



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Broadcasters converge on Chicago after a dark year. p27  
FCC deals temporary setback to land-mobile users. p82  
NBC wants to do away with blanket ASCAP licenses. p86  
TELESTATUS: How ARB and Nielsen TV markets match up. p112

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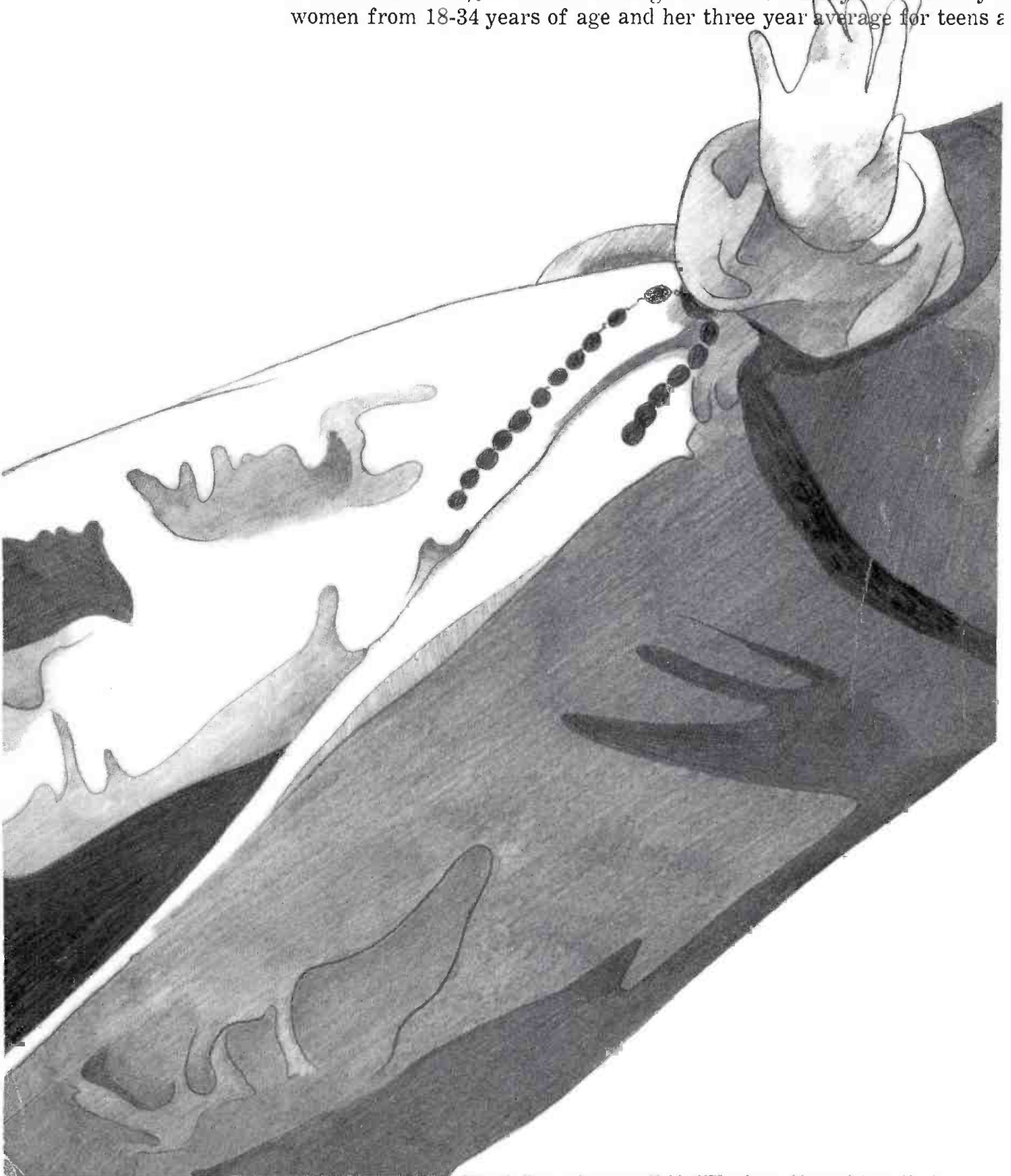


# The only

And we do mean *fly!*

**THE FLYING NUN** comes off ABC-TV after three high-flying years bringing with her a perfect air record for successful stripping.


She rates 20% above the average situation comedy in selectivity of women from 18-34 years of age and her three year average for teens is

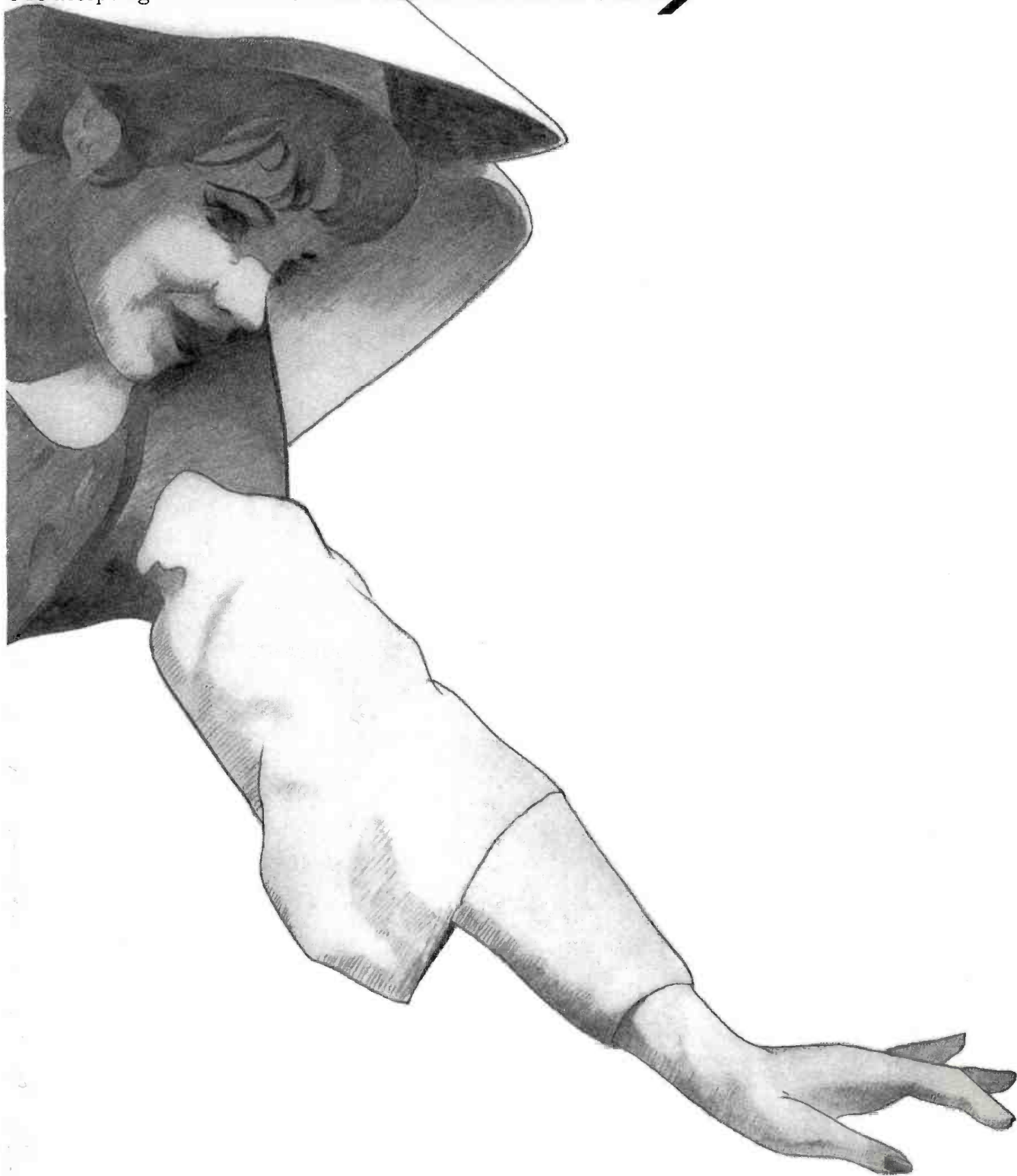


# way to fly

children is well up in altitude records.

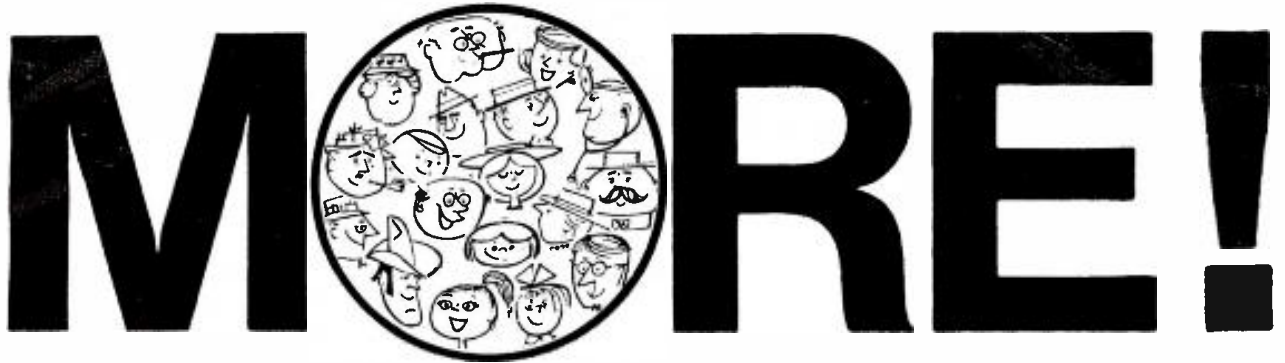
We don't have to tell you of the appeal of Sally Field. Her earlier performance as Gidget made her a star. Flying Nun picks up her career in full flight. Top stations have already booked their reservations.

We're accepting a few more. 82 half-hours in color. **Screen Gems** 





# DELIVERS



**22.7% MORE TV HOUSEHOLDS**  
*than the 2nd Station\**

**15.2% MORE WOMEN**  
*18-49 than the 2nd Station\**

**13.3% MORE HOUSEWIVES**  
*under 50 than the 2nd Station\**

**26.7% MORE MEN**  
*18-49 than the 2nd Station\**

**13.8% MORE COMBINED  
TEENS and CHILDREN**  
*than the 2nd Station\**

\* JANUARY 1970 ARB TELEVISION  
*Audience Estimates  
Day Part Audience Summary  
Total Survey Area  
Sunday through Saturday 9:00 AM - Midnight  
Average Quarter Hour*

**KRLD-TV**



Represented Nationally by 

**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

## Counterprogramming

Two FCC chairmen, immediate past and incumbent, are going to have nice things to say about broadcasting at this week's convention of National Association of Broadcasters. Rosel H. Hyde, who served as commissioner and chairman longer than anyone else, will urge application of First Amendment to broadcasting and support FCC's recent policy statement undoing damage to license-renewal applicants done by WHDH-TV Boston decision. Mr. Hyde will be first FCC member to get NAB's distinguished service award.

At Wednesday's luncheon Chairman Dean Burch will make first major speech since taking office. He's expected to depart from conventional chairman's role as reproving regulator to compliment broadcasting for over-all performance, commend networks for upgrading children's programming, and advocate less rather than more regulation of station business operations.

## Reading TV leaves

Six seats (out of 12) on television board of National Association of Broadcasters will be filled at Wednesday morning's meeting in Chicago (see agenda, page 32). Pollsters who claim to have sampled electorate see results this way: Three incumbents re-elected: Richard C. Block, Kaiser Broadcasting Co., representing UHF's; Donald C. Campbell, WMAR-TV Baltimore, and A. Louis Read, WDSU-TV New Orleans; new to board: Leslie G. Arries, WBen-TV Buffalo, George Comte, WTMJ-TV Milwaukee, and Henry V. Greene Jr., RKO General.

## Turn of the screw

FCC may tighten fairness-doctrine rules another notch. It is considering draft of proposed rulemaking to require broadcasters who editorialize to make strong affirmative effort to find spokesman for opposing side. Broadcaster who editorializes on subject several times, for instance, would not be free of obligation to provide opposing side if no one answers broadcast invitation to present contrasting view. He would, as one official put it, have to "go out and beat the bushes" to find opposing spokesman. Draft of proposed notice was prepared by general counsel's office.

## Lamont Cranston on TV

As part of its efforts to gain additional representation on network schedules, Warner Bros. Television is understood

to have signed agreement with Charles Michelson Inc., New York, for TV rights to *The Shadow*, radio standard of pre-television era. Michelson organization signed on behalf of Conde Nast Publications, New York, which holds rights. Warner plans to develop it as half-hour TV series for 1971-72.

## Cause and effect

Station brokers—if nobody else—stand to gain from FCC's one-to-customer rule and to reap windfall if prospective divestiture (BROADCASTING, March 30) is ever involved. At moment, however, FCC actions have slowed sales down. One example, cited by broker last week: Client was on verge of signing contract to acquire radio station, changed his mind after commission issued one-to-customer order. His explanation: "There are going to be lots of good buys soon. I'll wait."

## Top job

President Nixon and Attorney General John Mitchell personally will participate in conference at White House next Thursday (April 9) to urge television to lead way in educating Americans about drug abuse ("Closed Circuit," March 23). Invited to extraordinary session are some 40 executives of networks, advertising agencies and production experts recruited primarily through Advertising Council as well as half dozen TV editors of prominence.

Day-long conference will be addressed, in addition to President and Attorney General, by: John Ingersoll, director, Bureau of Narcotics and Dangerous Drugs; Myles Ambrose, commissioner of customs; John Broger, director of information, Armed Forces; John D. Ehrlichman, assistant to President for domestic affairs, and Dr. Stanley Yolles, director, National Institute of Mental Health.

## Going private

TV Stations Inc., New York, which has been functioning for 15 years as program buying and marketing service, owned cooperatively by its 130-odd station members, is reported to be undergoing corporate change, with group headed by TVSI President Herb Jacobs acquiring service and operating it as part of private company. In change-over, it's understood, Mr. Jacobs will become board chairman and L. Robert Rich, one-time head of world-wide TV distribution for Warner Bros.-Seven Arts and until recently vice president

in charge of international sales for Warner Bros. Television, will join revamped organization as president.

In collateral move, new TVSI operation will aim to enlarge its gross, which runs about \$140 million in purchases of programming for stations, by expanding into area of program buying for overseas stations and shortly into CATV program buying. It is also anticipated that organization, which probably will adopt new name, will eventually offer shares to public.

## Revival of the ring

Madison Square Garden Productions, New York, will enter international sports syndication May 11 with monthly boxing match transmitted live to projected 50 U.S. TV outlets and live by satellite to 60 stations in 19 Latin American countries already cleared. In addition, Spain will carry bouts on tape delay, and Quebec will have closed-circuit. First match, at 10 p.m. NYT, will feature Marcel Cerdan Jr. and Donato Paduno, and Garden hopes to get Olympic champion George Forman for second or third bout. Both Spanish and English announcers will describe matches.

Mutual network is also interested for radio, Garden spokesmen said, and would provide its own announcer. If monthly fights do well, schedule may be expanded to bi-weekly telecasts. Previous Garden syndication experience was with regional line-up for Schaefer beer-sponsored sports events and national hook-up for Miss Black America pageant.

## Three for one

Proposal to combine board of directors of three noncommercial television groups will come before station managers for vote at conference in New York later this week. Loren Stone, general manager, KCTS-TV Seattle, will introduce resolution to consolidate boards of Educational Television Stations Division of National Association of Educational Broadcasters, new Public Broadcasting Service and National Educational Television Affiliates Council to share information, avoid duplication of effort and constitute over-all program council. Each board would maintain separate identity for its group's internal operations, but would combine for matters pertaining to all three organizations. Outlook on vote is uncertain, but several members of boards in question favor proposal.

# Confidence.

## We're proud to have earned it.

We at WJXT are gratified and proud of Greater Jacksonville's vote of confidence in our news programming. Our early news, 6 to 7 p.m., Monday through Friday, now attracts *82% of the total news audience.\** WJXT is the primary news source in the Greater Jacksonville market.

**WJXT**  
TELEVISION  
KEY TO THE FLORIDA MARKET

There is plenty of room for commiseration at NAB convention this year. During past year broadcasters have been plagued by advertising bans, ownership limitations, program controls, news criticism and much more. See . . .

## Together again after a dark year . . . 27

NAB, NBC, ABC, other broadcasters inveigh against proposal advanced by Action for Children's Television that would require stations to set aside 14 hours weekly for 'children's' programming, limit commercials. See . . .

## No support for adless kid shows . . . 48

At hearings of Senate Communications Subcommittee, Corp. for Public Broadcasting officials support President Nixon's proposal to provide three years of funding for CPB but deplore lack of plan for permanent financing. See . . .

## When will CPB find annual backing? . . . 62

WKEF(TV) Dayton, Ohio, in new attempt to regain ABC affiliation, again goes to court to try to restore pre-1969 affiliation situation in city. Station says it has evidence of 'skulduggery' on part of network. See . . .

## Dayton U again tries for ABC's hand . . . 64

*Modus vivendi* is reached in Atlanta as black groups succeed in getting 22 of 28 stations to sign policy statements pledging non-discrimination hiring, and renewed efforts to determine needs of black community. See . . .

## Rapprochement in Atlanta renewals . . . 66

Agreements with three television networks, 73 motion-picture producers and unions supplying craft labor are announced by Justice Department, which hopes they will help abolish discrimination. See . . .

## L.A. seeking balance in minority hiring . . . 72

In surprising, preliminary vote last week, FCC—in action that would rankle Congress if upheld—rejects proposal to open portion of UHF spectrum to land-mobile operators as means of easing their crowding problem. See . . .

## Set-back for land-mobile users . . . 82

Network-TV's negotiations with music-license groups become even more confused as NBC-TV seeks license from ASCAP to use only fraction of music in its library, explaining its use of ASCAP music has steadily declined. See . . .

## New twist on music pacts . . . 86

Networks agonize over ramifications of FCC proposals to break up multiple broadcast holdings and limit affiliates to three hours of prime-time programming. Most of guessing centers over which half-hour to give up. See . . .

## Networks ponder new FCC plans . . . 102

Here's how the television networks have their line-ups set for the second quarter of 1970. It's a complete listing of sponsors and times plus each network's specials during the April-June period. See . . .

