls and creativity with producers 8/11/69. Johnson says he would like to see one-third of prime time turned over to sustaining shows—11/10/69.

■ Legal dispute rises on ownership of NBC-TV's daytime serial, *Days of Our Lives*—11/25/68; Petker files major breach-of-contract suit entailing over \$22.4 million against CBS and Filmways and actor Eddie Albert—2/24/69.

■ Stations carry Scantlin stock reports with impressive results—3/31/69; special report documents how local TV puts its best foot forward—6/23/69; "Teletatus" studies local-market performance of network-TV average programs—5/4/69.

■ Worldwide, TV programs are a two-way street: U.S. buys needed shows from abroad, overseas purchases in the U.S. approach \$100 million—7/21/69; Justice Dept. warns U.S. stations who accept broadcast material offered by Radio Moscow could find themselves obliged to register as Radio Moscow agents—8/4/69, FCC's Geller clarifies—9/15/69.

■ Violence issue grows (see that category).

■ Nixon cabinet show plays to big TV audience—12/16/68.

■ Stations hear advance on music play—spend more time on records, less on popularity charts—12/16/68. Also in radio: KPFF(FM) Los Angeles broadcasts racy Murray Roman album—10/28/68; Metromedia appears to be dropping all-talk, especially on West Coast—1/27/69, KLAC and Pyne part company—2/24/69, and KLAC and KNEW revamp from all-talk telephone to music—3/31/69.

■ Atlanta listeners protest to FCC over plans of new owner of WGKA-AM-FM to change from classical to middle-of-the-road music—5/26/68, 6/10/68, sale approved as FCC avoids music-format issue—9/2/68, citizens group enters plea—10/28/68, 1/27/69, but FCC okays transfer application—8/25/69.

■ Mutual schedules broadcasts of Sunday religious service held at White House—8/4/69.

■ Commissioner Robert E. Lee of FCC says he would set minimum percentage for program categories in station bids—11/3/69.

■ Four Star International indicates production expansion plans 11/18/68, as does Official Films—2/10/69.

■ FCC examiner sees prearrangement in WBBM-TV pot-party show, questions supervisory responsibility—1/13/69, Stanton sees ruling as danger to TV journalism—1/20/69, and Probe may lead to ban on commercial news shows—1/27/69 (see News category for subsequent references in news area).

■ CBS gets time to reply to FCC examiner's adverse pot-party decision—1/27/69, reply disputes examiner's findings—2/24/69, 3/10/69, and SDX sees danger in decision—2/17/69; FCC rebukes station for documentary but declines to challenge station's license—5/19/69.

■ National General Corp. eyes "youth TV network"—4/25/69.

■ Metromedia and Kaiser, CBC and Krantz cooperate to produce *Strange Paradise* dramatic series—6/16/69.

■ Ivan Tors Films sues MGM for over \$5 million involving distribution—7/21/69.

■ Raskin task force on evaluating stations calls for time blocks for specific "publics"—9/1/69.

**Radio Advertising Bureau**

■ Record budget is approved by board—11/25/68.

■ RAB sees radio spending up in 1968—3/24/69.

■ President David suggests public service audit of radio would help sell medium—3/31/69.

■ 10% hike in budget is approved by board—5/12/69, sets record budget of \$800,000 for 1970.

■ RAB will take radio workshop to six cities and combine it in five of the cities with its management conferences—7/21/69.

**Ratings**

■ C. E. Hooper starts TV rating service Sept. 15—9/9/68; wide discrepancy occurs in Hooper-Nielsen national-TV data—11/4/68; Daniel Starch and Staff acquires C. E. Hooper—5/19/69; Hooper re-examines its total audience radio-reports service and its work on TV-radio commercial recall—7/14/69.

■ Broadcast Rating Council accredits several research firms—11/11/68; raps hyping of ratings—12/9/68; adopts standards—3/24/69.

■ A. C. Nielsen plans instant national TV ratings by September 1970—1/13/69; expands demographic and other personal listener information in TV services—1/20/69; plans instant TV rating system in Los Angeles by summer of 1970—6/9/69; will circulate shorter TV rating report in new season—6/30/69, offers on-line computer serv-

ices for pre-purchase analyses of network-TV program audiences—11/17/69(50), expands MNA base to 70 markets—9/22/69.

■ Networks launch 1969-70 season—9/15/69, networks move in mid-season replacements—11/3/69, 11/10/69, switch of time and familiar faces help *Gunslinger* survive in top 10—12/1/69, ABC-TV drops *Survivors*, substitutes *Paris 7000*—12/8/69.

■ Andy Griffith, returns to CBS in 1970-71—9/15/69, Mary Tyler Moore in 1970-71 and Dick Van Dyke in 1971-72—9/29/69.

■ ABC-TV sets *The Odd Couple* as series for 1970-71—10/27/69, adds daytime program, seeks strengthening—12/15/69.

■ Movies: Eight years of movies on TV networks—11/3/69, McClellan asks TV industry if it plans showing movies rated unacceptable for minors—9/22/69, 9/29/69, 10/6/69, assurances to the contrary begin coming in—10/13/69, more answers: stations say they want strict control over feature films shown, many want "adult" movies edited, but not by outside force—12/1/69, increasing percentage of movies with sex and violence are being shown after 9 p.m.—10/20/69, TV broadcasters say they will not run X-rated movies—10/27/69.

■ Independents counterprogram with film strips, news and local interest shows—11/10/69.

■ *Night Call* ceases Oct. 10—10/6/69.

■ Producers let off steam at Hollywood forum featuring network program chiefs—9/22/69.

■ A study on program costs, using *Bonanza* as the subject—9/22/69.

■ Hughes Sports Network ventures into entertainment programming with *Thirty Days to Survival*, produced by Life and sponsored by Alcoa—10/20/69.

■ KGO-TV San Francisco plays role in real-life murder mystery—10/27/69; KNXT (TV) and KFVB(AM) appear to have had clues on Tate murder case before police—12/8/69.

■ WMCA New York institutes "truth radio"—12/8/69.

■ FCC tells ABC it is disturbed over Mattel cartoon being more commercial than program—12/8/69.

■ NAB unit meets with rating services on secondary market data—4/14/69.

■ Representative O'Konski doubts accuracy of national ratings—4/14/69.

■ New York TV stations retain Jansky & Bailey to study electronic capabilities of

Nielsen meters—5/26/69.

■ ARB to report "pure" program averages and weekly ADI's (Area of Dominant Influence)—7/14/69.

■ Two Michigan TV stations sue ARB and two station competitors for \$7 million in antitrust case—10/6/69.

■ CONTAM gets report on no-answers in telephone coincentals—10/20/69.

■ Daniel Starch & Staff is acquiring Roper Research Associates—9/29/69.

**Retail Advertising**

■ Woolworth expands radio-TV markets—9/9/68, 10/28/68, 1/6/69; Kirkwood in Monday Memo cites strategy by Woolworth—2/10/69, chain triples TV budget for 1970—11/17/69.

■ Sears official cites radio use—10/21/68; TV, radio boost is noted by Sears—1/13/69; signs for network TV special—5/19/69.

■ How Sears, Roebuck is putting \$140 million into broadcast advertising—9/1/69, moves further into network TV—12/8/69.

■ Retailers are warned not to procrastinate in use of radio and TV—1/20/69.

■ StoreScope TV and Cosby firm announce merger—3/17/69.

■ Men's sportswear buyers hear pro-TV presentation—3/24/69.

■ Department store ads increase helps local TV boom—4/14/69.

■ SRA produces "store-tagged" sample TV-radio commercial—4/21/69.

■ New department store campaigns debut: Valentine-Radford of Kansas City; produces commercials for department stores; Arlans discount chain moves into radio-TV—5/19/69.

■ Hiram Strong Advertising president discusses retail TV-advertising concepts—6/2/69.

■ J. C. Penney department store chain hires LaRoche, McCaffrey & McCall, New York, its first agency in 67-year history—7/28/69.

■ How Miller & Rhoads targets customers with radio is subject of Monday Memo—8/4/69.

■ Hess's use of TV is topic of Keller's Monday Memo—10/27/69.

■ Benton & Bowles asserts broadcast spending by retailers is exaggerated but TVB and RAB see it otherwise—9/22/69.

■ Grisvold-Eshleman's Morris Cohen outlines "new rules" for retailers' commercials—9/22/69.

■ Eugene Katz predicts \$10 billion decade for retailers, \$1 billion to be spent in radio-TV by top-100 chains—10/20/69.

■ Drive to boost retailer use of TV highlights TVB meeting—10/27/69.

■ StoreScope and Filmways join in production of shows tailored for retailers or national manufacturers—11/17/69; Lazarus department stores increase broadcast expenditures—11/17/69.

**Space Communications**

■ Apollo 7 launch—10/21/68, 10/28/68; Apollo 8 coverage is prepared by networks—12/9/68, 12/16/68; coverage is extensive—12/30/68; new hand camera is ready for Apollo 9—2/17/69; other preparations—2/24/69, 3/3/69; Apollo 9 is covered—3/10/69; Apollo 9 splashdown makes for spectacular TV finish to coverage of precision flight—3/17/69; NASA decides on CBS field-sequential color system for moon pictures—4/7/69; colorcasts to be used in Apollo 10 flight—4/28/69, 5/5/69; Apollo 10 coverage—5/19/69; Apollo 10 to show quality color from outer space—5/26/69; Networks cover Apollo 10's manned mission orbiting the moon—6/2/69; Networks prepare for 30 hours straight coverage during Apollo 11 moon-landing mission—6/16/69, 7/21/69, 7/28/69, 8/4/69, 8/11/69, biggest TV turnout for Apollo 11—9/1/69.

■ Apollo 12 readied—9/22/69, networks gear up—11/3/69, 11/10/69, slate color for Apollo 12—11/10/69, 11/17/69, but color camera failure mars mission—11/24/69, 12/1/69.

■ PBL uses Lani Bird in what is said to be first noncommercial use of that satellite—12/2/68.

■ FCC approves Comsat role in construction of four new satellites to be owned by ITSC—10/14/68.

■ Hughes gets contract for Intelsat IV—10/28/68.

■ ABC says broadcasters should share in ownership of domestic communications satellite system—10/28/68; broadcasters may be included in pilot domestic system—11/4/68; Comsat favors negotiation with networks—11/18/68; ITT sells bulk of Comsat stock, gives up seats on board in policy spat—12/9/68; FCC proposes spectrum space in satellite-to-home broadcasting—12/2/68; plan draws fire—1/27/69; FCC modifies plan—2/24/69; satellite broadcasting is aired on Capitol Hill—5/19/69; White House intervenes publicly into FCC's consideration of domestic communications—satellite policy—8/4/69; FCC commissioner Robert E. Lee calls on FCC for assurance to UHF broadcasters that it will bar satellite-



*Senator John O. Pastore (D-R.I.), peppy czar of the Senate Communications Subcommittee, continued to function as broadcasting's friendly congressional critic in 1969. The senator prodded broadcasters on several occasions this year about questions of alleged violence and obscenity in broadcasting; however, he also put his considerable clout behind a bill that would give broadcasters a measure of protection from competing applications at renewal time—because, in his words, "it's the only way to be fair."*



Dr. Milton S. Eisenhower, president emeritus of Johns Hopkins University, Baltimore, was chairman of the National Commission on the Causes and Prevention of Violence, which last September issued its report on violence on TV. The commission held that there was too much violence in TV entertainment programs, particularly children's programs, and asked networks and stations to reduce it and to try to work out other means of resolving conflicts.

to-home broadcasting—8/18/69; White House assembles working group on domestic satellite—8/18/69, asks broadcasters for idea help—9/1/69; working group in Geneva urges more study on direct broadcasting from satellites—8/25/69.

■ Dr. Frank Stanton of CBS proposes domestic satellite system—10/20/69, Teleprompter adds its candidacy as Comsat talks with networks shape up—10/27/69.

■ Testing begins of transcontinental relay by satellite—10/27/69.

■ Comsat suggests 48-channel system geared to TV and networks indicate their interest and some tests get off the ground of transcontinental relay—11/3/69, meetings continue—11/10/69.

■ Comest (European consortium) moves to form own domestic satellite system—11/10/69.

■ CPB sets transcontinental transmission tests—12/8/69, as FCC sets earth-station policy review—12/8/69.

■ General Electric probes \$321 million satellite system with a new entity as alternative to existing common carriers—2/24/69, 4/21/69.

■ UN may look into direct broadcasting to home sets from satellites—11/18/68; issues report predicting it in decade—3/3/69.

■ Fifth global TV satellite—Intelsat III A—is launched with four TV-channel capability, over South Atlantic—12/23/68; Pacific Intelsat III-B satellite—2/10/69.

■ Comsat files with FCC for lower TV rates to users—2/3/69, 2/10/69, 2/24/69.

■ Intelsat conference ends with 75% agreement—3/24/69; Governor Scranton heads U.S. delegation, succeeding Leonard Marks—4/14/69.

■ Mariner 6 roars toward Mars—3/10/69; takes pictures—8/4/69.

■ Satellite use: Nixon trip, Apollo 9 are booked on Intelsat III satellite—2/17/69;

Comsat says satellite use triples in 1968—4/7/69; substitute workings set after Intelsat breakdown—7/7/69, 7/14/69, 8/4/69, 8/18/69, CBS Enterprises transmits CBS News film service by satellite to Australian and Japanese stations—7/14/69; Increased satellite use reflects step-up in global networking—8/25/69.

■ Talk at NASA is reported on possibility of network distribution by satellite of TV programs to affiliates on experimental basis—4/14/69; Houses Foreign Affairs unit advances satellite broadcasting plans using three separate entities—6/30/69; NASA and Comsat would pool hardware and stations for domestic systems—7/14/69.

#### Special Reports

■ During 1969 BROADCASTING published special reports on: baseball broadcasting outlook for 1969 season—2/17/69; football broadcasting outlook for 1969-70—7/28/69; Perspective '69—1/27/69.

■ Eight of the new shows for the 1969-70 season may determine fate of networks' ranking—8/18/69.

■ Code changes on personal products open new market—1/20/69; the art of making 30-second TV spots is tricky—2/24/69; Ad agencies find rewards in philanthropic commercial making—4/21/69.

■ Station rep changes, the big get bigger and little ones fade—climbing costs and computers introduce new element—5/19/69.

■ Audio news services and radio networks expand coverage—6/2/69.

■ KKOG-TV Ventura, Calif., UHF goes on the air with shoestring budget—anatomy of a station's five year preparation of going on air—12/23/68; FCC reports 1967 TV revenues—1/6/69; Network TV problem of affiliate pre-emptions is studied—1/13/69; how local TV puts its best foot forward—6/23/69; smaller-market stations go up in value but the competition for accounts is keen—7/14/69.

■ Radio—How radio stations are treated by "doctors"—2/3/69; program syndicators are in large part responsible for success of automated radio—6/9/69; how local radio puts its best foot forward—6/30/69; radio programmers' selection of records becomes more difficult because of such factors as rock-blend and underground FM—8/11/69.

■ Economics of owning mobile units are explored—3/10/69; color chains draw traffic at NAB exhibit—4/7/69; new-station architecture changes image and the skyline—5/26/69.

■ CATV in New York City faces stern test—3/3/69.

■ The broadcast reformers, who are self-appointed representatives of the public, are studied—5/5/69.

■ Food broker emerges as knowledgeable right hand of the broadcast advertiser—6/16/69.

■ Increased satellite use reflects step-up in global networking—8/25/69.

■ How Sears, Roebuck is putting \$140 million into broadcast advertising—9/1/69.

■ Ted Bates & Co. in an evaluation report ranks 14 markets higher in its spot-buying lists—9/15/69.

■ A study of program costs, using *Bonanza* as the subject—9/22/69.

■ Milwaukee Advertising Laboratory in product tests explores negative effects of commercials and "best" medium myth and the delusion of c-p-m—10/3/69.

■ CPB faces problems in several birthday of anonymity, inadequate funding and splinter groups though it wants to expand—10/27/69.

■ Vice President Agnew's war on broadcast newsmen makes news—11/24/69.

■ Who in Congress owns what in broadcasting—12/15/69.

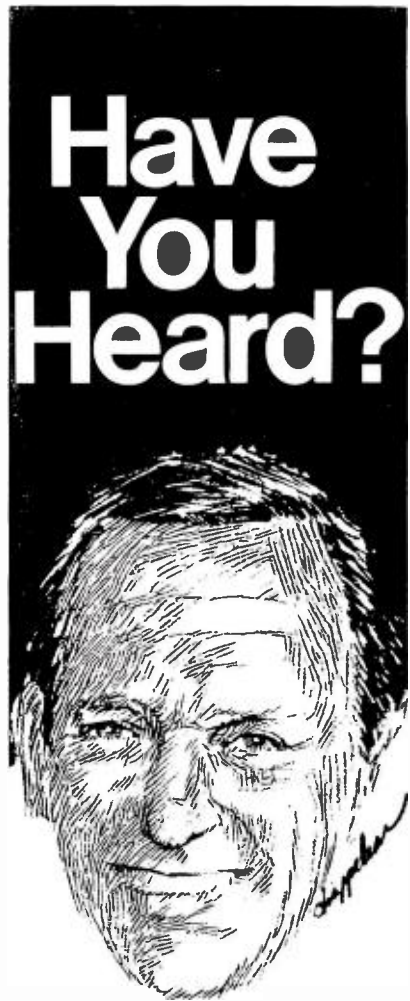
■ Eight years of movies on TV networks with titles, play dates, ratings, shares and suppliers—11/3/69; nonnetwork affiliated TV stations counterprogram (against the networks) with films, strips, upgraded news and local-interest shows—11/10/69.

■ A wide variety of non-major televised sports whet advertisers' interest—12/1/69.

**Sports**

■ Baseball: Special—rights over \$37 million—2/17/69; Majestic Advertising obtains broadcast rights to baseball's Kansas City Royals—9/30/68; White Sox files suit in Chicago against WMAQ Chicago, charging failure to fulfill broadcast contract—10/7/68; NBC-TV signs eight, advertisers for 1969 baseball package—3/3/69; Washington Senators and Montreal Expos announce packages—3/10/69. Shaefer buys Boston Red Sox coverage—10/6/69.

■ Basketball: KEMO-TV San Francisco signs for five-year rights to basketball's Oakland Oaks—10/14/68; Sports Network signs 100-station college basketball lineup—10/28/68; ABC-TV and NBA set less rigid schedules for 1968-69—12/23/68; ABC-TV test in lifting local blackout falls—4/14/69; professional basketball shows increased ratings—5/12/69; Trans-National Communica-



# Have You Heard?

## CHARLIE DAVIS

Birmingham's top morning man gets North Alabama to work with a smile. Keeps them informed too with late news, sports and weather. Charlie's "Early Riser's Club" from 5:30 to 9:00 A.M. is Birmingham's top spot for selling your product to people on-the-move.



AM 50,000 WATTS FM 100,000 WATTS  
BIRMINGHAM, ALABAMA  
Represented Nationally by  
HENRY I. CRISTAL Co., Inc.



tions buys Boston Celtics for \$6 million—8/18/69.

■ Boxing: Clay vs. Marciano by computer—12/30/68; SNI covers light heavyweight bout—1/6/69.

■ Cable: Manhattan Cable and Madison Square Garden Center make deal for New York City—5/26/69; Teleprompter does Columbia University basketball—12/1/69.

■ Football: Football commissioner Pete Rozelle suggests expanding TV game coverage to Monday night in 1970—10/7/68; Heidi special stars on NBC-TV's Jet-Raiders' final minute cut, fans irate, NBC apologetic—11/25/68; other "overtime" instances—12/30/68; SNI plans coverage of three college bowl games—12/2/68; NCAA votes down beer sponsorship—12/23/68; KGMB-TV Honolulu plans live satellite coverage of 12 NFL games in 1969 season—1/6/69; NBC-TV wins audience in Super Bowl telecast, may review AFL pricing in view of Jets victory—1/20/69; American Express to put NFL Action on CBS-TV—4/14/69; professional football may become 3-network, \$40-million commodity as commissioner Pete Rozelle proposes Monday-night schedule—5/19/69; ABC-TV pays over \$3 million a year for Monday night pro football to start in 1970—6/2/69; signs two-year NCAA football pact at estimated \$12 million a year—6/23/69; football rights in 1969 rise slightly but 1970 will see a big jump—7/28/69; Maryland church buys Baltimore Colts football broadcasts—9/15/69; ABC sports signs O. J. Simpson as broadcaster—9/15/69; Sindlinger says football is most popular TV sport—9/15/69; negotiations loom on 1970 contracts—10/13/69.

■ Golf: N. Y. PGA tourney set by Sports Telecast—9/9/68; ABC-TV sells 85% of PGA package—12/2/68; Masters blackout restrictions are lifted—1/6/69; Dow Jones backs TV tournament—8/11/69, for which ABC-TV gets rights—8/18/69.

■ Hockey: Broadcasters dominate buying group of Oakland Seals—3/17/69; CBS-TV signs one-year extension to rights of professional hockey—8/11/69.

■ Olympics: summer Olympics schedule—9/16/68; tab goes up, ABC to pay \$12 million more—4/7/69; CBS tells how rising costs mean ABC would outbid it for 1972 Summer Olympics—5/26/69; NBC pays \$6 million for 1972 Winter Olympics—10/6/69.

■ Tennis: NBC-TV pays \$100,000 for rights to Wimbledon Open Tennis championships for the next three years—6/16/69; Phillip Morris is half sponsor of U.S. Open on CBS-TV in five-year deal—8/4/69.

**Station Representatives**

■ Roller Derby seeks national TV comeback—10/20/69.

■ A wide variety of non-major televised sports whet advertisers' interest—12/1/69.

■ Professional sports' commissioners see no threat in pay TV—12/15/69.

■ SRA files protest with FCC on Metro-media-Transamerica proposed merger—2/10/69; FCC moves against repping by group owners, specifically house rep serving local competing station and house rep serving other than owned stations, cites contravention of "cross-interests" prohibition policy—3/17/69; effect is appraised—3/24/69; Metro-media gives up KTVU(TV) repping in S. F. area—3/24/69; Golden West and Storer licenses are renewed after cross-interest in station rep is eliminated—3/31/69; FCC renews KNEW-TV San Francisco—4/21/69; KTVU(TV) appoints Tele-Rep—6/2/69.

■ AAA Representatives is formed as new rep—1/20/69.

■ Avertv-Knodel separates New York TV sales staff into east and west divisions—9/30/68; Edward Petry & Co. splits TV department into two units—12/9/68; Peters, Griffin, Woodward realigns sales teams—6/2/69.

■ Adam Young-VTM absorbs National Television Sales—10/28/68, 1/20/69; Eastman and Southern Broadcasting merger is set—10/28/68; Hollinebery is merged into H-R Television—2/3/69; Sonderling acquires Bernard Howard & Co. in an exchange for stock—2/24/69; Mort Bassett & Co. files for its first public sale offering—7/14/69.

■ Traditional rates of compensation, as the 15% commission, for TV-station representatives are past tense, study for IBFM members shows—9/3/69.

■ Stone & Butler firms merge into H-R Representative—9/15/69; Lin Broadcasting gains 20% interest in H-R Representatives—10/20/69.

■ Reno CATV names John A. Potter Co. as its sales rep, may be first such move in cable business—3/10/69.

■ Special report on reps finds small firms fading as costs climb and computer use rises—5/19/69.

■ CBS Radio Spot Sales computerized selling appears—6/16/69.

**Success Stories**

■ TV: Alpo Dog Food—4/21/69; Chips Ahoy cookies—5/26/69; Olympia Brewing—7/21/69; Pacific Lighting Service and Sup-



*Following a successful tender offer that saw control of Metro-Goldwyn-Mayer go to financier Kirk Kerkorian in October, a familiar and somewhat controversial face appeared on the MGM management scene. James T. Aubrey Jr., former CBS-TV president, was named president and chief executive officer of MGM, following a four-year absence from the main stream of the entertainment industry.*

ply—12/23/69; Plumrose hams—1/6/69; RIT household dyes—8/11/69; Sunkist Growers—1/20/69; Viking carpets—4/14/69; Ultra-Brite toothpaste—5/26/69; F. W. Woolworth Co.—2/10/69; Weyerhaeuser forest products—12/15/69.

■ Radio: Viking Carpets—4/14/69; Ultra-Brite toothpaste—5/26/69; F. W. Woolworth—2/10/69.

**Tall Towers**

■ Minneapolis-St. Paul TV's in FCC initial decision with tower relocation in compromise between air safety and FCC spacing rules—10/21/68; review board conditionally approves antenna-farm site—11/25/68; FCC denies review petition—2/17/69; FCC revokes WKIT(FM) Wilmington, Ohio, license and call letters because operation and tower posed air-traffic hazard—3/17/69.

■ Five Chicago TV outlets transmit atop John Hancock Center—9/8/69.

■ FCC denies antenna-farm petition for Amarillo, Tex.—10/6/69.

**Television Bureau of Advertising**

■ President Cash says spot TV, as compared to network TV, brings in fatter profits to stations—3/31/69.

**UHF**

■ All-Channel Television Society hits back at Justice Department's recommendation that CATV have unrestricted competitiveness in TV, other media—4/28/69.

■ Sol Schildhouse, chief of FCC's CATV task force, suggests federal aid to UHF as way to resolve UHF-CATV regulatory struggle—11/18/68; Eleven UHF owners file with FCC in opposition to proposed CATV rules and ask for limits on program origination and an ad ban—3/24/69; FCC denies Mission Cable filing that KFMB-TV San Diego, Calif., would gain UHF support in market if license is not renewed—5/19/69; UHF operator gives House unit data on CATV penetration's impact on audiences and income—5/26/69.

■ FCC advises that committee for the Full Development of All-Channel Broadcasting has completed its mission, if committee agrees, it will be disbanded—12/2/68; winds up after five year existence—3/10/69.