## TV network showsheets: 2d-quarter . . . 112

### Departments

AT DEADLINE .....	9	OPEN MIKE .....	18
BROADCAST ADVERTISING .....	48	PROGRAMING .....	86
CHANGING FORMATS .....	98	TELESTATUS .....	112
CHANGING HANDS .....	78	WEEK'S HEADLINERS .....	10
CLOSED CIRCUIT .....	5	WEEK'S PROFILE .....	135
DATEBOOK .....	14		
EDITORIALS .....	136		
EQUIPMENT & ENGINEERING ....	82		
FATES & FORTUNES .....	118		
FOCUS ON FINANCE .....	58		
FOR THE RECORD .....	127		
LEAD STORY .....	27		
THE MEDIA .....	62		
MONDAY MEMO .....	24		



### Broadcasting

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OFFERS A COMPLETE SERVICE OF

**TAILORED COMMERCIALS AND  
TAILORED LOGOS MADE EXCLUSIVELY  
FOR LOCAL AND REGIONAL USE**

Fully animated, full color, sound-on-film commercials for all types of clients and campaigns, exactly the way you want it, when you want it, at a price you can afford . . .

25 STATIONS HAVE PURCHASED COMMERCIALSKOPE IN OUR FIRST 90 DAYS . . . now you can be the first to offer Commercial-skope service to advertisers in your area.

**Exclusive rights to COMMERCIALSKOPE**

for your market will guarantee increased local sales for you. Even selling the service is easy . . . your station sales personnel present the service on Technicolor film cartridges to the prospective client in his own office.

Stop in at our **hospitality suite 1722-24 at the Conrad Hilton** and see Commercialskope shown on the actual Technicolor equipment your sales personnel will be using to sell the service to local clients.

If you can't see us at the Convention, write, wire or phone . . .

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*While at the convention, make sure you* SEE THE MAN FROM **MARK CENTURY**



**CONRAD HILTON  
SUITE 1722-24**

A Division of The Music Makers Group, Incorporated 



## FCC seeks court review on 'indecent' ruling

It's up to station whether \$100 or principle is worth appeal

FCC Friday (April 3) threw down gauntlet, nearly pleading for first-time opportunity to test in court its views on allegedly indecent programming. Question now is whether station involved in case will pick it up and seek judicial appeal. As of late Friday, station's attorney had not yet consulted his client.

Commission gave noncommercial WUHY-FM Philadelphia notice of apparent liability of \$100 for what it called "indecent" programming on station's *Cycle II* series. Program cited was aired Jan. 4 and featured recorded interview with Jerry Garcia, leader of California acid-rock group, and live comments by personality known as "Crazy Max." Commission said that during Mr. Garcia's wide-ranging interview he used "various patently offensive words as adjectives, introductory expletives, and as substitutes for 'et cetera.'" None of alleged offensive words was reproduced in its public notice.

Commission action was mixed—Commissioners Robert T. Bartley, Robert E. Lee and Robert Wells were in majority. Chairman Dean Burch concurred, Commissioner Kenneth A. Cox concurred and dissented in part; both issued statements unavailable late Friday. Commissioner Nicholas Johnson dissented—and his statement was available. "I believe no governmental agency can punish for the content of speech by invoking statutory prohibitions which are so broad, sweeping, vague, and potentially all-encompassing that no man can foretell when, why, or with what force the commission will strike," Commissioner Johnson said.

Since Chairman Burch's appearance before Senate subcommittee last December (BROADCASTING, Dec. 8, 1969), it was evident that commission would find test case on obscenity issue. At that time, Chairman Burch stressed need for guidelines to aid broadcasters in avoiding obscenity. Commission's one-year renewal of KRAB(FM) Seattle in February wasn't test case Chairman Burch had in mind (BROADCASTING, Feb. 23). Apparently, WUHY-FM was.

Commission said issue here is whether station can present taped interview or talk shows where "patently offensive" expressions are used on air. But it took particular pains to note that "if it has the authority," then it has "a duty to act to prevent" widespread use of such expressions because "the speech involved has no redeeming social value,

and is patently offensive by contemporary community standards."

These two criteria are evidently what commission will use in determining whether programming is indecent or not. (Question of obscenity, with respect to WUHY-FM, was apparently avoided. Commission noted that program involved did not have "dominant appeal to prurience or sexual matters.") And it emphasized that term, "indecent," should be applicable in broadcasting field. Commission pointed out that distinctions should be made between radio and other media—that is, deliberate act to buy and read books. "No one could ever know, in home or car listening, when he or his children could encounter what he would regard as the most vile expressions serving no purpose but to shock, to pander to sensationalism," commission said.

But commission carefully—and repeatedly—noted that "there is no judicial and administrative precedent for the case, and that the matter is one of 'first impression' and can only be definitely settled by the courts." It further said that, although no question of revocation or license denial is involved in this case, forfeitures were required because if it were to forego fine, "we would prevent any review of our action and in this sensitive field we have always sought to insure such reviewability." Commission said it would welcome review by courts, "since that would be only way the pertinent standards could be definitely determined."

Commissioner Johnson claimed that commission was "abdicating" its re-

## NABET-NBC accord

Strike at NBC was averted narrowly last Friday (April 3) after National Association of Broadcast Employees and Technicians called off its nationwide strike set for 6 p.m. EST.

Approximately one hour before strike deadline NBC issued statement that agreement had been reached with NABET on new three-year agreement, subject to ratification by union membership. No details of the proposed contract were disclosed.

NBC and NABET negotiators had been meeting in San Diego for three weeks to frame new pact to replace one that expired last Tuesday (March 31).

sponsibilities to appellate courts. "It is our responsibility to adopt precise and clear guidelines for the broadcasting industry to follow in this murky area, if we are to wade into it at all—the wisdom of which I seriously question."

Spokesman for Kreiger and Jorgenson, Washington attorneys for WUHY-FM, said he had not yet contacted Eastern Education Radio, licensee of station, regarding commission order. But, when asked whether or not there was likelihood that station would seek judicial review, he said: "What's a \$100 in a matter of principle?"

## Break on subpoenas

Federal judge ruled Friday (April 3) that *New York Times* reporter Earl Caldwell must appear before jury investigating Black Panthers, but that Mr. Caldwell will not have to reveal "confidential associations" unless government can prove that national interest requires such disclosures.

Federal Judge Alfonzo Zirpoli made ruling after hearing in San Francisco. Hearing was on motion to dismiss two government subpoenas against Mr. Caldwell. One of subpoenas was withdrawn; it would have required reporter to produce notes and tapes of interviews with Panther leaders.

CBS, *Newsweek* and the Associated Press filed in support of motion to quash subpoenas. CBS said impairment of relations between reporters and sources through use of such subpoenas cannot be justified. Affidavits were filed by CBS and its newsmen Walter Cronkite, Eric Sevareid, Mike Wallace, Dan Rather and Marvin Kalb.

## WNHC-AM-FM sold

First of planned spin-offs brought on by \$110-million purchase of Triangle Publications stations by Capital Cities Broadcasting Corp., New York, was announced Friday (April 3) by Capcities President Thomas S. Murphy. Stations sold, subject to FCC approval, were WNHC-AM-FM New Haven, Conn.

AM was sold to Westerly Broadcasting Co., WERI-AM-FM Westerly, R. I., for \$850,000. FM went to Robert Herpe, present general manager, for \$125,000. Principals in Westerly are Natale Urso, president, and Carl Grande, general manager of WERI stations. Both stations were sold for 29% cash, with balance due over eight years at prevailing prime-interest rate—terms identical to those incurred by Capcities in its Triangle acquisitions.

WNHC(AM) is full time on 1340 kc, with 1 kw daytime, 250 w night; WNHC-



Mr. Simko



Mr. Moore



Mr. Gitlitz



Mr. Klein

**George Simko**, VP, manager of media at Benton & Bowles, New York, assumes additional responsibility for agency's programing department with appointment as associate director of media management. In other B&B changes **Michael D. Moore**, appointed director of media and programing services, **Fred Bartholomew**, program manager and **Philip Guarascio**, associate media director. Mr. Moore was VP, associate media director; Mr. Bartholomew was associate program director, and Mr. Guarascio was assistant media director.

**Jonah Gitlitz**, VP for public affairs, American Advertising Federation, Wash-

ington, named to newly created position of executive VP. At one time staff writer for *BROADCASTING Magazine* in Washington, Mr. Gitlitz later served as director of PR and advertising for Adam Young, New York-based radio and TV representatives, and manager of National Association of Broadcasters Code Authority's Washington office before joining AAF in 1968.

**Irving Klein**, VP-administration since 1965, and executive assistant to president, Independent Television Corp. named executive VP of ITC, production and distribution arm of Associated Television (ATV) of London.

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

FM is on 99.1 mc with 10 kw and antenna height of 950 feet above average terrain.

Mr. Murphy said Friday that negotiations for other AM-FM spin-offs from record \$110-million deal (*BROADCASTING*, Feb. 16) are proceeding "in orderly fashion."

### Humphrey's TV viewpoint

Call for all elements of broadcast advertising and media to form consortium that would explore function of communication in free society was made in Chicago Friday (April 3) by former Vice President Hubert H. Humphrey in talk before Broadcast Advertising Club here.

Keynote speaker at annual BAC symposium on eve of National Association of Broadcasters convention (see page 27), Mr. Humphrey told 600 BAC participants that to help meet grave crises of society three areas of air time should be removed from regular commercial structure: (1) political-campaign programing; (2) enlarged access for party out of power to report to people, and (3) network news shows.

"Television has become—and will increasingly be—too potent a weapon in the hands of an incumbent President and Vice President," Mr. Humphrey

said. He felt news too important to be forced into format of ratings competition and said elimination of news sponsorship would remove this stricture.

Mr. Humphrey also noted sponsors pack tremendous creative talents into minute commercials. He urged them to use spots to educate on subjects such as drug abuse and pollution. "Without doubt, television is the most socially decisive invention since the wheel," he said, "but time and man will ultimately determine whether this is a beneficent or a destructive force in our society."

### New measurement rules

FCC announced Friday (April 3) it will require TV stations to use new method for establishing location of grade A and B field-strength contours. Commission said method will be of special advantage to most UHF stations, which use "beam tilt" technique to provide more uniform signal.

New rules include new definitions for electrical and mechanical beam tilt and extend present definition of effective radiated power to include reference to maximum radiation in any direction.

They also provide for consideration of vertical radiation pattern of transmitting antennas and mechanically tilted antennas system.

### Where Burch, Wells stand

FCC Chairman Dean Burch issued statement Friday (April 3) that provides long-awaited clarification of his position on multiple ownership: He opposes restrictions on common ownership of radio-TV stations in same market, but he supports further consideration of jointly owned VHF stations and daily newspapers in same market—which he regards as "clearly" most important media-ownership question.

Chairman's statement was part of package made public Friday: It included commission report on adoption of one-to-customer rule (which chairman opposed), and notice of proposed rulemaking that would require divestiture of commonly owned newspapers and broadcast stations in market (which he supported). Actions were taken late last month (*BROADCASTING*, March 30).

In his comments, Chairman Burch said he thought commission had barked up wrong tree in worrying about AM-FM-TV combinations. "Where there are only a few aural services, this may be a significant issue," he said. ". . . But in the great majority of cases, it is not a pressing issue. . . . There is a plethora of aural services in all significant markets. Thus, while separating TV from AM or FM might make a significant contribution in a few cases, it is clearly far from the heart of the problem."

Chairman said common ownership of VHF's and daily newspapers is "the guts of the matter," because there are only few of each, and because most people get their news information from these sources. He said he has open mind on whether such combinations are harmful, but feels that subject must be further explored.

In other statements, Commissioner Robert Wells attacked both new rules and proposed ones as unwarranted tinkering with structure of industry.

Commission, in adopting one-to-customer rules, provided less restrictive standards for determining banned-service overlap than it had proposed.

In its further notice of rulemaking, commission indicated it is considering breaking up AM-FM combinations as well as others. It asked for comment on whether it should bar such cross-ownership unless parties could show that for economic or technical reasons stations could not be sold separately.

Commission also made it clear it was concerned about arguments that have been made as to economic dislocation that would result from divestiture plan. It asked for "quantitative information on cost savings and the effects of loss of such savings" that would result if broadcast, or broadcast-newspaper combinations were broken up, as well as other related questions.

# **WOR/AM's Rambling with Gambling**

Radio's Largest Audience

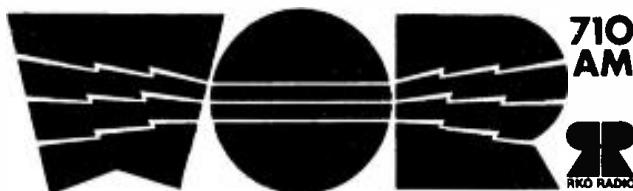
## **Outdraws Johnny Carson Tonight Show NBC TV Merv Griffin Show CBS TV**

Here are the facts in the New York Market

Adults 18+

Rambling with Gambling	6:00 a.m.-10:00 a.m. Mon.-Fri.	667,800*
Johnny Carson	11:30 p.m.- 1:00 a.m. Mon.-Fri.	618,000**
Merv Griffin	11:30 p.m.- 1:00 a.m. Mon.-Fri.	386,900**

Sources: \*New York Radio October/November 1969 ARB \*\*New York TV November 1969 ARB • Total Survey Area—Av. ¼ hr.  
Audience measurement data are estimates only and are subject to the qualifications set forth by the indicated service.



# Our family is getting bigger



Fabulous Sixties



George of the Jungle



Prime I Movies



Ben Casey



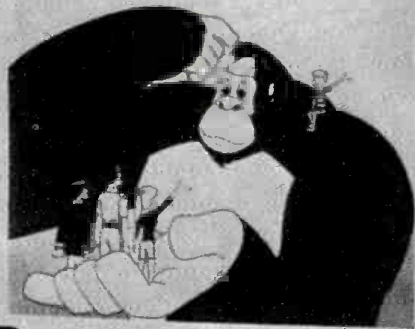
Invaders



N.Y.P.D.



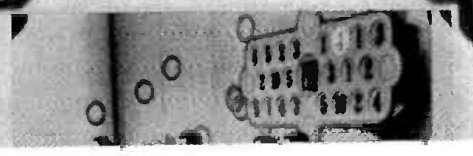
Lincoln's Last Day



King Kong



Beauty and The Beast



# all the time.



Rosey Grier



Girl Talk



Combat



Africa



Anniversary Game



Casper Cartoons



One Man Show



Beany and Cecil



Murl Deusing Safari

Meet two of the family. Betsy Palmer and Rosey Grier will be with us at the NAB Convention. Suite 1100, Conrad Hilton Hotel.

abc **ABC**  
**FILMS**

# M&H

## HI THERE!

### Statistics Lovers

*Our business involves for the most part the use of qualitative research to help stations become number one in their market, or at least improve their position significantly. However, there are those who like statistics, so here are a few about us, since it's our eighth Birthday.*

*Over the past eight years, we have—*

- Had 50 clients. . . .
- In 37 markets. . . .
- 33 in the U.S., 4 foreign
- 90% of our current clients have been with us an average of 4 years.
- Five clients are beginning their 9th year with us.

*The average for all clients over the 8 years is 2.6 years, (that's like having 2.3 children.) Over one and a half million dollars has been spent on depth, or qualitative research, exclusive of our fees.*

*We believe that the fact that we have worked with so many of our clients year in and year out proves the value of a continuing consultant relationship, on an annual renewable basis.*

*If you would like to know in more detail how we can help you with your problems, just call for a no obligation presentation. There's a lot more to this business than statistics.*

# M&H

**McHUGH AND HOFFMAN, INC.**

*Television & Advertising Consultants*

430 N. Woodward Avenue  
Birmingham, Mich. 48011  
Area Code 313  
644-9200

## Datebook®

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

■Indicates first or revised listing.

April 5-9—Annual convention of *National Association of Broadcasters* and Broadcast Engineering Conference. Conrad Hilton hotel, Chicago.

April 6—Communications workshop, sponsored by *U.S. Department of Housing and Urban Development* and officials of *National Association of Housing and Redevelopment*. Department of Housing and Urban Development, Fort Worth.

April 6-8—Third communication satellite systems conference, sponsored by *American Institute of Aeronautics and Astronautics*. The sessions will cover, among other things, European projects, Canadian domestic systems, U. S. domestic systems, digital communications, and advanced satellite concepts and experiments. International hotel, Los Angeles.

■April 7-11—Journalism week at *University of West Virginia*. Speakers will include Derick Daniels, executive editor of *Detroit Free Press*, and Liz Carpenter, former news secretary to Mrs. Lyndon Johnson. Ed Rabel, CBS News correspondent, will address final session. Morgantown.

■April 8—Dinner meeting of *Chicago chapter of American Women in Radio and Television*. Paul L. Klein, VP-audience measurement, NBC, will speak on "The Top 20 TV Myths." Churchill restaurant, Chicago.

April 9—Annual stockholders meeting, *Atco Corp. Rancho Bernardo Inn, San Diego*.

April 9—Los Angeles Advertising Women 24th annual Lulu awards banquet. Annual achievement awards competition. Crystal Room, Beverly Hills hotel, Beverly Hills.

April 9—Semi-annual meeting of national awards committee of *The National Academy of Television Arts and Sciences*. Beverly Wilkshire hotel, Beverly Hills, Calif.

### Television Bureau of Advertising regional sales clinics

April 14—Holiday Inn Downtown, Oklahoma City

April 16—Sheraton Astro World, Houston

April 20—Century Plaza, Los Angeles

April 20—Riviera Motor hotel, Atlanta

April 22—Jack Tar, San Francisco

April 22—Sam Peck motor motel, Little Rock, Ark.

April 22—Mayflower hotel, Jacksonville, Fla.

April 24—Washington Plaza hotel, Seattle

April 24—Royal Orleans, New Orleans

April 24—Red Carpet inn, Charlotte, N. C.

April 30—Washington Hilton, Washington

May 7—Marriott motel, Boston

May 12—Midtown Tower hotel, Rochester, N. Y.

May 12—New Tower, Omaha, Neb.