■ FCC would rule for UHF-VHF tuning ease in TV sets—2/3/69; but manufacturers are cool to rulemaking—6/2/69.

■ FCC sets oral argument for dormant UHF's who want more time to construct stations—3/3/69; denies bid to Providence permittee—4/7/69; delays on Philadelphia ch. 23 permittee request for more time to build and permission to sell—4/21/69; continues shakeout of UHF permittees who waited too long to start construction—8/18/69.

■ Chief UHF exponent on FCC, Robert E. Lee, says UHF's outlook is bright—2/10/69; Lee would have FCC assure UHF broadcasters of bar of satellite-to-home broadcasting—8/18/69.

■ "Telesatus" report estimates UHF penetration at 55% of TV households—5/5/69; Census Bureau says more than half of U.S. TV households have UHF—6/23/69.

■ UHF broadcasters support FCC proposal to limit scope of territorial exclusivity agreements between stations and nonnet-

work program suppliers—3/17/69.

■ Report on what led up to new UHF—KKOG-TV Ventura, Calif.—going on the air—12/23/68, but is for sale to anyone willing to pay its bills—9/1/69, ABC dickers for Dayton UHF—2/3/69, 2/24/69, but deal is called off—3/24/69; Metro-media buys UHF (WFLD-TV) Chicago for \$10 million—3/10/69; WLXT(TV) Aurora, Ill., suburban Chicago station begins operation—5/19/69; KWID-TV gives up CP under FCC pressure—5/19/69.

■ FCC finds 81 UHF commercial channels left in top 100 markets—6/16/69.

■ FCC Commissioner Cox would extend construction time for UHF permittees—10/13/69.

■ Pittsburgh U (WENS-TV) remains dormant—10/13/69.

■ FCC proposes time extension for UHF and VHF TV permittees—12/8/69.

■ Church-owned UHF, commercial station with religious programming, goes on air in Los Angeles—10/13/69.

■ FCC reinstates CP's for six former UHF TV permittees, but orders oral argument on extension—10/20/69.

■ ACTS urges FCC to drop "building block" approach to UHF—11/3/69.

■ ATS asks FCC to clarify anti-leapfrogging ruling/waiver—12/15/69.

**Vandals, Damage**

■ WAEO(TV) Rhinelander, Wis., property damage comes to \$1.5 million loss after plane rams tower—11/25/68; thieves steal WELW Willoughby, Ohio, gear—2/17/69; explosion and fire damage WXEX-TV Petersburg-Richmond, Va.—6/9/69; Stations suffer damages from hurricane Camille onslaught on Mississippi Gulf Coast—8/25/69.

■ \$1-million fire knocks KFBB-TV Great Falls, Mont., off air for four days, KKGf (AM) for 21 hours; fire ravages sound stage at KTTV(TV) Los Angeles—11/10/69.

**Video Tape**

■ Video-tape Production Association forms—10/6/69; VTR stars in Reeves' Production 70 workshop—11/3/69.

**Violence and Television**

■ President's National Commission on Causes and Prevention of Violence studying mass media relationship subpoenas the networks for detailed information—12/16/68; takes network testimony—12/23/68; ties TV into its study in a preliminary report—2/3/69; a NCCPV task force "clears" news media in Miami civil disturbances—2/17/69; asserts news media report controversy on campuses rather than "peaceful progress"—6/16/69.

■ Report by Commission to criticize TV for not taking enough steps to diminish violence in children's programming; Loewinger prepares article in *TV Guide* to answer Hoving criticisms on TV violence, but says it did not publish—9/15/69.

■ More from commission softens, to a degree, blame on TV for inculcating among children warped sense of use of violence to settle differences; report draws dissent and surgeon-general reads TV study—9/22/69; Violence Commission backs free time to presidential candidates and urges incumbent President to use more TV as means to reduce threat of assassination—11/3/69.

■ Foundation to Improve Television asks FCC for license-renewal denial rule against violence—10/13/69.

■ Harris Poll studies public attitudes of violence in TV—1/13/69.

■ Legislation by Representative Murphy (D-NY) that would have FCC scrutinize TV shows and effect of violence gains supporters—1/20/69.

■ Lee Loewinger hits violence theory of mass media control—2/17/69.

■ NBC and CBS moving along in researching relationship of TV violence and children. ABC is ready to cooperate also—3/10/69.

■ Senator Pastore revives idea of network program clearance by NAB code authority—3/10/69, 3/17/69. ABC advocates pre-broadcast screening—3/24/69, and government-industry battle over control of broadcast programming reaches to White House as CBS refuses to accede to TV programming czar idea—3/31/69; White House has second thoughts over Nixon endorsement of Pastore's criticism of sex and violence on TV—4/14/69.

■ New surgeon general study to look into TV violence effect on viewers, and Dr. Larsen links TV to violent behavior—4/21/69, 4/28/69; HEW reports list of violence probers—6/9/69, 6/23/69, mental health study—3/11/69.

■ Representative Staggers gives impromptu remarks on TV violence—4/21/69.

■ TIO circulates public-opinion study that minimize TV's role as cause of violence—6/2/69.

■ CBS's Jencks says presentation of violence is more important than its existence—6/23/69. Annenberg school finds violence in 80% of TV drama—7/7/69.

# Spot radio keeps a heady pace

First six months of '69 show 6.5% increase, but signs are that tobacco companies are decreasing expenditures

Spot radio increased by 6.5% in the first six months of 1969 over the comparable period of 1968 to a total of \$167.6 million, it is being reported today (Dec. 29) by the Radio Advertising Bureau.


RAB noted that the tobacco category was "down substantially in the first half," indicating that tobacco companies may be experimenting already with other media forms in anticipation of the ban on cigarette broadcast advertising expected in 1971. The bureau added that if tobacco is eliminated from figures in both 1968 and 1969, spot-radio expenditures are up 9.9% for the first half.

**Top 100 national-regional spot radio advertisers by brands, first six months, 1969**

	<i>Expenditures</i>
<b>1. General Motors Corp.</b>	<b>\$13,941,000</b>
Buick Div.	2,241,000
Cadillac Div.	315,000
Chevrolet Div.	5,954,000
Delco-Remy Div.	376,000
GMAC	94,000
GMC Trucks	16,000
Guardian Maintenance	496,000
Harrison Radiator Div.	160,000
Oldsmobile Div.	756,000
Pontiac Div.	2,920,000
Institutional	613,000
<b>2. Ford Motor Co.</b>	<b>10,649,000</b>
Ford Div.	5,691,000
Ford trucks	17,000
Lincoln/Mercury Div.	4,671,000
Rent-A-Car service	52,000
Institutional	218,000
<b>3. Chrysler Corp.</b>	<b>7,850,000</b>
Airtemp Div.	60,000
Chrysler Div.	1,278,000
Dodge Div.	4,029,000
Dodge trucks	32,000
Plymouth Div.	2,258,000
Simca cars	137,000
Institutional	56,000
<b>4. American Home Products</b>	<b>6,410,000</b>
Aero Shave	574,000
Anacin	1,391,000
Antrol	1,000
Bisodol	117,000
Black Flag	4,000
Delanan	69,000
Dial nasal spray	11,000
Dristan	14,000
Freezone	2,000
Griffin shoe polish	3,000
Heet	2,000
Neet	75,000
Preparation H	3,859,000
Snarol	110,000
Triptone	7,000
(American Home Foods Div.)	
Chef-Boy-Ar-Dee chili	44,000
Franklin Nuts Div.	11,000
Luck's Food Div.	7,000
E.J. Brach & Sons Div.	109,000
<b>5. Coca-Cola Co./bottlers</b>	<b>4,139,000</b>
Coca-Cola	1,073,000
Fanta	20,000

	<i>Expenditures</i>		<i>Expenditures</i>
Fresca	377,000	Palmolive Liquid	27,000
Simba	37,000	Punch	132,000
Sprite	113,000	Skin Mist	25,000
Tab	231,000	Tackle	1,066,000
(Duncan Foods Div.)		Ultra-Brite	354,000
Butternut coffee	27,000	Vel	2,000
(Minute Maid Div.)		<b>7. Pepsico Inc./bottlers</b>	<b>3,607,000</b>
Hi-C	5,000	Diet Pepsi	642,000
Snow Crop	256,000	Golden Age	12,000
<b>6. Colgate-Palmolive</b>	<b>3,788,000</b>	Mountain Dew	286,000
Ajax cleanser	9,000	Pepsi-Cola	2,616,000
Ajax detergent	5,000	Teem	39,000
At Once shampoo	32,000	Tropic Surf	9,000
Axion	265,000	(Frito-Lay Div.)	
Brisk	24,000	Fritos	3,000
Cold Power	264,000	<b>8. R. J. Reynolds Tobacco</b>	<b>2,951,000</b>
Colgate 100	59,000	Camel cigarettes	10,000
Colgate dental cream	156,000	Days Work chewing tobacco	101,000
Congestaid	1,000	Prince Albert Tobacco	44,000
Derommage	2,000	Salem Cigarettes	1,228,000
Fab	134,000	Winston cigarettes	1,564,000
Galaxy	136,000	(R. J. Reynolds Foods Div.)	
Grenadier	13,000	Brer Rabbit syrup	4,000
Halo	174,000	<b>9. Bristol-Myers Co.</b>	<b>2,842,000</b>
Handi-Wipes	13,000	Ban	311,000
Hour After Hour	29,000	Citrisun	27,000
Hyperphase	865,000	Excedrin	434,000
Lustre-Creme	1,000		

## A gourmet world of privacy.



**VOISIN**

Welcome to the elegant Wedgwood world of Voisin... where seldom is heard other diners' words. Here, business people can lunch or dine superbly in spacious comfort. Tables well set apart. Fresh flowers daily. Soft lighting. And fine French cuisine, impeccably served. Filet of Beef Wellington, today? Perhaps a heavenly light soufflé for dessert? Sir, your table is ready.

Prix Fixe Dinner—\$10.25 Lunch—\$6.00  
Reservations: Michel LE 5-3800  
Cocktails, Lunch, Dinner  
Open Tuesday through Sunday  
Courtesy Theatre Limousine Service

One of the great restaurants of the world  
30 East 65th Street, New York City  
Our "400" Room available for private functions.



Expenditures		Expenditures		Expenditures	
Neotrend	51,000	29. Midas	1,080,000	43. National Airlines	899,000
No-Doz	168,000	Midas mufflers	1,080,000	Air travel	899,000
Score	191,000	30. Lorillard Corp.	1,041,000	44. Johnson & Johnson	885,000
Vote	37,000	Kent cigarettes	382,000	Baby oil	791,000
(Clairol Div.)		Newport cigarettes	65,000	Baby powder	71,000
Born Blonde	111,000	Old Gold cigarettes—gift		Baby shampoo	2,000
Endless Summer	55,000	star coupons	555,000	Band-aids	9,000
High Lightening	3,000	True cigarettes	39,000	First Aid cream	10,000
Midnight Sun	80,000	31. Mobil Oil Co.	1,022,000	Sinartin	2,000
Numero Uno	87,000	Mobil gas & oil	1,017,000	45. Royal Crown Cola Co./bottlers	877,000
Pssst	315,000	Agricultural products	5,000	Diet Rite	375,000
Summer Blonde	24,000	32. Blue Cross/Blue Shield	1,005,000	Gatorade	2,000
(Drackett Div.)		Hospital and medical		Quench	3,000
Whistle	6,000	insurance	1,005,000	Royal Crown Cola	497,000
Windex	47,000	33. Continental Airlines	998,000	46. Northeast Airlines	854,000
(Mead-Johnson Div.)		Air travel	998,000	Air travel	854,000
Nutrament	895,000	34. International Coffee		47. Nestle Co.	789,000
10. Pan American World Airways	2,454,000	Organization	994,000	Decaf	516,000
Air travel	2,454,000	Coffee promotion	994,000	Nescafe	95,000
11. Jos. Schlitz Brewing	2,450,000	35. Swift & Co.	965,000	Taster's Choice	178,000
Burgermeister beer	335,000	Brown & Serve sausages	12,000	48. Pet	788,000
Old Milwaukee beer	265,000	Meats	22,000	Compliment	1,000
Primo beer	9,000	Vigoro	931,000	Dairy products	85,000
Schlitz beer	1,708,000	36. Heublein	961,000	Sego	514,000
Schlitz malt liquor	133,000	Hamm's beer	957,000	(Laura Scudder Div.)	
12. AT&T	2,400,000	Velvet Gold malt liquor	4,000	(Stuckey's Div.)	
Combined Bell System		37. Humble Oil & Refining Co.	955,000	Pecan shoppes	16,000
companies	2,400,000	Enco gas & oil	250,000	49. Sterling Drug	767,000
13. Eastern Air Lines	2,318,000	Enco heating fuel	4,000	Bayer aspirin	70,000
Air travel	2,318,000	Esso gas & oil	642,000	Campho Phenique	76,000
14. Anheuser-Busch	2,262,000	Esso heating fuel	45,000	Cope	2,000
Asahi beer	2,000	Tires, batteries, accessories	13,000	D-Con	373,000
Budweiser beer	1,310,000	Agricultural products	1,000	Fizrin	90,000
Busch Bavarian beer	565,000	38. Standard Oil Co. of Calif.	951,000	Ironized yeast	2,000
Michelob beer	385,000	Chevron gas & oil	819,000	Phillips milk of magnesia	7,000
15. American Oil Co.	2,055,000	Agricultural products	132,000	(Lehn & Fink Div.)	
Amoco gas & oil	1,152,000	39. F & M Schaefer Brewing	938,000	Lysol Spray	30,000
Amoco heating fuel	11,000	Schaefer beer	938,000	Medi-Quick	20,000
Standard gas & oil	607,000	40. Union Carbide	916,000	Stridex	3,000
Standard heating fuel	9,000	Eveready batteries	916,000	(Dorothy Gray-Tussy Div.)	
Agricultural chemicals	27,000	41. Stroh Brewing	906,000	Cosmetics	1,000
Tires, batteries & accessories	249,000	Stroh's beer	906,900	(Winthrop Labs Div.)	
16. Carling Brewing	2,004,000	42. Plough	903,000	Phise-Hex	93,000
Black Label beer	1,752,000	Coppertone	286,000	50. Cities Service Oil Co.	754,000
Heidelberg beer	118,000	Creolin	4,000	Citgo gas & oil	754,000
Stag beer	134,000	Di-Gel	77,000	51. Falstaff Brewing	749,000
17. General Foods	1,967,000	Maybelline	90,000	Falstaff beer	701,000
Awake	86,000	Mexsana	31,000	Krueger beer	1,000
Jell-o puddings & pie		Musterole	22,000	Narragansett beer	47,000
fillings	1,200,000	Nix Deodorant	1,000	52. Equitable Life Assurance	745,000
Kool-Aid	20,000	Q.T. lotion	98,000	Society	745,000
Maxim	497,000	St. Joseph aspirin	138,000	Insurance	
Maxwell House	92,000	St. Joseph cough syrup	47,000	53. Liggett & Myers Tobacco	710,000
Minute Rice	8,000	Solarcaine	109,000	Chesterfield cigarettes	146,000
Orange Plus	56,000			L & M cigarettes	494,000
Pizza sticks	7,000			Redman chewing tobacco	52,000
Sanka	1,000			Velvet pipe tobacco	18,000
18. Wm. Wrigley Jr.	1,828,000			54. Smith, Kline & French Labs.	696,000
Wrigley gum	1,828,000			Animal health products	12,000
19. Sun Oil Co.	1,644,000			(Menley & James Labs Div.)	
Sunoco gas & oil	1,529,000			Contact	684,000
Sunoco heating fuel	8,000			55. Texaco Inc.	670,000
(Sunray DX Div.)				Texaco gas & oil	670,000
DX Boron gas & oil	107,000			56. American Tobacco	668,000
20. Trans World Airlines	1,594,000			Ovals cigarettes	8,000
Air travel	1,594,000			Silva Thins cigarettes	18,000
20. United Air Lines	1,594,000			Tareyton cigarettes	642,000
Air freight	100,000			57. C. P. C. International	627,000
Air travel	1,494,000			(Best Foods)	627,000
22. American Airlines	1,439,000			Mazola margarine	
Air travel	1,439,000			58. Eli Lilly & Co.	620,000
23. American Bakeries	1,437,000			(Elanco Products Div.)	
Barbara Ann bread	74,000			Agricultural chemicals	194,000
Cook Book bread	7,000			Greenfield lawn products	426,000
Hollywood diet bread	13,000			59. Union Oil Co. of Calif.	619,000
Langendorf bread	232,000			Pure Firebrand gas &	
Merita bread	203,000			Purelube oil	454,000
Tastee bread	908,000			"76" gas & Royal Triton oil	165,000
24. Shell Oil Co.	1,401,000			60. Phillips Petroleum Co.	608,000
Shell gas & oil	1,277,000			"Phillips 66" gas & oil	520,000
Shell heating fuel	18,000			Agricultural chemicals	88,000
Agricultural chemicals	102,000			61. Campbell Soup	573,000
Tires, batteries, accessories	4,000			Bounty stew	30,000
25. Standard Brands	1,388,000			Campbell beans	3,000
Chase & Sanborn coffee	32,000			Campbell soups	335,000
Fleischmann's margarine	594,000			Pepperidge Farm bakery	
Fleischmann's yeast	52,000			products	173,000
Royal gelatin	666,000			Pepperidge Farm soups	32,000
Planters Nuts Div.	44,000			62. Firestone Tire & Rubber Co.	567,000
26. Beneficial Finance Co.	1,260,000			Firestone tires & tubes	567,000
Loans & financing	1,260,000			63. Chas. Pfizer & Co.	558,000
27. Delta Air Lines	1,165,000			Coty perfumes	113,000
Air travel	1,165,000				
27. Seven-Up Co./bottlers	1,165,000				
Like	320,000				
Seven-Up	845,000				

### Business briefly:

**Anheuser - Busch Corp.**, St. Louis, through D'Arcy Advertising Inc., New York, will sponsor *The Don Adams Special — Hooray For Hollywood*, Thursday, Feb. 26, 8-9 p.m. EST, on CBS-TV. The special will pre-empt *The Jim Nabors Hour*.

**Coca-Cola Co.**, Atlanta, through McCann-Erickson, and **Motorola Inc.**, through Clinton E. Frank, both New York, will sponsor movie star Raquel Welch's first television special, *Raquel*, on CBS-TV Sunday, April 26 (9-10 p.m. EDT). The music and comedy special will be filmed in several locations in California, Mexico and Europe.

**Kimberly-Clark Corp.**, Neenah, Wis., through Foote, Cone & Belding Inc., New York, will sponsor a Danny Thomas special, *Yesterday, Today And Tomorrow*, on CBS-TV Wednesday, Jan. 28 (9-10 p.m. EST), pre-empting *Medical Center*.

	Expenditures
Hai Karate	96,000
Pacquins cosmetics	1,000
Un-Burn	277,000
Agricultural products	71,000
64. Seaboard Finance	533,000
Loans & financing	533,000
65. Pabst Brewing	523,000
Blatz beer	211,000
Papst Blue Ribbon beer	312,000
66. Monarch Wine	516,000
Manischewitz wine	516,000
67. Lever Bros.	514,000
Drive	6,000
Imperial margarine	11,000
Lifebuoy	2,000
Lux Liquid	1,000
Rinso	3,000
Silver Dust	5,000
(Thomas J. Lipton Div.)	
Good Humor	2,000
Lipton Tea	482,000
Lipton soup	2,000
68. John Morrell & Co.	507,000
"Broadcast Brand"	
canned foods	86,000
Morrell meats	260,000
Red Heart dog food	161,000
69. Southland Corp.	503,000
Adnor dairies	8,000
7-11 stores	495,000
70. General Electric Co.	498,000
Appliances	88,000
Construction & industrial div.	129,000
Lamps	179,000
Institutional	102,000
71. Associates Investment Co.	496,000
Loans & financing	496,000
72. Noxell Corp.	470,000
Cover Girl	231,000
Noxema cream	220,000
Therablum	19,000
73. Miller Brewing	465,000
Gettleman beer	15,000
Miller High Life beer	450,000
74. Northwest Orient Airlines	464,000
Air travel	464,000
75. Fotomat Co.	459,000
Photo service	459,000
76. Western Air Lines	456,000
Air travel	456,000
77. Air Canada	455,000
Air travel	455,000
78. Dia Finance Co.	447,000
Loans & financing	447,000
78. Household Finance Corp.	447,000
Loans & financing	447,000
78. Richardson-Merrell Inc.	447,000
(Vick Chemical Div.)	
Formula 44	369,000
Vapo-Rub	68,000
(Hess & Clark Div.)	
Animal & poultry products	10,000
81. CBS Inc.	445,000
Columbia records	445,000
82. American Dairy Association	439,000
Dairy products promotion	439,000
83. Pearl Brewing	432,000
Country Club malt liquor	252,000
Pearl beer	180,000
83. National Brewing	432,000
Aites Golden lager beer	36,000
Colt 45 malt liquor	252,000
National Bohemian beer	88,000
National Premium beer	41,000
Regal beer	15,000
85. O. M. Scott & Sons Co.	431,000
Lawn products	431,000
86. Atlantic-Richfield Co.	424,000
Atlantic gas & oil	392,000
Richfield gas & oil	32,000
87. Allegheny Airlines	412,000
Air travel	412,000
88. Aamco Transmissions	409,000
Auto transmission service	409,000
89. American Express Co.	408,000
Credit cards	140,000
Traveler's Cheques	197,000
Unicard Div.	71,000
90. Rust-Oleum Corp.	397,000
Rust-Oleum rust preventive	397,000

	Expenditures
91. International Nickel Co.	382,000
Nickel products	382,000
92. Levi Strauss & Co.	369,000
Sports & casual clothes	369,000
93. P. R. Mallory & Co.	358,000
Duracell batteries	358,000
94. Geigy Chemical Corp.	335,000
Agricultural chemicals	335,000
95. Robert Hall Clothes	330,000
Clothing stores	330,000
96. Kraftco Corp.	312,000
Humko	3,000
Kraft cooking oil	184,000
Kraft gravy & souces	23,000
Kraft mustards	38,000
Kraft preserves	23,000
Kraft Parkay margarine	5,000
Kraft salad dressing	30,000
(W. F. McLaughlin Div.)	
Manor House coffee	2,000
Sealtest products	4,000
97. Louis Sherry Inc.	305,000
Jams & jellies	11,000
Shimmer	294,000

	Expenditures
98. Canada Dry Corp./bottlers	301,000
Canada Dry ginger ale	109,000
Sport cola	87,000
Wink	105,000
98. RCA	301,000
RCA institute	12,000
RCA Victor records	208,000
Stereo-high fidelity units	61,000
TV receivers	20,000
100. Volvo Inc.	300,000
Volvo cars	300,000

Source: Radio Advertising Bureau. All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV. Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures. The RAB report is compiled from confidential reports of a cross section of stations and station-representative firms by Radio Expenditure Reports, Larchmont, N. Y..

## Another tobacco suit against networks

### Kentucky farmers plan to file damage plea charging 'untruths' in antismoking spots

Attorneys for tobacco farmers who are suing ABC, CBS and NBC over anti-smoking commercials expect to file their second suit asking for damages in Fayette Circuit Court, Lexington, Ky., this week. No damage figure has been decided, according to attorney Gladney Harville in Lexington. Eight farmers are complainants in the first suit; 25 will be in the second.

The initial suit, filed Dec. 19 in U.S. District Court for the Eastern District of Kentucky, asks that the three networks "be permanently enjoined and restricted from broadcasting messages by TV which, in words or substance state either directly or indirectly, or by innuendo that cigarettes will kill people who smoke them."

Robert Odear, co-counsel for the farmers, all members of the Kentucky Farm Bureau, stressed that his clients "recognize that the anti-smoking people have the right to a significant amount of free time for their views," but insisted that they must be asked to restrict the time they give to "untruths" and "improper statistics."

"To say that cigarettes are killers is a lot of hogwash," said Mr. Odear. "It's never been demonstrated in any scientific, medical manner." This is the thrust of the farmer's suit, he said, adding that he had no objection to the claim that "cigarettes may be injurious to your health. . . ."

At the networks, officials were awaiting the papers which were somewhere in the holiday mail between Lexington and New York. "We're waiting to be served," a CBS lawyer said. "We'll present our position when we know what we're defending."

Louis Ison of Louisville, president of

the Kentucky Farm Bureau, which serves as custodian of funds contributed by tobacco farmers for use in lawsuits and other matters, told BROADCASTING that tobacco contributes 35% to 40% of the gross cash farmer income. And Mr. Ison claimed "We're being discriminated against, tried, and condemned without proper representation. All the evidence [on dangers of smoking] is statistical. More research is the answer."

Attorney Odear said he does not plan to sue any of the sponsors of the anti-smoking commercials, such as the American Cancer Society or Heart Association.

Last Tuesday (Dec. 23), the tobacco suit took a new turn when two federal judges who had been scheduled to hear the case disqualified themselves and asked that a special judge be named instead. The judges, Mac Swinford and Bernard Moynahan Jr., said they disqualified themselves because tobacco is a product grown on their farms.

### Red Sox radio sold

The Boston Red Sox have acquired full sponsorship for all games to be broadcast during the 1970 season on WHDH(AM) Boston.

The New England Chrysler-Plymouth dealers will be participating in the broadcasts for the fourth consecutive year, and Zayre's Department Stores will advertise for the second consecutive season. In addition, three new clients signed contracts: Schaefer beer, for one-third of the schedule; the National Shawmut Bank of Boston, one-sixth, and Tri-S Gasoline, one-sixth.



## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Dec. 14, 1969  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Dec. 14	Total dollars week ended Dec. 14	1969 total minutes	1969 total dollars
	Week ended Dec. 14	Cume Jan. 1- Dec. 14	Week ended Dec. 14	Cume Jan. 1- Dec. 14	Week ended Dec. 14	Cume Jan. 1- Dec. 14				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 122.4	\$ 237.5	\$ 7,270.9	\$ 336.0	\$ 17,180.1	116	\$ 573.5	4,734	\$ 24,573.4
Monday-Friday 10 a.m.-6 p.m.	1,786.9	76,548.0	3,252.5	139,857.3	1,694.0	109,697.9	822	6,733.4	44,282	326,103.2
Saturday-Sunday Sign-on-6 p.m.	1,715.0	52,511.5	3,804.7	67,606.3	1,456.9	44,243.8	356	6,976.6	14,759	164,361.6
Monday-Saturday 5 p.m.-7:30 p.m.	200.6	16,460.7	895.7	35,918.6	900.2	32,778.6	87	1,996.5	4,672	85,157.9
Sunday 6 p.m.-7:30 p.m.	78.0	6,435.4	410.7	12,838.1	290.1	10,515.1	16	778.8	1,075	29,778.6
Monday-Sunday 7:30-11 p.m.	6,189.5	250,884.3	7,936.1	335,649.6	7,790.9	333,217.8	441	21,916.5	21,928	919,751.7
Monday-Sunday 11 p.m.-Sign-off	378.8	21,088.7	608.1	12,967.1	715.2	25,043.5	127	1,702.1	4,970	59,099.3
<b>Total</b>	<b>\$10,348.8</b>	<b>\$424,051.0</b>	<b>\$17,145.3</b>	<b>\$612,107.9</b>	<b>\$13,183.3</b>	<b>\$572,676.8</b>	<b>1,965</b>	<b>\$40,677.4</b>	<b>96,420</b>	<b>\$ 1,608,835.7</b>

### Spot radio test plan offered by CBS rep

CBS Radio Spot Sales is offering prospective advertisers on its 11 represented stations a bonus: a "before" and "after" Trendex survey in the selected markets, centering around any four questions desired by the clients.

Called the "Spot Radio Test Plan," it is being offered to advertisers introducing a new product or service (those using radio for the first time or having been absent from radio in the market for 12 months) and those utilizing a new copy approach.

Among other conditions: Schedules should reach a weekly minimum of approximately 20% of the adults in the market and the CBS represented station must receive a minimum of one-third of the market radio budget allocation. There is no minimum expenditure or campaign length, but the actual length, type of schedule and general copy approach should be agreed upon by the station, CBS Radio Spot Sales and the advertiser.

### New prime time spots push Krispies for adults

Kellogg Co., Battle Creek, Mich., through Leo Burnett Co., Chicago, introduces a major new campaign in prime evening TV time tonight (December 29) to sell more Rice Krispies to adults. All three networks are to be used for participations.

The drive, said to involve a record budget for any three-month period, also marks a return to full-color minutes as the vehicle for the new Kellogg

spots, operatic spoofs. The commercials were produced by Screen Gems Ranch, Hollywood.

The new commercials parody great opera music and lyrics to highlight the theme of "Great Moments at Breakfast." Rice Krispies are Kellogg's second largest selling ready-to-eat cereal and they rank third in the U.S. market at large which has total annual sales of \$700 million for all such cereals.

Kellogg spent \$3 million to promote Rice Krispies in 1969, all of it in television. The cereal has about equal use by adults and children. Kellogg's heavy children's TV schedules continue.

### ARB survey to cover top-150 radio markets

The American Research Bureau will add 47 new radio markets to its April-May 1970 survey. This increases the total radio markets to be surveyed by ARB during 1969-70 to 150, which corresponds to the top-150 markets in national and regional radio times sales as reported by the FCC.

The new ARB radio markets are alphabetically: Altoona, Pa.; Asheville, N.C.; Baton Rouge; Billings, Mont.; Binghamton, N.Y.; Boise, Idaho; Canton, Ohio; Charleston, S.C.; Colorado Springs; Columbus, Ga.; Durham, N.C.; Erie, Pa.; Eugene, Ore.; Great Falls, Mont.; Green Bay, Wis.; Greenville, S.C.; Hamilton-Middletown, Ohio; Honolulu; Johnstown, Pa.; Kalamazoo, Mich.; Lafayette, La.; Lancaster, Pa.; Las Vegas; Lexington, Ky.

Also Lincoln, Neb.; Lubbock, Tex.; Macon, Ga.; Manchester, N.H.; McAllen-Pharr-Edinburg, Tex.; Oxnard-San Buena-Ventura, Calif.; Reading,

Pa.; Reno; Roanoke, Va.; Rockford, Ill.; Saginaw, Mich.; St. Joseph, Mo.; Salinas-Monterey, Calif.; San Jose, Calif.; Savannah, Ga.; South Bend, Ind.; Stockton, Calif.; Trenton, N.J.; Utica-Rome, N.Y.; Waterloo, Iowa; West Palm Beach, Fla.; Wheeling, W. Va., and York, Pa.

### Meyerhoff pans USIA, scrubs advisory group

Arthur Meyerhoff, head of the Chicago advertising agency bearing his name, took the U.S. Information Agency and its top officials to task last week for failing to cooperate with a special advisory committee of the American Association of Advertising Agencies.

Mr. Meyerhoff dissolved the 4A's committee of which he was chairman. It had been formed during the Johnson administration.

"I see no hope for productive liaison between advertising and the present leadership of the USIA," Mr. Meyerhoff said, stressing that his decision was not politically motivated. "I supported President Nixon in the last campaign and will continue to do so," he said, "but I am disappointed with the failure of this administration to accelerate the promising beginning made with Leonard Marks, the previous USIA director."

Mr. Meyerhoff charged that the new administration at USIA, "with Frank Shakespeare, director, and his deputy, Henry Loomis, have resisted meeting with the committee for almost a year."

Mr. Meyerhoff's book, *The Strategy of Persuasion*, contends the USIA should get out of the straight news rut and employ advertising skills of persuasion in its programs. Copies of the book

were circulated last week on Capitol Hill.

Other members of the committee included Harold Burson of Burson-Marsteller, William Bernbach of Doyle Dane Bernbach, Fairfax Cone of Foote, Cone & Belding and Ray Mithun of Campbell-Mithun.

## RKO stations join NAB code family

Acceptance of all 12 U.S. radio stations of RKO General as members of the National Association of Broadcasters radio code was announced last week. And it was understood that the two RKO General TV stations that had applied have been accepted by the NAB TV code. The applications were submitted early this month (BROADCASTING, Dec. 15).

RKO radio stations involved are WOR-AM-FM New York; WGMS-AM-FM Bethesda, Md. (Washington); WHBQ-AM-FM Memphis; WRKO(AM) and WROR-

(FM) Boston; KFRC(AM) and KFMS-(FM) San Francisco, and KHJ-AM-FM Los Angeles.

RKO General's two network-affiliated TV stations, WNAC-TV Boston and WHBQ-TV Memphis, applied for TV code membership. And it was understood last week that, although the action had not been formally announced, they, too, have been accepted. RKO is also seeking exceptions to the TV code's commercial time standards to permit acceptance of its unaffiliated stations, WOR-TV New York, KHJ-TV Los Angeles and WHCT(TV) Hartford, Conn.

### Rep appointments:

- KFDM-TV Beaumont, Tex.: Edward Petry & Co., New York.
- KOLD-TV Tucson, Ariz.: Peters, Griffin, Woodward, New York.
- WNBE-TV New Bern, N.C.: James S. Ayers, Atlanta.
- WCWA-AM-FM Cleveland: Ed Paul Associates, Cleveland (regional).

## TheMedia

## CBS-TV affiliates to absorb line costs

### AT&T rate hike will be absorbed in major part by compensation cut

The CBS-TV network was reported last week to be virtually set on a plan to have its affiliates absorb close to \$6 million of its \$6.8 million annual increase in AT&T rates by taking a cut in network compensation, but to repay them in additional time for local sale.

The plan thus was essentially similar to the one adopted by NBC-TV to have its affiliates pick up about \$6 million of its \$7.4 million AT&T increase (BROADCASTING, Nov. 24, Dec. 1). The reduction in station compensation would be at the same rate in both cases—6.5%—but the two plans differed in other details.

There was also another difference: CBS-TV was going against the advice of the CBS-TV Network Affiliates Advisory Board, whereas the NBC-TV affiliates board had worked with NBC officials in devising the NBC plan and "strongly" endorsed it to other affiliates.

Kenneth Bagwell of WJW-TV Cleveland, chairman of the CBS-TV Affiliates Board, said he told CBS-TV officials on Monday (Dec. 22) after the board had discussed the CBS plan by tele-

phone, that the board felt CBS would be better advised to make a compromise between this plan and the one the network advanced originally.

The original CBS plan was for the network to absorb the increase in inter-city-connection costs, amounting to about \$3.8 million, and for the affiliates to pick up the extra costs for local loops, about \$3 million (BROADCASTING, Nov. 10). This was held "unacceptable" by the affiliates board ("CLOSED CIRCUIT," Nov. 17).

Mr. Bagwell said the affiliates group felt, in its telephone meeting last week, that since CBS had originally offered to absorb about \$3.8 million of the increase, it should continue to do so and have affiliates pick up the other \$3 million via a 3-3.5% reduction in compensation. The board also felt that, to maintain their parity with NBC-TV affiliates, CBS affiliates should be granted the extra commercial time envisioned in the second plan.

Although Mr. Bagwell said last week he had received no indication that CBS-TV would—or would not—heed the board's latest advisory opinion, he emphasized that throughout the discussions CBS-TV officials had been "more than fair" and demonstrated that "they are interested in keeping their affiliates on a parity with NBC-TV's."

Other sources meanwhile indicated that CBS-TV authorities were ready to go ahead with their second plan and hoped to make the additional time available to stations beginning Jan. 4 and

# Have You Heard?



### RON CARNEY

entertains 10,000 registered members of his "Happy Housewife's Club" with great contemporary and standard music, clever wit, and cash prizes—daily from 9:00 A.M. to Noon. A natural spot to sell YOUR product to women.



AM 50,000 WATTS FM 100,000 WATTS  
BIRMINGHAM, ALABAMA

Represented Nationally by  
HENRY I. CRISTAL Co., Inc.



put the 6.5% compensation cut into effect around Feb. 1. NBC-TV affiliates' extra time starts Jan. 5 but their rate reduction was deferred to March 1.

The additional station time envisioned in the CBS plan consists of 10 new 30-second positions for local sale, some of them created by expanding current 42-second announcements to 62 seconds.

There will be 62-second breaks after one-hour prime-time network programs except those ending at 11 p.m. EST. There are eight of these per week, and in addition CBS-TV is creating two new 32-second breaks that will go at about 10 p.m. EST in the Thursday and Friday movies, where the stations now have five-second noncommercial IDs.

CBS-TV sources said they were confident that the affiliates as a whole would make more room for the sale of the extra time than the approximately \$6 million they would lose in station compensation.

Station sources felt that, on the average, major-market affiliates stand to gain, those in medium-sized markets might or might not come out ahead and those in smaller markets would for the most part be hard-pressed to sell all the extra time, and in many cases stand to lose money.

CBS-TV is the last of the three networks to devise a plan for handling the AT&T increases, which went into effect

the first of October. ABC-TV was the first, agreeing to absorb all of its \$5.8 million hike for at least the first year ("CLOSED CIRCUIT," Nov. 3, et seq.).

## FCC turns down appeals of KRON San Francisco

Chronicle Broadcasting Co.'s petition seeking reconsideration of a renewal hearing order and requesting the FCC to grant without hearing the license renewals of its KRON-FM-TV San Francisco has been denied by the commission.

The vote was 5-to-0 with Commissioner Robert Wells abstaining; Chairman Dean Burch did not participate.

The commission said much of the material in Chronicle's petition was "repetitious and argumentative" and found the remainder substantially a reiteration of arguments it considered earlier.

Chronicle's first argument, the FCC said, is that complaints by former employees of the KRON stations are unfounded and that the commission's decision to order a hearing based solely on these complaints is capricious. In response to this argument, the FCC said the designation order was also based on other factors—including several pending antitrust suits involving Chronicle. The commission also refuted Chronicle's argument that it failed to specify par-

ticular reasons for designating the hearing.

Answering other arguments by the licensee, the FCC said it has the duty to take action to "restore conditions of economic competition" to the area; that the designation order was in fact procedurally valid, and that the hearing does not deprive Chronicle of fair trial in antitrust cases pending against it in the courts.

## Changing Hands

### Announced:

The following station sales were reported last week and will be subject to FCC approval.

■ **KLOV-AM-FM** Loveland, Colo.: Sold by William H. Green and others to Daryle W. Klassen and Robert G. Langenwaller for \$210,000. Mr. Klassen is a sales and programing executive for **KFH-AM-FM** Wichita, Kan. Mr. Langenwaller is president of Wichita State Bank. **KLOV** is a daytimer on 1570 kc with 250 w; **KLOV-FM** is on 102.3 mc with 3 kw and an antenna 5 feet above average terrain.

■ **KSEK(AM)** Pittsburg, Kan.: Sold by Oscar S. Stauffer and associates to William S. Morgan and Robert G. Barry for \$152,000. Mr. Morgan owns **KNOR(AM)** Norman, Okla., where Mr. Barry is sales manager. **KSEK** is full time on 1340 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

### Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see 'For the Record,' page 61).

■ **KMEN(AM)** San Bernardino, Calif., and 51% of **KPOI-AM-FM** Honolulu: Sold by Orin Letman and Albert Heit to Victor Armstrong and others for \$1,265,562. Sellers own **WHUC-AM-FM** Hudson, N. Y. Mr. Armstrong was formerly senior vice president of Kenyon & Eckhardt and Ted Bates & Co., both New York. Buyers own **KDWB(AM)** Minneapolis-St. Paul. **KPOI(AM)** is full time on 1380 kc with 5 kw. **KPOI-FM** is on 97.5 mc with 35 kw and an antenna 185 feet above average terrain. **KMEN** is full time on 1290 kc with 5 kw. Vote was 4-to-2 with Commissioners Robert T. Bartley and Nicholas Johnson dissenting.

■ **KXAB-TV** Aberdeen, S. D.: Sold by John Boler and others to Gordon H. Ritz and others for \$700,000. Mr. Boler has majority interest in **KXJB-TV** Valley City-Fargo, and **KXMB-TV** Bismarck, both North Dakota. Buyers own **KSOO-AM-TV** Sioux Falls, S. D., and have a construction permit for **KSOO-FM** that city. **KXAB-TV** is an NBC-TV affiliate on

Best Wishes for a  
Happy and  
Prosperous  
New Year

69-88

## BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

### WASHINGTON, D.C.

James W. Blackburn  
Jack V. Harvey  
Joseph M. Siltrick  
Frank Nowaczek  
1725 K St. N.W.  
333-6270

### CHICAGO

Hub Jackson  
William B. Ryan  
Eugene Carr  
Wendell W. Doss  
333 N. Michigan Ave.  
346-6460

### ATLANTA

Clifford B. Marshall  
Robert A. Marshall  
Harold Walker  
MONY Building  
1655 Peachtree Rd. N.E.  
873-5626

### BEVERLY HILLS

Colin M. Selph  
Roy Rowan  
Bank of America Bldg.  
9465 Wilshire Blvd.  
274-8151

channel 9 with 304 kw visual and an antenna height 1,390 feet above average terrain. Vote was 6-to-0. Commissioner Robert Wells was absent.

▪ **KNEB-AM-FM** Scottsbluff, Neb.: Sold by Russell M. Stewart and others to George H. Haskell, Wayne L. McIntosh and Leslie A. Proctor for \$250,000. Mr. Haskell is general manager of **KNEB-AM-FM**. Mr. McIntosh is program director and Mr. Proctor is chief engineer for those stations. **KNEB** is fulltime on 960 kc with 1 kw day and 500 w night. **KNAB-FM** is on 94.1 mc with 6.6 kw and an antenna 61 feet above average terrain. Vote was 5-to-1 with Commissioner Nicholas Johnson dissenting. Commissioner Robert Wells was absent.

## Short renewals given to AM's in Pa. and Md.

The FCC has granted short-term license renewal applications for two AM stations. Alleged violations by one, **WSER** (AM) Elkton, Md., for operation by improperly licensed operators, falsification of logs and 17 more infractions caused commission concern over the station's operation. Because of the alleged violations, **WSER**, previously notified of an apparent fine of \$5,000 for the infractions, was granted a short-term license renewal on Dec. 17.

Last week the commission granted the license renewal application for the second, **WARO**(AM) Canonsburg, Pa., for a short term only, and admonished the station for exaggerating its coverage area in order to solicit advertising accounts. Each station's license was renewed until April 1, 1971.

Following a complaint to the commission from a **WARO** client, alleging that **WARO** had falsely represented its location and coverage, the commission told the station the .5mv/m contour on its sales promotion map was inaccurate. The map of **WARO**'s coverage allegedly shown to prospective advertisers indicated a larger potential audience than the station actually enjoyed.

Universal Communications of Pittsburgh Inc., licensee of **WARO**, responded that its policy "in soliciting national and regional accounts is to emphasize service to the Pittsburgh area without reference to the specific location of the stations." The commission, however, told **WARO** that "use of inaccurate and exaggerated coverage maps will not be tolerated. Your primary obligation," the commission added, "is to serve the people of Canonsburg. Your obligation to advertisers, whether local or national, is to deal with them [candidly]."

The short-term renewals will enable the commission to make early reviews of station operations to determine whether continued operations would serve the public interest.

## Johnson has warning on broadcast careers

**Declares media's guide to success too often appears to be income**

FCC Commissioner Nicholas Johnson says broadcasting needs college graduates in its ranks but his advice to them is to "go in with your bags packed. And make sure that everyone knows you're not going to stay no matter what."

They will have two big options, he writes in the December issue of "The Journal of College Radio": "You either accept what too often appears to be the media's sole standard of success, conspicuous consumption, and you simply strive to maximize your income; or you acquire the confidence that what you believe in is right, that you can live comfortably on an adequate income, and that there are things more important than absorption into a bureaucratic peer-group conformity."

Those who "sell out" their consciences and scruples "may make a tremendous amount of money and accomplish a tremendous amount of harm," he says. And those who don't "may have to risk losing your job, or occasionally scrimp-

ing to make ends meet.

"But you're not alone in this. Just as young lawyers have to decide whether they want to represent clients whose products pollute the air or cause cancerous lungs, and young medical students have to decide whether they will work for the ghetto poor or earn large fees helping the wealthy lose weight, so you will have to decide which side you're on."

"We are not taught to value finely developed skills such as the use of law to ease the suffering of others. Rather, 'success' comes from the purchase of a mouthwash, a deodorant, an after-shave lotion—not from rigorous study, dedication and training."

"The Journal of College Radio" is published by the department of radio/television/film of The Oklahoma State University, for the Intercollegiate Broadcasting System, Providence, R.I.

## Call honors late publisher

The call letters of the Miami channel 10 television station acquired by the Washington Post Co., Post-Newsweek Stations, Florida Inc., two months ago have been changed to **WPLG-TV**, in memory of Philip L. Graham, the late president of the company and publisher of the newspaper. The station's call letters had been **WLBW-TV**.

### EXCLUSIVE LISTINGS!

**HAWAII** —Non-directional, fulltimer, 10 kw, that has excellent coverage on the Island. Station is under-developed and offers excellent opportunity to sales oriented owner. Price \$200,000—29% down—balance liberal terms.

*Contact Don C. Reeves in our San Francisco office.*

**NORTH CAROLINA** —Daytimer, in major market with early sign-on, a good facility that offers excellent potential. Minimal down payment, long payout to qualified buyers.

*Contact Cecil L. "Lud" Richards in our Washington office.*

*Hamilton-Landis*  
AND ASSOCIATES, INC.

Brokers of Radio, TV & Newspaper Properties  
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

WASHINGTON, D.C.  
1100 Connecticut Ave., N.W.  
20036 202/393-3456

CHICAGO  
1507 Tribune Tower 60611  
312/337-2754

DALLAS  
1234 Fidelity Union Life Bldg.  
75201  
214/748-0345

SAN FRANCISCO  
111 Sutter St. 94104  
415/392-5671



# FCC tries to keep up with technology

## Agency's other concerns in 1969 include WHDH-TV, cigarettes and cable TV

For the FCC and the communications industry it regulates, 1969 was a year of ferment and change. It was the year in which the commission revealed a new muscular approach toward broadcasters. And it was a year in which the commission seemed about to be overcome by the obligations imposed upon it by a rapidly expanding communications technology.

The year opened with a shocker—the commission's unprecedented decision in January to deny a license renewal to a major television station, WHDH-TV Boston, and to award the contested channel to a competing applicant. (That decision precipitated broadcaster appeals to Congress for protection against challenges at license-renewal time; and members of both Houses responded with legislation that would prohibit the commission from accepting applications for an occupied channel until it found the existing licensee unqualified to operate a station.)

It is closing with the commission considering two rulemakings aimed at opening the UHF portion of the spectrum to land-mobile radio, whose proponents say the channels assigned to it are inadequate. Indeed, it is this asserted shortage that is cited by the White House in a draft memorandum that recommends the eventual transfer of the commission's spectrum-allocation authority to the executive branch (see page 57).

In the months between, an FCC report issued last week recalls, the commission was busy in a number of fields. A tougher approach on station-ownership was revealed in February, when the commission instituted an inquiry into station ownership by conglomerates and, in March, when it ordered WCCO-TV Minneapolis and KRON-FM-TV San Francisco into license-renewal hearings on issues that included questions dealing with concentration of control of mass media.

In February, the commission stole a march on both the Federal Trade Commission and Congress when it proposed banning cigarette advertising from radio and television. (However, Congress may yet do that job for the commission. The Senate three weeks ago passed a bill outlawing such advertising as of Jan. 1, 1971, and its backers believe they can sell it to the House, whose own cigarette bill is basically an

extension of existing legislation requiring health-hazard warnings on cigarette packages).

And in June it entered a completely new field when it adopted rules forbidding licensees to discriminate in employment on the basis of race, creed or national origin.

The commission also won a historic court decision when, on June 10, the U.S. Supreme Court upheld the commission's fairness doctrine and personal-attack rules in a decision that appeared to provide a legal rationale for extensive program regulation. But in the same month, the commission was excoriated by the U.S. Court of Appeals for the District of Columbia in a decision that reversed the license renewal granted to WLBT(TV) Jackson, Miss., which had been accused of discriminating against Negroes in its programming, and directed the commission to invite competing applications for the station's facility, channel 3.

Complaints about broadcast news coverage reached a new high during the year; the climax came last month, when Vice President Spiro T. Agnew, in a speech covered live by the three networks, accused the networks of a liberal bias. But in a series of rulings, including one on a complaint similar to that voiced by the Vice President, the commission disavowed any authority to judge the truth of broadcast news.

The commission, however, maintains it will investigate complaints of news rigging. And as a result of one such investigation—involving WBBM-TV Chicago's report on a "pot party," it criticized the owner, CBS. The commission held that the party was held at the request of a station employee.

The commission also criticized a number of other licensees on programing matters. It admonished NBC and Gross Telecasting for failing to disclose private economic interests in controversial issues on which comment was broadcast. And it criticized a number of stations for airing misleading contests. Misleading broadcasts are among the matters to be considered in a comparative hearing in which NBC's KNBC(TV) Los Angeles is seeking renewal of its license in the face of a challenge by a new applicant, Voice of Los Angeles, for channel 4.

In CATV matters, the commission acted to move the nation's cable systems into the program-origination business. It adopted rules requiring systems with more than 3,500 subscribers to originate programing as of Jan. 1, 1971, and permitting them to sell advertising.

The action completed work on part of an omnibus CATV rulemaking proceeding the commission initiated on Dec. 13, 1968. One key aspect of that proceeding still unresolved would re-

quire CATV systems in major markets to obtain retransmission consent of the distant stations whose signals they want to import.

However, as in the case of the commission's proposal to ban cigarette advertising from radio and television, it appears that Congress will make the policy for the commission. The Senate Judiciary Committee is considering a copyright bill that would prescribe the number of signals systems may carry and, in addition, establish a system of compulsory copyright licenses.

## NAB nominates new radio board

### Twelve directors end their terms but six are eligible for re-election

The annual nominating process for the National Association of Broadcasters' radio board of directors is under way with petitions being collected at the NAB Washington headquarters. The deadline is Jan. 2.

Nominating ballots will be counted Jan. 5 and final election results will be released Feb. 6. The NAB radio board members are elected from 17 geographical districts, two each from four at-large categories, classes A, B, C and FM and four appointed by the networks. Elections are held in half of the categories each year. The 1970 elections will be the even-numbered districts and one each of the at-large categories.

Directors who will go off the board, having served two consecutive terms and becoming ineligible, are: Simon Goldman, president of WJTN(AM) Jamestown, N.Y., district 2; Jack S. Younts, president WEEB(AM) Southern Pines, N.C., district 4; Raymond Plank, owner WKLA(AM) Ludington, Mich., district 8; Al Ross, owner-manager KNAB(AM) Burlington, Colo., district 14; Charles E. Gates, vice president-manager WGN(AM) Chicago, class A; J. R. Livesay, president WLBH(AM) Mattoon, Ill., class C.

Elections also are being held in areas where the incumbents are eligible for re-election. These incumbents are: John L. Vath Sr., vice president-manager WSMR(AM) New Orleans, district 6; Don C. Dailey, vice president-manager KGBX(AM) Springfield, Mo., district 10; Allan Page, president KGWA(AM) Enid, Okla., district 12; Harry Trenner, president KCKC(AM) San Bernardino, Calif., district 16; Ben A. Laird, president WDUZ(AM) Green Bay, Wis.; and Edward D. Allen Jr., president WDR-FM Sturgeon Bay, Wis.