May 14—Downtowner motor inn, Denver

May 14—Howard Johnson New Center, Detroit

May 19—Cheshire Inn, St. Louis

May 21—Imperial House South, Dayton, Ohio

May 26—Site to be announced, Minneapolis-St. Paul

May 28—Merchants & Manufacturers club, Chicago

### Radio Advertising Bureau's regional sales clinics

April 20—Denver Hilton, Denver.

April 22—Hilton Inn, Seattle.

April 24—Hilton hotel, San Francisco.

May 12—Sheraton Motor Inn (Bloomington), Minneapolis.

May 13—Sheraton O'Hare, Chicago.

May 15—Hilton Inn, Kansas City, Mo.

June 9—Sheraton hotel, Philadelphia.

June 10—Sheraton hotel, Rochester, N. Y.

June 11—Sheraton-Boston, Boston.

April 10-11—Region 4 conference of *Sigma Delta Chi*. University of West Virginia, Morgantown.

April 10-11—Semi-annual meeting of Board of Trustees of *The National Academy of Television Arts and Sciences*. Beverly Wilkshire hotel, Beverly Hills, Calif.

April 10-12—Region 9 conference of *Sigma Delta Chi*. Denver.

April 10-20—Japan Electronics Show, sponsored by *Electronic Industries Association of Japan*. Features equipment exhibits from many nations. International Trade Center, Harumi pavilions 1-3, Tokyo.

April 10-12—Annual convention of the *Canadian Association of Broadcasters*. Ottawa.

April 11—Annual seminar for college women in fields of broadcasting, public relations and advertising sponsored by *American Women in Radio and Television*. American Association of University Women's national headquarters. Washington.

April 11—Meeting of Indiana AP Radio-TV Association, Culver Military Academy, Plymouth, Ind.

April 11—Annual awards meeting and banquet, *Georgia AP Broadcasters Association*. Atlanta Marriott.

April 11—Region 10 conference of *Sigma Delta Chi*. Portland, Ore.

April 13—Deadline for filing comments on FCC's primer on ascertainment of community needs.

April 13—*Florida Association of Broadcasters* and *U. of Florida school of journalism* sponsor annual broadcast day. U. of Florida, Gainesville.

■April 13-14—Spring meeting, *North Central Community Antenna Television Association*. Northstar inn, Minneapolis.

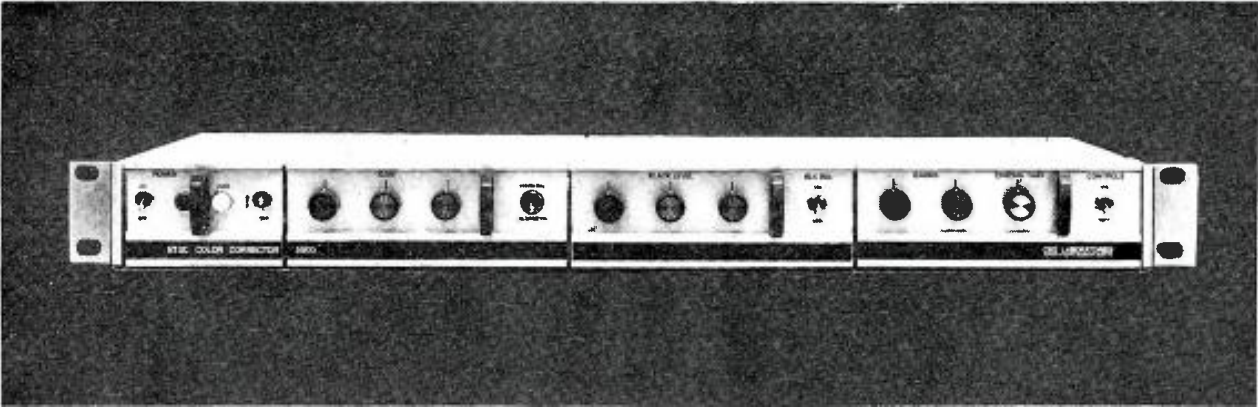
April 14—Public hearing of the *Canadian Radio-Television Commission* to consider proposed rules on advertising and Canadian content, the license renewals of the CTV television network and its affiliates, and the license renewals of the Canadian Broadcasting Corp.'s radio and television networks and its owned-and-operated stations. Skyline hotel, Ottawa.

April 15—Annual Congressional gold-medal presentation-reception sponsored by *Pennsylvania Association of Broadcasters*. Mayflower hotel, Washington.

■April 15—Annual stockholders meeting, *General Telephone & Electronics Corp.* Curtis Hixon Convention Hall, Tampa, Fla.

■April 15—Annual stockholders meeting, *CBS Inc.* Insurance Securities Inc. Building, San Francisco.

■April 15-17—Meeting, *Kentucky CATV Association*. Richmond, Ky.



The CBS Laboratories' NTSC Color Corrector is an entirely new on-line device. It enables the broadcaster, for the first time, to transmit consistent color values from a variety of encoded signal sources. Program material from cameras, tapes and film with wide ranging color values can be transmitted in sequence without colorimetry shifts from one segment to the next.

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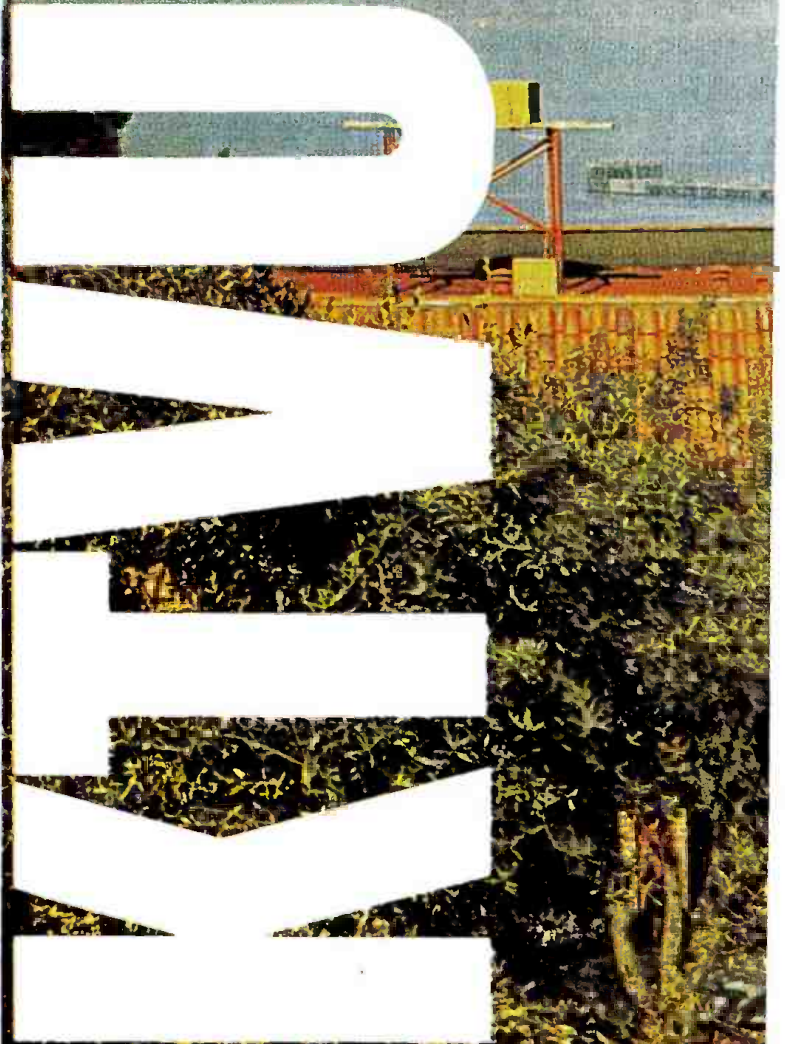
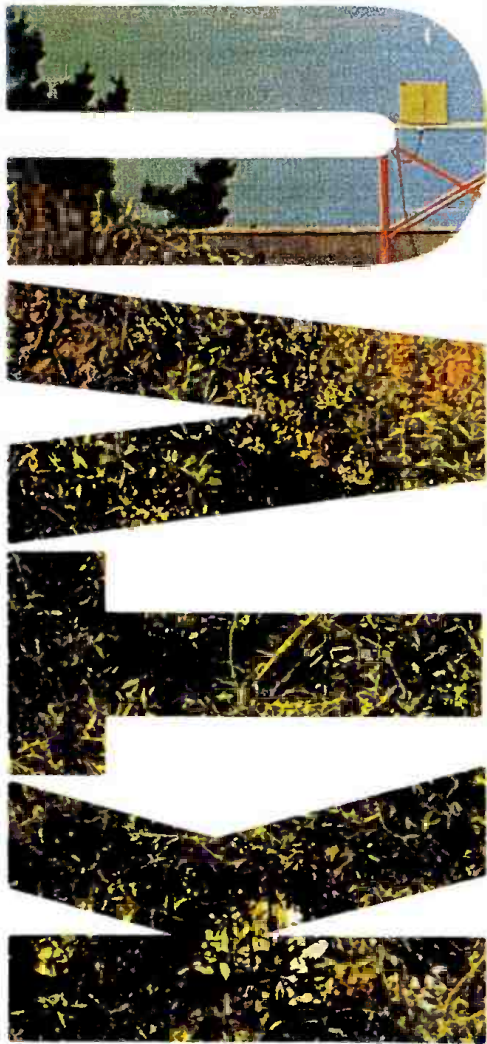
Now color balance can be adjusted after encoding. For the first time final matching of various signal sources at a single location.

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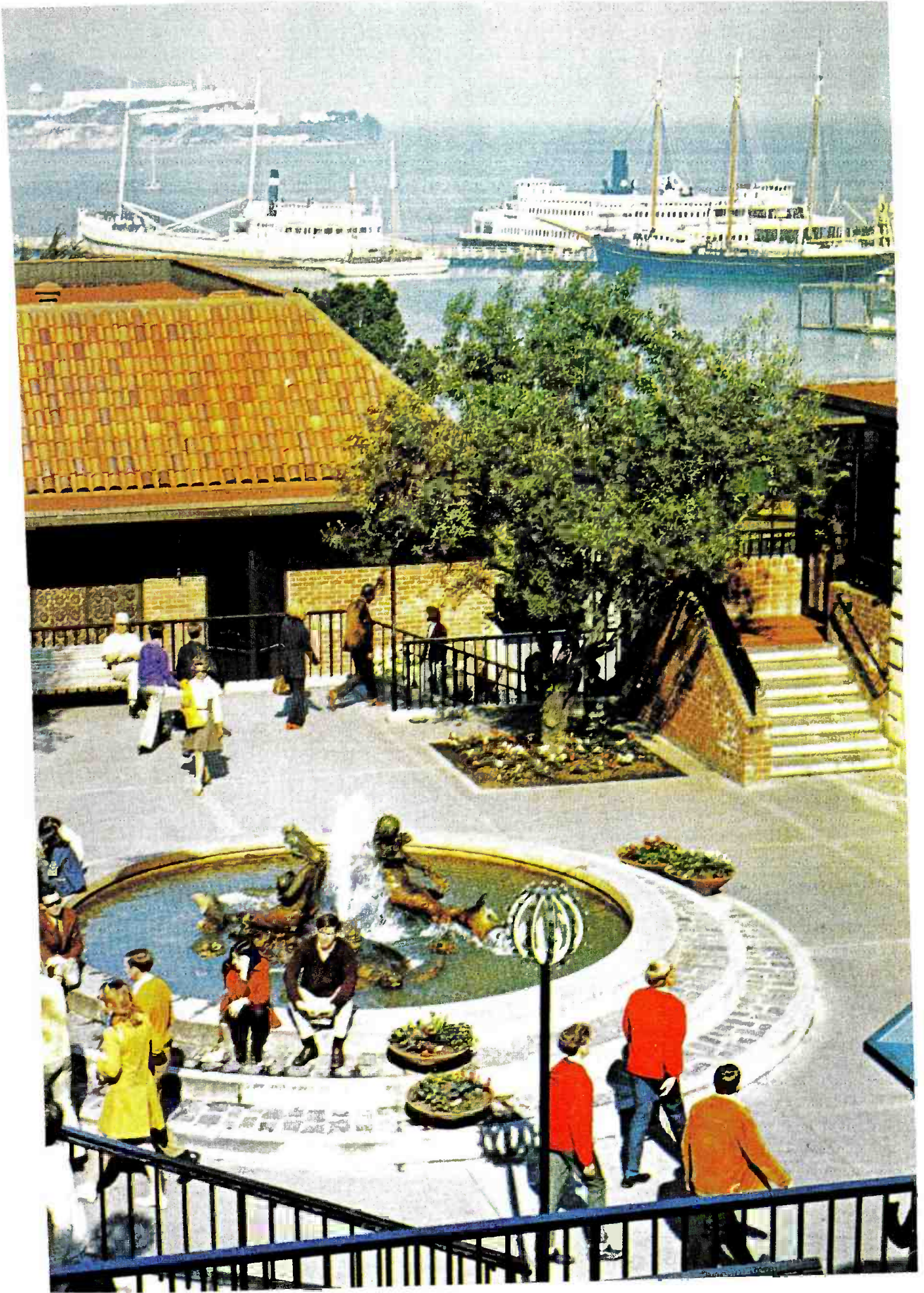
## KTVU Television

 A Communications Service of Cox Broadcasting Corporation

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Your Blair Man Knows . . .

**TONS AND DOLLARS!** The Hanna Coal Company, a division of the Pittsburgh-based Consolidation Coal Company, announced a new, multi-million dollar underground mine starting production in March in nearby Cadiz, Ohio. The new five-plus million dollar Oak Park Mine facility made history as the laser beam guided mechanical "mole" dug in to drill a 14 foot slope 1750 feet long, a job that normally takes 8 or 9 months, promises to be completed in just one short month. When in full production, Oak Park Mine will produce 1½ million tons of coal a year and will employ 160 men with an annual payroll of 1½ million dollars. Exciting? Yes, particularly when added to other new mines and thousands of new jobs created for our miners in just the last couple years. Dollars and tons deliver people and payrolls and more action in the lucrative upper Ohio River Valley area dominated by WTRF-TV in Wheeling. Is WTRF-TV's Wheeling-Steubenville audience getting your message?

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Advertisement

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### 'Monday Memo' response

EDITOR: I want to thank you for the opportunity to author the "Monday Memo" (BROADCASTING, March 9). I can't begin to tell you of the very enthusiastic response the article garnered . . . at least on this end. I've heard from old cronies from California to New York. And I'm gloating and enjoying every bit of it.—*Robert L. Meyer, president, R. L. Meyer Advertising & Promotions Inc., Milwaukee.*

### Rebuttal from McGannon

EDITOR: The mail strike in New York substantially delayed receipt of BROADCASTING's March 23 issue and hence it was not until late last week that I had a chance to read your editorial, "Declaration of Dependence."

First, let me thank you for your generous opening comments.

However, I'm puzzled and concerned by your subsequent reactions. My puzzlement comes from the fact that since you were at the FCC hearing and copies of my statement were distributed, many of the issues you raised were covered in that material. In response to the chairman's questions, I expressly indicated that I don't seek any official action or rulemaking from the FCC in this matter. This was also mentioned in the statement issued. Your reference of "inviting the government to assume a larger role in shaping the commercial and programing policies of television" was factually without basis.

My concern springs from the fact that your editorial tends to generalize, particularly with reference to "similar schemes coming from all kinds of yearners for simple solutions during the past 20 years." I don't know who those people were or what they were yearning for. I have been a part of the media for several years, and if I am a yearner it is only for a more vital and dynamic system than we have at the present time, and I don't view the solutions as being simple.

It has long been the opinion of many that BROADCASTING is a magazine of substantial and singular influence within the industry. It is not beset by the intense competition among the networks and a diffusion of circumstances and interests of the stations. I would think that BROADCASTING's editorial judgment on the well-being of television would consist of one of two alternatives: (1) that everything is fine in television and the industry should continue to operate in the fashion in which it has over the past several years, irrespective of such problems as piggyback

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

**Broadcasting**  
THE AUTHORITY OF TELEVISION AND RADIO  
**TELEVISION**

*Executive and publication headquarters*  
BROADCASTING-TELECASTING building,  
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BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast 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.

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**There is no  
formula  
for success,  
only  
ingredients...**



**CINEDEX**  
A Basic Television Film  
Source & System  
1700 Film Productions  
& 50 Half Hour  
Programs

**UNTAMED WORLD**  
52 Half Hours In Color  
From the Producers  
of The National  
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**TRUTH OR CONSEQUENCES**  
TV's Most Successful First-Run  
Syndicated Program  
Five Half-Hours Weekly



**MY FAVORITE  
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Fantastic Frontrunner  
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RONA BARRETT  
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TV's Mushrooming  
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Program  
Five First-Run  
60-Minute Programs  
a Week

**Join us at Hospitality Suite 1600 Conrad Hilton at the NAB**



**METROMEDIA  
PROGRAM  
SALES**

### The IVC-300 sets the pace

Here's the smoothest price/performance package on the broadcast circuit. It's a three Plumbicon\* color camera that's designed for both remote and studio use. It delivers the ultimate in sensitivity and picture quality and shows the way to competitive cameras costing half again as much.

The IVC-300 opens new approaches to programming and production flexibility. For example you can take a long shot with our new 18:1 zoom lens. Or lower your handicap with a minicable that is one-half the size of ordinary cable and weighs only 16 lbs. per hundred feet. Built-in cable compensation means you can go all the way with cable runs up to 2,000 feet. A new master gain control that multiplies the IVC-300's sensitivity in graduated steps of 3dB delivers excellent pictures at light levels down to 40 foot candles. The IVC-300 comes on as the lightest, most portable studio and remote camera in the business, weighs only 72 lbs. An absolutely unbeatable combination recognized by more and more broadcasters.

A companion film chain camera—the IVC-230—is also proving itself a winner, produces pictures comparable to higher priced cameras at substantially lower cost.

IVC has been making the tour as a company for just four years and for the last two years has served the broadcast industry with color cameras. Proof of our winning ways are the more than 60 multiple and single camera broadcast installations IVC has completed in those two years.

### The IVC-900 increases the lead

From the leader in 1-inch color VTR's . . . comes a recorder that talks the language of the broadcaster . . . the IVC-900. The new IVC-900 color videotape recorder meets all applicable FCC and EIA specifications for monochrome and color broadcast. Put it on the air with assurance that color picture quality will be outstanding—comparable to pictures from quad recorders costing three to five times as much to buy and more than five times as much to operate.