The two highest nominees on the first

## Elie Abel looks for a change of pace

NBC newsman returns as dean to the school where he once was a student

As he prepares for the new decade and his new position as dean of Columbia University's Graduate School of Journalism in New York, Elie Abel looks back upon his nearly a decade in broadcasting with less than overwhelming exuberance and satisfaction.

"I'm not mad at anybody," Mr. Abel, NBC diplomatic correspondent, assured his listener, "but for me the fun has gone out of broadcasting. I'm a newspaperman [he was with *The New York Times* and *Detroit News*] and I came into broadcasting when there was false dawn . . . the promise of doing things in a big way . . . and for a time we did . . ."

But, Mr. Abel said, he is disappointed with the direction the industry has taken. He particularly criticized the de-emphasis of TV documentaries, noting that the news and public-affairs side of

broadcasting is "going through a difficult period."

Admitting that he was tired of "trying to squeeze a bleeding chunk of current history into five minutes," Mr. Abel said he hopes to reverse that procedure himself and devote more time to "book-length journalism." He already is the author of "The Missile Crisis," published in 1966.

Mr. Abel is "fully aware that the urban campus is where the action is—I should be, I have two college-age children." But he is nevertheless approaching his new responsibility with real anticipation.

Mr. Abel is replacing acting dean Richard T. Baker (BROADCASTING, Dec. 22), who took over when dean Edward W. Barrett resigned in 1968, reportedly over the university administration's reaction to campus disorders.

Thinking about his new life on campus and the prospect of writing, Mr. Abel is sure "that ought to be enough for me." He is a 1942 graduate of the Columbia Graduate School of Journalism.

Mr. Abel's name was submitted for the deanship by Columbia President Dr. Andrew W. Cordier after recommendation of a "search committee." Final



Mr. Abel

confirmation came from the board of trustees Dec. 19.

Mr. Abel is resigning from NBC as of Feb. 1.

ballot in each category will be certified to the NAB membership for the final election. Details of the election are being handled by NAB Secretary-treasurer Everett E. Revercomb.

Elections for posts on the NAB television board are held at the annual convention, to be held April 5-9 in Chicago.

## Polk goes to court on dismissal at MGM

MGM was silent last week on a \$4-million damage suit brought against it by Louis F. Polk Jr. charging that "coercion, threats and unlawful acts" led to his replacement as MGM president last Oct. 21.

In the suit filed in federal court in New York on Dec. 15, Mr. Polk asks for a judgment directing MGM to carry out the terms of a five-year contract entered into last January and to continue paying him an annual base salary of \$150,000 plus \$50,000 deferred remuneration. Mr. Polk, who directs his suit at MGM, chief MGM stockholder Kirk Kerkorian and Tracy Investment Co., controlled by Mr. Kerkorian, also wants the court to declare him lawful title to 20,000 shares of common stock.

"We cannot comment now," said Frank Rosenfelt, MGM general counsel. James T. Aubrey Jr. was elected MGM president and chief executive officer replacing Mr. Polk.

## Cowles establishes broadcast division

Cowles Communications Inc. has consolidated its stations into one corporate division and has named Charles B. Brakefield as president of the broadcasting division, effective Jan. 1.

The stations include WREC-AM-FM-TV Memphis, WESH-TV Daytona Beach-Orlando, Fla., and KRNT-AM-FM-TV Des Moines, Iowa.

Mr. Brakefield, a vice president and a director of the parent company and president of the Memphis and Daytona Beach stations, will continue in those positions.

He joined the radio sales staff of the WREC stations in 1951, advancing to general sales manager in 1955 and general manager in 1959. Cowles acquired the stations in 1963.

Headquarters for the new division will be at the WREC stations.

## KNBC's minority

More than 19% of all personnel employed by KNBC(TV) Los Angeles are members of ethnic minorities, according to a report prepared for distribution by the station. Currently the NBC-owned station has 24 employees representing ethnic minorities out of 123 people working in various capacities. The positions at which minority people are employed by the local station include sound technician, programming,

production, news, editorial and management. The NBC personnel department on the West Coast recruits and hires for KNBC.

## NAB is refused stay of FCC cablecasting rules

The FCC has denied a request by the National Association of Broadcasters for a stay of effectiveness of its cablecasting rules (BROADCASTING, Oct. 27) pending actions on various petitions for reconsideration.

The NAB charged that the FCC failed to simultaneously resolve other related parts of the rulemaking proposals, and contended that CATV originations and advertising may fail to achieve program diversity and may harm UHF, small-market radio and TV stations.

The rules require systems with more than 3,500 subscribers to originate a "significant" amount of programming as of Jan. 1, 1971, and permit commercials at natural breaks.

However, the commission said that it would be impracticable in the rule-making proceedings to attempt to issue a set of rules governing all aspects of all proposals. It added that there was no evidence to refute its original determination that UHF's and small-market stations would not be harmed.

The vote was 5-to-2 with Commissioners Robert E. Lee and Robert Wells dissenting and voting to grant the stay.



## International Video sets public offering

Broadcast-equipment manufacturer International Video Corp. is going public. The Sunnyvale, Calif., company has filed a registration statement with the Securities and Exchange Commission, offering 230,000 common shares for public sale at \$18 per share maximum.

The offering is being handled through underwriters headed by Hayden, Stone Inc., New York.

Of the shares being offered, 50,000 are to be sold to Allstate Insurance Co., Bessemer Securities Corp., J. H. Whitney & Co. and Donald F. Eldridge—all principal shareholders of the company. Also included in the offering are 20,000 shares to be offered to IVC employees.

IVC was organized in 1966 and is engaged in the design, manufacture and sale of color and monochrome video tape recorders and color TV cameras.

A portion of the proceeds of the com-

pany's stock sale will be used to retire a short-term debt incurred for working capital purposes; the balance will be added to working capital.

In addition to preferred stock, IVC has 497,800 common shares outstanding. Mr. Eldridge, president and board chairman, owns 15.1%; Bessemer Securities, 20%, and Allstate Insurance, 14.7%. Management officials as a group own 33%. After the offering, assuming conversion of the preferred stock and issuance of an additional 250,-

## The Broadcasting stock index

A weekly summary of market activity in the shares of 93 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Dec. 23	Closing Dec. 18	Closing Dec. 11	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	53 $\frac{1}{8}$	56	56 $\frac{1}{2}$	76 $\frac{1}{2}$	45 $\frac{1}{2}$	4,859	274,536
Atlantic States Ind.		O	5 $\frac{1}{4}$	5 $\frac{1}{2}$	5 $\frac{1}{2}$	15 $\frac{1}{2}$	5 $\frac{1}{2}$	1,789	12,523
Capital Cities	CCB	N	33 $\frac{1}{8}$	32 $\frac{1}{2}$	34 $\frac{1}{2}$	37 $\frac{1}{2}$	26	5,804	196,407
CBS	CBS	N	46 $\frac{1}{8}$	47 $\frac{1}{2}$	47 $\frac{1}{2}$	59 $\frac{1}{2}$	41 $\frac{1}{2}$	25,617	1,235,764
Corinthian	CRB	N	31 $\frac{1}{2}$	30 $\frac{1}{2}$	29 $\frac{1}{2}$	37 $\frac{1}{2}$	20	3,380	84,906
Cox	COX	N	48 $\frac{1}{2}$	49	48 $\frac{1}{2}$	59	37	2,893	137,128
Gross Telecasting	GGG	A	15 $\frac{1}{2}$	14 $\frac{1}{2}$	14 $\frac{1}{2}$	24 $\frac{1}{2}$	14 $\frac{1}{2}$	805	12,172
metromedia	MET	N	18 $\frac{1}{2}$	19	19	53 $\frac{1}{2}$	17 $\frac{1}{2}$	5,603	111,164
Pacific & Southern		O	22	22	21	26 $\frac{1}{2}$	13 $\frac{1}{2}$	1,635	33,518
Reeves Telecom	RBT	A	13 $\frac{1}{2}$	14 $\frac{1}{2}$	13 $\frac{1}{2}$	35 $\frac{1}{2}$	12 $\frac{1}{2}$	2,253	36,318
Scripps-Howard		O	23	23	25	31 $\frac{1}{2}$	21	2,589	64,725
Sonderling	SDB	A	33 $\frac{1}{2}$	33 $\frac{1}{2}$	34 $\frac{1}{2}$	47 $\frac{1}{2}$	29 $\frac{1}{2}$	985	37,578
Starr Broadcasting		O	11 $\frac{1}{2}$	11 $\frac{1}{2}$	12 $\frac{1}{2}$	14 $\frac{1}{2}$	6 $\frac{1}{2}$	338	4,644
Taft	TFB	N	26 $\frac{1}{2}$	26 $\frac{1}{2}$	28 $\frac{1}{2}$	43 $\frac{1}{2}$	26 $\frac{1}{2}$	3,585	107,550
							<b>Total</b>	<b>62,135</b>	<b>\$ 2,348,933</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	23	22 $\frac{1}{2}$	23 $\frac{1}{2}$	49 $\frac{1}{2}$	22 $\frac{1}{2}$	12,872	316,651
Bartell Media	BMC	A	10 $\frac{1}{2}$	11 $\frac{1}{2}$	12 $\frac{1}{2}$	22 $\frac{1}{2}$	8 $\frac{1}{2}$	2,292	28,879
Boston Herald-Traveler		O	34	34	30	71	27	574	17,220
Chris-Craft	CCN	N	10 $\frac{1}{2}$	10 $\frac{1}{2}$	10 $\frac{1}{2}$	24 $\frac{1}{2}$	9 $\frac{1}{2}$	3,201	40,012
Combined Comm.		O	13 $\frac{1}{2}$	13 $\frac{1}{2}$	13	14 $\frac{1}{2}$	8 $\frac{1}{2}$	1,798	23,824
Cowles Communication	CWL	N	10 $\frac{1}{2}$	10 $\frac{1}{2}$	10 $\frac{1}{2}$	17 $\frac{1}{2}$	9 $\frac{1}{2}$	3,969	45,088
Fuqua	FQA	N	27 $\frac{1}{2}$	28	31	47	27 $\frac{1}{2}$	5,117	160,469
Gannett	GCI	N	27	26 $\frac{1}{2}$	26 $\frac{1}{2}$	29 $\frac{1}{2}$	24 $\frac{1}{2}$	7,117	197,497
General Tire	GY	N	17 $\frac{1}{2}$	17 $\frac{1}{2}$	17 $\frac{1}{2}$	34 $\frac{1}{2}$	17 $\frac{1}{2}$	17,914	342,516
Gray Communications		O	7 $\frac{1}{2}$	7 $\frac{1}{2}$	7 $\frac{1}{2}$	12 $\frac{1}{2}$	7 $\frac{1}{2}$	475	3,924
Lamb Communications		O	6 $\frac{1}{2}$	6 $\frac{1}{2}$	6 $\frac{1}{2}$	10	3 $\frac{1}{2}$	2,650	14,575
Lee Enterprises		O	22	20 $\frac{1}{2}$	19 $\frac{1}{2}$	22 $\frac{1}{2}$	15 $\frac{1}{2}$	1,957	44,033
Liberty Corp.	LC	N	17 $\frac{1}{2}$	17 $\frac{1}{2}$	17 $\frac{1}{2}$	24 $\frac{1}{2}$	14	6,743	131,489
LIN		O	10	9 $\frac{1}{2}$	9 $\frac{1}{2}$	32 $\frac{1}{2}$	7 $\frac{1}{2}$	2,174	22,001
Meredith Corp.	MDP	N	44	44 $\frac{1}{2}$	44 $\frac{1}{2}$	59 $\frac{1}{2}$	32 $\frac{1}{2}$	2,781	119,583
The Outlet Co.	OTU	N	16 $\frac{1}{2}$	16 $\frac{1}{2}$	17	30 $\frac{1}{2}$	16 $\frac{1}{2}$	1,336	24,716
Plough Inc.	PLO	N	75 $\frac{1}{2}$	72	73	78 $\frac{1}{2}$	57 $\frac{1}{2}$	7,892	587,954
Post Corp.		O	18 $\frac{1}{2}$	18 $\frac{1}{2}$	18 $\frac{1}{2}$	40	14 $\frac{1}{2}$	594	12,474
Rollins	ROL	N	38	37 $\frac{1}{2}$	38 $\frac{1}{2}$	42 $\frac{1}{2}$	30 $\frac{1}{2}$	7,983	309,341
Rust Craft	RUS	A	30 $\frac{1}{2}$	30 $\frac{1}{2}$	31 $\frac{1}{2}$	38 $\frac{1}{2}$	24 $\frac{1}{2}$	1,168	39,245
Storer	SBK	N	30 $\frac{1}{2}$	28 $\frac{1}{2}$	27 $\frac{1}{2}$	62	24 $\frac{1}{2}$	4,220	132,930
Time Inc.	TL	N	38 $\frac{1}{2}$	41 $\frac{1}{2}$	44	100 $\frac{1}{2}$	36 $\frac{1}{2}$	7,241	362,050
Trans-National Commun.		O	3 $\frac{1}{2}$	3 $\frac{1}{2}$	4 $\frac{1}{2}$	11 $\frac{1}{2}$	2 $\frac{1}{2}$	1,000	2,750
Wometco	WOM	N	18 $\frac{1}{2}$	18 $\frac{1}{2}$	18 $\frac{1}{2}$	23 $\frac{1}{2}$	16 $\frac{1}{2}$	5,683	110,818
							<b>Total</b>	<b>108,751</b>	<b>\$ 3,061,100</b>
<b>CATV</b>									
Ameco	ACO	A	15	14 $\frac{1}{2}$	12 $\frac{1}{2}$	15 $\frac{1}{2}$	7 $\frac{1}{2}$	1,200	13,632
American TV & Comm.		O	19	18 $\frac{1}{2}$	17 $\frac{1}{2}$	19 $\frac{1}{2}$	9 $\frac{1}{2}$	1,775	31,062
Cablecom-General	CCG	A	22 $\frac{1}{2}$	26 $\frac{1}{2}$	26	27 $\frac{1}{2}$	8 $\frac{1}{2}$	1,605	28,633
Cable Information Systems		O	2 $\frac{1}{2}$	2 $\frac{1}{2}$	2 $\frac{1}{2}$	5	2 $\frac{1}{2}$	955	2,419
Columbia Cable		O	13	11 $\frac{1}{2}$	11 $\frac{1}{2}$	17 $\frac{1}{2}$	9 $\frac{1}{2}$	900	11,700
Communications Properties		O	5 $\frac{1}{2}$	6	6	10	4 $\frac{1}{2}$	644	4,347
Cox Cable Communications		O	23 $\frac{1}{2}$	22 $\frac{1}{2}$	21 $\frac{1}{2}$	23 $\frac{1}{2}$	11 $\frac{1}{2}$	3,550	60,350
Cypress Communications		O	13 $\frac{1}{2}$	12 $\frac{1}{2}$	12	23	10 $\frac{1}{2}$	854	10,462
Entron		O	2 $\frac{1}{2}$	2 $\frac{1}{2}$	2 $\frac{1}{2}$	10 $\frac{1}{2}$	2 $\frac{1}{2}$	607	2,580
General Instrument Corp.	GRI	N	28 $\frac{1}{2}$	30	29 $\frac{1}{2}$	43 $\frac{1}{2}$	26	6,028	209,473
H & B American	HBA	A	25 $\frac{1}{2}$	27 $\frac{1}{2}$	27 $\frac{1}{2}$	28 $\frac{1}{2}$	11 $\frac{1}{2}$	5,016	119,581
Sterling Communications		O	6 $\frac{1}{2}$	6 $\frac{1}{2}$	5 $\frac{1}{2}$	10 $\frac{1}{2}$	5 $\frac{1}{2}$	500	2,875
Teleprompter	TP	A	109	111	111	119	46	1,007	95,665
Television Communications		O	18 $\frac{1}{2}$	19 $\frac{1}{2}$	16 $\frac{1}{2}$	20 $\frac{1}{2}$	10	2,654	39,810
Vikoa	VIK	A	26	26 $\frac{1}{2}$	30	35 $\frac{1}{2}$	20	1,795	56,094
							<b>Total</b>	<b>29,090</b>	<b>\$ 688,413</b>

000 shares in private financing, there will be 1,560,300 common shares outstanding. Purchasers of the shares being registered will acquire 16% of these for an investment of up to \$4.5 million.

## Telaction becomes subsidiary of Vikoa

Vikoa Inc., Hoboken, N.J., CATV owner and equipment manufacturer and producer and distributor of TV films, last week announced the completion of its acquisition of Telaction Phone Corp., Weehawken, N.J., renter and installer of internal communications systems, for stock worth over \$2 million.

Telaction stockholders will receive 90,000 shares of Vikoa common stock

traded on the American Stock Exchange at around 25 last week. An additional 85,000 shares of Vikoa common stock will be reserved for Telaction stockholders if earnings in the five years following closing are equal to prescribed sums.

Telaction will be operated under present management as a wholly owned subsidiary.

## Financial notes:

▪ Boston Herald-Traveler Corp. (WHDH-AM-FM-TV Boston) has declared a dividend of \$2 per share, payable Jan. 15, 1970.

▪ Outlet Co., Providence, R.I., has declared quarterly dividends of \$1.37½ per share on 5½% convertible pre-

ferred stock and 16¼ cents per share on common stock, both payable Feb. 4, 1970, to sockholders of record Jan. 16, 1970.

## Stamper-RCA deal approved

Stockholders of F. M. Stamper Co., St. Louis, gave final approval last Tuesday (Dec. 23) to merger of their frozen-food-maker firm with RCA in exchange for 3,450,000 shares of RCA common stock valued at \$141 million (BROADCASTING, Nov. 10). Directors of both companies approved the merger agreement earlier (BROADCASTING, Dec. 22). Stamper, which prepares frozen foods under the trade name Banquet, will become a wholly owned subsidiary of RCA March 31, 1970.

	Stock symbol	Ex-change	Closing Dec. 23	Closing Dec. 18	Closing Dec. 11	High 1969	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	26½	26½	26½	42	24¾	5,863	170,730
Disney	DIS	N	124¾	128	121¾	133	69¾	4,381	544,339
Filmways	FWY	A	18	16¾	17¾	38¾	16½	1,492	30,944
Four Star International		O	3¾	3½	2¾	10	3½	666	2,831
Gulf and Western	GW	N	17¾	18¾	18½	50¼	17½	16,426	332,627
Kinney National	KNS	N	33	32½	31¾	39½	19	5,940	176,715
MCA	MCA	N	19¾	19¾	19¾	44½	18¾	8,297	183,529
MGM	MGM	N	25	26¼	29¾	44½	25	5,801	175,480
Music Makers Group		O	9	9¼	11	15¾	9	589	7,363
National General	NGC	N	16¾	17¾	17¾	46¾	16¾	4,539	93,050
Transamerica	TA	N	25	25½	25¾	38¾	23	61,869	1,535,291
Trans-Lux	TLX	A	19¾	18¾	19¾	58¾	17½	1,020	22,695
20th Century-Fox	TF	N	15	15¾	16¾	41¾	15	8,155	152,906
Walter Reade Organization		O	7½	7½	8¼	15¾	7½	2,342	21,359
Wrather Corp.	WCO	A	7½	8¼	8¼	23	7½	2,161	18,909
							<b>Total</b>	<b>129,541</b>	<b>\$ 3,468,768</b>
<b>Service</b>									
John Blair	BJ	N	22¼	21¾	22½	28¾	17¾	2,667	60,274
Comsat	CQ	N	55	59¾	56½	60¾	41¾	10,000	555,000
Creative Management		O	9¼	9½	10½	20½	8½	1,020	12,750
Doyle Dane Bernbach		O	22	18¾	21¾	33	18¾	2,104	47,340
Foote, Cone & Belding	FCB	N	11¾	11¾	11¾	15¾	10¾	2,149	25,444
Grey Advertising		O	12	12½	12¾	18¾	12	1,163	15,817
MovieLab	MOV	A	8¼	6½	7	14½	6	1,407	10,018
MPO Videotronics	MPO	A	8¾	8½	8½	22¾	7¾	548	4,844
Nielsen		O	35½	35½	36½	38¾	28¾	5,240	193,880
Ogilvy & Mather		O	20	19¾	21¾	35	16¾	1,090	23,980
PKL Co.	PKL	A	10¾	9¾	10¾	30¾	9¾	725	8,410
J. Walter Thompson		O	32¾	32	32¾	41	24¾	2,778	89,591
Wells, Rich, Greene		O	13	11¾	11¾	18¾	8¾	1,601	20,813
							<b>Total</b>	<b>32,492</b>	<b>\$ 1,068,161</b>
<b>Manufacturing</b>									
Admiral	ADL	N	13½	13¾	14½	22½	13¾	5,150	81,576
Ampex	APX	N	43¾	44¾	44	49¾	32¾	10,825	493,620
CCA Electronics		O	5	5	5	6½	5	800	4,096
General Electric	GE	N	76¾	75¾	79¾	98¾	74¾	91,025	7,373,025
Magnavox	MAG	N	34	34½	35½	56¾	32½	16,561	658,300
3M	MMM	N	109½	110¾	111¾	118½	94	54,521	6,160,873
Motorola	MOT	N	134	138¾	135¾	166	102¾	6,148	814,610
RCA	RCA	N	35¾	35¾	35	48¾	34¾	62,773	2,392,907
Reeves Industries	RSC	A	3¾	3¾	3¾	10½	3¾	3,443	16,354
Visual Electronics	VIS	A	8	7¾	9¾	37	7¾	1,357	13,231
Westinghouse	WX	N	56¾	55¾	55¾	71¾	53¾	39,304	2,318,936
Zenith Radio	ZE	N	34¾	53¾	35	58	33¾	18,965	715,929
							<b>Total</b>	<b>310,872</b>	<b>\$21,043,457</b>
							<b>Grand total</b>	<b>672,881</b>	<b>\$31,678,892</b>
<b>Standard &amp; Poor 500 Industrials Average</b>			<b>90.23</b>	<b>90.61</b>	<b>89.74</b>				

N-New York Exchange  
A-American Stock Exchange  
O-Over-the-Counter (bid price shown)

Shares outstanding and capitalization as of Nov. 26.  
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.



# Murky waters in CBS-BMI fray

## Copyright infringement hangs over efforts to get parties together over per-piece music licenses

The music situation between CBS-TV and Broadcast Music Inc. appeared muddled last week in the wake of CBS-TV's request for per-piece music licenses from both BMI and the American Society of Composers, Authors and Publishers (BROADCASTING, Dec. 22).

The possibility of copyright-infringement suits if CBS-TV plays BMI music after Jan. 1—this coming Thursday—was clearly implied by BMI President Edward M. Cramer in a letter delivered late Tuesday (Dec. 23) to CBS-TV. CBS authorities have said all along that they would not—indeed, could not—eliminate either BMI or ASCAP music from their programs by Jan. 1.

Mr. Cramer also suggested, "in view of the limited time left," that CBS-TV officials "call me immediately so that we can arrange a meeting with a view to resolving this matter." He also said, as he has said before, that he had been trying since April to "enter into meaningful negotiations [with CBS] looking forward to a new license."

Mr. Cramer's letter was addressed to Robert D. Wood, president of the network, but BMI officials said they checked Mr. Wood's office before delivering the letter and were told he would be out of town until Jan. 30. They said they were assured, however, that the letter would get the attention of appropriate officials.

They checked in advance—to let it be known a letter was coming and to

see where it should be delivered—because they were irked by what they considered improper and inconsiderate delivery of Mr. Wood's Dec. 19 letter asking for per-piece licenses, which they said they first learned about when newsmen called on Saturday (Dec. 20) to get their reaction.

CBS-TV authorities said their letter was hand-delivered Friday afternoon (Dec. 19) to BMI headquarters by a special courier, who said he asked for and was given assurances that it would be turned over to Mr. Cramer at once.

BMI authorities said they received the letter Monday morning (Dec. 22) when they found it in the mail room where it appeared to have been "slipped under the door over the weekend." Mr. Cramer's letter to Mr. Wood started tersely: "I have your letter of Dec. 19, 1969, which I received on Dec. 22, 1969."

The CBS-TV request for per-piece or per-performance licenses injected a new note into music-licensing because neither BMI nor ASCAP currently offers that kind. The networks and most stations have blanket licenses with both licensing organizations, under which they pay a percentage of their broadcast revenues for authorization to use as much or as little ASCAP and BMI music as they wish. BMI and ASCAP also offer, for broadcasters who want them, per-program licenses in which the broadcasters pay only on revenues

from programs containing BMI or ASCAP music.

What CBS-TV is seeking is a license under which it would pay according to the amount of music it actually plays. Mr. Wood said the blanket licenses are "unfair to CBS because they obligate us to pay for music we do not use," and that, under a 1969 Supreme Court decision in a patent case, "it would be illegal for you [BMI and ASCAP] to impose their provisions upon us against our wishes."

In his reply, Mr. Cramer told the CBS-TV president that "I will not comment on your characterization of our existing licensing arrangement" except to point out that it and its predecessors "have always been consistent with the consent decree" between BMI and the U.S. government, that CBS has never objected to the existing form of license or sought to revise it, and that CBS, by never exercising its right to terminate the license, "obviously indicated its satisfaction with the license."

In addition, Mr. Cramer noted: "It was BMI, not CBS, that terminated the license because BMI objected to the unfair and inequitable manner in which CBS was paying for performing rights."

BMI served termination notice on CBS-TV on Oct. 29, effective Jan. 1, because officials said, they had been unable to get CBS to negotiate for a new contract (BROADCASTING, Nov. 3). It did not serve similar notices on ABC-TV and NBC-TV, which it said had entered into new-contract talks.

It is generally assumed that BMI is seeking substantially higher rates from all three networks in view of its claims of parity with ASCAP—whose rates currently are approximately twice as high as BMI's—in terms of actual use of its music on the networks.

In his letter last week, Mr. Cramer said that despite CBS-TV's prior failure to object to the present license form, "we continue to be prepared to enter into negotiations with you. . . . As you know, the BMI consent decree provides for several alternate licenses and we are ready to explore any of these with you. . . ."

"You must recognize the fact that, after Jan. 1, 1970, the BMI repertory will not be available to you if CBS is unlicensed. Any performances occurring thereafter are deliberate and willful copyright infringements. In view of the limited time left, I suggest you call me immediately so that we can arrange a

Please send

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Business Address  
 Home Address

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036**

**SUBSCRIBER SERVICE**

1 year \$10  
 2 years \$17  
 3 years \$25

Canada Add \$2 Per Year  
Foreign Add \$4 Per Year

1970 Yearbook \$11.50  
January Publication

Payment enclosed  
 Bill me

**ADDRESS CHANGE:** Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

meeting with a view to resolving this matter."

Although Mr. Cramer did not specifically say so, it was generally assumed that BMI—and ASCAP as well—would be willing at least to discuss the question of per-use licenses with CBS even though the licensing organizations apparently are not required by their respective consent decrees to issue that form.

It was also thought—but not publicly said—that if CBS undertook negotiations with BMI prior to the Jan. 1 deadline, and if BMI was satisfied it was a good-faith effort, BMI would extend the expiring license while talks continued.

The situation between CBS and BMI was more urgent than that involving ASCAP because, although the ASCAP licenses of all three TV networks expire Dec. 31, ASCAP's consent decree provides for automatic extension, subject to retroactive adjustment whenever terms are finally reached.

Both BMI and ASCAP sources appeared to think it vastly unrealistic for CBS-TV to ask them to come up with proposed rates for an entirely new license form—probably involving, as CBS had indicated, different rates for different times of day and different kinds of music uses—less than two weeks before the old licenses were due to expire.

CBS-TV meanwhile has notified its affiliates that they are indemnified against any infringement suits resulting from their carrying network programs containing BMI music. That assurance was contained in a telegram from William B. Lodge, vice president for affiliate relations, reporting that CBS had signed an agreement to pay ASCAP \$6.2 million in an adjustment covering prior years and all of this year.

The affiliates were told that their share of this amount, under previous agreements, would be \$1.3 million, or 8.18 times each station's network rate. "In order to ease the burden of this retroactive payment," Mr. Lodge said, "we will make the deduction over a four-month period beginning with the December payment to be mailed to you in January 1970."

The \$6.2-million total was said by CBS authorities to represent \$4.8 million extra for years through 1968, plus \$5.68 million as full-year 1969 payment, less amounts already paid under the adjustment agreement.

Serious negotiations between ASCAP and the three networks looking toward new licenses are not now expected to get under way before mid-January. Under ASCAP's consent decree, the networks have 60 days from Jan. 1 to seek new terms and, if they fail to reach agreement with ASCAP, to ask the court to determine "reasonable" fees.

## NBC head stirs coals lit by Agnew attack

### Goodman fears threat implied, ca'ls problems of TV news professional

NBC President Julian Goodman, looking ahead to a new decade and backward at a departing one, has told more than 5,000 network employees in a letter that independent judgment—rather than criticisms from public officials such as Vice President Spiro T. Agnew—should continue to be their guide.

Mr. Goodman said the Vice President "went beyond critical analysis" in his speeches attacking network news by indicating that "the function of the press is to express the 'views of the nation,' which he seems to regard as the views of the government. . . .

"From time to time," wrote Mr. Goodman, "democratic societies have faced the question of whether the press should serve as the advocate of government policy. . . I am convinced that, in the American tradition, the public loses in the long run when the press. . . is subservient to government."

Referring to Mr. Agnew's observation that television news is "sanctioned and licensed by government," Mr. Goodman told his employees, "it is a familiar approach to suggest an intention by deny-

### Mini-poll on newscasters finds Cronkite 'fair'

Congressmen consider CBS's Walter Cronkite to be "most fair" of network newsmen and NBC's David Brinkley as "least fair," according to a poll made public by the University of Missouri Freedom of Information Center.

The poll also indicated that most congressmen of 92 responding to the questionnaire agree with Vice President Spiro T. Agnew's recent criticisms of network news, with Democrats about evenly split and Republicans supporting the Vice President overwhelmingly.

The congressmen were given a list of 45 news correspondents and asked to choose five they regarded as most fair and least fair. Following Mr. Cronkite in the former category were: ABC's Howard K. Smith and CBS's Roger Mudd, Eric Sevareid and Harry Reasoner.

Behind Mr. Brinkley in the "least fair" category were, in order: NBC's Sander Vanocur and Chet Huntley, CBS's Mike Wallace and NBC's Nancy Dickerson.

ing it, for the record. And it is not uncommon to try to bring a desired result just by implying a threat."

Commenting that "democracy depends on the press to operate independently in reporting and analyzing the policies and activities of the government," Mr. Goodman said: "That is why the press is guaranteed freedom from government interference, so it can do its job." But Mr. Goodman conceded that this job is not "free from problems."

"Most of these problems, he said, "flow from the nature of the medium—its scope and forcefulness as the most massive, yet the most intimate, of all media." The problems confronted, he said, "are professional problems of a new form of journalism. They call for the highest professional care, competence and judgment."

But, stressed Mr. Goodman, "the judgments required are news judgments, not business judgments, not political judgments and certainly not governmental ones."

Mr. Goodman's letter was sent to NBC's affiliated stations "on an informational basis," according to Robert Kasmire, vice president, corporate relations. Mr. Kasmire said the letter also is being used as a mailer accompanying NBC's replies to inquiries and comments from listeners and viewers on Mr. Agnew's recent remarks.

## SUGGESTED SOLUTIONS

A social and political Blueprint  
(based on the writings of Rudolf Steiner)

Directed by Daniel E. Frercks  
Produced by Bill Bertenshaw

now reaching more than  
**20 MILLION LISTENERS**

Through 87 Independent Radio Stations and through the  
**Mutual Broadcasting System**  
in cooperation with the Department of Radio & TV of the New Jersey Council of Churches

**26 Radio Programs**  
(23½ minutes each) are NOW available without charge as a Public Service Presentation

**RADIO & TV ROUNDUP PRODUCTIONS**

111 Maplewood Ave.  
Maplewood, N. J. 07040  
New York Tel. (212) 753-8676/8357



# Economics blamed for UHF ills

## Network denies discriminatory contracts hurt programing capability of Durham U

Economic realities rather than discriminatory network affiliation contracts are behind difficulties faced by UHF's in competing with VHF's for network programing in the same markets, it was contended last week.

That was the gist of responses filed by NBC and Capital Cities Broadcasting Corp. to a request for an FCC rulemaking by Triangle Telecasters Inc. Triangle last month asked the commission to bar stations in markets of three or more outlets from having primary affiliations or right-of-first-refusal agreements with more than one network (BROADCASTING, Nov. 10). Triangle said the right of first refusal of both CBS and NBC programing of Capital Cities' WTVD(TV) Raleigh-Durham, N.C., resulted in a frequent inability to present a full network schedule of programing on its WRDU-TV (channel 28) Durham, N.C.

Triangle cited NBC's *Laugh-In* and *Bill Cosby Show* as examples of programing denied WRDU-TV. WTVD(TV) carries both shows on a delayed basis.

NBC pointed out that in spite of WRDU-TV's "limited circulation," the network has made available and the station is carrying on Monday through Friday all of NBC's daytime entertainment programs originating after 10:00 a.m. EST. It said the reason that programs such as *Laugh-In* were made available to WTVD(TV) on a delayed basis is not because of the station's right of first refusal.

The "relative factors" in the matter, NBC asserted, are the circulation of WTVD(TV) at the proposed time of delayed broadcast as against that of WRDU-TV at the time of the program's network origination.

NBC said an affiliate's offer to carry on a delayed basis network programing offered at the time of origination "is treated by NBC as an exhaustion of its affiliate's first refusal rights, if any. This follows from the fact that the affiliate has refused the network offer and in effect, has made a counteroffer. The network's disposition of that counteroffer is based on a number of relevant factors, none of which includes the affiliate's right of first refusal."

The economic facts of life, and not the business practices of networks, place UHF stations at a relative disadvantage in competition with UHF stations in the same market, NBC added.

Capital Cities said Triangle's requested rule would "plainly fail to achieve its intended purpose . . . the interests of the viewing public would not be served by a commission effort to allocate network affiliations or programing among competing stations."

The licensee pointed out that its affiliation agreement with NBC does not give WTVD(TV) any right to insist on delayed broadcasts, which are permitted only if the network agrees. Also, it said, the station's right of first refusal is only good for 72 hours and it

cannot be responsible for the network's decision to withdraw programing already placed on other stations or for delays by the network in offering uncleared programs to WRDU-TV.

"The NBC actions of which Triangle complains stem from the network's own unilateral decisions, rather than any restraints placed upon it by its contract with WTVD(TV)," Capital Cities told the commission.

## Newer basketball loop getting into network TV

The American Basketball Association has signed its first national television contract with CBS-TV for its All-Star game Jan. 24, and the network has an option "to broadcast an unspecified number of ABA games in future years."

The agreement was negotiated by the new ABA commissioner, Jack Dolph, formerly CBS-TV director of sports, who announced his intentions of working toward national television exposure for the ABA when he was appointed last month.

A network spokesman said no other ABA games would be broadcast this year because of schedule commitments to hockey, but next year CBS will televise some regular-season ABA games, although times and dates have not been discussed.

The Jan. 24 game between the east and west divisions will take place in Indianapolis, 2 to 4 p.m.

The ABA tried unsuccessfully earlier this year to merge with the older and richer National Basketball Association, whose games are broadcast by ABC-TV. If the leagues do merge in the future, CBS-TV presumably would be in a position to bargain for some games of the NBA teams, as well, through its contract with the ABA.

## NBC holds rating lead at mid-season point

NBC-TV claimed supremacy last week in prime-time television viewing, for the 1969-70 season to date, based on A. C. Nielsen Co. figures through Dec. 14.

NBC said that for the "first season" average, whether the rating dates from its own premiere week of Sept. 15 or from Sept. 22 when CBS and ABC began their new programing, NBC was in first place. Using Sept. 15 as the starting point, it said, NBC-TV had an average of 19.9 as against 19.1 for CBS-TV and 16.2 for ABC-TV. Starting with Sept. 22 it added, NBC-TV was first with 19.7 as against 19.1 for CBS-TV and 16.2 for ABC-TV.

In addition, NBC-TV claimed that for this "first season," it out-rated its competition in the competitive urban areas (top 70 markets) and in the

18-49-year-old age group. It conceded that CBS-TV was first in the rural areas and among audiences 50 years and over.

A spokesman for CBS-TV did not challenge NBC-TV's interpretation of Nielsen figures to date, but added: "This is the third straight year that NBC has come out with figures saying it is highest in the ratings by the end of the so-called 'first season', but both in 1967-68 and in 1968-69, CBS-TV wound up in first place by the time the season ended. During mid-season in both of those years we made programing changes that turned our ratings around. This year we've added *Hee-Haw* and *Glen Campbell*. Won't NBC ever learn?"

For the week Dec. 8-14 Nielsen television index ratings showed NBC-TV on top with an average rating of 20.3, followed by CBS-TV with 17.7 and ABC-TV, with 16.9.

## Cable system brings more tint to Flint

A cable-TV system in Flint, Mich., initiated an all-color local origination channel last week that will bring local events to 7,000 subscribers of Flint Cable TV Inc., owned by Lamb Communications Inc.

The inaugural program, from 7:30 to 10 p.m., Dec. 23, heard the mayor of Flint, superintendent of schools and Art Ingram, president of Lamb Communications, who read the dedicatory address of Edward Lamb, chairman.

The Flint cable system was established in 1966 and uses Bell System leaseback facilities. It carries 10 TV stations, plus a news-weather-stock exchange channel. Establishment of a color TV studio origination studio, with one camera, two tape recorders and a film chain cost about \$70,000, according to Mr. Ingram.

# Shakeup in allocations controls?

## White House memo suggests new Office of Telecommunications Policy that may pre-empt FCC's spectrum-assignment authority

Ever since the Nixon administration came into office, White House aides have been pondering ways in which national telecommunications policy-making could be strengthened. Their thinking hasn't jelled yet, but it has advanced to the point where it contemplates centralization of considerable authority for telecommunications policy and administrative functions in a new Office of Telecommunications Policy, which would be located in the White House.

For the FCC, this would represent a long-range threat to its spectrum-allocation authority; the White House is thinking in terms of the coordination, in time, of that authority with the powers of the OTP. In the meantime, it is clear, the commission would clearly feel the influence of the White House in its strengthened role in telecommunications.

These views are set out in a memorandum that presidential aide Peter Flanigan has distributed to affected government agencies, including the FCC, for comment. The comments will be considered by the White House staff before any recommendation is submitted to President Nixon.

The memorandum was made public by Representative Joseph E. Karth (D-Minn.), chairman of the House Subcommittee on Space Science and Applications, during hearings held to explore the question of whether government-developed technology in the field of domestic communications satellite is being exploited in the public interest. (BROADCASTING, Dec. 22).

Representative Karth did not say where he obtained a copy, and White House sources clearly regarded as unfortunate its publication. They said it was "not even final" and had not been signed by Mr. Flanigan and other White House aides responsible for it.

The memorandum which was prepared with the assistance of the Budget Bureau and the staff of the President's Advisory Council on Executive Organization, stresses the present lack of effective telecommunications policy machinery in the executive branch.

It notes efforts of the director of telecommunications management, in the Office of the Emergency Preparedness, to exercise leadership in that area

have failed. Agencies with operating responsibilities have questioned OTM's responsibilities and authority, the memorandum says.

The memorandum recommends scrapping the OTM (now headed by an acting chief, William Plummer) as well as the position of special assistant to the President for telecommunications, which is now filled by the director of OTM.

All policy functions not related to emergency preparedness would be transferred to the new OTP. And the director of the new office who would be appointed by the President, would serve as his principal adviser on telecommunications policy.

He would have primary executive branch responsibility for both national telecommunications policies and federal administrative telecommunications operations. Among other things, this would involve the preparation of economic, technical and systems analyses of telecommunications policies and opportunities in support of national policy formulation and U.S. participation in international telecommunications activities.

Most of the Frequency Management Directorate of the OTM would be transferred to the Department of Commerce.

A new Telecommunications Research & Analysis Center (TRAC) would be established in Commerce, under an assistant secretary for science and technology, to provide a centralized research, engineering and analysis service in support of spectrum management.

The threat to the commission's spectrum-allocation authority is contained in a section of the memorandum dealing with various considerations involved in any reshuffling of telecommunications responsibilities.

It reflects the view that a transfer of that authority now exercised by the commission to the proposed OTP has much to recommend it. Such a consolidation, it says, "would permit greater flexibility in assignment policies and eventually even more efficient spectrum use."

But, it adds, such a move poses problems: It would require legislation. It would raise concerns about political interference in the assignment of frequencies. And "it would inundate the new office with a highly routine workload (the FCC now processes 800,000 applications yearly, compared to 37,000 now handled by the OTM)."

As a result, the memorandum adds, "immediate consolidation of these re-

## Color TV sets sales inch upward in '69

Color TV and auto radio set sales by distributors to dealers were the only categories in the first 10 months of this year to sustain growth; all other categories showed minus figures compared with the same period last year.

Color TV sales for the January-October period were up 1.4%, and auto sales up 1.0% compared to the

same 10-month period in 1968.

Monochrome TV sales slipped by 7.7%, and total TV sales by 3.2%. AM home radios were down 16%, AM-FM or FM only sets were down 8.5%. Total home radio sales were down 13.6%; total radio sales were down 6.6%.

Distributor sales to dealers for the 10 months of the year, as reported last week by the marketing services department of the Electronic Industries Association:

	TELEVISION			
	Color	Monochrome	Total	
1969	4,568,602	4,124,206	8,692,808	
1968	4,507,537	4,469,508	8,977,045	
	RADIO			
	AM	AM-FM or FM	Auto	Total
1969	4,850,275	3,097,799	8,503,351	16,451,425
1968	5,816,546	3,385,526	8,418,017	17,620,089



sponsibilities is not recommended." But, it says, "planning for eventual consolidation should be started."

The memorandum is critical of present government activities in spectrum allocation matters. It says the "current procedures . . . are highly inflexible and are increasingly creating a spectrum-shortage crisis." It mentions specifically the land-mobile radio users, for whom the commission is considering opening up portions of the spectrum now assigned to UHF television.

Even before any transfer of authority takes place, the new OTP would have a voice in the development of spectrum allocation policy. It not only would be the final authority in allocating spectrum to government users—as the OTM is now—it would make recommendations for the allocation of spectrum space to nongovernment as well as government users. It would also develop with the commission "a long-range plan for improved management of the total radio spectrum."

Indeed, much of the memorandum reflects the view known to exist in the White House that the executive should play a distinct role in the operation of the commission (BROADCASTING, Aug. 11). In noting, for instance that "there is no effective policy-making capability for telecommunications in the executive branch," it says that "the administration is . . . largely unable to exert leadership or take initiatives in spite of vulnerability to criticism for FCC policies."

It also indicates concern about the lack of an office in government responsible for or capable of "reviewing the whole range of national telecommunications policies as expressed in legislation and in FCC policies." And it refers to the absence of machinery for dealing "expeditiously" with matters that are now the responsibility of the FCC such as pay television, CATV and domestic satellites.

The specific responsibilities that would be given OTP indicate that it would play an important role in FCC matters. It would be responsible for developing executive branch policy on regulatory matters and advocating it to the FCC as well as to Congress.

The White House memorandum is the second recommendation for reorganizing the government's telecommunications policy-making machinery to surface in the last two months. The first was a Commerce Department recommendation that the department be given the commission's spectrum-allocation authority as well as the OTM's policy functions (BROADCASTING, Oct. 20). That proposal was vigorously opposed by most of the cabinet departments in comments requested by the White House.

At least one of those departments, Defense, is not expressing any opposition to the plan outlined in the White House memorandum. DOD is reported to have said that, barring any revisions in the proposal, it would endorse it.

## FCC urged to adopt CATV signal guides

### AMST prods commission to accept standards in consultants' study

The Association of Maximum Service Telecasters urged the FCC last week to act immediately to adopt technical standards for the CATV industry, "to preclude degradation of broadcast signals by CATV systems." The association said the adoption of standards by the commission "is long overdue."

Last May AMST submitted to the commission comprehensive "minimum engineering standards for CATV systems" and urged their adoption. The standards, prepared by AMST's consulting engineers, were submitted in response to the commission's proposed third report on CATV regulation, issued Dec. 13, 1968. The notice of proposed rulemaking invited "concrete and detailed suggestions as to what technical criteria might appropriately be prescribed" for cable systems.

In its statement last week, AMST said that adoption of technical standards "should not await formation of a committee to assist in the formulation of specific proposed criteria" and its report," as the Dec. 13 notice suggested. The association said there was little dispute among parties commenting in the proceeding that the CATV industry needs and will benefit by technical standards. "There appears to be no great disagreement as to what specific factors ought to be included in any such standards and, moreover, there appears to be substantial agreement as to the methods of measurement and numerical values to be incorporated in those standards," AMST added.

AMST suggested to commission that its minimum standards, in conjunction with standards proposed by consulting engineers Hammett & Edison, "would provide a sufficiently comprehensive basis for issuing a notice of proposed rulemaking containing a specific set of CATV technical standards."

Urging the commission to by-pass the committee process in instituting a rulemaking, AMST said it should "proceed expeditiously" to issue specific standards even if they are only interim standards. AMST told the commission it should act now before new systems and additions are built, to avoid the difficulty of applying standards retroactively.

"The point is," AMST said, "that some standards now are infinitely more in the public interest than laboriously negotiated standards later. . . ."

---

## System allows multiplexing on TV

### 'DuoVision' is new method to transmit two programs over one TV channel

"DuoVision," a system of transmitting two separate black-and-white television programs simultaneously over a single standard TV channel, has been patented by Harold R. Walker, vice president, Charger Electronic Systems Inc., New York.

Among its other applications, DuoVision can be adapted to broadcast a three-dimensional image over standard television channels.

The system, patented Dec. 16 by Mr. Walker, is being developed by DuoVision Inc., New York, a licensee and wholly owned subsidiary of Charger Electronic Systems Inc.

Cowles Communications Inc. has optioned its development and the right to acquire 80% of DuoVision Inc. in two states, pending final testing of the DuoVision system, according to Richard Collins, a Cowles vice president. Cowles stations are KRNT-AM-TV Des Moines,

Iowa; WREC-AM-FM-TV Memphis; and WESH-TV Daytona Beach-Orlando, Fla.

Mr. Walker said last week his system permits multiplexing two television programs on a single channel. It resembles color TV transmission in that the signal for the second program is modulated on a subcarrier. The signal is then modified so any leak-through to the main picture would produce a simple gray tone.

The multiplexed second picture then gives no evidence of its presence on a standard TV set tuned to regularly scheduled programming. To obtain the second picture, a TV set with an adapter (costing about \$150) picks up the subcarrier and demodulates it. The main picture is not picked up.

The subcarrier picture is received in black and white only, although color pictures can be received on the main channel.

**Broadcast advertising**



Mr. Sawdon

Mr. Bess

**Frank Sawdon**, founder and chief executive officer, Frank B. Sawdon Inc., New York, becomes chairman of board, and **Jerome Bess**, executive VP and general manager, elected president.

**Gene E. Bryson**, senior VP for McCann-Erickson, Los Angeles, appointed general manager of office. **Russ Johnson**, senior VP and general manager, returns to New York for home office management assignment.

**John Harrison**, VP and assistant treasurer, Ogilvy & Mather, New York, elected treasurer, succeeding **Shelby Page**, who becomes chief financial officer. **Alexander Biel**, VP and director of research, and **Phillip Tomalin**, VP and director of account coordination and services, elected senior VP's at O&M and **Ray Fitzgerald**, art production group head, and **James Himonas**, account supervisor at agency, elected VP's.

**Vincent McKenna**, account supervisor, Clyne Maxon Inc., New York, elected VP.

**Max Rembold**, art group head, J. Walter Thompson, Chicago office, joins Earle Ludgin & Co. there as VP.

**Robert A. Stuart**, general sales manager and assistant general manager for Kaiser Broadcasting's WKBS-TV Burlington, N.J.-Philadelphia, appointed to newly created position of corporate director of TV sales for Kaiser in New York. **Frank X. Tuoti**, director of sales development for Kaiser Broadcasting, San Francisco, transfers to New York to work with Mr. Stuart. Headquarters will be in Kaiser Industries building in New York. Mr. Stuart is succeeded as general sales manager at WKBS-TV by **G. William Ryan**, sales manager.

**Senius S. Smith**, former sales manager, WAYE(AM) Baltimore and WTOW(AM) Towson, Md., joins Dome-Messervy Co., Philadelphia-based regional representatives, as partner and manager of Dome-Messervy's new Baltimore office at 204 East Biddle St.

**Linda Vadasz**, with Harrington, Righter & Parsons, New York, appointed associate research director.

**William J. Graham**, formerly media supervisor with N. W. Ayer & Son, Philadelphia, joins Kalish, Spiro, Walpert & Ringold there as associate media director.

**William V. Barborka**, account supervisor, Tatham-Laird & Kudner, Chicago, joins Chicago division of Needham, Harper & Steers as account supervisor.

**E. James Charlesworth**, with WMAQ(AM) Chicago, joins NH&S there as mid-continent area supervisor on Atlantic Richfield Co. account.

**Edward Argow**, manager of Chicago office, McGavren-Guild-PGW Radio, also appointed Midwest district manager.

**Richard W. Owen**, former research director, WCBS-TV New York, joins WNEW-TV there as director of market research.

**Gerard D. Polo**, former research group head, Ogilvy & Mather, New York, joins Rockwell, Quinn & Wall there as research director.

**John E. Bernardy**, VP and account supervisor, Pittsburgh office of BBDO, appointed regional manager of office. He succeeds **Fred I. Sharp Jr.**, who retires to go into new business outside advertising field.

**George W. Bauder**, associate research director, J. Walter Thompson Co., Chicago, joins Alberto-Culver Co., Melrose Park, Ill., as director of market research.

**Warren Brunetti**, in marketing research with Del Monte Corp., Fremont, Calif., joins Honig-Cooper & Harrington, San Francisco, as project supervisor in marketing research department.

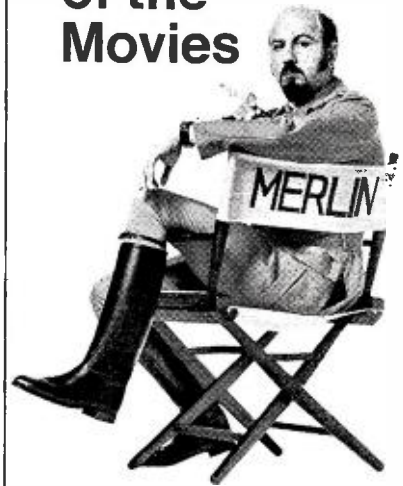
**Martin Gold**, former producer with Filmways Inc., Hollywood, joins Rose-Magwood Productions Inc. there as commercial producer. **Milt Kleinberg**, with MPO Videotronics Inc., joins Los Angeles production studios of Rose-Magwood as film editor.

**Sid Gilmore**, national sales manager of Golden West Broadcasters' radio division, and **George Lindman**, general sales manager of GWB-owned KMPC(AM) Los Angeles, both named VP's of station group's radio division.

**Evanne Kosover**, producer, Dimension Productions Ltd., New York, joins Duo Productions there as senior producer. Both are commercial production companies.

**Don Franklin**, former head of produc-

**Ask  
Merlin  
of the  
Movies**



**Grand Seer of  
TV Programming ...**

*brought to you as a service of  
Metro-Goldwyn-Mayer Television.*

**A 25 year old viewer  
in Los Angeles asks:**

"Why do TV stations have to break-up their movies with so many commercial interruptions, especially when I'd rather see them than a lot of talk shows on at the same time?"