The IVC-900 records and plays back for 3¼ hours on a standard 12½" NAB reel. It offers IVC's unique Instant Video Confidence, an amazing feature that plays back your recording on a monitor as it is being recorded, always assuring a perfect copy.

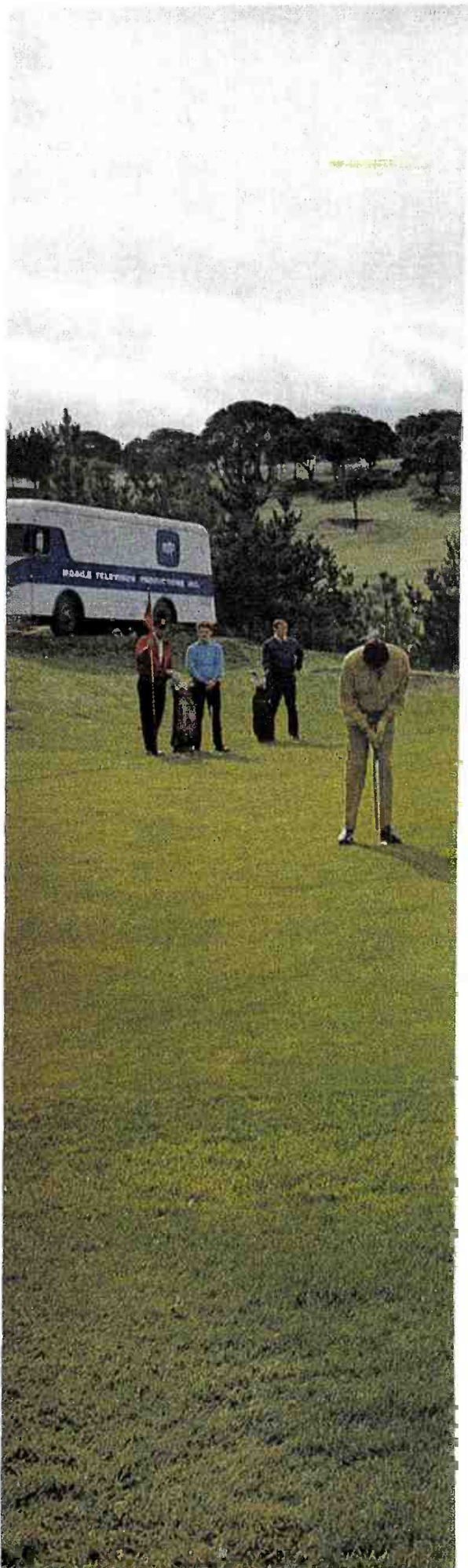
Clean, sharp assemble and insert editing, built-in dropout compensator and processing amplifier are part of the package. Head replacement cost and frequency of replacement are reduced as much as 90% with a head life guarantee of at least 1,000 hours. Color or monochrome tapes are interchangeable with *all* other recorders using the IVC format.

Network and major market broadcasters will find the IVC-900 invaluable for delay recording, dubbing, back up and significant savings in storage of program material. The IVC-900 is a first line recorder for smaller and medium sized stations. Stations of all sizes will find the IVC-900 useful for preproduction screening.

That's the IVC scorecard. IVC camera and recorder economics make sense. You can have both an IVC-300 camera and an IVC-900 recorder for less than the price of one of the other broadcast quality cameras and be sure of delivering a top quality show. With our cameras and VTR's you can do both—drive for show and putt for dough.



**International Video Corporation**  
675 Almanor Avenue  
Sunnyvale, California 94086  
Phone (408) 738-3900



One for  
the money  
two for  
the show

Mobile Television Productions,  
San Jose, Calif. covers  
the West Coast with three  
IVC-300 color cameras



**WITI-TV**

**10 pm news  
dominance in  
Milwaukee**

41 ADI SHARE  
SUN-SAT/JAN-FEB '70 ARB  
42 METRO SHARE  
SUN-SAT/FEB-MAR '70 NSI

represented nationally by Storer Television Sales



Any audience-size data used herein is based on the sources indicated, is subject to the limitations on its accuracy inherent in the method of survey used and should be considered as an estimate.

commercial, commercialization generally, violence, public apathy etc.; or (2) that there is an opportunity for growth, movement and achievement of a higher potential than that achieved to date and BROADCASTING has specifics on how this should be accomplished.

If the first is the point of view maintained by BROADCASTING Magazine, then obviously I disagree. However, if the latter is its point of view then I would urge you to advance such views and to use its substantial base of influence to achieve those ends. I for one, and our company, would support you and your magazine enthusiastically in this connection. Your editorial points out that we have a system that is tied to a three-network relationship, that this affords little incentive for local program alternatives and that we are drifting toward a national conformity. I agree with that statement in principle. It was the public's need and desires, as I envisioned them over the next 10 years, and the potential of the medium and not criticism of the past that triggered my suggestion. The vehicle was an obvious one although you disagree with the composition of such a task force. It was my point of view that this group ought to be as wide and diversified as the medium and representative of all of the audiences it serves and to use all of the resources available to us as a society. Finally, I would not view the development of ambitious goals and objectives, creatively and voluntarily arrived at by this medium, as being the subordination of my professional judgment. This industry or any of its elements should not resist change or a free and productive process of self-evaluation and renewal.

Washington bureaucracy is not quali-

fied or capable of reaching such creative conclusions and results. The media, assisted and stimulated by other knowledgeable sectors of our society, can fashion for broadcasters, big and small, the incentive and opportunity to realize a fulfillment of the public interest beyond that which has been achieved to date.

In light of the profound nature of this subject and the impact of your editorial, I would greatly appreciate it if you would print this message in its entirety in your next issue.—*Donald McGannon, president, Westinghouse Broadcasting Co., New York.*

(BROADCASTING agrees that "there is an opportunity for growth, movement and achievement of a higher potential than that achieved to date" and has said so repeatedly. But the achievement is more likely to come from individual efforts by broadcasters themselves than from a central committee of outsiders.)

**The message is clear**

EDITOR: Gene Payne. Pulitzer-Prize-winning cartoonist with the *Charlotte Observer*, came up this morning [March 24] with a real corker—copy enclosed. This thing really should be framed and hung in the lobby at the National Association of Broadcasters or at least in a conference room or maybe in Vince Wasilewski's [the president's] office.

All the above presupposes that you will think the cartoon is as potent as I do. If you don't, you may want to wrap it in a paper bag and send it over to our friends at the FCC, or perhaps put it in a toe sack (crocker sack, to you Yankees) and have it hung in the hallowed halls of Congress—since the broadcasting industry was so completely sacked in this deal.—*Charles H. Crutchfield, president, Jefferson Standard Broadcasting Co., Charlotte, N.C.*



"Can I say a few words about gun control?"

Remember... In taste, imagination and popularity there is only one WPAT am & fm.  
Serving greater New York.

A Capital Cities Broadcasting Station. Paterson, New Jersey. Represented by KATZ Radio.

## Right media mix is only part of retail success

Joy is what your customer feels, Mr. Retailer, when she thinks of getting something new.

Joy is not there when she buys it.

Too often shopping has turned into a grim experience. This in spite of the millions of dollars stores spend to display merchandise in a pleasing ambience and to promote it.

But the soul isn't there.

One look at any day's retail advertising will tell you that. There's little flair, less fun; and, sadly, almost no communication. And, according to more and more merchants, less and less result.

Just "going into" TV and radio will not cure the ills as some may wishfully think. These media are potent, but no panacea.

Most retail advertising breaks down into five categories: (1) sales and off-price promotions; (2) vendor-paid features; (3) item or line advertising at regular prices; (4) omnibus or catalogue pages, and (5) institutional.

Categories (1), (2), (4) and sometimes (3) are often cold-fish, untouched-by-human-hands advertising, prepared by mechanical men for mechanical men. The customer is nowhere around when the planning is done and she is slow to appear when it is time to respond.

Category (5) is the most exciting advertising to come out of most stores, including some unique things in broadcast. Yet in my view this represents a kind of corporate schizophrenia. You are one store. Why do you need two advertising approaches?

Whatever else a store is to a community it is a purveyor of goods. Customers may come to you for meetings, for dining or for donations, but more than anything else they come to you to buy.

The purpose of retail advertising is to remind customers your store is a good place to buy whatever they want. The best way to tell them is through linking your institutional story with your merchandise presentations, or vice versa—making the store come across as an enjoyable place to find the things that add to a customer's pleasure.

That is just the first step. The second is to catch the mood of your customers. Put a little joy in your message. Put a little joy in your store. Don't be

frightened when your staff smiles. It just might help sales.

To put more joy in your advertising, start by forgetting everything you've ever done before and think about change. Considering all the change inside our stores, there is hardly a breath of it in our advertising. Basically we still are using the same medium, newspapers, in the same way we did 30 years ago. And a 10% or 15% diversion of funds into broadcast, for example, isn't much of a media mix.

Who are your present customers? How can you reach them more effectively? Who are your most profitable prospects? What media will reach and attract them best?

You may have to make further store changes as well as advertising changes if the old "customer" you envisioned no longer exists. Think about this before putting down a dollar for any medium.

Every store or chain should take a close look at the media mix at least every other year. If you lack the courage or knowledge, call in an advertising agency. Let them put their experience and computers to work for you.

Call in your local TV and radio stations. They could surprise you with the depth of data they have about your prospective customers and market. You're well saturated in print, so start a broadcast dialogue even if you don't decide to buy.

We retail advertisers, when we do buy, we buy space and we buy time. Pure, white space. Blank, clear time. Oh, how we mess it up once it's ours.

We put the same old dirty gray dullness in our newspaper ads, the same

mechanically imperious statements in radio-TV and we've scarcely said anything new in magazines since I can remember.

How can we change this? Start with newspapers, the medium most retailers feel at home in. Experiment a little. Fill that paper with visual surprises. Fill it with delightful provocation to read. Be electronic. Use pictures in action. Motion. Emotion. Color. Wring all the color out of black-and-white. Make copy talky, more human, credible.

What about magazines? There are some excellent local magazines and regional editions of national magazines, plus special audience magazines. They may be fine pinpoint buys. When you use them be sure you groove with your audience and let your merchandise show you do.

Radio reaches your prospect most anywhere today, even when she is doing something else. Try using a half-minute "show" starring what you sell. Lively, on tape. Make your characters real. Real people respond to that. They will correspond with you and they will buy from you.

Whatever media you use, broadcast or print, treat them with respect. All media are worth very little if they are used with little thought. It is better to buy less and put more into production that will make your message sing.

You offer quality merchandise. Match it with quality advertising, quality in-store service and salesmanship. Like your older media, TV and radio used properly can help you communicate the basic idea effectively—the joy of shopping.



June Thursh, advertising and sales promotion director for Treasure Island, modern shopping-center stores that make up new division of J. C. Penney Co., is both a broadcast and retail veteran, starting as women's director of WHKC(AM) (now WTVN) Columbus, Ohio, in 1940's. Subsequently she became advertising director of Lit Bros., Philadelphia, and later joined Penney to head Treasure Island promotion. She was elected woman of year at 18th Retail Advertising Conference in February.



IN WEEKLY SYNDICATION

standing one hour series  
on color videotape

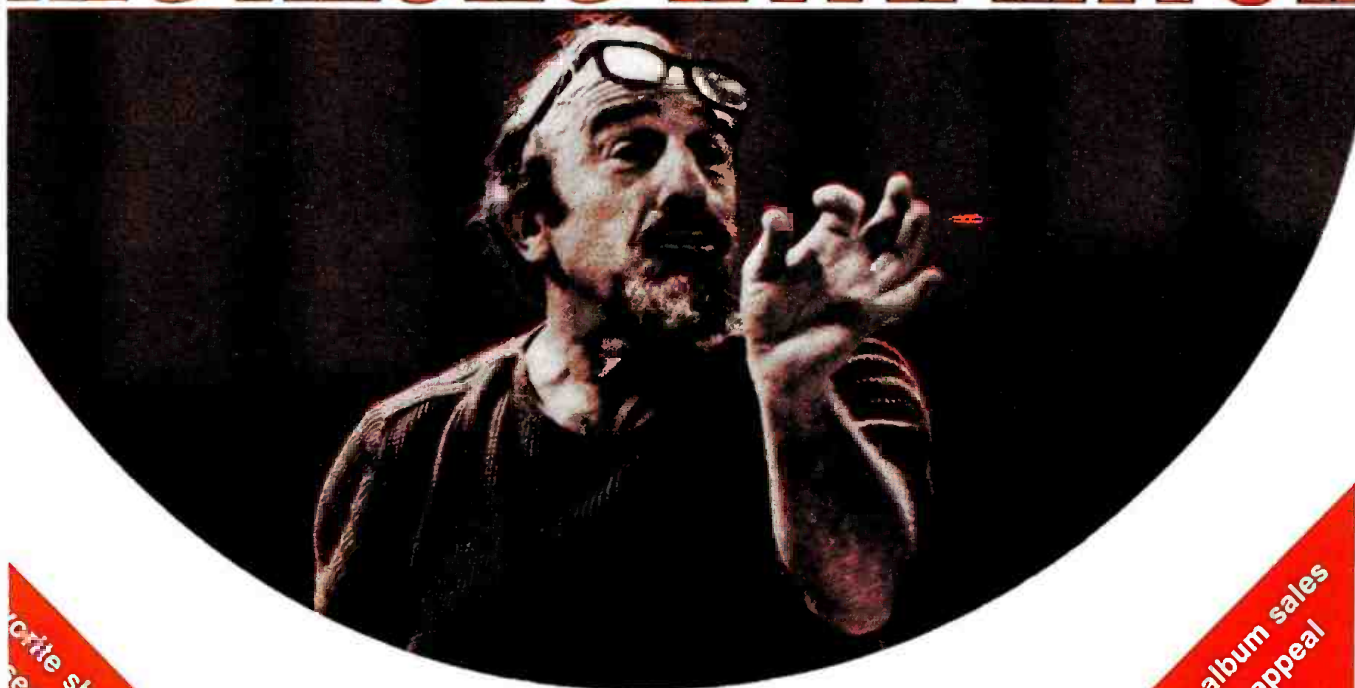
presold in each of the  
top ten markets

**N**ew Yorkers previewing  
"Sing Along With Mitch" last Christmas, delivered the time  
period to WOR-TV, posting an ARB rating of 16 and share of 35,  
equal to the two top competing network station programs combined!

**O**ut front in the number one market,  
"Sing Along With Mitch" now swings into syndication as a weekly hour. Designed as a  
programming pick-me-up for your schedule and favorite sponsors, each hour celebrates  
the American spirit through this nation's most memorable music woven into sparkling, light  
hearted, audience-pleasing productions.

**W**herever your market, join us in presenting the  
uncomparable stereo sound of Mitch Miller conducting his magnificent male chorus and or-  
chestra. Enriched by the singing of Leslie Uggams, Diana Trask, Louise O'Brien, the endearing  
children's chorus and James Starbuck's dancers, it is no wonder that all America wants to

# SING ALONG WITH MITCH



favorite shows chosen from  
several seasons of network TV

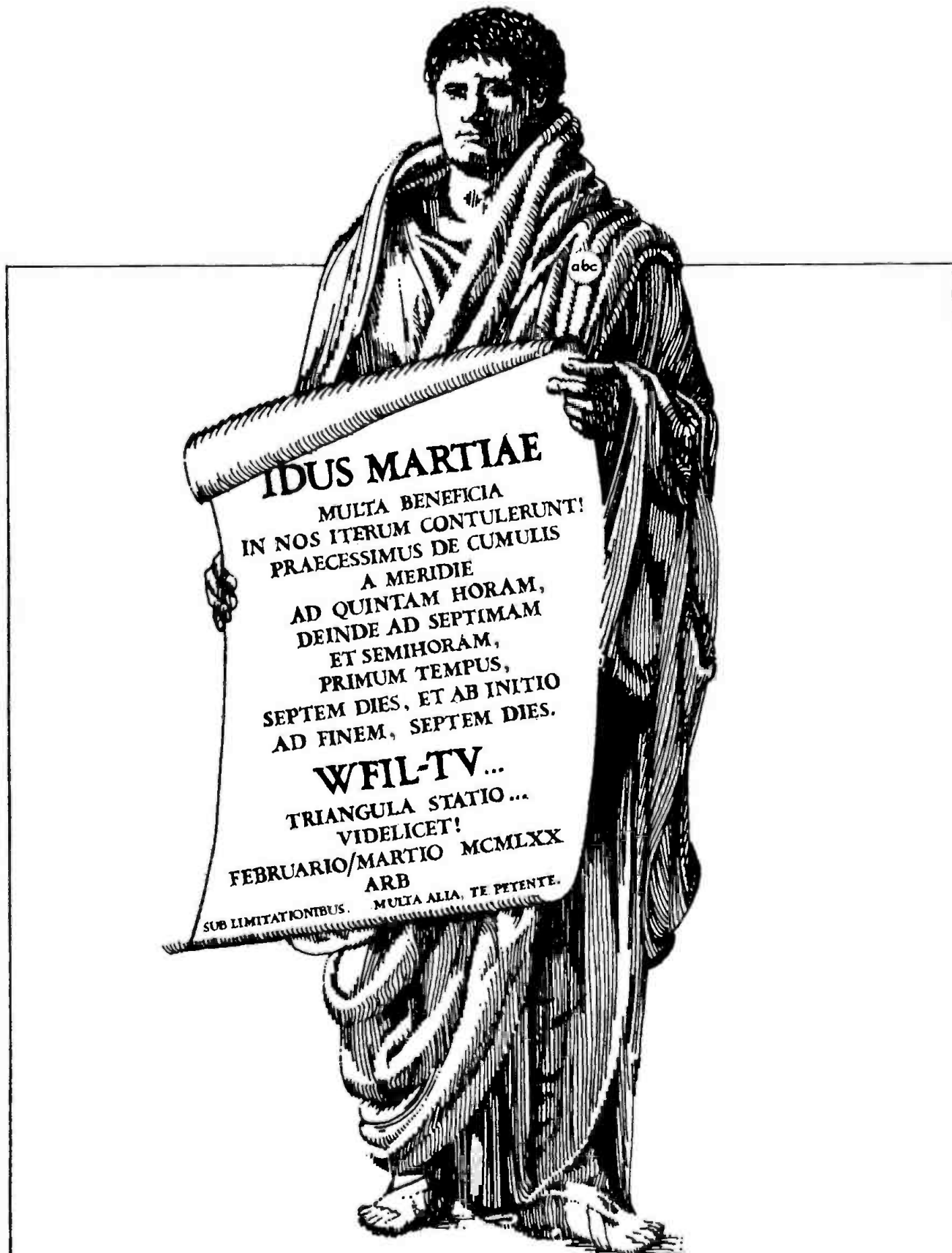
22 million record album sales  
insure pretested appeal

PRESENTED BY RKO GENERAL, INC. THROUGH

## SHOWCORPORATION

10 EAST 49 STREET, NEW YORK 10017 • (212) 421-8830

NAB HOSPITALITY SUITE: HILTON 2305A



TRANSLATION: *The Ides of March were good to us again. We were first in cume, noon to five, five to 7:30, prime time (7 days) and sign-on to sign-off (7 days). WFIL-TV... a Triangle station... of course. February|March 1970, ARB. Subject to limitations. Details on request.*

## Together again after a dark year

**Their cigarette billings doomed, freedoms shorn, crossownerships threatened, broadcasters go to convention**

In a modern variation on the Rip Van Winkle theme, suppose for a moment that a broadcaster returned from the 1969 National Association of Broadcasters' convention in Washington and settled into a long, deep sleep. Now, after 12 months he awakes—at the beginning of the 1970 NAB convention this week in Chicago. Sooner or later, his business instincts will reassert themselves and someone will have to bring him up to date on the past year. Watch his jaw drop:

A new law bans cigarette advertising from radio and television as of Jan. 2, 1971. The FCC has passed its one-to-a-customer rule and has proposed to go farther by requiring divestiture of cross-ownerships of commonly owned newspapers and broadcast stations in any market. The Supreme Court has rejected broadcasters' arguments against the fairness doctrine and has given the FCC wide authority to exercise program controls. The commission, in a modification of its "50-50" proposal,

has tentatively voted to require cut-backs in network program clearances. The Vice President of the United States—with no disavowal from the President—has launched head-on attacks against the major media. The Justice Department has issued blanket subpoenas to examine reporters' notes and film out-takes. The FCC wants to charge vastly higher filing fees. . . .

But is there no relief from the recital of misfortunes in this, the year to celebrate the golden anniversary of broadcasting? Perhaps one: The FCC has issued a policy statement saying that not every multimedia owner with a hired manager is vulnerable to the loss of license to a competing applicant that lacks other media interests and promises to integrate ownership and management. A year ago all multimedia owners were in jeopardy at renewal time as a result of the FCC's decision in the WHDH-TV Boston case.

For all its appearance of restoring the old rules to the treatment of license

renewals, the FCC's post-WHDH policy statement was not enough to fix the character of the 12-month interval between NAB conventions. The other governmental actions in that period promise to change the broadcaster's life radically.

The most immediate and tangible effect will be officially felt on Jan. 2, 1971, when \$240 million in broadcast cigarette billings will vanish into history (or, perhaps, into other media). The events leading up to this decision were as complicated and unpredictable as any that ever slithered through the halls of Congress, but the final action was emphatic and irreversible: a specific statutory ban on broadcast cigarette commercials.

Broadcasters may tend toward doomsday rhetoric on public platforms, but the prophet who could have predicted the cigarette action was nowhere to be found at NAB convention time last year. As the 1969 meeting got underway in Washington, the House Com-



Three bearers of bad news for broadcasters in the past year are pictured above (l-r). Senator Frank E. Moss, Utah Democrat and Mormon, shepherded the anticigarette legislation that wound up prohibiting broadcasters from carrying \$240 million in cigarette advertising while leaving other media—and the cigarette business—undisturbed. U.S. Supreme

Court Justice Byron White wrote the Red Lion opinion declaring that the First Amendment gives broadcasting less protection than it gives the printed press. Vice President Spiro T. Agnew began a continuing campaign of harassment against all news media that are judged to oppose the Nixon administration or its policies.

merce Committee has just scheduled its hearings on extension of the Cigarette Labeling Act of 1965. Many in Congress were still furious over the FCC's announcement of a proposed rule to ban cigarette advertising from the air; they were determined that Congress, not an "independent" agency, would decide the issue.

The House hearings were dominated by broadcast and tobacco-industry spokesmen, and the House eventually passed a bill that would have done nothing whatever to broadcast cigarette advertising. After that, it was a new ball game, as all sides prepared for a tougher fight in the Senate, where key legislators such as Senator Frank E. Moss (D-Utah) had vowed to stop the House-passed bill by any means necessary. The moves and counter-moves followed in dizzying succession:

First: In what seemed a drastic move at the time, broadcasters offered to drop all cigarette advertising voluntarily over a four-year period ending Sept. 1, 1973.

Second: When hearings opened in the Senate, cigarette manufacturers trumped the broadcasters' offer by announcing their intention to withdraw from broadcast advertising by Sept. 1,

1970, if Congress would pass a law exempting such a joint agreement from the antitrust laws. Senator Moss agreed to work for that law.

Third: The Senate Commerce Committee overruled Senator Moss and his supporters. A majority of the committee members wanted to take firmer action; many felt uneasy about using the antitrust laws for "social purposes." They proposed the flat statutory ban.

Fourth: Senator Moss and other supporters of voluntary action decided that a statutory ban, while not ideal, was preferable to the continuance of cigarette commercials on the air. The Senate agreed and passed the bill overwhelmingly.

Fifth: The House got back a cigarette bill that had nothing to do with the one it had originally passed. However, the situation had changed so drastically by then that agreement between the two houses was a foregone conclusion. The bill finally cleared Congress in March 1970.

Sixth: President Nixon signed the bill into law last week (see page 50).

After the initial outrage had passed, most broadcasters became resigned to the loss of cigarette billings. They con-

tinued to regard the statutory ban as a deplorable precedent (if cigarette advertising can be banned, they asked, what other lawful product might be next?), but they turned to the immediate task of looking for ways to replace the money. Then, just as equilibrium threatened to set in, the FCC dropped its own patented bombs on the industry—just in time for a new NAB convention. And where the cigarette issue had involved only a specific set of broadcast accounts—sizable, but presumably replaceable in time—the FCC actions of last month involved the fundamental structure of the industry.

The commission adopted its long-pending proposal to bar the owner of any full-time station—AM, FM or TV—from acquiring another in the same market. It then forged ahead with a new proposed rule that would break up existing crossownerships of stations in the same market. Only AM-FM combinations would be spared.

In the same record-shattering week, the commission tentatively voted to bar networks from domestic program syndication; to limit their foreign syndication to programs they produce them-

*(Continued on page 36)*



Mr. Caldwell  
WAVE



Mr. Shea  
Gilmore



Mr. Sorenson  
WKRS



Mr. Madsen  
Bonneville



Eldon Campbell  
WFBM



Mr. Block  
Kaiser



Mr. Ockershausen  
WMAL



Mr. Page  
KGWA



Mr. Gates  
WGN



Mr. Laird  
WDUZ



Mr. Fisher  
KUGN



Don Campbell  
WMAR

Members of the National Association of Broadcasters committee that planned this year's 48th annual convention are the broadcasters above: James M. Caldwell, WAVE(AM) Louisville, Ky., and Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., co-chairmen; Richard C. Block, Kaiser

Broadcasting Corp., Donald P. Campbell, WMAR-TV Baltimore; Eldon Campbell, WFBM-TV Indianapolis; Carl Fisher, KUGN(AM) Eugene, Ore.; Charles E. Gates, WGN(AM) Chicago; Ben A. Laird, WDUZ(AM) Green Bay, Wis.; Arch L. Madsen, Bonneville Stations, Salt Lake City; Andrew M. Ockers-

hausen, Evening Star Broadcasting Co., Washington; Allan Page, KGWA(AM) Enid, Okla. and A. F. Sorenson, WKRS(AM) Waukegan, Ill. Mr. Caldwell is vice chairman of the National Association of Broadcasters' radio board and Mr. Shea is vice chairman of the television board.

House of Representatives



H. R. No. 833 (7)  
By: Messrs. Paris of the 14th, and Thomason of the 77th.

A RESOLUTION

Commending WSB-TV and Cox Broadcasting Corporation, and for other purposes.

WHEREAS, the management and staff of WSB-TV and the Cox Broadcasting Corporation have performed an outstanding public service in showing the film entitled, "Russell: Georgia Giant" in a three part series; and

WHEREAS, this series recognizes the great service that has been rendered to the State of Georgia and the United States by Georgia's senior Senator, Honorable Richard B. Russell; and


WHEREAS, this series represents an outstanding achievement in presenting a "living history" of one of the great statesmen of the Twentieth Century; and

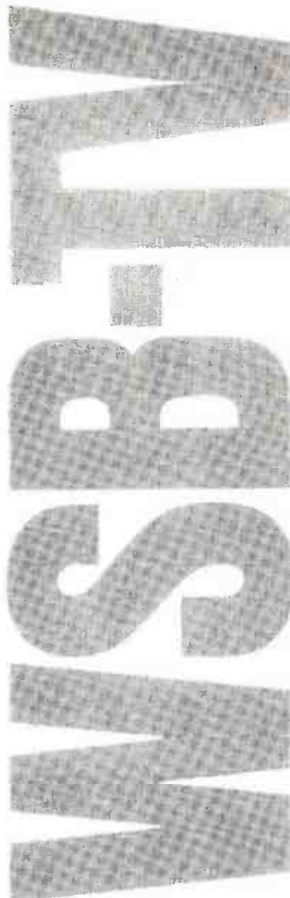
WHEREAS, this series is one of the finest examples of outstanding public service by a television broadcasting company.

NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that this body does hereby commend and congratulate WSB-TV and the Cox Broadcasting Corporation for performing an outstanding public service in televising the film entitled, "Russell: Georgia Giant".

BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is hereby authorized and directed to transmit an appropriate copy of this Resolution to the President of Cox Broadcasting Corporation and the manager of WSB-TV.

IN HOUSE  
Read and Adopted  
February 12, 1970

  
Glenn W. Ellard  
CLERK



**Reflecting a public tribute to one of the nation's most respected public servants**

The resolution adopted by the Georgia House of Representatives commending WSB-TV for its three hour filmed documentary, "Richard Russell: Georgia Giant," is an honor that fills us with pride. Like the distinguished Senator, WSB-TV, too, is dedicated to serving the public with a deep sense of duty. In presenting this memorable television portrait-in-depth, WSB-TV feels privileged to have been able to bring together the people of Georgia and one of their outstanding spokesmen.

A reflection of Atlanta

**WSB Television**

 A Communications Service of  
Cox Broadcasting Corporation

# Love, and the prime time television watcher.



Seven of the top ten programs listed by TvQ as viewers' "favorites" are on the ABC Television Network. And to us that's love.

TvQ, you know, is one way of measuring the appeal of a television program. It's a measure based on the percentage of viewers who are familiar with a program and who consider it "one of my favorites."

Here's a closer look at ABC's leadership in making friends of primetime viewers.

ABC has:

... the best liked dramatic show,  
"Marcus Welby, M. D."

... the best liked variety show,  
"The Johnny Cash Show."

... the best liked action show,  
"The Mod Squad."

... the four best liked comedy shows:  
"The Courtship of Eddie's Father,"  
"Nanny and the Professor,"  
"The Brady Bunch," "Room 222."

What does all this mean in the marketplace? It means we know how to make shows that people like. And enjoy. And remember.

We've designed our new fall schedule to continue to please our viewers, especially adults under fifty, and meet your advertising needs. If you're looking for the best way to reach your prime customers, look to ABC... we're to be watched. And loved.

**ABC Television Network** 

# On tap at the convention

Official agenda for the 48th annual National Association of Broadcasters convention, April 5-8, at the Conrad Hilton hotel, Chicago, follows.

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## Sunday, April 5

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8 a.m.—**FM Broadcast Pioneer's** breakfast, Robert E. Lee, FCC commissioner, speaker. Palmer House, Parlor A.  
8:30 a.m.—**ABC Radio Affiliates** breakfast. The Drake, French Room.

9 a.m.—**National Association of FM Broadcasters** session. Palmer House, Adams Room.

9 a.m.-2:30 p.m.—**Broadcast Music Inc.** board meeting and luncheon. Conrad Hilton, Parlors 512-3.

9 a.m.—**Association on Broadcasting Standards** technical committee meeting. Conrad Hilton, Parlor 412. Board meeting noon, Parlor 413.

9:30 a.m.—**Association of Maximum Service Telecasters** technical committee meeting. Sheraton-Blackstone.

9:30 a.m.-3 p.m.—**Radio Program Conference** advisory committee meeting. Sheraton-Chicago.

10 a.m.-5 p.m.—**Metromedia Radio** sessions. Astor Towers.

10 a.m.—**ABC Radio Affiliates** meeting. The Drake, Gold Coast Room.

10-11:30 a.m.—**Association of Professional Broadcasting Education** meeting. Pick-Congress, Gold Room.

10 a.m.-noon—**Daytime Broadcasters Association** membership meeting. Conrad Hilton, Williford C.

10:45 a.m.-noon—**Intercollegiate Broadcasting System** sessions and workshops. La Salle.

11 a.m.—**National Association of Broadcasters** convention Protestant worship service. Orchestra Hall, 216 South Michigan Avenue.

12 noon—**ABC TV Affiliates** meeting. Ambassador, Guild Hall.

12 noon-2:30 p.m.—**Association on Broadcasting Standards**, board of directors luncheon and meeting. Conrad Hilton, Parlors 412-3.

12:15 p.m.—**National Association of FM Broadcasters** reception and luncheon. Palmer House, Grand Foyer and Monroe Room.

2 p.m.-5 p.m.—**Association of Maximum Service Telecasters** board of directors meeting. Conrad Hilton, Bel Air Room.

2 p.m.—**Society of Broadcast Engineers** annual meeting. Conrad Hilton, Upper Tower.

2:15 p.m.—**National Association of FM Broadcasters** session. Palmer House, Adams Room.

2:30-4 p.m.—**Association of Maximum Service Telecasters** board of directors meeting. Conrad Hilton, Bel Air Room.

3-5 p.m.—**Management Labor Clinic**. Conrad Hilton, Williford Room.

*Presiding:* Ron W. Irion, director of broadcast management, NAB.

*Jurisdictional Disputes in the Broadcast Industry:* Emanuel Dannett, attorney, New York.

*The Do's and Don'ts in Union Electioneering and Collective Bargaining:* Robert Haythorne, attorney, Chicago.

3-5 p.m.—**Secondary Market TV Committee** Presentation. Conrad Hilton, Waldorf Room.

*Presiding:* Dale G. Moore, KGOV-TV Missoula, Mont., chairman.

*Guests:* Jacob A. Evans, vice president, Television Bureau of Advertising; Robert Gillespie, director of local media, General Foods Corp.; Robert J. Kizer, administrative vice president, TV, Avery Knodel Inc.; FCC Com-

missioner Robert E. Lee; William N. Shafer, vice president, TV station sales, American Research Bureau.

*Committee Members:* Allan Land, WHIZ-TV Zanesville, Ohio; Marshall Pengra, KLTU-TV Tyler, Tex.; Stuart Martin, WCAX-TV Burlington, Vt.; Hamilton Shea, Gilmore, Broadcasting Corp., Harrisonburg, Va.; Robert Smith, WCYB-TV Bristol, Va.

3 p.m.—**ABC Radio Affiliates** reception. Drake, Gold Coast Room.

4 p.m.—**Association on Broadcasting Standards** membership meeting. Conrad Hilton, Boulevard Room.

5 p.m.—**National Association of Broadcasters** convention Mass. Old St. Mary's Church, Wabash at Ninth Street.

5:30-8:30 p.m.—**ABC Network** reception. Pick-Congress.

6-9 p.m.—**NBC** reception (by invitation). Ambassador West, Guild Hall.

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## Monday, April 6

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9-10 a.m.—**TV Stations Inc.** annual breakfast and membership meeting. Sheraton-Blackstone, Crystal Ballroom.

8 a.m.—**Mark Century Sales Corp.** breakfast and programing seminar. Conrad Hilton, Waldorf Room.

**General Assembly** (Management and Engineering Conference) 10:30 a.m.-noon, Conrad Hilton, Grand Ballroom.

*Presiding:* James M. Caldwell, WAVE(AM) Louisville, Ky., convention co-chairman. *Music:* WGN Orchestra. *Invocation:* Dr. Paul Stevens, radio and television commission, Southern Baptist Convention. *Presentation of Colors:* Marine Corps color guard. *The National Anthem:* Marguerite Piazza.

*Introduction:* Willard E. Walbridge, KTRK-TV Houston, Tex., chairman, NAB board of directors, *Address:* Vincent T. Wasilewski, NAB president.

*Presentation of NAB Distinguished Service Award to:* Rosel H. Hyde, former FCC chairman, by Mr. Wasilewski. *Remarks:* Mr. Hyde.

11 a.m.-noon—**All Industry Music Licensing Committee** meeting. Conrad Hilton, Parlor 512.

12:30-2 p.m.—**Management Conference Luncheon**. Conrad Hilton, International Ballroom.

*President:* Hamilton Shea, Gilmore Broadcasting Corp., convention co-chairman. *Invocation:* the Rev. William F. Fore, Broadcasting and Film Commission, National Council of Churches. *Introduction:* Willard E. Walbridge, chairman, NAB board of directors. Presentation of special NAB award to Apollo 11 astronauts. *Remarks:* Michael Collins, assistant secretary of state for public affairs.

2:30-5 p.m.—**Management Radio Assembly**. Conrad Hilton, Grand Ballroom.

*Presiding:* James M. Caldwell, WAVE(AM) Louisville, Ky., vice chairman NAB radio board.

*Annual RAB Presentation:* Miles David, president, Radio Advertising Bureau; Robert H. Alter, executive president; Carleton F. Loucks, vice president.

*Broadcasters Unite—Go Fourth for Freedom:* presentation by Lee Allan Smith, WKY(AM) Oklahoma City, Okla.

*Radio Programing for the '70s:* Moderator: Carl Fisher, KUGN(AM) Eugene, Ore. Panelists: Tom Campbell, KYA(AM) San Francisco; Gene Chenault, Drake/Chenault Productions, Los Angeles; Ted Randal, Ted Randal Enterprises, Hollywood; Grahame Richards, program consultant, Nashville; Jack Thayer, KXOA(AM) Sacramento, Calif.