**Answer**

"Because many different advertisers want to reach you while you're watching the movies. However, some stations have found a single movie sponsor who only breaks a couple of times to bring you his message. Usually this is an astute local retailer. If you shop at one, tell him how you'd appreciate his sponsorship. Macy's doesn't have to tell Gimbel's. It's the customer who's supposed to be right. Right?"

*Merlin will answer all reasonable questions. Write to him at MGM-TV, 1350 Avenue of the Americas, N.Y., N.Y. 10019.*



tion, and **Jerry Liotta**, commercial producer-director, both with Kasper, Badenhausen, Doud Inc., New York, join Dimension Productions Ltd., commercial production firm there, as executive producer and director/producer, respectively.

## Media

**John T. O'Connell**, director of financial planning, NBC, New York, joins CBS, Hollywood, as controller, CBS Television Network. He succeeds **Bruce E. Haight**, who resigns.

**Donald L. Spurdle**, acting business manager, Time-Life Broadcast Inc., New York, appointed business manager. **William A. Gunn**, business manager of division until he began concentrating on international financial operations in October, appointed financial manager (International). **James P. Clarendon**, with Time-Life Broadcast, appointed operations manager (International) to work with Mr. Gunn. Time-Life Broadcasting Stations include KLZ-AM-FM-TV Denver, WOOD-AM-FM-TV Grand Rapids, Mich., KOGO-AM-FM-TV San Diego, KERO-TV Bakersfield, Calif., and WFBM-AM-FM-TV Indianapolis.

**Rex Kalins**, business manager, WTTG-TV Washington, also named VP.

**Jank Bankson**, general manager, KVI-AM Seattle, named VP.

**Michael L. Merla**, with WOKR-AM Rochester, N.Y., named president and general manager. He succeeds **Richard C. Landsman**, who joins WKTR-TV Kettering-Dayton, Ohio, as president, general manager and part owner.

**Louis R. Cook**, VP and general manager, KNOW-AM Austin, Tex., retires. He is succeeded by **Harry L. Smith Jr.**, sales manager.

**Jerry R. Chapman**, station manager, WFBM-AM-FM Indianapolis, appointed assistant station manager, WFBM-TV and WFBM Production Center there.

**Hugh O'Rawe Jr.**, former manager of business affairs, WCBS-TV New York, joins WEEI-AM Boston as director, administration and finance. Both are CBS-owned stations.

**Peter Gannon**, assistant to general manager, Teleprompter Cable TV, New York, appointed sales director.

## Programing

**L. Norman Howe**, merchandising manager, advertising manager and sales promotion manager for Kal Kan Foods Inc., Los Angeles, appointed VP of Bill Burrud Productions, Hollywood.

**Ernest Sherry**, director of *The Mike Douglas Show*, resigns to form own production company to handle free-lance TV specials, variety hours and top-agency commercials. Company will have offices in Suite 507, Sussex House,

Cherry Hill, N.J.



Mr. Sprung

Television, Burbank, Calif., as animation director with responsibility for creative supervision of animation production for network and syndication. **Harvey D. Frand**, manager of TV program research, NBC-TV, New York, joins Warner Bros. Television in New York as director of TV research in charge of new programing analysis, audience testing and syndicating research.

**Loy Norrix**, producer-director, KING-TV Seattle, appointed production manager.

**Don Patton**, sports production manager for KTLA-TV Los Angeles, named manager of video-tape division.

**John Goldhammer**, producer-director for KDKA-TV Pittsburgh, named executive producer for KPIX-TV San Francisco. Both are Westinghouse Broadcasting Co. stations.

**Bob Steinbrink**, news director, KPRO-AM Riverside, Calif., appointed program director.

**Hal Edwards**, with WBTV-TV Charlotte, N.C., appointed producer-director.

## News

**William McGowan**, assignment editor, WAVY-TV Portsmouth-Norfolk-Newport News, Va., appointed news director. **Vern Jones**, WAVY-TV news director, takes leave of absence to join Norfolk Area Medical Center Authority as public-information director.

**Roger Potts**, correspondent, WCBS-TV New York, appointed education editor.

**Steve Snider**, sports writer, UPI, New York, also appointed sports feature editor.

**Howard Hoffman**, sportscaster, WEIR-AM Weirton, W. Va., joins WTRF-TV Wheeling, W. Va., as writer and newscaster.

## Equipment & engineering

**Jack M. Ferren**, VP in charge of industrial relations, Zenith Radio Corp., Chicago, retires.

**Dann Hussey**, division manager of GRT Corp.'s GRT Tapes/West, Sunnysvale, Calif. tape and record film, appointed operations manager with responsibility for GRT Tapes/West and proposed

Midwest plant. **Donald Unger**, special accounts manager, GRT Corp., Sunnysvale, appointed national sales manager in charge of custom-products division. **Terry Hayes**, who has established GRT's new GRT Tapes/East, Fairfield, N.J., returns to Sunnysvale headquarters for new assignment. **Tim Cole**, with GRT Corp., appointed division manager of GRT Tapes/East.

**Albert P. Parisi**, with Automated Processes Inc., Farmingdale, N.Y., equipment manufacturer, named VP and manufacturing manager. **Martin Gittleman**, also with Automated Processes Inc., appointed component design-group leader.

## International

**David McLaughlin**, former VP and a director of Associated British-Pathe (Canada) Ltd., joins CBS Enterprises Canada Ltd., Toronto, as VP and general manager, succeeding **Frederick L. Gilson**, who returns to New York as director, international sales planning for CBS Enterprises (BROADCASTING, Dec. 1).

**Peter Levelle** and **John Crome**, with Rose-Magwood Productions Inc., appointed managing director and staff director, respectively, of RMP's London office. Reorganized London office now operates with all-British staff.

## Deaths

**Julian Gross**, 64, New England broadcaster and president of Julian Gross Advertising Agency, Hartford, Conn., died Dec. 22. He founded agency in 1933, built WKNB-AM New Britain, Conn. (now WRYM-AM). in 1945 and channel 30 WKNB-TV (now WHNB-TV) in 1952. He sold stations to NBC in 1956 but re-entered broadcasting in 1963 with purchase of WMAS-AM Springfield, Mass., which he later sold. In 1963 he built, but later sold, WEXT-TV Hartford. His Grossco firm holds cable-television franchises for several Hartford suburban communities. Surviving are his wife, Beulah; son, Peter, associated with him in advertising agency; daughter, and sister.

**Wilbur Hatch**, 67, musical director died Dec. 21 in Hollywood. Mr. Hatch began in radio writing songs for such early series as *Gateway to Hollywood* and *Our Miss Brooks* and moved to TV in 1950's as musical director for *The Whistler*, *I Love Lucy*, *Gunsmoke*, *Have Gun Will Travel* and *December Bride*. He was also musical director for Desilu productions.

**Karel Vrzal**, 73, announcer at WSBC-AM Chicago for 40 years, died Dec. 21 of heart attack at his home. He was host of weekly *Bohemian Amateur Hour* on WSBC for 30 years and recorded weekly for Free Czechoslovakian Radio project in Europe for 20 years.

As compiled by BROADCASTING, Dec. 16 through Dec. 22 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

## New TV stations

### Final action

■ Anaconda, Mont.—Capital City Television Inc. FCC granted UHF ch. 2; ERP 16.6 kw vis., 2.45 kw aur. Ant. height above average terrain; 1,860 ft.; ant. height above ground 150 ft. P.O. address: c/o David R. Greens, 2433 North Montana Avenue, Helena, Mont. 59601. Estimated construction cost \$175,650; first-year operating cost \$128,000; revenue \$162,000. Geographic coordinates 46° 00' 28" north lat.; 112° 26' 30" west long. Type trans. RCA TT-6AL. Type ant. RCA TF-3EL. Legal counsel Fletcher, Heald, Rowell; consulting engineer A. D. Ring & Associates, both Washington. Principals: Tim Babcock president (56.67%), Robert Magness, vice president (43.33%). Principals own KBLI-AM-TV Helena, Mont. Action Dec. 17.

### Other actions

■ Chief, Broadcast Bureau, on request by Soilcom Inc., extended to Jan. 9, 1970, time to file oppositions to petition for reconsideration filed by All-Channel Television Society and petition for reconsideration filed jointly by Plains Television Corp. and Turner-Farrar Association in matter of amendment of rules to add VHF channel to Mount Vernon, Ill. (Doc. 18453). Action Dec. 17.

■ Review board in Newark, N.J., TV proceeding, Docs. 18403 and 18448, granted request filed Dec. 18 by Broadcast Bureau, and extended to Dec. 30 time to file responsive pleadings to joint request for approval of agreement, filed by Ultra-Casting Inc. and Atlantic Video Corp. on Nov. 28. Action Dec. 22.

■ Review board in New York, TV proceeding, Docs. 18711-12, granted consent motion for further extension of time, filed Dec. 18 by WPIX Inc. Action Dec. 19.

■ Review board in Fajardo, P. R., TV proceeding, Docs. 18048-49, granted petition filed Dec. 19 by WSTE-TV Inc., and extended to Dec. 24 time to file replies to exceptions and supporting briefs filed to initial decision. Action Dec. 22.

### Call letter applications

■ Southeast Alabama Broadcasting Inc., Dothan, Ala. Requests WDHX(TV).

■ KMSO-TV Inc., Butte, Mont. Requests KTVM(TV).

## Existing TV stations

### Final action

■ KAVE-TV Carlsbad, N.M.—FCC granted applications of John B. Walton Jr. for changes in station's authorized facilities and for extension of time to construct; and request for waiver of signal strength over principal community regulations. Action Dec. 17.

### Designated for hearing

■ WNAC-TV Boston—FCC scheduled hearing on mutually exclusive applications of RKO General Inc. (WNAC-TV), Community Broadcasting of Boston Inc. and Dudley Station Corp., all Boston, in Boston on

Feb. 25 (Docs. 18759-61). Prehearing conference will be held at commission on Jan. 21, 1970. Hearing Examiner Forest L. McClenning was designated as presiding officer. Action Dec. 8.

### Call letter application

■ WLWV-TV, Post-Newsweek Stations of Florida Inc., Miami. Requests WPLG-TV.

## New AM stations

### Final actions

■ Huntsville, Ala.—FCC denied request by Universal City Bestrs. for reinstatement of application for CP for daytime operation on 1170 kc, 50 kw, 5 kw during critical hours, DA-2. Action Dec. 17.

■ Natick, Mass.—FCC denied petition by Home Service Broadcasting Corp. for reconsideration of order which set aside grant without hearing in July 1967 of Home Service's application to construct new AM on 1060 kc, 1 kw-D, at Natick. Action Dec. 17.

### Actions on motions

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates Inc.), AM proceeding, granted request by applicants, and extended to Dec. 22 date for exchange of exhibits (Docs. 18640-1). Action Dec. 11.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N. C. (Seaboard Broadcasting Inc.), AM proceeding, granted joint petition by Seaboard and Broadcast Bureau; ordered all further proceedings, including discovery, stayed to dates to be specified (Doc. 18549). Action Dec. 11.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, on request of respondent KIKO, suspended schedule for filing proposed findings of fact and conclusions and replies. New dates will be set (Doc. 18225). Action Dec. 10.

### Other actions

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-41, granted motion for extension of time, filed Dec. 16 by Natick Broadcast Associates Inc. Action Dec. 18.

■ Review board in Graham, N. C., AM proceeding, Docs. 18441-45, granted petition for extension of time to file amendment, filed Dec. 15 by Broadcasting Service of Carolina Inc. Action Dec. 17.

### Call letter application

■ Radio Voice of Warrenton, Warrenton, N.C. Requests WARR.

### Call letter action

■ Ra-ad of Soddy, Soddy, Tenn. Granted WEDG.

## Existing AM stations

### Final actions

■ WRDB and WLOD both Pompano Beach, Fla.; WNMP Evanston, Ill., and KALF Mesa, Ariz.—FCC denied petitions by Al-mardon Inc. of Florida, Sunrise Broadcasting Corp., Semrov Broadcasting Co. and Maricopa County Broadcasters Inc., respectively, for reconsideration of commission actions which denied requests for waiver of rules and rejected proposals to change facilities to add nighttime service; applications returned as unacceptable for filing. Action Dec. 17.

■ KSRO Santa Rosa, Calif.—Broadcast Bureau granted license covering changes. Action Dec. 15.

■ WAVS Fort Lauderdale, Fla.—FCC granted request for waiver of overlap prohibition of rules and accepted for filing application to make changes in ant. pattern. Action Dec. 17.

■ KILR Estherville, Iowa—Broadcast Bureau granted license covering permit for changes. Action Dec. 15.

■ WSER Elkton, Md.—FCC granted application of WSER Inc. for renewal of license until April 1, 1971. Action Dec. 17.

■ WIOO Carlisle, Pa.—FCC denied application for mitigation of forfeiture by WIOO Inc. Licensee was assessed forfeiture of \$700 for repeated violation of rules in that licensee operated without properly licensed operator and failed to inspect trans. apparatus as required. Action Dec. 17.

■ WARO Canonsburg, Pa.—FCC granted application of Universal Communications of Pittsburgh Inc. for renewal of license for short term only. Commission admonished licensee for using inaccurate contour map in sales promotions. Action Dec. 17.

■ KSEL Lubbock, Tex.—Broadcast Bureau granted mod. of license covering operation of trans. by remote control from 84th and Ave. L. Lubbock. Action Dec. 15.

### Fines

■ WFTL Ft. Lauderdale, Fla.—FCC denied application by WFTL Broadcasting Co. for remission of \$200 forfeiture liability. WFTL was fined \$200 for failing to make required equipment performance measurements at yearly intervals. Action Dec. 17.

■ KGVW-AM-FM Belgrade, Mont.—FCC ordered to pay \$400 forfeiture (\$200 for each station) for repeated violations in that complete and accurate maintenance log had not been maintained at either station. Action Dec. 17.

■ KHEN Henryetta, Okla.—FCC reduced \$1,000 forfeiture liability of Henryetta Radio Co. Action Dec. 22.

■ WEAC Gaffney, S. C.—FCC notified of apparent liability; forfeiture of \$1,000 for

	<h1>EDWIN TORNBURG &amp; COMPANY, INC.</h1>
	<p><b>Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</b></p> <p>New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242</p> <p>West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164</p>



# PROFESSIONAL CARDS

**JANSKY & BAILEY**  
Consulting Engineers  
1812 K St., N.W.  
Wash., D.C. 20006 296-6400  
*Member AFCEE*

**JAMES C. McNARY**  
Consulting Engineer  
National Press Bldg.  
Wash., D. C. 20004  
Telephone District 7-1205  
*Member AFCEE*

—Established 1926—  
**PAUL GODLEY CO.**  
CONSULTING ENGINEERS  
Box 798, Upper Montclair, N.J. 07043  
Phone: (201) 746-3000  
*Member AFCEE*

**GEORGE C. DAVIS**  
CONSULTING ENGINEERS  
RADIO & TELEVISION  
527 Munsey Bldg.  
783-0111  
Washington, D. C. 20004  
*Member AFCEE*

**COMMERCIAL RADIO EQUIPMENT CO.**  
Everett L. Dillard, Gen. Mgr.  
Edward F. Lorentz, Chief Engr  
PRUDENTIAL BLDG.  
347-1319  
WASHINGTON, D. C. 20005  
*Member AFCEE*

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

**GAUTNEY & JONES**  
CONSULTING RADIO ENGINEERS  
2922 Telestar Ct. (703) 560-6800  
Falls Church, Va. 22042  
*Member AFCEE*

**Lohnes & Culver**  
Munsey Building District 7-8215  
Washington, D. C. 20004  
*Member AFCEE*

**KEAR & KENNEDY**  
1302 18th St., N.W. Hudson 3-9000  
WASHINGTON, D. C. 20006  
*Member AFCEE*

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

**GUY C. HUTCHESON**  
817-261-8721  
P. O. Box 808  
1100 W. Abram  
Arlington, Texas 76010

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

**GEO. P. ADAIR ENG. CO.**  
CONSULTING ENGINEERS  
Radio-Television  
Communications-Electronics  
2029 K St., N.W., 4th Floor  
Washington, D. C. 20006  
Telephone: (202) 223-4664  
*Member AFCEE*

**WALTER F. KEAN**  
CONSULTING RADIO ENGINEERS  
19 E. Quincy Street  
Riverside, Illinois 60546  
(A Chicago Suburb)  
Phone 312-447-2401  
*Member AFCEE*

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

**JOHN B. HEFFELFINGER**  
9208 Wyoming Pl. Hiland 4-7010  
KANSAS CITY, MISSOURI 64114

**JULES COHEN & ASSOCIATES**  
Suite 716, Associations Bldg  
1145 19th St., N.W., 659-3707  
Washington, D. C. 20036  
*Member AFCEE*

**CARL E. SMITH**  
CONSULTING RADIO ENGINEERS  
8200 Snowville Road  
Cleveland, Ohio 44141  
Phone: 216-526-4386  
*Member AFCEE*

**VIR N. JAMES**  
CONSULTING RADIO ENGINEERS  
Application and Field Engineering  
345 Colorado Blvd.—80206  
Phone: (Area Code 303) 333-5562  
TWX 910-931-0514  
**DENVER, COLORADO**  
*Member AFCEE*

**A. E. Towne Assocs., Inc.**  
TELEVISION and RADIO  
ENGINEERING CONSULTANTS  
727 Industrial Road  
San Carlos, California 94070  
(415) 592-1394  
*Member AFCEE*

**MERL SAXON**  
CONSULTING RADIO ENGINEER  
622 Hoskins Street  
Lufkin, Texas 75901  
634-9558 632-2821

**RAYMOND E. ROHRER**  
Consulting Radio Engineers  
427 Wyatt Bldg.  
Washington, D. C. 20005  
Phone: 347-9061  
*Member AFCEE*

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

**JOHN H. MULLANEY and ASSOCIATES**  
Suite 71,  
1150 Connecticut Ave., N.W  
Washington, D. C. 20036  
Phone 202-223-1180  
*Member AFCEE*

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

Serving The SOUTHEAST  
**FREDERICK A. SMITH, P.E.**  
Consulting Engineer  
5 Exchange St.  
Charleston, S. C. 29401  
A/C 803 723-4775

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

**ORRIN W. TOWNER**  
Consulting Engineer  
11008 Beech Road  
Anchorage, Kentucky 40223  
(502) 245-4673

## SERVICE DIRECTORY

**COMMERCIAL RADIO MONITORING CO.**  
PRECISION FREQUENCY MEASUREMENTS  
AM-FM-TV  
103 S. Market St.  
Lee's Summit, Mo.  
Phone Kansas City, Laclde 4-3777

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

**ALVIN H. ANDRUS**  
Broadcast Consulting Engineer  
1926 Eye Street, N.W.  
Washington, D. C. 20006  
Telephone (202) 338-3213  
*Member AFCEE*

**SPOT YOUR FIRM'S NAME HERE**  
To Be Seen by 100,000\* Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.  
\*ARB Continuing Readership Study

**RTV International, Inc.**  
RADIO PROGRAM CONSULTATION  
Sheldon Singer  
Vice President  
405 Park Avenue  
New York, N. Y. 10022  
(212) 421-0680

**JAMES C. HIRSCH**  
TELEVISION CONSULTING SERVICES  
Public Affairs • Advertising  
Marketing • Programs & Projects  
555 Madison Ave., N.Y., N.Y. 10022  
(212) 421-2266

**Telecommunication Consultants International, Inc. (TCI)**  
Offers Consulting Services in  
Telecommunications & Electronics  
Data Handling Systems  
Gerald C. Gross, President  
1028 Conn. Ave., NW, Wash. 20036  
Phone (202) 659-1155

**TELCON, INC.**  
Offering The Services Of  
Its Registered Structural  
Engineers  
8027 Leesburg Pike  
McLean, Va. 22101  
(703) 893-7700

# CLASSIFIED ADVERTISING

Payable in advance. Check or money order only. Situations Wanted 25¢ per word—\$2.00 minimum. Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. Deadline for copy: Must be received by Monday for publication next Monday. Please submit copy by letter or wire. No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum. Display ads \$25.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. All other classifications 35¢ per word—\$4.00 minimum. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

## RADIO—Help Wanted

### Management

Three station Texas small market group seeks experienced management desiring security, challenge, ownership. Immediate opening in west Texas for hard-working man who will receive money, share of profits and stock for his efforts. Station: 1 kw day serving twin city area of 12,000. Send picture, background to: Box M-266, BROADCASTING.

Expanding FM-oriented company seeks sales and programming personnel with management potential for WEZR, Manassas and WEZS, Richmond, Virginia. Good earning potential, stock options and other benefits. Call (703) 273-4000 or send resume to 3909 Oak Street, Fairfax, Virginia 22030.

### Sales

Successful midwest station group seeks aggressive, experienced salesman to fill position held by a top biller who went to a major market after long tenure. Send resume, billing history and picture along with letter outlining your goals to Box L-74, BROADCASTING.

Want to live in Las Vegas? Can you sell "soul" radio? Are you an experienced salesman? Can you live, to start, on a fair salary plus commission? Will your former employers give you a boost? If you answered "yes" to all questions, there is an immediate job waiting for you at KTOO. Call Cy Newman, (702) 564-3494 or write Box 400, Henderson, Nevada 89015.

Experienced radio time salesman. Local sales management. Nice home furnished if first phone. Contact Frank Dusenbury, KZEY, Tyler, Texas.

Want to work for a winner? We have opening on five-man sales staff. Good account list to right man. Send resume, requirements to WTLB, Utica, New York.

## Announcers

"Talk Man"—one of nation's leading all-talk-news stations in major market has opening for experienced talk master, preferably liberal point of view. Some news. Top salary and potential. Send resume, air check and photo to Box L-3, BROADCASTING.

Soul jock, first phone, for major market soul station. Must have experience, be able to handle tight show, be creative and interested in personal appearance and promotion. No maintenance. Box M-144, BROADCASTING.

Opportunity. Combination news, productions, announcing, Texas station. Box M-202, BROADCASTING.

Expanding group operation looking for morning personalities for two stations—one needs some news savvy. Both formats bright MOR, both East Coast, both attractive good size markets. Please send tape, resume and salary requirements to Box M-236, BROADCASTING.

We need an experienced jock who can handle production too. Don't scream, just talk to the people. Good salary and benefits. Box M-239, BROADCASTING.

Pennsylvania 5kw full timer needs mature announcer for adult operation. Third-endorsement required. Above average salary for above average man. Liberal benefits. Box M-242, BROADCASTING.

Disc jockey announcer. Experienced. Creative writer. Tight board. Box M-244, BROADCASTING.

Bright sounding, experienced announcer with third endorsed needed at five kilowatt Virginia station. We are modern country with quality voices. Strong production ability a must. No floaters. No beginners although we will help an experienced man make the switch to country. Tape and resume to Box M-248, BROADCASTING.

Contemporary DJ. All night show, leading station, major market. Tremendous opportunities for man who is strong on air but not a screamer. Send resume/striped air check and references. Box M-250, BROADCASTING.

## Announcers continued

Country music air man wanted, good voice, strong news. Lower Rio Grande Valley. Send tape. KSOX, Box 1240, Raymondville, Texas 78580.

Immediate opening for hardworking announcer in progressive Virginia station. Complete resume and tape. No phone calls. WAFC, Staunton, Virginia.

Wanted experienced announcer-salesman. Must be able to accept responsibility; references required, and checked. If interested, please call 935-2816 area code 703.

## Technical

Wanted—chief engineer for middle of the road full-time station in Central Florida. Must hold first phone and be experienced in maintenance and repair and be familiar with three-tower directional operation. Stand night tricks from transmitter. At least three years experience required in maintenance and repair. References will be checked. Box M-127, BROADCASTING.

Wanted: Chief engineer for AM-FM non-directional, pleasant eastern Pennsylvania city. Good schools and atmosphere for children. No announcing. Complete charge: familiar with maintenance of transmitters and studio equipment. Be own boss. Salary negotiable. Box M-147, BROADCASTING.

Capable, 1st class engineer, some maintenance, and air work. Good opportunity. Immediate opening. Box M-240, BROADCASTING.

Ready for semi-retirement in Florida? A small, successful 3 kw FM Stereo station in ideal Florida resort-retirement area offers a top flight chief engineer a modest salary and rent-free home. Your sole duty—keep our quality equipment in top condition. Box M-254, BROADCASTING.

First phone transmitter and studio engineer. No announcing, dominant South Central Illinois AM and FM. Liberal salary. Send salary. Box M-256, BROADCASTING.

Immediate opening for full and part-time board operators. 3rd license required. Chicago station. Box M-261, BROADCASTING.

The University of Michigan has an opening for an experienced studio engineer radio. Strong technical background necessary, knowledge of music, experience in recording live music and drama desirable. First phone license preferred. Opportunity to enroll in University coursework. Salary \$6500-\$7500 depending on experience. Full fringe benefit program. Send resume to Richard L. Thompson, Interviewer, Professional-Technical Placement, 1020 U.S.G.A. Bldg., Ann Arbor, Michigan. An equal opportunity employer.

## NEWS

Immediate opening for news director at top-rated midwest contemporary station. Send aircheck, resume and picture to Box L-192, BROADCASTING.

Help wanted: Full time news director for America's Northeast top rated medium market station. Must be experienced in gathering, editing, and delivery of news on all major newscasts. Excellent salary offered. Position open January 1st, 1970. Please send tape and resume. Box M-151, BROADCASTING.

News Director, Pennsylvania. Newsman who is experienced in gathering, editing and delivery of local news. A go-getter unafraid to use tape recorder. Direct activities of strainers. Six day week. \$175. Raises on performance. Box M-249, BROADCASTING.