2:15-5 p.m.—**Television Conference**. Pick-Congress, Gold Room.

*Presiding:* Hamilton Shea, Gilmore Broadcasting Corp., Harrisonburg, Va., vice chairman TV board of NAB.

*Presentation of station award and special citation by:* The National Academy of Television Arts and Sciences.



*Making presentation:* Dean Burch, chairman of the FCC.

*Conference on Satellites:* Moderator: Jules Bergman, science editor, ABC News. Speaker, Arthur C. Clarke, author, space prophet. Panelists: Dr. Joseph Charyk, president Comsat; George Fuchs, executive vice president of NBC, Dr. Coleman Raphael, vice president and general manager, Fairchild Hiller Corp.; Dr. Edward C. Welsh, former executive secretary, National Aeronautics and Space Council, Washington.

*Speeding up Payments from Agencies:* Television Bureau of Advertising panel. Moderator: Norman E. Cash, president TVB. Speakers: George Claffey, controller, WROC-TV Rochester, N.Y.; Avram Butensky, vice president, Dancer-Fitzgerald-Sample; Archibald McG. Foster, president, Ted Bates & Co. Panel: Dr. Seymour Banks, vice president, research, Leo Burnett Co. Inc.; Justin T. Gerstle, sr. vice president, Ted Bates & Co. Inc.; James Jurist, vice president, John Blair & Co.; Albin B. Nelson, director of special services, TVB; Robert Small, director of business affairs, NBC owned-and-operated division; Mr. Butensky, Mr. Claffey and specialists on machines from NCR and IBM.

5 p.m.—**Harvard Business Seminar** smoker. Conrad Hilton, Bel Air Room.

6 p.m.—**Atwood Richards Telescreen Inc.** reception. Conrad Hilton, Williford Room.

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## Tuesday, April 7

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7:45-9:15 a.m.—**Early Bird Workshops.**

*License Renewals:* Conrad Hilton, Beverly Room. Moderator: John Summers, NAB chief counsel. Panelists: George Smith, chief, FCC Broadcast Bureau; Robert Rawson, chief, FCC Renewal & Transfer Division; Frank Fletcher, Fletcher, Heald, Rowell, Kenehan & Hildreth.

*Minority Group Personnel:* Conrad Hilton, Williford B Room. Moderator: Frederick S. Weaver, community relations counsel, NAB. Panelists: Leo Martin, Michigan State University; Steve Scott, WFBM Stations, Indianapolis; Duncan Whiteside, University of Mississippi.

*Training the Local Radio Salesman:* Conrad Hilton, Upper Towers. Speaker: Carleton Loucks, vice president, RAB.

*Radio Audience Measurement:* Conrad Hilton, Lower Towers. Moderators: John Dimling, vice president for research, NAB, and Richard Montesano, vice president for research, RAB. Panelists: Frank Stisser, C. E. Hooper Inc.; William T. McClenaghan, ARB, and Laurence Roslow of The Pulse Inc.

*Good News Operation Starts at the Top:* Conrad Hilton, Williford A Room. Moderator, J. W. Roberts, president Radio-Television News Directors Association. Panelists: James M. Caldwell, WAVE(AM) Louisville, Ky.; Jack Hauser, WFAA-TV Dallas; Dick Petrik, Koel Oelwein, Iowa; Jack Thomsen, WOC-TV Davenport, Iowa.

*Programming Sources for Commercial Radio:* Conrad Hilton, Williford C Room. Moderator: Robert Mott, executive director, National Educational Radio, NAEB. Panelists: Dick Esteel, WKAR(AM) East Lansing, Mich.; Al Hulsen, Corp. for Public Broadcasting.

*Promoting Broadcasting's 50th Anniversary:* Conrad Hilton, private dining room 415. Moderator: Don C. Dailey, KGBX(AM) Springfield, Mo. Panelists: Roy Benjamin, The Benjamin Co.; Joe Costantino, Avco Broadcasting Corp., past president Broadcasters Promotion Association; F. C. Strawn, president, BPA.

*Broadcast Financial Management:* Pick-Congress, Florentine Room. Moderator: Ron W. Irion, director of broadcast management, NAB. Panelists: John Hinkle, WISN(AM) Milwaukee, Wis.; Joseph Laskowski, Triangle Stations; Don

Cripe, WFBM Stations, Indianapolis.

*What Computers Can Do for your Traffic and Sales Operation:* Pick-Congress, Lincoln Room. Moderator: Larry Graham, assistant director of broadcast management, NAB. Panelists: David Morris, KNUZ(AM) Houston; Jim Vinall, Broadcast Computer Services; Jim Zeigler, Data Communications Corp.

8:30 a.m.-12:30 p.m.—**Association of Maximum Service Telecasters** breakfast and membership meeting. Conrad Hilton, Waldorf Room.

9-11 a.m.—**All-Channel Television Society** breakfast for members and guests. Sheraton-Blackstone, Hubbard Room. 9:30 a.m.-noon—**Radio Assembly.** Conrad Hilton, Grand Ballroom.

*Presiding:* Richard W. Chapin, Stuart Broadcasting Co., Lincoln, Neb., chairman NAB radio board. Remarks by Mr. Chapin.

*Radio from the Catbird Seat,* Red Barber, Key Biscayne, Fla.

*Black Radio—A Positive Profile:* Moderator: Sam H. Jones, Urban League, Indianapolis. Panelists: Alvin Dixon, National Association of Television and Radio Announcers, Montgomery, Ala.; Stanley M. Gortikov, Capitol Industries Inc., Hollywood; Ken Knight, WOBS(AM) Jacksonville, Fla.; Gregory H. Moses Jr., James Brown Broadcasting Co., New York; Howard Sanders, Howard Sanders Advertising/Public Relations Ltd., New York.

12:30-2:30 p.m.—**Management Luncheon.** Conrad Hilton, International Ballroom.

*Presiding:* James M. Caldwell, WAVE(AM) Louisville, convention co-chairman. *Invocation:* Rabbi David Graubart, presiding rabbi, Chicago Region of the Rabbinical Assembly.

*Introduction of speaker:* Vincent T. Wasilewski, president of NAB. *Address:* Herbert G. Klein, director of communications for Executive Branch.

*Annual Business Meeting.*

**No Afternoon Sessions** There is no NAB program for this period so delegates may visit the exhibits and hospitality suites.

2 p.m.—**Young & Rubicam** open house. Sheraton-Chicago, Tower Suite.

2:30-4 p.m.—**Association of Maximum Service Telecasters** board of directors meeting. Conrad Hilton, Bel Air Room.

2:30-2:45 p.m.—**Election of All-Industry TV Station Music Licensing Committee.** Conrad Hilton, International Ballroom.

7:30 p.m.—**50th Anniversary Banquet.** Conrad Hilton, Grand Ballroom. (Sponsored by Broadcast Pioneers in cooperation with NAB.)

*Presiding:* Roy Danish, director of Television Information Office and president of Broadcast Pioneers. *Speakers:* Lowell Thomas, Dinah Shore.

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## Wednesday, April 8

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7:45-9:15 a.m.—**Early Bird Workshops.** Workshops repeat the Tuesday program at the same times and places with the exception of the session on audience measurement:

*Television Audience Measurement:* Conrad Hilton, Lower Towers. *Presiding:* John Dimling, NAB vice president for research. *Panelists:* William N. Shafer, ARB, William L. Miller, A. C. Nielsen Co.

9:15-11:25 a.m.—**Television Assembly.** Conrad Hilton, Grand Ballroom.

*NAB TV board elections:* (polls remain open until 10:30 a.m.). *Presiding:* Harold Essex, WSJS-AM-FM-TV Winston-Salem, N.C., chairman of NAB TV board. *Broadcasters*

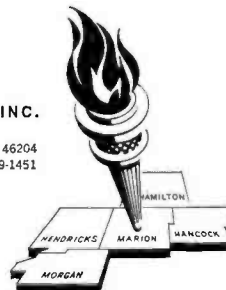
# UNITED FUND OF GREATER INDIANAPOLIS, INC.

615 NORTH ALABAMA STREET • INDIANAPOLIS, INDIANA 46204  
TELEPHONE 639-1451

HENRY F. DE BOEST  
Campaign Chairman

December 12, 1969

Mr. Eldon Campbell  
Vice President & General Manager  
The WFBM Stations  
1330 North Meridian Street  
Indianapolis, Indiana 46202



Dear Mr. Campbell:

There's been some talk around here about the way some members of the "happy gang" carried on over a big money-raising project called the United Fund. As one who considers himself somewhere between an acquaintance and a friend of yours, I'm taking the liberty of sharing with you some of the things I've heard. You can decide whether or not your people spent too much time on this United Fund thing.

Tom Read's name has been mentioned. They talk about Tom and a program called "It's A Public Affair." It seems curious to our people that Read saw fit to feature not one, but two Fund luminaries on "It's A Public Affair." First show featured Dave Moxley talking about the budgeting process. Then came campaign chairman Henry De Boest discussing challenge and conquest. As if this weren't enough, Read continued his overexposure of the subject with a series of campaign progress reports. Perhaps you know what possesses a man to carry on like that, Mr. Campbell.

Your half-hour special on the campaign has also been a popular topic of discussion. Earl Johnson arranged for the program which featured the film, "Prove It!" and "Torchlighter" David Veller.

You may want to consider this rather odd gesture of support which made the rounds during the campaign: why did Roger Young invite our campaign chairman and two lovely "Torchbearers" to the "Jim Gerard Show," fully aware that he was subjecting them to preemption by the Apollo 11 splashdown? "So they gave us an eight-minute interview with Gerard," one man protested. "But why couldn't they have put us on first, or given us the whole show?" he asked. To which I replied: "The whole show! Indeed, why not the whole morning?" You can imagine the embarrassment.

From time to time, your public affairs trio of Chapman, Scott and Wilkes have been the subject of conversation. Most of the PS protestations were mild, and I wouldn't be too concerned about Jerry, Steve and Aggie, Mr. Campbell.

MORE

ELI LILLY and GEORGE A. KUHN SR., *Honorary Co-Chairmen*

J. KURT MAHRDT, *Chairman*

O. T. FITZWATER, *President*

WILLIAM A. DYER, JR., *First Vice-President*

LESTER IRONS, *Secretary*

CLARENCE W. LONG, *Treasurer*

RICHARD H. FAGUE, *Executive Vice-President*

The stations that serve best sell best!

Page Two- Campbell, Cont'd.

Here's one I got a "boot" out of: this one suspicious type asked how Pickett, Webber and Wool-Boom Mary found time to cut special tapes for our report meetings. To soothe his spite, I told him we promised Casey Strange and Charlie Rogers a free meal at Wheeler Rescue Mission and that got the job done.

One of our main-line volunteers was astounded to learn that the Fund had access to the WFBM record library. He questioned that a station could afford such a liberal policy. I pointed out that in some ways, WFBM was liberal, and besides, the librarian and I are first cousins. Curiously, he discounted the liberal label and bought the cousin line.

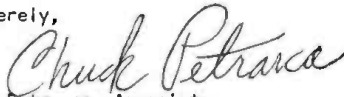
The 15 pre-campaign spots aired September 17th thru September 24th raised more eyebrows than all of the other WFBM public service contributions combined. "Aw c'mon now," one doubting Thomas blurted, "\$2400 worth of prime time to the United Fund? Be serious!" And another, poorly versed in the ways of advertising and your industry: "Poor old WFBM must really be hurting if they can put you in prime time and not charge for it." After hearing such comments, I chided: "Boys and girls, let's not look the gift horse in the mouth. When Eldon says, 'will do', and Menke agrees, it's done.

"That's the way it's been with WFBM for the past 13 years," I explained. "WFBM puts its public service commitments where its mouth is; and we can't thank them too often."

Somewhere recently I read: "the road to success is always under construction and is frequently covered with signs that say, 'men working'." When related to U.F. campaigns, these words are especially poignant. Since 1957, the campaign road has been successfully constructed and well traveled. 'Twouldn't be so, if 'tweren't for the "men working" signs representing the Earls, Johnson and Shuman; the Baldwins, Wilsons and Grants; the Wilkes, and Crowes and Douglasses; the Scotts and the Menkes and Campbells; and all of the other WFBM employees who annually support the Fund with time, talent and money. It is the kind and generous acts of people like you that maintain and lengthen the road to an even greater Greater Indianapolis.

Thank you very much for helping promote the \$6,239,241 appeal. In the coming months, this money will help enrich the lives of no less than one-half million Central Indiana residents.

Sincerely,



C.J. Petrarca, Associate  
Public Information Department

CJP/ec



*Unite—Go Fourth for Freedom*, Lee Allan Smith, WKY-TV Oklahoma City; *Elections; Realities of Broadcast Self-Regulation*, Stockton Helffrich, director, NAB Code Authority; *Here They Come Again*, Roy Danish, director, TIO; *Music Licensing Report*, Robert H. Smith, WCYB-TV Bristol, Va.; *Free Television News Bureau*, Phil Dean, Phil Dean Associates Election results.

11:30-1 p.m.—**General Assembly** (Management and Engineering Conference). Conrad Hilton, Grand Ballroom.

*The Crisis of Our Deteriorating Environment: The Broadcaster's Role*: Willard E. Walbridge, KTRK-TV Houston, chairman, NAB board of directors. *The Facts of Life*: Dr. Barry Commoner, director, center for the Biology of Natural Systems, Washington University, St. Louis.

1-3 p.m.—**Joint Management and Engineering Luncheon**. Conrad Hilton, International Ballroom.

*Presiding*: Hamilton Shea, Gilmore Broadcasting Corp., convention co-chairman. *Invocation*: The Rev. Donald F. X. Connolly, National Catholic Office for Radio and Television. *Introduction*: Vincent T. Wasilewski, president of NAB. *Address*: Dean Burch, chairman FCC.

7 p.m.—**Memorex Corp.** cocktail party, dinner for visiting European technicians, journalists. Prudential building, Mid-America Club.

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## Thursday, April 9

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9 a.m.-5 p.m.—**Visual Electronics Corp.** post-NAB technical seminar, reception to follow. Conrad Hilton, Upper Tower.

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## Where, when to sign up

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**Registration**: Sunday, April 5—8 a.m.-6 p.m.; Monday, April 6—8 a.m.-6 p.m.; Tuesday, April 7—9 a.m.-5 p.m.; Wednesday, April 8—9 a.m.-5 p.m. Lower Lobby, Conrad Hilton.

**Exhibit Hours**: Sunday, April 5—10 a.m.-7 p.m.; Monday, April 6—9 a.m. to 7 p.m.; Tuesday, April 7—9 a.m.-7 p.m.; Wednesday, April 8—9 a.m.-5 p.m. Continental Room, Normandie Lounge, East, North, West Exhibit Halls, Conrad Hilton.

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(Continued from page 28)

seives; and to cut back the amount of programing networks may supply in prime time.

It was just a few days before another NAB convention—in 1968—that the one-to-a-customer proposal first sprang into public view. The restrictions on network program control grew out of an even older proposal—and it, too, was born on the eve of an NAB convention. On March 19, 1965, the commission issued what later came to be known as the "50-50" proposal—with the intention of barring networks from owning or controlling more than 50% of their prime-time programing. That proposal eventually lost out to the modified version tentatively adopted late last month, but the new approach is small solace to the networks.

News and public affairs were not exempt from the upheaval of the past 12 months. On the political level, network newsmen were subjected to unprecedented attacks by the Vice President; on a more basic level—the constitutional—the Supreme Court handed down a benchmark definition of broadcasters' rights under the First Amendment.

The court's decision shocked broadcasters, many of whom had confidently called for a court challenge of the FCC's fairness policies. When the issue finally made it to the high court, broadcasters lost their argument in every detail.

The issue was decided on the basis of two separate appeals. The Radio Television News Directors Association, CBS and NBC had contested the FCC's personal-attack rules, which prescribe procedures a station must follow in affording an airing to persons whose integrity or character have been attacked over its facilities. And WOCB Red Lion, Pa., had challenged the underlying fairness

doctrine itself when it appealed a commission order directing it to make free time available for a reply to a personal attack in a sponsored program.

Red Lion lost in the appeals court; RTNDA and the networks won their case at the appellate level, and the FCC appealed. The highest court heard the two cases together.

The result was made public on June 9, 1969. The court unanimously held that the fairness doctrine and rules "enhance rather than abridge the freedoms of speech and press protected by the First Amendment." In an opinion written by Justice Byron R. White, the court agreed that broadcasting is "affected by a First Amendment interest." But it held: "Where there are substantially more individuals who want to broadcast than there are frequencies to allocate, it is idle to posit an unbridgeable First Amendment right to broadcast comparable to the right of every individual to speak, write or publish."

FCC lawyers took the court's language to provide support for FCC regulation of all areas of broadcast programing.

The hard words from the Supreme Court came in the same year that broadcasters got an unprecedented assault from the upper reaches of the executive branch. Vice President Spiro T. Agnew, in a speech delivered last November in Des Moines (and carried nationwide on all three networks), asserted there was a concentration of power in the hands of the principal news correspondents of the three television networks—"a tiny and closed fraternity of privileged men, elected by no one, and enjoying a monopoly sanctioned and licensed by government."

The Vice President took as his point of departure the analyses and comments with which the networks con-

cluded their live coverage of the President's Vietnam-policy speech of Nov. 3, 1969. He charged that President Nixon's huge audience "was inherited by a small band of network commentators and self-appointed analysts, the majority of whom expressed, in one way or another, their hostility at what he had to say."

The real source of broadcasters' alarm was the feeling that Mr. Agnew had implicitly called for some kind of government censorship—or, at the very least, had sought to intimidate the networks in their news coverage. "As with other American institutions," he said, "perhaps it is time that the networks were made more responsive to the views of the nation and more responsible to the people they serve."

As the partisan reactions to the Agnew speech grew in volume, the Vice President followed it one week later with an attack on alleged liberal bias in Eastern newspapers, specifically including the *Washington Post* and *New York Times*. Newsmen and network chiefs saw in the speeches the most dangerous threats to press freedom since the early days of the republic—but a majority of the American people supported the Vice President, according to subsequent polls.

Then, early this year, it was revealed that the Justice Department had been issuing blanket subpoenas for reporters' notes and film outtakes. The reporters' material was related to such highly charged subjects as the Black Panthers and the "Chicago Seven." As the extent of Justice's activity became clear, news spokesmen raised louder and louder protests. They accused the government of conducting "fishing expeditions" for information rather than doing its own investigating. At the same time, they said, the subpoenas constituted a threat to the confidential relationship

**The TV Watch**

# WMAR Does a Top Job In Bay Pollution Story

by JACOB HAY

Before I write a word about the program itself, I would like to congratulate the Channel 2

people for presenting their special documentary.

"Polluted Paradise." at 7:30 last evening, when a maximum number of youngsters could be among the viewers. It

is, after all, they who are going to have to live with and solve the problems "Polluted Paradise" showed us, problems we and all the generations that have preceded us have created as their inheritance.

CHANNEL 2 might have shown this program early on a Sunday morning, or at an impossibly late hour. Instead, they gave this important documentary an hour of very prime time. I prefer to think that this decision was no accident, but part of WMAR-TV's public service design, and I hope that a majority of Maryland TV receivers were tuned to Channel 2 during this program. I feel sorry for those Maryland-



HAY

jest. It was the fine photography that lent the needed impact to Narrator George Rogers' well-written script. Mr. Rogers never for a moment let the indignation he must have felt surface—that was for the pictures to do. Raw sewage, chemicals, and you-name-it being dumped into our Chesapeake Bay and Billy-be-damned.

It was a terrifying program, a ghastly program. And I think this is precisely what the WMAR-TV people intended it to be: they had every intention of shocking us, and I think they succeeded. Or so I hope. If they didn't, it certainly wasn't their fault.

I THINK that "Polluted Paradise" also said something about commercial television. There must have been no inconsiderable investment of time, money, and manpower invested in this splendid documentary; much more, I suspect, than would be required by the Federal Communications Commission in the name of "public service."

No, I think that in this instance, Channel 2 felt there was a job that needed to be done, and so it went and did it with a vengeance. (And so I hope we see more re-

## "POLLUTED PARADISE"

... a one-hour public service feature written, produced and filmed, in color, by the WMAR-TV News-Documentary team, aired in prime time. FULL SCRIPT AVAILABLE UPON REQUEST.

In Maryland Most People Watch

# WMAR-TV

CHANNEL 2, TELEVISION PARK, BALTIMORE, MD. 21212  
Represented Nationally by KATZ TELEVISION

BROADCASTING, April 6, 1970

between newsmen and their sources.

Attorney General John Mitchell agreed to "negotiate" on the subpoena issue early this year, and the government gradually backed away from its "blanket" subpoenas, but the impasse remains. Bills have been introduced in both houses of Congress to prohibit the government from requiring newsmen to reveal confidential information or the names of sources, but it is too early to tell whether the measures will meet with any success.

Meanwhile, the House Investigations Subcommittee, in its usual subterranean way, has conducted more than one inquiry into alleged "staging" of news. It is still looking into charges that CBS News became intimately involved with Haitian exiles engaged in gun-running activities and later found itself linked to an unsuccessful attempt to invade Haiti. CBS has denied the charge that it "encouraged" or financially aided the exiles.

The Investigations Subcommittee has traditionally been harsh on the broadcast media and once called for new governmental restrictions on news coverage, but nothing concrete in the way of new law has ever come of its probes. Nevertheless, broadcasters continue to look nervously in the subcommittee's direction, waiting for it to boil over.

High-level attacks on broadcast news, the fairness decision, one-to-a-customer, network program restrictions, the cigarette law—each of these, in its own way, shattered old precedents and set new ground rules. Other events of the last 12 months were less startling but still of first importance.

- The FCC's right to authorize pay TV was upheld in the courts. Opponents continue their fight to restrict pay TV, but they are clearly on the defensive.

- A Senate subcommittee voted out a copyright bill with a comprehensive CATV provision. The bill was promptly opposed by broadcasters and film suppliers—and later by the FCC, which feared an erosion of its authority to cope with new developments in the rapidly changing CATV field. An alternative set of legislative guidelines has since been proposed by the FCC and introduced as a bill by Senator John O. Pastore (D-R.I.)

- Sex and violence in programming—the broadcaster's perennial thorn—remained in the news. Senator Pastore has urged the FCC to come up with some guidelines on obscenity in broadcasting, and the commission has indicated it will do so. Meanwhile, Senator John L. McClellan (D-Ark.) has promised to launch a campaign against the sale of "adult" movies to television.

- The FCC has proposed a radically upgraded schedule of filing fees that would cost major-market stations up to \$90,000 a year. In place of the present

THE WHITE HOUSE

WASHINGTON

March 25, 1970

In this fiftieth year of broadcasting, it is appropriate that we recognize the accomplishments of broadcasters and their integral part in the development of communications in America and of our extended involvement in world affairs.

With the meteoric growth in the communications industry, the need for integrity, responsibility and excellence on the air cannot be overstated -- and neither can the potential contributions of the broadcaster to life in our society.

I am confident that, in keeping with your tradition of public service, those who attend this anniversary convention of the National Association of Broadcasters are committed to improving the quality of our nation's broadcasting system -- tailoring its aims to the demands of the Seventies, and to the advancement of the greatest public good.

My congratulations and best wishes to all who take part in this historic meeting. May the results of your deliberations be productive for your members and rewarding for the countless citizens you serve.



*The above message from the President was sent to the National Association of Broadcasters for reading during this week's convention.*

\$150 filing fee for renewal of license every three years, stations would pay an annual fee based upon their spot announcement rates. The fees would apply to all services regulated by the commission, but they clearly hit broadcasters harder than anyone else. Their aim is to make the commission more nearly self-supporting (the proposed fee schedule would bring in \$24.5 million a year).

- The Senate Commerce Committee has proposed to give politicians a discount for radio and television. Candidates would be charged an amount equal to the lowest unit rate for the time period he chooses to go on the air. The bill would also suspend Section 315 permanently for presidential and vice presidential candidates.

- As citizens' groups became more and more involved in the license-renewal process, a coalition of civil-rights groups in Atlanta set a precedent by challenging the renewal of every station in the city. They subsequently worked out an agreement with all but a few of the stations, providing for vastly increased attention to the black community, in both programming and hiring practices (see page 66).

Not many of those developments got any attention during the 1969 NAB convention. A year ago the paramount issue and subject of impassioned speeches and battle cries was license-renewal policy.

It had been only three months since the FCC issued its WHDH-TV decision awarding Boston's channel 5 to a competing applicant, and broadcasters were

on the warpath for legislation that would restore "order" to the renewal process. Subsequently, many on Capitol Hill got behind Senator Pastore in his battle on the broadcasters' behalf. Hearings were held; voices were raised; competing applications were filed at an astonishing rate.

Then the first ended almost as abruptly as it had begun. The commission, with Chairman Dean Burch in charge, issued a policy statement that dumped WHDH as a renewal precedent, and specified that the Boston decision was "unique." It announced that incumbent licensees who had "substantially" met the needs of their communities would be given preference over challengers—a policy that restored the situation as it had existed prior to WHDH, although it did not go as far as the Pastore bill would have. The primary issue of a previous year quietly faded away.

To anyone who might have fallen asleep for a year after the past convention, the outcome of the renewal issue would indicate that even the worst of crises can eventually be surmounted. But a quick look at the list of landmark events that shook broadcasting in the past year would probably change his mind. Those who stayed awake during the past year—who recall the frantic ups and downs, the near-revolutionary changes, the momentary sense of stability that followed the FCC's policy decision—know that the old order is dying. Anyone who traveled the road from last year's convention to this is likely to stay awake, and alert.

## Cash explores snags in spot TV payments

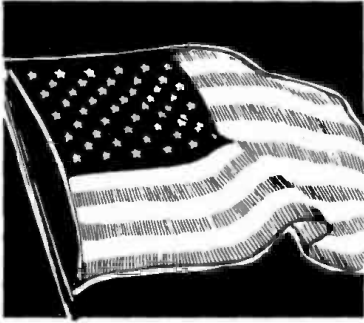
The problem of late payment of spot TV receivables and its effect on profitability were scheduled to be explored today (April 6) at the Television Bureau of Advertising's meeting during the National Association of Broadcasters convention in Chicago.

In a speech prepared for delivery today, Norman E. Cash, TVB president, said the TV industry would lose about \$12 million on interest alone if only 10% of spot TV receivables were constantly outstanding. He arrived at this figure by pointing out that in 1969, advertisers spent about \$1.245 billion on spot TV and 10% of this is about \$124 million.

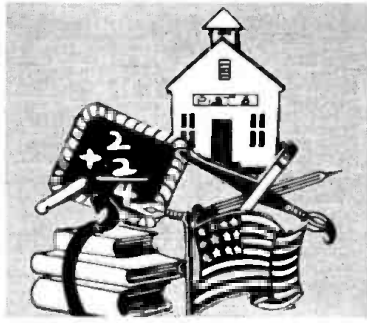
He acknowledged that TVB has "no easy panacea," but said the bureau, working with a subcommittee of the American Association of Advertising Agencies, has created a standardized invoice form to help speed payment of receivables. He said the invoice combines formerly separate orders and invoice forms.

# my america!

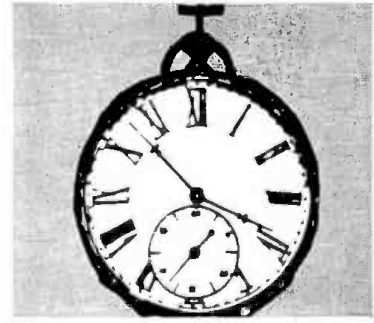
We're proud of it . . .



washington: what makes our congress tick?



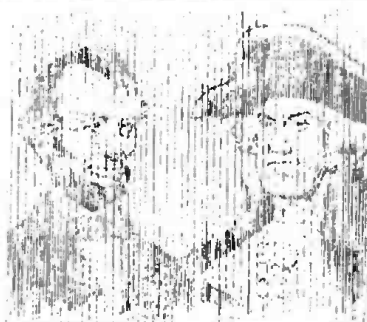
reading, writing, arithmetic



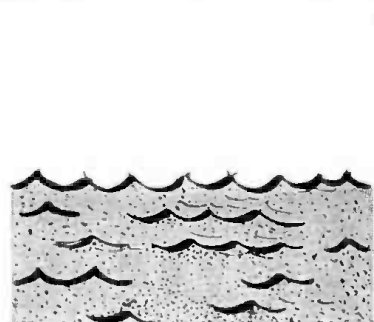
retrospect: 1969



the men who raise our taxes



washington: a proud heritage



problem: water pollution



haiti: america's mysterious friend



clemson university: 75 years of growth



out of the shadows

## . . . and of our Freedom Foundation George Washington Honor Medal!

Long before we won a George Washington Honor Medal, we were proud of our "My America" Documentary Series . . . and it's nice to know that the Freedom Foundation folks at Valley Forge liked it too!

We're not embarrassed to be flag wavers and that's why we sent our camera crews to Washington to film our award winning "Proud Heritage" documentary. Our viewers and client like it too and that's why we're the number one news station in South Carolina. If you like to be in good company, give us a call.

 **wfbc-tv 4!**  
GREENVILLE, SOUTH CAROLINA



**MULTIMEDIA**

A station of Multimedia Broadcasting Company. Affiliated with WBIR-TV, Knoxville, Tenn., and WMAZ-TV, Macon, Georgia.

# Where to find it at the convention

All exhibitor booths are in the Conrad Hilton hotel in the following locations: 100 series, East Hall; 200 series, West Hall; 300 series, Continental Room; 400 series, North Hall, and 500 series is in lower lobby.

## Exhibitors

ABTO Inc.	214A
Addressograph-Multigraph Corp.	228
AEC/Veritas	401
Aiford Mfg. Co.	207
Alma Engineering	332
American Electronic Labs Inc.	243
Ampex Corp. (Educational and Industrial Products Div.)	108
Ampex Corp.	422
Andersen Labs	112
Andrew Corp.	225
Angenieux Corp. of America	218
Arriflex Corp. of America	318
Bell Brothers Research Corp.	213
Bardwell & McAlister Inc.	403
Belar Electronics Lab Inc.	203
Berkey-Colortran	123
Robert Bosch Corp.	419
Boston Insulated Wire & Cable Co.	245
Boxtone-Beel Inc.	425
Broadcast Computer Service	430
Broadcast Electronics Inc.	307
Broadcast Products Co.	217
Broadcast Skills Bank (Group W)	510
Canon U. S. A. Inc.	429
CBS Labs	304
CCA Electronics Corp.	233
Central Dynamics Corp.	103
Century Strand	331
Chester Electronic Labs (Sylvania)	249
Chron-Log Corp.	115
Cintel Corp. (Houston-Fearless)	114
Cleveland Electronics Inc.	121
Cohu Electronics	324
Collins Radio Co.	208
Comfax Communications Network	413
Commercial Electronics Inc.	317
Computer Image	417
Conrac Corp.	107
Continental Electronics Mfg. Co.	200
Data Memory Inc.	404
Datatron Inc.	423
Davis & Sanford	118
Delta Electronics	204
Dow Jones Business Newscasts	122
Dynalr Electronics	210
Eastman Kodak Co.	102
Effective Communications Systems	316
Electronics, Missiles & Communications	309
Enviroc	402
Fairchild Sound Equipment Corp.	306
Fixtune Solid State Electronics Inc.	424
Fort Worth Tower	315
Freedom of Information Center	505
Gates Radio Co.	219
General Electric	101
Gotham Audio Corp.	237
Granger Associates	221
Grass Valley Group	113
Gray Research Div.	227
Harwald Co.	223
HEW Health Services, Mental Health Div.	502
Humphrey Electronics Inc.	214
IGM	248
International Tapetronics Corp.	420
International Video Corp.	239
Jamieson Film Co.	311
Jampro Antenna Co.	303
Jerrold Electronics Corp.	314
Johnson Electronics Inc.	241
Kaiser CATV	319
Kilegl Bros.	111
Lipsner-Smith	120
Listec Television Equipment Corp.	313
Macarta Inc.	211
Marathon Broadcast Equipment Sales Corp.	316
Marconi Instruments	238
Marti Electronics Inc.	234
McCurdy Radio Industries Inc.	310
McMartin Industries Inc.	231
Memorex Corp.	322
Metrotech	408

Microwave Associates Inc.	117
3M Co.	246
Mole-Richardson Co.	328
Moseley Associates Inc.	222
North American Philips Corp.	326
Nortronics Co.	235
Office of Economic Opportunity-VISTA	509
Paillard Inc.	426
Philips Broadcast Equipment Corp.	327
Potomac Instruments Inc.	205
Power-Optics Inc.	312
Q-TV Sales & Distributing Corp.	116
QRK/Rek-O-Kut	412
Quick-Set Inc.	206
RCA Corp.	100
RCA Electronic Components	119
Rank Precision Industries Inc.	220
Raytheon Co.	106
Recortec Inc.	427
RHG Electronics Laboratory Inc.	418
Richmond Hill Laboratories	202
Riker Video Industries Inc.	202
Rohde and Schwarz Sales Co.	240
Rohn Communication Facilities Co.	224
Rust Corp.	232
Sarkes Tarzian Inc.	104
Scantlin Electronics Inc.	122
Schafer Electronics	209
Scully Recording Instruments Co.	407
Seeburg Music Library	242
Semikron International Inc.	409
Shibaden Corp. of America	244
Shure Brothers Inc.	212
Skirpan Lighting Control Corp.	320
Soll Inc.	410
S. O. S. Photo-Cine Optics Inc.	421
Sparta Electronic Corp.	303
Spindler & Sauppe Inc.	325
Standard Electronics Corp.	110
Stanton Magnetics Inc.	215
Sylvania Electric Products Inc.	249
Tape-Athon Corp.	236
Tepecaster TCM Inc.	216
Tektronix Inc.	109
Tele-Cine Inc.	414
Telemation Inc.	415-416
Telemet	247
Telepro Industries Inc.	124
Telesync Corp.	216
Television Equipment Associates	105
Telex Communications Division	308
Thomson Electric Co.	229
Transface Process Co.	333
Trompeter Electronics Inc.	329
U.S. Army Command Information Unit	506
U.S. Navy Office of Information	501
U.S. Savings Bond Division	512
Utility Tower Co.	230
Varian Associates	330
Vega Electronics	303
Video Facilities	428
Videometrics Inc.	103
Vikoa Inc.	321
Visual Electronics Corp.	301, 302, 305
Vital Industries Inc.	323
Ward Electronic Industries	202

## BPI is there

BROADCASTING Magazine and the BROADCASTING Yearbook are represented at the National Association of Broadcasters' convention in Chicago by 18 representatives. The editorial and advertising representatives of Broadcasting Publications Inc. have their headquarters during the convention in Suite 706A of the Conrad Hilton hotel.

Representing BROADCASTING are: Sol Taishoff, Ed James, Rufe Crater, Art King, Len Zeidenberg, Bill Loch, Earl Abrams, Larry Christopher, Norm Oshrin, Al Jarvis, Maury Long, Larry Taishoff, David Whitcombe, Warren Middleton, Greg Masefield, Byrne O'Donnell, Bill Merritt and Rose Adragna.