Texas Valley . . . news director who can gather, write and air for the number one, top rated station in the Rio Grande Valley . . . half million market, come watch the vegetables you eat all winter grow. No drifters. Will consider bright, young voice, prefer experience. Send tape and resume. Box M-253, BROADCASTING.

## News continued

This is a hard one to write. We're used to ad-libbing. That's the kind of newsmen we want . . . a broadcast newsmen who knows that spoken English is the way to communicate . . . a broadcast newsmen who really knows what he wants to put into a newscast. A broadcast newsmen who knows how to work with a tape recorder. A newsmen who knows! This is a big one. You've got to have education. You've got to have solid news experience. Six to ten years anyway. Complete resume. Newscast tape. Tape or adlib or onscene reports. Then we'll see. We're writing just like we want you to broadcast! Simple . . . authoritative . . . direct . . . informative. Box M-272, BROADCASTING.

Night news editor-announcer wanted for news oriented adult station. Send tape and resume to WALE, Fall River, Mass. 02722.

Experienced Radio Journalist sought for dominant Mid-Western independent. Progressive community and professionally experienced staff enhance your opportunity for success. Send Air Check and resume to: John D. Davey, General Manager, WMIX, Mt. Vernon, Illinois.

Radio news director—need pro to head up 4-man staff—all equipment—cruiser—2-way radio. Send tape, resume, salary to: Robert E. Klose, General Manager, WNBK Radio, 50 Front Street, Binghamton, N.Y.

Newsman—suburban Washington, D.C. Must be experienced and good! Send latest tape, resume and picture to P.O. Box 589, Arlington, Virginia.

## Situations Wanted Management

Experienced pro currently in a top three market desires management medium or small market station. Excellent sales, programming, and managerial ability. Want only permanent situation with possible stock options. Will answer inquiries by phone to set up interview in person. Box M-255, BROADCASTING.

Highly qualified, mature manager and/or radio talk show, DJ and news personality. North-east preferred. Will consider elsewhere. Box 5217, Trenton, N.J. 08638

## Sales

Mid-South managers: 22 year old college graduate with 1st phone and 7 years experience will be available in August. Looking for sales orientated career with alert group ownership or small market offering ownership opportunity. Resume upon request. Jerry Brewer, Village Oaks 6B, Starkville, Mississippi 39759.

## Announcers

Negro announcer, broadcasting school graduate, third phone, beginner. Box L-141, BROADCASTING.

Seasoned country personality seeks warm climate and lots of money. Box M-47, BROADCASTING.

Top 40 DJ . . . 2 years experience AFVN, Saigon. School graduate . . . willing to relocate. Box M-172, BROADCASTING.

Five years experience, refreshing voice—great knowledge of modern music—good sense of humor—modest. Box M-186, BROADCASTING.

For Sale . . . one 1943 model Philadelphia broadcaster. Extras include good voice . . . humor with presence . . . music and production versatility . . . major market experience. A real cream puff. Easy terms. Call 215-324-4125 now for immediate delivery or Box M-190, BROADCASTING.

Swing DJ, good prod., 3rd endorsed, no dirfter, located NYC. Box M-220, BROADCASTING.

Experienced announcer—MOR, rock, classical. Good on news, remotes, spot production. 3rd phone. Seek medium/small market anywhere West. 415-726-2626 collect, or write Box M-229, BROADCASTING.

## Situations Wanted

### Announcers continued

Top 40 personality . . . five years commercial and Armed Forces Radio-TV experience . . . third. Box M-241, BROADCASTING.

Proven winner in medium market ready for move to big time. 5 years in present position as strong morning personality and talk show host. Prefer Chicago, St. Louis or Milwaukee, but will consider move for right price. Let me prove to you that I'm ready. Must have minimum \$250 per week. Box M-243, BROADCASTING.

Soul jock, NYSAS graduate, third phone, beginner, "Good"!! Box M-247, BROADCASTING.

First phone announcer available. Experienced. Box M-257, BROADCASTING.

Negro DJ announcer, newscaster. Console operator, 3rd endorsed. Military complete. Broadcast school grad. Box M-259, BROADCASTING.

Professional personality DJ. Pulse rated #1 in regional market. Music/production know how, now in Northeast Top-40, will relocate. Box M-265, BROADCASTING.

1st phone—strong night DJ (6 years experience—network voice)—news/production. Excellent combo or maintenance. Permanent jobs only! R.S., 631 Lawrence Circle, Houghton, La. 71037.

New York-Pennsylvania. First phone DJ, creative and dependable, tight board, military completed. Dick McCarthy, 62 Coolidge Road, Buffalo, N.Y. 716-825-1273.

1st phone beginner, eager to learn, dependable, consider all offers. Paul Krakus, 1-205-852-0922.

Dan Ingram type mover, production, personality, ready to groove. Can PD. Five figure salary. Call 914-478-0878.

1st phone DJ—electronic engineer wants to return to progressive rock FM. Chris Kidd, Box 3672, S. Lake Tahoe, Calif. 95705.

Available immediately, mature announcer-newsman, many years experience, third endorsed, West only. 406-252-3956.

### Technical

Director of engineering for six stations desires challenge from hard rocker or R&B powerhouse. Young, married, stable. Experienced directionals, high power, FM stereo. Five figures gets an engineer who knows and loves contemporary radio! Box M-210, BROADCASTING.

1st phone, electronic engineer—contemporary DJ looking for first chief position or assistant. No shout type formats. Prefer Gates transmitters. Chris Kidd, Box 3672, S. Lake Tahoe, Calif. 95705.

### NEWS

Newsman looking for stable hours . . . good pay in midwest. 2½ years experience. College grad. 28, ready to move. Send today for tape. Box M-245, BROADCASTING.

Small market newswoman looking for medium market radio or TV. Box M-252, BROADCASTING.

Radio pro available in March, program news and sports director at group station in New England college community. Awards in news and sports. 6 years at present network station. Massachusetts or Southern New Hampshire next move. Ideas and talent mean success—let's talk. Box M-264, BROADCASTING.

"Mature approach to news, convincing commercial delivery, personable D.J. Two years experience. Interested in station offering opportunity to show my potential. Now available." Box M-267, BROADCASTING.

"Veteran broadcast journalist bound for Vietnam, will string for your station or chain." Box M-269, BROADCASTING.

### Programing, Production, Others

I'm capable for national radio. Broadcasting is my forte. All phases. Young, eight years in communications. Available for MOR PD. Best in news reporting and programming ideas. Co-operative and can make your announcing staff adaptable to format. Not a yes man, but cooperating. Box M-268, BROADCASTING.

## Television Help Wanted

### Management

State of Florida TV & Art studio manager \$7800-\$10,692; TV producer-director \$9180-\$12,660; Chief television engineer \$9180-\$12,660. Immediate openings in Tallahassee with Florida State University for experienced TV personnel. For specific information contact Division of Personnel and Retirement, Carlton Building, Tallahassee, Florida 32304.

### Technical

Microwave chief engineer for growing data network in the Eastern part of the United States. Top salary for the right man. Full responsibility, salary commensurate with qualifications. Reply to Box M-179, BROADCASTING.

Immediate opening for several experienced TV studio maintenance engineers with first class licenses, top pay, southeast. Send complete resume, photo and salary requirements to Box M-227, BROADCASTING.

Opportunity for young engineer with studio and/or microwave experience. Send qualifications and salary requirements to Box M-234, BROADCASTING.

New York-Binghamton . . . Dependable person with first class license . . . to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, Binghamton, New York, 772-1122.

Wanted—TV Chief Engineer. Advise pay requirements. Liberal fringe benefits. Equal opportunity employer. Contact Harvey Mason, Vice President-Engineering, WITN-TV, P.O. Box 468, Washington, North Carolina.

Studio technician for full color, two-station ETV operation. Requires first phone, one year related experience. Competitive salary, excellent benefits. Contact Chief Engineer, WMVS/WMTV, 1015 N. Sixth St., Milwaukee, Wisc. 53203.

Wanted engineers with FCC first class license. Only experienced need reply. Fully colorized station operation. Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHC, 135 College Street, New Haven, Connecticut 06510.

Various openings! Engineering Department. Send resume to Mike Shafer, Chief Engineer, XYZ TV Inc., Box 789, Grand Junction, Colorado 81501.

### Situations Wanted Management

General manager—well known manager, complete knowledge of overall management, strong on sales, budget minded. Excellent background top agencies. Reps and network—both radio and television. Currently employed, available January 1st. Box M-25, BROADCASTING.

General Manager-National sales manager. Have practiced television 16 years. Thoroughly experienced all phases: station-ownership development, administration, sales management—sales (national and local), 25 programing, film-buying, production, promotion, network announcing-newscasting. College degree. Nationally recognized as successful administrator-troubleshooter. Leader in industry and local community affairs. A professional, quality, aggressive competitor. Accustomed to much responsibility. Proved capable of producing substantially increased profits, prestige and value. Box M-246, BROADCASTING.

Operations manager-program manager; 12 years television experience, all phases. Art Christ. 608-784-8807.

### Announcers

Experienced professional meteorologist, age 34, desires permanent position in television weathercasting. Presently located in Chicago, will relocate. Excellent credentials. Box M-260, BROADCASTING.

Meteorology trained weatherman—12 yrs. television. Art Christ, 608-784-8807.

### News

Small TV anchor, likes reporting, bigger market. Box M-213, BROADCASTING.

TV news, college, reporting, film and anchor experience. Box M-214, BROADCASTING.

### Programing, Production, Others

Experienced film and studio cameraman in top 5 markets seeks first directing position. Knows switcher. Any location, market. Pro, married, 24. Box M-198, BROADCASTING.

## Programing, Production, Others

### continued

Young man, 21, northeast broadcast school graduate looking for TV production experience. New England area. Third phone. Draft status 1Y. Box M-203, BROADCASTING.

### WANTED TO BUY—Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Need used Ampex VR 1100 Monochrome recorder with intersync, editor, processing, amplifier, and Amtec. Contact, WFSU TV, 202 Dodd Hall, Florida State University, Tallahassee, Florida 32306.

### FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Stereo-Automation equipment—late model ATC, complete system delivery 2 weeks, call 1-801-262-2431, Mr. Carlson.

For sale 1-RCA TR 22 monochrome VTR, excellent condition. 1-Federal Dumont 2 KMC 10 watt microphone system with audio channel. Contact Stuart Underwood, WTAP TV, Parkersburg, W. Va. 304-485-4588.

FM stereo equipment—Gates FMS-5B 5-kw transmitter, 4-Bay Gates cycloid antenna, transmission line, 60 ft. tower, Schafer Model 60 automation system. GE console. Equipment now in use and in good condition. Available soon. Contact Mr. Holley, WLTA-FM, (404) 755-5047, Atlanta, Georgia.

For sale, RCA Cartridge Machines TB 7A, 3 playbacks, 1 recorder. Gates Remote Control for transmitter. Contact Herman Kristopik, WRYM, Newington, Conn.

Phasor—5 kw—4 Tower includes 5 R.F. amp. meters, 10 Johnson variable inductors, 2 large fixed inductors, and many mica capacitors. Phone WTRU, Muskegon, Michigan (616) 733-2126. Ask for Gerry Heykoop. Total price \$600.00.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

Duplicator-Ampex 3201 w/one 3202 slave. Factory sealed carton \$7800.00. Shrader Sound Inc., 1815 Wisc. Ave., N.W., Wash., D.C. 20007. 202-965-1300.

Video recorder—Ampex, VR660 and 1500 operating emu units. Half price. Also monitors and accessory items. Shrader Sound, 1815 Wisc. Ave., N.W., Wash., D.C. 20007. 202-965-1300.

Ampex audio recorders, new, other models available, new and used at discount prices. Shrader Sound, 1815 Wisc. Ave., N.W., Wash., D.C. 20007. 202-965-1300.

RCA BTA 5F 5 kw AM broadcast transmitter. \$3000 FOB Spokane, Wn. Terms. Radio Station KIRB, P.O. Box 8007, Spokane Wn. 99203. (509) KE 4-8143.

### MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

"Get that Job". Comprehensive guide and report for job seekers \$2.00. Box L-247, BROADCASTING.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter or trade . . . better! For fantastic deal, write or phone. Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Recorded character voices, set #1 150 different recorded lines on 7" tape . . . plus printed script and DJ come-back for each, \$10.00. Sent immediately from: The Chicago Broadcast Circle, 111 E. Ontario, Chicago 60611.

DJ's/announcers—unemployed? Depressed? Audition tapes evaluated professionally. Enclose \$5.00 M.O. Box L-44, BROADCASTING.

Fast customized bingo card service, etc. 515-423-1943. Bingo, Box 270, Mason City, Iowa 50401.



## MISCELLANEOUS

### continued

Voice Drop-ins. Comedy "Wild Tracks" from movies, programs. Tape of 100 only \$7.50. Running in major markets. Command, Box 26348, San Francisco 94126.

D.J. one liners! Write for "free" samples. Command, Box 26348, San Francisco 94126.

Aircheck tapes . . . California's top stations. "Free" brochures, Command, Box 26348, San Francisco 94126.

Get your "ticket!" Memorize, study—Command's "1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

## INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Institute in Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

New Orleans now has Elkins famous 12-week Broadcast course. Professional staff, top-notch equipment. Elkins Institute, 333 St. Charles Avenue, New Orleans, Louisiana.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters. Elkins Radio License School of Atlanta offers the highest success rate of all first Class License schools. Fully approved for Veteran's Training. Elkins Institute in Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veteran's Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Attention Houston and Gulf Coast area residents. Elkins Institute offers First Class FCC licensing in only six weeks. Quality instruction. Elkins Institute in Houston, 2120 Travis, Houston, Texas 77002.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946 Original course for FCC First Class Radio-telephone Operator's License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for January 7, April 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools Jan. 5, Feb. 9 & March 16. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

## INSTRUCTIONS continued

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

REI's new program—learning course for Radar and Micro-wave is so easy and it is guaranteed. Pay as you go and get your Radar endorsement at home. Write REI, 1336 Main St., Sarasota, Fla. 33577.

First Class license in four weeks or less at T.I.B. . . . tuition \$295.00. . . . results guaranteed.

T.I.B./Music City. Veteran Approved. Next class starts January 12. Tennessee Institute of Broadcasting, 2106 A 8th Avenue South, Nashville, Tennessee 37204. 615-297-8084.

T.I.B./Miami . . . class starts January 12th. . . . Technical Institute of Broadcasting, 283 South Krome Avenue, Homestead, Florida. (305) 247-1135.

Broadcasters are passing their first phone exams in six to twelve weeks through tape recorded lessons at home, plus one week personal instruction. During 1964-69, one week sessions were held in Washington, Minneapolis, Los Angeles, Portland and Seattle. An outstanding success rate has brought expansion in 1970 to Chicago, Atlanta, Detroit and Boston. Our 17th year teaching FCC license courses. Bob Johnson Radio License Training, 1060 D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Chicago—one week first phone instruction, Feb. 27th to March 5th for our audio-visual students. Bob Johnson, 1060 D Duncan, Manhattan Beach, Calif. 90266.

Washington—one week first phone instruction, Feb. 19th-25th, for our audio-visual students. Bob Johnson, 1060 Duncan, Manhattan Beach, Calif. 90266.

San Francisco's original course for FCC license in six weeks. Now starting our second year of successfully preparing our students to pass the FCC examination. Enrolling for Jan. 26, March 16, May 4, June 15. Success guaranteed, free placement. School of Communication Electronics, 150 Powell St., S.F., Calif. 94102. (415) 392-0194.

No: Tuition, rent! Memorize, study—Command's "1970 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions. Box 26348-R, San Francisco 94126.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with a good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins Jan. 12, 1970. Call or write Don Martin School of Radio & TV, 1633 N. Cherokee, Hollywood, Calif. HO 2-3281.

## RADIO—HELP WANTED

### NEWSMEN/ANNOUNCERS

One of America's great radio Stations expanding operations,

Newsman & Air Personalities

Send tape and resume to:

Joe Ford  
KNUZ  
Box 188  
Houston, Texas

### Sales

### WORKING SALES MANAGER

RAB or better technique. #1 station in S.E. med. mkt. Equity + \$ incentives with public company. Sober, stable, selling manager

Box M-251, Broadcasting.

## Sales continued

### SALESMAN

Intelligent, willing to work salesman with good character. This is an opportunity to sell entire station properties on a straight commission basis. Training in brokerage furnished. Write:

CHAPMAN COMPANY, INC.  
2045 Peachtree Rd., N.E.  
Atlanta, Georgia 30309

## Announcers

### Announcer-Technician

KOH, Reno, Nevada, 1st Phone combo, immediate opening. Minimum two years announcing experience. Previous employers checked for reference. Excellent salary and benefits. Send resume and tape or apply in person.

Personnel Department  
McClatchy Broadcasting  
21st & Q  
Sacramento, California 95813  
(An Equal Opportunity Employer)

## Situations Wanted

# LOOKING FOR AN ANNOUNCER?

Let Dick Good help you.



Get a Columbia School of Broadcasting graduate to fill your next opening. It's a free service we provide to your station and to our graduate. We have 27 offices in the U. S. and Canada. The chances are we have just the man you're looking for, from your part of the country. Just call or write Dick Good and he'll send you a tape, resume and photo of a good graduate near you.

 Columbia School  
of Broadcasting  
4444 Geary Blvd., San Francisco 94118  
Telephone: (415) 387-3000

(Not affiliated with CBS, Inc. or any other institution)

## Programing, Production, Others

### PROGRAM DIRECTOR Top 40

10 year professional with major market experience and proven record seeks growth opportunity with aggressive company in medium or secondary market. Inquire:

Box M-218, Broadcasting.

# Attention Owners

Why not let our "head-hunters" find qualified executives, salesmen, and air talent for you!

We have helped hundreds of radio and television stations in all size markets coast to coast improve their ratings, sales and net profits by recruiting outstanding personnel.

Our fee is less than you would spend to do the same "search" work yourself. And, it's not so frustrating!

Call today!



Contact  
Ron Curtis, Pres.  
312-337-5318  
645 North Michigan Avenue  
Chicago, Illinois 60611

*Nationwide Broadcast Personnel, Inc.*

## TELEVISION

### Help Wanted

### Sales

## SALES REPRESENTATIVES

### Video Products

Aggressive sales representatives with strong technical knowledge of TV equipment are needed in locations nationwide.

A number of our top executives started from these positions.

Come and work with the finest in the field.

Ampex has an exceptional profit sharing plan plus a paid employee benefit program.

For an interview pick up the phone and call collect:

Ray Rutman  
(415) 367-2509

2655 Bay Rd.  
Redwood City, California 94863

# AMPEX

An Equal Opportunity Employer

## Management

### ASSISTANT NATIONAL SALES MANAGER

College graduate between 25-30 with limited station or ad agency experience needed to contact top-level agency management and company ad managers to develop new business for major East Coast network affiliated TV stations. Salary up to \$15,000 plus incentive. Send resume to:

Box M-197, Broadcasting.  
All inquiries confidential

## Programing, Production, Others

### WANTED TV PROGRAM MANAGER

Station in Northeast. Desires Program Manager from smaller market ready to move up. Will be responsible for programing department, film buyers, promotion and public affairs. Send resume and salary requirements.

Box M-178, Broadcasting.

## Technical

### NEWSFILM EDITOR

Must be experienced in editing news-film and want to advance in this area. Salary open.

Send resume and salary requirements to:

Box M-262, Broadcasting.

## WANTED TO BUY—Stations

### RADIO STATION OWNERS

Medium size (\$12 million sales) Over-The-Counter company in food industry desires to acquire AM or AM-FM stations in medium markets for stock or combination. Principal has heavy broadcast experience AM and TV. This is opportunity for you to exchange your assets tax-free for publicly traded voting stock and achieve liquidity. By acquiring your property our stock value will be enhanced with substantial capital gains opportunity. Prefer east of Mississippi location and profitable operation but will acknowledge and consider all replies. Management available or you stay with corporation if desired. Write in confidence and financial data and references will be exchanged in personal meeting. Address:

Box M-258, Broadcasting.

Ky.	small	daytime	\$ 85M	nego	Texas	small	AM & FM	\$100M	cash
Okla.	small	FM	100M	29%	Fla.	small	fulltime	100M	nego
La.	medium	daytime	75M	15M	Wash.	medium	fulltime	160M	29%
Mich.	metro	fulltime	75M	nego	Ariz.	medium	fulltime	90M	29%
N.Y.	metro	FM	90M	29%	Mass.	metro	daytime	600M	29%



CHAPMAN ASSOCIATES

media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

## INSTRUCTIONS

# REI

F.C.C. 1ST PHONE IN  
5 WEEKS

TOTAL TUITION \$360  
ROOMS and APTS. \$15-\$20  
PER WEEK

ATTEND SCHOOL IN

Glendale, Calif.  
Fredericksburg, Va.  
Kansas City, Mo.

OR

1336 Main St.  
Sarasota, Fla. 33577  
Call 813-955-6922

## Employment Service

### THE AMPS AGENCY

BY BROADCASTERS • FOR BROADCASTERS  
We have successfully placed qualified personnel, including those of the minority and trainees. Call or write us for all of your personnel needs.

★ THE AMPS AGENCY ★

All Media Placement Service  
3924 Wilshire Blvd., Los Angeles, Calif. 90005  
Telephone 213-388-3116

## FOR SALE—Stations

### South Station

Suburban, major market, radio station in South. Needs management. \$250,000. Liberal financing possible to responsible persons.

Box M-263, Broadcasting.

### La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH  
NEW YORK, N. Y.  
265-3430

### TOP 50 MARKET

AM-FM Radio Stations  
Network Affiliated  
Well Established  
For sale by owner

Box M-195, Broadcasting.

**FOR SALE—Stations**

continued

**STATIONS FOR SALE**

1. SOUTHERN CALIFORNIA. Full time. AM-FM. Growth market. \$200,000. Excellent terms.
2. CALIFORNIA. Prestige market. Price \$300,000. Terms.
3. WEST SOUTH CENTRAL. Exclusive. Full time. Profitable. Price \$130,000. Fine terms.
4. TEXAS. Exclusive. \$63,000. Terms.

**Jack L. Stoll  
and ASSOCIATES**

6381 Hollywood Blvd.  
Los Angeles, California 90028  
Area Code 213-464-7279

ACCURATE  
COMPLETE  
PERCEPTIVE  
DISCERNING  
RELIABLE  
CREDIBLE  
PIONEERING  
STANDARD-  
BEARER

**Broadcasting**

**It all adds up . . .**

Add your name to the  
multiplying list of  
BROADCASTING  
subscribers.

**Summary of broadcasting**

Compiled by FCC, Dec. 1, 1969

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,255	2	10	4,267	76	4,343 <sup>1</sup>
Commercial FM	2,025	0	45	2,070	134	2,204
Commercial TV-VHF	495	2	11	508	15	523
Commercial TV-UHF	124	0	57	181	132 <sup>2</sup>	313
Total commercial TV	619	2	66	687	149	836
Educational FM	378	0	13	391	49	440
Educational TV-VHF	73	0	4	77	7	84
Educational TV-UHF	94	0	11	105	13	118
Total educational TV	167	0	15	182	20	202

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

(Continued from page 61)

broadcasting lottery information. Announcement involved drawing for prizes from tickets bought by persons attending film showing at local movie theater. Action Dec. 17.

■ WSNO Barre, Vt.—FCC ordered to forfeit \$500 for repeated failure to observe rules by operation of station above authorized power. Action Dec. 17.

■ WILS Beckley, W. Va.—FCC ordered to pay \$750 forfeiture for repeated failure to observe terms of station authorization by operating station with daytime facilities prior to sunrise and after sunset and for violation of rules in that operating power of station was more than 105% of licensed power of 5,000 w. Action Dec. 17.

■ WPAR Parkersburg, W. Va.—FCC ordered to forfeit \$1000 for repeated failure to observe rules. Notice of apparent liability was issued Jan. 15, 1969, for licensee's failure to install control and monitoring equipment, thus preventing operator at remote control point from performing all functions required by rules. Action Dec. 17.

**Call letter application**

■ KZYX, Paul H. Buenninx. Weatherford, Okla. Requests KWEY.

**New FM stations**

**Initial decisions**

■ Peoria, Ill.—Peoria Community Broadcasters Inc. Hearing Examiner Charles J. Frederick in initial decision proposed grant of 105.7 mc, 36 kv. Ant. height above average terrain 571 ft. P.O. address: c/o Paul Carnegie, Box 183, Dearborn, Mich. 48121. Estimated construction cost \$46,750; first-year operating cost \$45,000; revenue \$65,000. Principals: Thomas A. Murphy, board chairman (60%), Paul Carnegie, president and W. N. Warren, secretary-treasurer (each 15%). Mr. Murphy is director of transportation systems development company, and Mr. Warren is office manager of that firm. Mr. Carnegie is program director for WKNR(AM) Dearborn, Mich. Action Dec. 17.

■ Ocean City, N. J.—Lester H. Allen. Hearing Examiner Basil P. Cooper in initial decision proposed grant of 106.3 mc, 3 kv. Ant. height above average terrain 300 ft. P. O. address: 23 South Warren Street, Trenton, N. J. 08608. Estimated construction cost \$60,305; first-year operating cost \$30,000; revenue \$30,000. Principal: Lester H. Allen, sole owner. Mr. Allen is sole owner of wholesale electronic equipment (distribution) firm, has interest in CATV firm in New Jersey and owns 50% of applicant for new FM at Learsue City, Fla.

■ Lawton, Okla.—Progressive Broadcasting Co. Hearing Examiner Isadore A. Honik in initial decision proposed grant of 98.1 mc, 54.2 kv. Ant. height above average terrain 201 ft. P.O. address: c/o Ross B. Baker Jr., Box 5190, Lawton, Okla. 73501. Estimated construction cost \$56,462; first-year operating cost \$30,000; revenue \$30,000. Principals: Ross B. Baker Jr., vice president, et al. Principals own KCCO(AM) Lawton. Action Dec. 19.

**Actions on motions**

■ Chief Hearing Examiner Arthur A. Gladstone in Aurora, Ind. (Dearborn County

Broadcasters and Greco Inc.), FM Proceeding, on request by Dearborn County Broadcasters and in absence of examiner rescheduled further conference to Jan. 5, 1970 (Docs. 18264-5). Action Dec. 11.

■ Hearing Examiner Jay A. Kyle in Berwick and Pittston, both Pennsylvania (Berwick Broadcasting Corp. and P. A. L. Broadcasters Inc.), FM proceeding, pursuant to Dec. 10 hearing conference and in accordance with memorandum opinion and order of review board released Dec. 5, examiner ordered Doc. 17884 and 17885 severed; scheduled evidentiary hearing for Feb. 24 in matter of P. A. L. Broadcasters Inc. (Doc. 17885); continued indefinitely all proceedings concerning Berwick Broadcasting Corp. (Doc. 17884-5). Action Dec. 10.

■ Hearing Examiner James F. Tierney in Billings, Mont. (Lee Enterprises Inc.), FM proceeding, extended through Jan. 16, 1970 time to file proposed findings of fact and conclusions of law and through Jan. 28, 1970 time to file reply findings; by separate action, granted motion by applicant and ordered transcript corrected (Doc. 18514). Action Dec. 10.

**Other actions**

■ Review board in St. Johns, Mich., FM proceeding, Docs. 18708-09, granted motion filed Dec. 17 by Dittmer Broadcasting Inc. and extended to Jan. 13, 1970 time to file replies to Broadcast Bureau's opposition to petition to enlarge issues filed Nov. 14. Action Dec. 22.

■ Review board in Grenada, Miss., FM proceeding, Docs 18735-36, granted petition filed Dec. by Pemberton Broadcasting Inc. and extended to Jan. 9, 1970 time to file responsive pleadings to motion to enlarge issues, filed by Grenada Broadcasting Inc. on Dec. 5. Action Dec. 22.

■ Review board in Rochester, N. Y., FM proceeding, Docs. 18673-18676, granted petition to enlarge issues filed Oct. 17 by Auburn Publishing Co. Action Dec. 18.

■ Review board in Lawton, Okla., FM proceeding, Docs. 18599-18600, dismissed petition to accept petition for review of examiner's ruling, and petition for review of examiner's ruling, filed by Big Chief Broadcasting Co. Oct. 30. Action Dec. 19.

■ Review board in Culpeper, Va., FM proceeding, Docs. 18744-45, granted request for extension of time, filed Dec. 18 by Broadcast Bureau. Action Dec. 19.

**Rulemaking action**

■ Fredericksburg, Tex.—FCC adopted notice of proposed rulemaking for amendment of FM table of assignments by assignment of class C ch. 266 to Fredericksburg. Action Dec. 17.

**Call letter application**

■ Robert I. Kimel & Bessie W. Grad, St. Albans, Vt. Requests WWSR-FM.

**Call letter actions**

■ Futura Sound Inc., Henderson, Ky. Granted WUAZ(FM).

■ Loyola University, New Orleans. Granted WWL-FM.

■ Rainy River State Junior College, International Falls, Minn. Granted \*KICC(FM).

■ KFAL Inc., Fulton, Mo. Granted KKCA (FM).

■ Blue Mountain Community College, Pendleton, Ore. Granted \*KRBM(FM).



## Existing FM stations

### Final actions

- KNEU(FM) El Centro, Calif.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ant. height to 75 ft.; ERP 50 kw; granted mod. of CP to extend completion date to March 24, 1970. Action Dec. 15.
- KRON-FM-TV San Francisco—FCC denied petition by Chronicle Broadcasting Co. asking reconsideration of renewal hearing order and grant without hearing of license renewal applications (Doc. 18500). Action Dec. 17.
- WFMT(FM) Chicago—FCC granted request for WFMT Inc., formerly WGN Continental FM Co., to amend application for assignment of license of WFMT to WGN Continental FM Co. by donating all stock of proposed corporation to Chicago Educational Television Association (Doc. 18417). Amendment to WFMT Inc.'s transfer application tendered for filing simultaneously with petition, also accepted for filing. Action Dec. 17.
- WCAO-FM Baltimore—Broadcast Bureau granted mod. of CP to extend completion date to April 30, 1970. Action Dec. 15.
- WFMM-FM Baltimore—Broadcast Bureau granted mod. of CP to add circular polarized ant.; ant. height to 870 ft.; ERP 5.4 kw; remote control permitted; granted mod. of CP to extend completion date to May 1, 1970. Action Dec. 15.
- WCOF-FM Boston — Broadcast Bureau granted mod. of CP to extend completion date to April 30, 1970. Action Dec. 15.
- WKNT-FM Kent, Ohio—Broadcast Bureau granted license covering changes; granted mod. of license covering operation and auxiliary trans. Action Dec. 15.
- WTPA-FM-TV Harrisburg, Pa.—FCC conditionally granted renewal applications filed by Newhouse Broadcasting Corp. Renewals conditioned on outcome of anti-trust suit filed against Newhouse and four corporations by Denver Post Inc., alleging attempts to monopolize news dissemination and advertising. Action Dec. 17.
- WEZR(FM) Manassas, Va.—Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. location. Action Dec. 15.

### Designated for hearing

- KJML(FM) Sacramento, Calif.—FCC set for hearing application by Town and Country Broadcasters Inc. for renewal of licensee. Commission said field investigation of KJML produced information which raises number of serious questions as to whether Town and Country possesses qualification to remain licensee. Action Dec. 17.

### Call letter applications

- WOTT-FM, R.B.G. Productions Inc., Watertown, N. Y. Requests WNCY(FM).
- KPFF(FM), Romito Corp., Portland, Ore. Requests KPAM-FM.
- WKYN-FM, Quality Broadcasting Corp. of San Juan, San Juan, P.R. Requests WQBS-FM.

### Call letter action

- KFMW(FM), Frederick R. Cote, San Bernardino, Calif. Granted KOLA(FM).

## Other actions, all services

- FCC issued primer consisting of 38 questions and answers about requirements for ascertainment of community needs and interests in notice of inquiry. Commission asked for comments by interested parties including suggestions for possible additions to primer. Action Dec. 19.
- FCC sent pilot questionnaires to parent companies of six major radio and TV station licensees as part of FCC study of broadcast operations of companies with substantial non-broadcast interests. Companies have been selected because they appear broadly representative and thus particularly suitable for opening pilot questionnaire. Study inaugurated earlier this year in notice of inquiry (Doc. 18449) to explore problems raised by ownership of stations by conglomerate companies and others with large-scale interests in wide variety of non-broadcast enterprises. Companies receiving forms are: Avco Corp., Chris-Craft Industries Inc., Cox Enterprises Inc., Fuqua Industries Inc.,

E. W. Scripps Co. and Travelers Insurance Co. Action Dec. 17.

## Translator actions

- Broadcast Bureau granted CP's to replace expired permits for following new UHF translators: K70CH, K76BF, K79AN and K81AK all Aherden, Hoquiam, Montesano and Central Park, all Washington. Action Dec. 12.
- Broadcast Bureau granted licenses covering following new VHF translators: K06GH, K09EZ and K11CF all Shilbrook, N. M., and Many Farms, Ariz. Action Dec. 12.
- K11JA Lakeside area, Show Low Lake area, Show Low and Shumway, Ariz. Broadcast Bureau granted mod. of CP to change type trans. of VHF translator. Action Dec. 11.
- W02AW Monroe, La.—Broadcast Bureau granted mod. of CP to extend completion date to June 11, 1970. granted mod. of CP to change trans. location of VHF translator to northeast intersection Newman & Myers Streets, Monroe. Action Dec. 11.
- K07IK Glen Lake area, Mont.—Broadcast Bureau granted mod. CP to change type trans. of VHF translator. Action Dec. 11.
- K82AT Tillamook, Ore.—Broadcast Bureau granted license covering changes in UHF translator. Action Dec. 11.

## CATV

### Final actions

- FCC denied request by National Association of Broadcasters to stay effectiveness of cablecasting rules adopted in first report and order (Doc. 18397), pending action on various petitions for reconsideration filed by NAB and others. Action Dec. 17.
  - FCC denied petition filed Oct. 31 by GT&E Communications Inc. for immediate action and waiver of procedural rules in order to consolidate Section 214 certificate application with Manatee county, Fla. CATV show cause proceeding (Doc. 18610). Action Dec. 17.
  - Rochester, Ind.—FCC approved petition by Valley Cablevision Corp., CATV operator in South Bend-Elkhart TV market (ARB 87) to carry distant signals of WANE-TV, WKJG-TV and WPTA-TV all Fort Wayne, Ind.; WLBC(TV) Muncie, Ind.; WKZO Kalamazoo, Mich., and WGN-TV, WFLD-TV, WCIU-TV and \*WTTW(TV) all Chicago. Action Dec. 17.
  - Crockett, Tex.—FCC granted petition by Continental Transmission Corp., CATV operator, for waiver of requirements of rules to extent that Continental need not carry programs of KAEC-TV Nacogdoches, Tex., on its system or provide program exclusivity to KAEC-TV until seven days after Continental has completed conversion to 12-channel system, or Jan. 5, 1970, whichever occurs first. Action Dec. 17.
- ### Action on motion
- Hearing Examiner Millard F. French in Sault Ste. Marie, Mich. (American Cablevision Co.), CATV proceeding, scheduled further hearing for Dec. 17 (Doc. 18578). Action Dec. 9.

## Ownership changes

### Applications

- WMBA(AM) Ambridge, Pa.—Seeks assignment of license from Miners Broadcasting Service Inc. to Bride Broadcasting Inc. for \$200,000. Sellers: Joseph L. Maquire, president, et al. Sellers owns WPAM(AM) Pottsville and WLSH(AM) Lansford, all Pennsylvania. Buyers: John W. Bride, president-treasurer, Marjorie McHenry Bride, secretary (each 40%), James McHenry, vice president, Marmack Inc. (each 9%), and Marjorie Ober McHenry (2%). Mr. Bride owns 10% of WJAB(AM) Westbrook, Me., and is account executive for WEDO(AM) KcKeesport, Pa. Mr. McHenry is in investment banking. Marmack Inc. is a family corporation with holdings in securities and real estate. Ann. Dec. 17.
- WEOK-AM-FM Poughkeepsie, N.Y.—Seeks transfer of control of WEOK Broadcasting Corp. from Paul Smalen, et al. (100% before, none after) to Wefour Communications Inc. (none before, 100% after). Consideration: \$730,000. Principals of Wefour: Robert R. Dyson, sole owner. Mr. Dyson

owns 25% of job printing concern and publishes *Millbrook Roundtable* and *Pine Plains Register Herald*, both New York, and vice president of real estate and cattle concern. Ann. Dec. 17.

- WQBC(AM) Vicksburg, Miss.—Seeks transfer of control of Delta Broadcasting Inc. from Louis Cashman and Frances Cashman, joint tenants, Mary Van Cashman, et al. (as a group, 100% before, none after) to Twelve-thirty Inc. (none before, 100% after). Consideration: \$122,500. Principals of Delta: W. Hollifield, president (33%), Lillie Hollifield, secretary-treasurer (7%), and Miller Holmes, vice president (60%). Principals of Delta own WAZF(AM) Yazoo City, Miss. Ann. Dec. 17.
- WSUB-AM-FM Groton, Conn.—Seeks assignment of license from Lawrence A. Reilly and James L. Spates to Southeastern Connecticut Broadcasting Co. for \$475,000. Sellers: Lawrence A. Reilly and James L. Spates, partners. Buyers: William Crawford, president, and Thomas J. Noonan, chairman of board (each 50%). Mr. Noonan is account executive for Carl Byoir & Associates Inc., New York. Mr. Crawford is former vice president-general manager-minority stockholder of WDRC-AM-FM Hartford, Conn. Ann. Dec. 19.
- KLOV-AM-FM Loveland, Colo.—Seeks assignment of license from Evergreen Enterprises Inc. to KLOV-AM-FM Inc. for \$172,500 plus noncompetition agreement for \$37,500. Sellers: William H. Green, president, et al. Buyers: Daryle W. Klassen, president (39%), Robert G. Langenwalter, vice president (60%), and Thais Marlene Klassen, secretary-treasurer (1%). Mr. Klassen owns residential rentals and is sales and programming executive for KPFF-AM-FM Wichita, Kan. Mr. Langenwalter is president of Wichita State Bank, Wichita. Ann. Dec. 19.

## Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Dec. 22. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

- *Holmes Beach, Fla.*—Manatee Cablevision has been granted a 30-year nonexclusive franchise. The firm will pay the city \$220 per thousand subscribers, plus a percent of the gross installation costs.
- *Alton, Ill.*—Madison County Cablevision Co. has been granted a franchise. One principal in the firm is Senator Ralph Smith (R-Ill.). It will provide a minimum of eight channels and charge customers a maximum of \$20 for installation and a maximum of \$5 monthly. The city will receive from 3% to 6.5% of the gross annual receipts, dependent on the number of subscribers.
- *East Moline, Iowa*—Quint-Cities Cablevision Inc., in which Cox Cablevision Inc., Atlanta (multiple CATV owner), has an interest, has been granted a nonexclusive franchise. The firm will pay the city 5% of the gross annual revenue and charge subscribers \$5.95 monthly.
- *Netcong borough, N.J.*—Telecommunications Inc. (multiple CATV owner) has been granted a franchise.
- Rochester, N.Y.—Time-Life Cablemedia Inc., in which Time-Life Broadcast Inc., New York (multiple CATV owner), has an interest, has applied for a franchise. Subscribers would be charged approximately \$20 for installation and \$5 monthly.
- Vernon, N.Y.—KWR Systems Inc. (multiple CATV owner), represented by John Ringrose, attorney, has applied for a franchise.
- *Houtzdale, Pa.*—Telesonic Associates of Brookville (multiple CATV owner), Sigel, Pa., has been granted a 15-year franchise. The firm will charge subscribers \$5 monthly and provide eight channels.
- *Pt. Pleasant, W. Va.*—Paul Crabtree and Associates Inc., Charleston, W. Va., has been awarded a franchise.
- Oregon, Wis.—Viking Media Inc., Stoughton, Wis., has applied for a franchise. The firm would charge subscribers a maximum of \$20 for installation and \$5 monthly.

Only one day before, a Sunday, he had caught an 11-hour non-stop flight home from Hawaii. And, now, tanned and tired (from the five-hour time change), he was in his office, with business as usual.

Not that the Hawaii trip had been for the fun of it. The ABC-TV network affiliates advisory board had met for four days of conferences. I. Martin Pompadur is a man close to his work. The last real vacation, with his wife, and with no conferences, was five days in Bermuda, six years ago.

The vice president and general manager of ABC-TV commutes to work with his boss, Elton Rule, president of ABC-TV. This car-pool of two allows them to get work done even before they get to the office.

Recreation and home entertainment for Marty Pompadur often consists of sitting down in front of his three television sets with a stop watch after dinner. Except for tennis in the summertime, Mr. Pompadur's hyperactive business style is almost unrelieved by leisure.

Mr. Pompadur is enviably young for his job—34, and he has all of his hair with nary a gray one amongst them. Lately, his principal concerns, particularly in connection with the Hawaii meetings, have been keeping affiliates happy and schedule house cleaning, two not unrelated subjects.

"One of the things that interests me in this crazy business is career paths," he confesses, and he is able to tick off names of communications executives who started out to be haberdashers, or at least attorneys. Mr. Pompadur was a law school graduate who never liked lawyering, though he gave it a better than fair shake. But the young communications industry with "so many vacuums and so many voids" is ready to absorb people from all kinds of backgrounds. "The next wave," he theorizes, "will not be lawyers, but MBA's [masters of business administration] because of the complicated tax structures."

Mr. Pompadur's career path has been anything but direct. He graduated from Williams College in Massachusetts in 1955 with a history degree. "In my senior year at Williams, I didn't know what I wanted to do. I knew I didn't want to go to work," he recalls. He took a business aptitude test and a law aptitude test and decided whichever he excelled at would determine his life's work. "I was destroyed by the business aptitude," he says.

He describes law school as "boring," but nonetheless he received his law degree from the University of Michigan in 1958. If he had it to do over again, says Mr. Pompadur, he might hazard business school, despite the disappoint-

## A young man uses all his aptitudes on behalf of ABC

ing aptitude test.

Some inner sense of ill-being told Marty Pompadur he would be 4-F, but an Army physical contradicted. So after graduation, he returned to his family's home in Stamford, Conn., to take an interim job and wait for his call. He was admitted to the Connecticut bar and joined the law firm of Wolfsey, Rosen, Kweskin and Kuriansky.

In Stamford, Mr. Pompadur met his future wife, Joan Krassner. The law firm he worked for was involved in a real estate deal with Miss Krassner's parents, and, as he puts it, "I guess they realized here was an eligible

### Week's Profile



*Irving Martin Pompadur—vice president and general manager, ABC-TV; b. June 25, 1935, Brooklyn, N.Y.; BA (history) Williams College, Williamstown, Mass., 1955; LLB, University of Michigan, 1958; admitted to Connecticut bar, 1958 and joined law firm of Wolfsey, Rosen, Kweskin and Kuriansky, Stamford, Conn., 1958; elected to board of representatives, 7th district, Stamford, 1959 and was chairman of legislative and rules committee, 1959-1960; joined ABC-TV as general sales attorney and admitted to New York bar, 1964; elected vice president-administration, 1966; appointed general manager, 1968; currently a director of H. M. Schuster Inc., a mutual fund; m. Joan Krassner of Stamford, Conn., Dec. 18, 1960; children—F. Douglas, 4, and Jana Sue, 2 months.*

bachelor in Stamford." One of the partners in the firm suggested Mr. Pompadur ask Miss Krassner out, while "the real estate agent called my mother and said the same thing." After one meeting the couple broke out in mutual loathing. "We decided independently we'd never see each other again." Ten months later they were married.

A second physical disqualified him from the Army, so Mr. Pompadur joined the ABC legal department in 1964. The Pompadurs lived in a New York City apartment for a short time, then moved to their present home in Scarsdale, N.Y.

At ABC, Mr. Pompadur negotiated sales contracts and later negotiated contracts with program producers as well. These were two rather diverse functions for one man and one job, he admits, but explains, "in those days ABC was run in terms of individuals, rather than corporation charts."

The job at ABC was supposed to be temporary, a stop-gap measure until Mr. Pompadur passed the New York bar exam, which he felt was necessary to finding a good position in a New York City law firm. But, except for a three-month lapse of loyalty in 1961 he has never left ABC.

That brief episode was his last crack at being an attorney. He joined the legal department at Young & Rubicam, where the work was much broader, as he describes it.

After three months he returned to ABC as "the boss of that job I had before." Of the time he spent on Madison avenue, he says, "I prefer to call that a sabbatical."

In 1964, Mr. Pompadur was named director of sales contracts and he held that title until his election as vice president-administration for ABC-TV in 1966. That impressive title meant he was assistant to then ABC-TV President Tom Moore. He was appointed to his present post as general manager in May of last year.

The big news this year comes out of the Pompadur household in Scarsdale: the birth of daughter Jana Sue on Sept. 15. Her big brother, F. Douglas (he, unlike his dad whose first initial stands for Irving, has no first name) will soon be five.

Mr. Pompadur had a brief career in local politics when he lived in Connecticut and was elected to the Stamford board of representatives and was chairman of that body's legislative and rules committee. He is currently a director of H. M. Schuster Inc., a mutual fund.

A demanding job and a young family leaves Mr. Pompadur with very little time for leisure activities. Golf would have been logical, since his in-laws are in the country-club business, but he confesses he never gave it an honest try.



## Railroaded

Rather than wait six months, the Nixon administration would be justified in seeking ripper legislation to reorganize the FCC if for no other reason than to block a four-man Democratic majority that seems bent upon dismembering the existing broadcasting structure.

Block voting has become the political order on policy issues at the seven-man FCC with the four Democrats trying to run the show. They want to get in their licks before June 30 when the balance will shift with the expiration of the term of Kenneth Cox.

Evasion was used in the latest effort. The dissident Democrats suddenly wanted a "pilot" inquiry into the fuzzy areas of "conglomerates." Only six companies were included in a questionnaire study of what turns out to be the substance of the ownership issue now pending before the commission. Why only six? Because a questionnaire, by law, would require Budget Bureau approval if 10 or more parties were affected.

The three Republicans had cogent reasons for opposing the maneuver. Commissioner Robert E. Lee, the veteran, sees it as a violation and as a shot mainly at newspaper ownership which he believes Congress must decide. Chairman Dean Burch, who isn't likely to take the confrontation lying down, gives it a lower priority on the agenda while Commissioner Robert Wells, the professional broadcaster, regards it as a waste of time and money.

But this is only one end-run by the expiring majority. With a holdover staff of crack-downers, they're pushing one-to-a-customer, the network 50-50 programming rule-making and the spectrum-jumping of land-mobile forces which, but for the resistance of the Association of Maximum Service Telecasters, might now be a *fait accompli*.

The White House has a proposal to make the FCC a five-man agency like most all of the other independent agencies. It would save a lot of money by eliminating two commissioners and their staffs. Ordinarily in a Democratic Congress this would take some doing, but the block-voting Democrats on the FCC are far from secure on grounds of party support.

## Pay as you play?

Whether it works or not, the CBS Television Network's proposal to pay only for the music it uses (BROADCASTING, Dec. 22) could be the second most salutary development in broadcast music licensing history. Let us say at once that we make no pretense of knowing whether it will work or not.

At first glance it does seem to have some impediments: how serious they are remains to be seen. The present dominant system, for example, under which the networks and most stations pay ASCAP and BMI a percentage of time-sale revenues and in return get carte blanche access to ASCAP and BMI music, obviously has some basic attractions; otherwise it would hardly have survived the 38 years since the American Society of Composers, Authors and Publishers introduced it in 1932.

The scant acceptance of per-program licenses, which call for payments on only those programs that contain BMI or ASCAP music, often reflects the belief that the saving they provide, if any, is not worth the bookkeeping required. This, at least on the surface, does not appear to convey great promise for the CBS-TV plan's prospects in actual practice. If anything, the CBS plan would seem to require even more

elaborate record-keeping.

Never mind. It is a fresh approach and the principle, at least, is clean and simple. Even if it proves unmanageable in practice, it provides an opportunity for enlightened re-examination of a system both complex and entrenched and will serve an eminently useful purpose if it does only that.

Whatever happens, Broadcast Music Inc. stands to benefit—or should—in relation to ASCAP. ASCAP's rates are approximately double those of BMI, although in terms of actual use, BMI music is now on a par with ASCAP's in television and overwhelmingly dominant on radio.

The formation of BMI to break the ASCAP monopoly back in 1940 has to be the one most salutary event in the history of broadcast music licensing. But the CBS proposal is the freshest approach in years and for that reason, whether it proves workable or not, it deserves thoughtful and hospitable consideration by all concerned.

## News isn't negotiable

To say that the meeting of the Radio-Television News Directors Association board of directors with Vice President Agnew was a waste of time would not be quite accurate; from the newsmen's point of view, it was worse than that. To ask the Vice President for a statement that would ease the public pressures his attacks on the media have generated—in effect, to rescue them—was more than inept; it revealed a lack of maturity that reflected on radio-TV newsman everywhere.

How could the RTNDA board have expected a response different from what it got—that Mr. Agnew would issue a kind word in behalf of broadcast newsmen when he saw evidence they were improving along the lines he had recommended? Why should he throw away the leverage the request proved that he had? The network news chiefs who declined to be represented knew what they were about.

Undoubtedly the Vice President's remarks have touched off a flood of complaints from the not-so-silent majority urging broadcasters to tone down their coverage of controversy and to stress the positive in American life. But pressure goes with the newsman's job. He responds to it by keeping his nerve and performing professionally—following his calling's standards of fairness and accuracy and heeding his instincts as to what is news and deserving of exposure and comment. He does not respond to pressure by attempting to negotiate it away.



Drawn for BROADCASTING by Sid Hix  
"We had no idea television could do such a good job for us retailers!"

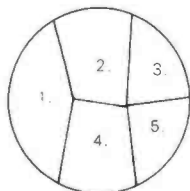




## In the Dallas / Fort Worth Market . . .

Designers of future fashions for style-conscious people the world over, set the tempo in the apparel marts. Clothes and accessories for sophistication, comfort and western wear, are all products of this metropolitan market. Select the sophisticated Channel 5 to reach, in depth, this market of over one million television households. Let WBAP-TV increase the tempo of your sales, if you have a product or service to offer.

*Represented Nationally by Peters, Griffin, Woodward, Inc.*



1. Ann Murray, Inc.
2. Alice Martin, Inc.
3. Niver Western Wear, Inc.
4. Jacqueline Karene, Just, Inc.
5. Nardis of Dallas





# Jack Lescoulie's new address- Avco Broadcasting:

**CINCINNATI • COLUMBUS • DAYTON • INDIANAPOLIS • WASHINGTON, D. C. • SAN ANTONIO • SAN FRANCISCO • WOOD RIVER, ILL.**

Jack is now Avco Broadcasting's man-on-the-go! Host of special programs. V.I.P. interviewer. Commentator on sports. Wherever the talents of a very talented and experienced communicator are needed you will find Avco Broadcasting Corporation and Jack Lescoulie.

TELEVISION: WLWT Cincinnati; WLWC Columbus; WLWD Dayton; WLWI Indianapolis; WOAI-TV San Antonio.  
RADIO: WLW Cincinnati; WWDC AM & FM Washington, D.C.; WOAI San Antonio; KYA & KOIT FM San Francisco;  
WRTH Wood River, Ill. (serving the St. Louis metropolitan market). Represented by Avco Radio Television Sales, Inc.

  
**AVCO**  
BROADCASTING CORPORATION