Westinghouse Electric Corp.	411
Wilkinson Electronics Inc.	201

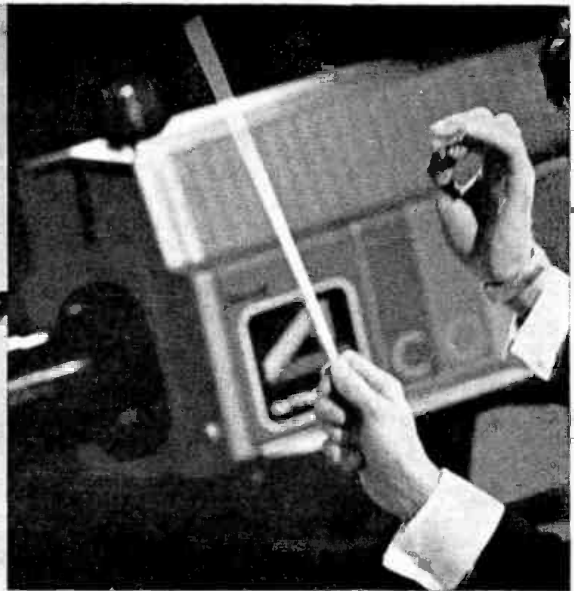
## Program services

ABC Films Inc.	1100
Allied Artists TV	unassigned
Alto Fonic Programming Inc.	1439A-40A
American Independent Radio	2235-36A
American International Television Inc.	unassigned
Atwood Richards Telescreen Inc.	1923-24
Audio Producers Inc.	1633-34A
Avco Embassy Pictures	1500-01
Broadcasters Television System Inc.	1935-36A
Boston Symphony Transcription Trust	1819-20A
CBS Enterprises Inc.	2325
Cine-Vox Productions Inc.	905A-06A
Colombia Special Productions	unassigned
CoMedia Productions Ltd.	906A
Bing Crosby Productions Inc.	Sheraton Blackstone, 805
Eastern Video Production Services Inc.	Pick Congress
Firestone Film Syndication	1407
Four Star Entertainment Inc.	504-06
Sandy Frank Program Sales Inc.	1405-06
Functional Media Inc.	1235A-36A
Graham, Rutenberg Music Co.	Ascot House
Group W Productions & Program Sales Inc.	Continental Plaza
Happbay Industries	Executive House
Larry Harmon Pictures	122A-23A
Heller Corp.	unassigned
Independent Television Corp.	2320
Info-Radio Corp.	Sheraton Blackstone, 19-19A
King Features	unassigned
KFI Films Inc.	Ambassador East
Mark Century Corp.	1722-23-24
MCA-TV	2400
Metromedia Program Sales	1600
MGM-TV	Executive House, 3812
Charles Michelson Inc.	2357A-59A
Motherwell Broadcasting Systems Corp.	Palmer House
NBC Films	Executive House
National General Television Distribution Inc.	Conrad Hilton 509A-12A-13A
Palmer House 2209-10-12W	2203-5-6W
Nightingale-Comant Corp.	Essex Inn, 1502-4
Official Films Inc.	unassigned
Olas Corp.	Executive House
Pams Inc.	918A-19A
Paramount TV	Sheraton Blackstone, 307-10
Pepper & Tanner Inc.	700
R Associates Inc.	1422A-23A
RCA	South Imperial
Walter Reade Organization Inc.	unassigned
RTV International Inc.	unassigned
Rhodes Productions	2239A-40A
Romper Room Inc.	Sheraton Chicago, 2411, 2412, 2414
Schnur Appel Television Corp.	2422-23A
Screen Gems	Sheraton Blackstone, Regency Room
Seeburg Music Library Inc.	2435A-36A
SESAC Inc.	900
Showcorporation	2305A
Spangler Television Inc.	unassigned
Tele-Cine Inc.	unassigned
Tele-Color Productions Inc.	722-23
TeleMation Inc.	2535A-36A
Television Presentations Inc.	unassigned
Theme Productions	Essex Inn, 1203
The Programers	unassigned
Time-Life Films Inc.	1622A-23A
TM Productions Inc.	905-06
Transmedia International Corp.	2239A-40A
Trangle TV	2300
TV Stations Inc.	Sheraton Blackstone
20th Century-Fox Television	1604A-06A
United Artists Television Inc.	1800
Western Video Industries	Pick Congress
Whitney Productions Inc.	Executive House
Winters/Rosen Distributing Corp.	1514

## Station representatives

ABC-TV Spot Sales	Continental Plaza, Governors Suite
Avco Radio TV Sales	Continental Plaza, 700
Avery-Knodel	Sheraton Blackstone, 407-08-10
Mort Bassett & Co.	Essex Inn
Charles Bernard Co. (Country Music Network)	unassigned
John Blair & Co.	Sheraton Blackstone





## IT'S WHAT'S HAPPENING!

WTMJ-TV is more than a television station: WTMJ-TV is the sensitive eyes and ears of a community . . . a reflection of community life . . . in news, public affairs, music, young talent, programs for youth as well as entertainment.



**WTMJ-TV**  
Milwaukee, Wisconsin

*Represented by Harrington, Righter and Parsons*



Busby, Finch & Woods Inc.....unassigned  
 CBS Radio Spot Sales.....Continental Plaza  
 CBS-TV National Sales.....unassigned  
 Henry I. Christal Co.....1305-06  
 Roger Coleman Inc.....Palmer House  
 Robert E. Eastman Inc.  
 Continental Plaza, Consulate<sup>o</sup>Room  
 Greener, Hiken, Seras..Sheraton Blackstone  
 Herbert E. Groskin & Co.  
 Palmer House, Tower Suite  
 Harrington, Righter & Parsons  
 Sheraton Blackstone, 808-09-10  
 Bernard Howard & Co.....unassigned  
 HR Television Inc.....Continental Plaza  
 Katz Agency Enterprises  
 Executive House, 3803  
 Major Market Radio Inc.....Sheraton Chicago  
 Jack Masla & Co...Executive House, 3104  
 McGavren-Guild-PGW  
 Radio.....Watertower Hyatt House  
 The Meeker Co.....1700  
 Metro Radio,  
 div. of Metromedia Inc.....Drake  
 Metro TV Sales.....Continental Plaza  
 Peters, Griffin, Woodward  
 Sheraton Blackstone, 604-05-06  
 Edward Petry & Co.....1400  
 Pro Time Sales.....1518A-19A  
 Quality Media Inc.....Palmer House  
 Radio Advertising Representatives  
 Watertower Hyatt House  
 RKO Radio Representatives  
 Continental Plaza, Crown Suite  
 Savalli/Gates.....1300  
 Supermarket Broadcasting  
 Network Inc.....unassigned  
 Tele-Rep.....Watertower, 1100  
 Alan Torbet Associates Inc.....2100  
 Grant Webb & Co.....2000  
 Adam Young Inc. VTM.....800

#### Station brokers

Adams Broadcast Services  
 Inc.....Sheraton Blackstone  
 Bernstein Bros., De Marco & Martin.....2100  
 Blackburn & Co.....Pick Congress, 801-C3  
 Chapman Co.....Pick Congress  
 Charles Cowling & Associates.....unassigned  
 R. C. Crisler & Co.....Executive House  
 Wilt Gunzendorfer & Associates..unassigned  
 Hamilton-Landis & Associates  
 Pick Congress, 1233  
 Hogan-Feldmann.....2109A-2112A  
 Larson, Walker & Co..... Pick Congress  
 LaRue Media Brokers Inc...Ambassador East  
 Malarkey, Taylor & Associates..Ascot House  
 New York Securities Co.....Ambassador East  
 Howard E. Stark.....Ambassador East  
 Jack L. Stoll & Associates.....Pick Congress  
 William T. Stubblefield  
 Co.....Water Tower Inn. Penthouse Suite  
 Edwin Tornberg & Co.....Pick-Congress

#### Networks

ABC-TV.....2306A  
 ABC-Radio.....2316-19  
 CBS Inc., CBS Broadcast Group  
 Royal Skyway Suite, Cairo Suite, 1806  
 CBS Radio.....1804-06  
 CBS-TV.....2306  
 Hughes Sports-Network..Pick Congress, 700  
 Keystone Broadcasting System.....805-06  
 Market 1 Network.....Essex Inn, 203  
 Mutual Broadcasting System.....1806A  
 NBC Inc., NBC Radio, NBC-TV  
 Sheraton Blackstone, Presidential Suite

#### Research organizations

American Research Bureau.....500  
 Audits & Surveys Inc.....unassigned  
 Ball Brothers Research Corp.....833A-34A  
 Broadcast Advertisers Reports  
 Sheraton Blackstone  
 Broadcast Information Bureau...unassigned  
 Gray Research Division.....unassigned  
 Home Testing Institute/TVQ Inc...2033A-34A  
 C. E. Hooper Inc.....Executive House  
 Kahn Research Laboratories Inc.unassigned  
 Marketing & Research Counselors  
 Inc.....unassigned  
 Media Statistics Inc. (Mediastat)..2139A-40A  
 Media Survey Inc.....unassigned  
 A. C. Nielsen Co.....1000  
 Standard Rate & Data  
 Service Inc.....Conrad Hilton  
 The Pulse Inc.....2200-01

#### Other organizations & companies

All-Channel Television Society.....1922-24A  
 Associated Press  
 Sheraton Blackstone Sheraton Room  
 Community Club Awards Inc..Pick Congress  
 Promotional Services Inc.....Essex Inn, 1203  
 Radio Advertising Bureau.....1704-05-06A  
 The Softness Group.....Executive House  
 Television Bureau of  
 Advertising.....1605-6  
 Television Information Office.....705-06  
 TV Stations Inc.....Sheraton, 608  
 United Press International.....unassigned

#### Hospitality suites

ABTO Inc.....Pick Congress  
 Alma Engineering.....1722A  
 American Electronic Labs Inc.....1239  
 American Telephone Telegraph Co...2106A-4A  
 Ampex Corp.....604A  
 Angenieux Corp. of America..Pick Congress  
 Ball Brothers Research Corp.....833A  
 Broadcast Computer Service.....1139  
 Broadcast Electronics Inc.....635A  
 Canon U. S. A. Inc.....1833A  
 CCA Electronics Corp.....1133A  
 Central Dynamics Corp.....822A  
 Chester Electronic Labs (Sylvania).....2439  
 Cintel Corp. (Houston-Fearless).....Essex  
 Cohu Electronics.....2539  
 Collins Radio Co.....1022A  
 Comfax Communications Network.....1539  
 Commercial Electronics Inc...Pick Congress  
 Continental Electronics Mfg. Co.....2139  
 Data Memory Inc.....2533A  
 Datatron Inc.....2239  
 Dow Jones Business  
 Newscasts.....Sheraton Chicago  
 Dynalr Electronics.....2122A  
 Eastman Kodak Co.....1233A  
 Electronics, Missiles &  
 Communications.....2539A  
 Gates Radio Co.....1406A  
 General Electric.....North Imperial  
 Grass Valley Group.....1035A  
 IGM.....Essex  
 International Video Corp.....1522A  
 Jerrold Electronics Corp.....2022  
 Johnson Electronics Inc.....Essex  
 Kaiser CATV.....1733A  
 Listec Television Equipment Corp.....1222  
 Macarta Inc.....939A  
 McMartin Industries Inc.....1205A  
 Memorex Corp.....1119A  
 Microwave Associates Inc.....1222A  
 3M Co.....Essex  
 North American Philips Corp.....604  
 Nortronics Co.....Essex  
 Philips Broadcast Equipment Corp.....604  
 Potomac Instruments Inc.....2339A  
 Power-Optics Inc.....2335A  
 Quick-Set Inc.....Pick Congress  
 RCA Corp.....South Imperial  
 Rank Precision Industries Inc.....1933A  
 Raytheon Co.....1835A  
 Recortec Inc.....2035A  
 Rohn Communication Facilities Co.....919  
 Rust Corp.....1900  
 Sarkes Tarzian Inc.....1205  
 Scantlin Electronics Inc.....Sheraton  
 Schafer Electronics.....1905  
 Scully Recording Instruments Co.....1518  
 Seeburg Music Library.....2435A  
 Shibaden Corp. of America.....2135A  
 Skirpan Lighting Control Corp..Pick Congress  
 Standard Electronics Corp.....1635A  
 Stanton Magnetics Inc.....2222  
 Telemat Inc.....2535A  
 Telemet.....922  
 Utility Tower Co.....Pick Congress  
 Visual Electronics Corp.....1200  
 Vital Industries Inc.....1319A  
 Ward Electronic Industries.....Essex  
 Wilkinson Electronics Inc.....633A

#### NAB convention offices

(All NAB convention and staff offices are located on the third floor of the Conrad Hilton hotel unless otherwise designated.)  
 Convention Manager.....Room 1  
 Everett E. Revercomb, secretary-treasurer  
 Convention Program.....Room 5  
 Harold Niven, vice president, planning  
 and development  
 Engineering Conference.....Room 1  
 George W. Bartlett, vice president  
 Convention  
 Exhibits.....Exhibit Office, Lower Level

Edward L. Gayou, exhibit director  
 George E. Gayou, exhibit consultant  
 Registration Desk.....Lower Lobby  
 Donald B. Pearce, assistant treasurer  
 Convention News and Public  
 Relations.....Room 3  
 John M. Couric, vice president  
 Milton Magruder, director of publications

#### NAB staff offices

Radio.....Room 2  
 Charles M. Stone, vice president  
 Television.....Room 2  
 William Carlisle, vice president  
 Station Relations.....Lower Lobby  
 Alvin M. King, director; Spencer Denison,  
 Oliver W. Henry, James McNight, Lynne W.  
 Rennie, Ernest C. Sanders, Daniel M.  
 Valentine, Hamilton Woodle, regional  
 managers  
 Broadcast Management.....Room 4  
 Ron Irion, director  
 Government Affairs.....Room 2  
 Paul B. Comstock, vice president and  
 general counsel  
 Legal.....Room 2  
 John B. Summers, chief counsel  
 Research.....Room 2  
 John A. Dimling, vice president  
 Code Authority.....Room 4  
 Stockton Heiffrich, director  
 Jerome Lansner, assistant director  
 Richard K. Burch, manager, TV code  
 Thom R. Winkler, manager, radio code

## Where to pick up credentials for balloting

National Association of Broadcasters members authorized to vote in behalf of television stations at the NAB convention television business session and at the business session must pick up credentials at the certification desk in the Conrad Hilton hotel. Also those members authorized to vote in behalf of radio stations at the NAB business session must have credentials, according to convention rules.

The certification desk is located adjacent to the NAB registration desk in the lower lobby of the hotel and is open from 9 a.m.-5 p.m. (Sunday April 5) to Wednesday (April 8).

## Big turn-out expected

National Association of Broadcasters officials are confident that this week's convention in Chicago will match or exceed previous years in attendance despite strikes and threats of strikes. Everett Revercomb, NAB secretary-treasurer and convention manager, said that this year he had fewer cancellations than ever before. Early delegates and NAB staffers were getting to Chicago despite delays caused by the massive slowdown of air traffic caused by the sick-out of air controllers. Mr. Revercomb also noted that early shipping of equipment to Chicago to avoid a possible teamsters' strike assured that regular exhibits would be ready for the convention.

# Black Radio Grown Up.

For years, black radio stations avoided the problems of their own community.

WLIB changed all that.

Right from the start, we set out to build a relationship with our close to 2,000,000 black neighbors.

One in which we would respond to them.

And, just as important, a relationship in which they would be responsive to us.

We built this relationship with a new kind of programming.

For the black unemployed with no hope and no skills, programs on how to find a job worth keeping and a night school worth attending.

For the hundreds of black high school students who want to give up school, special shows with Elston Howard and Emerson Boozer that encourage them to be stand-outs, not drop-outs.

And for everyone's need to just take it easy, all kinds of music. Pop. Rhythm'n Blues. Fine Jazz.

We built the relationship by having the guts to suspend all commercial broadcasting for the sake of the black community's safety. The day after Martin Luther King was assassinated, while Detroit, Washington and Chicago were burning, we opened up our mikes and telephones. So our airwaves would burn instead of our streets.

We built it with a show called Community Opinions.

In which listeners are invited to talk to guests like Charles Kenyatta and Congresswoman Shirley Chisholm (This show won us the Peabody Award. We're the only black station ever to be so honored.)

We built the relationship with 22 years of hard work.

And we intend to keep on building it.

We're telling you all this because we want you to know who we are.

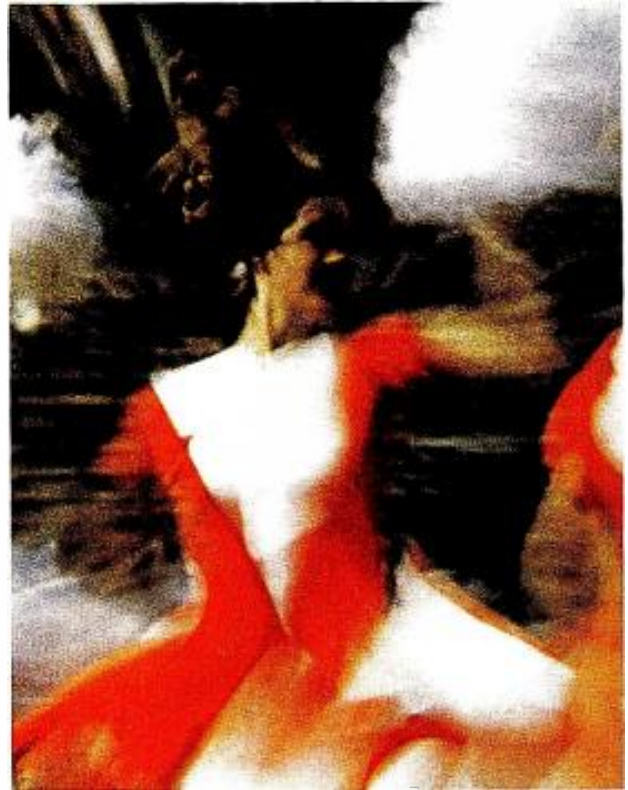
And why you should be doing business with us.

**WLIB1190** 310 Lenox Ave. (at 125th St.)  
Tel. 831-1000





**Slow it.**



**Stop it.**

With DMI's VIDEODISC-1000 — highband COLOR magnetic disc recorder — from the "stop action" and "instant replay" innovators.

Meet your practical programming and production needs at lower operating costs—at just about *one-half* the capital equipment investment.

Easy access from maintenance console to monitor critical signals which allows fast, thorough system check-out by operator without disturbing program operations. Simplified maintenance because of the single disc and two head design.

20 seconds of continuous recording with DMI's "joystick" operator console — all modes — stop/slow (variable); forward/reverse, record/playback.



DMI's CHROMALOK gives stable NTSC color to meet all FCC standards. The VIDEODISC-1000 is mobile for remote coverage or fixed for studio coverage depending on packaging options — transport or rack mounted.

Ask DMI — the Videodisc people — for more information. Write Data Memory Inc. 1400 Terra Bella, Mountain View, CA 94040. Phone (415) 961-9440 TWX 910-379-6474.



THE VIDEODISC PEOPLE



**Play it back.**

The kind of  
dribble  
we broadcast  
is music  
to our  
listeners' ears.

Providence College is to Providence what the Knicks are to New York.  
Only more so. An exciting basketball team  
that people talk about and listen to . . . only on WPRO radio.  
There's more to WPRO than meets the ear.



WPRO / Providence, R. I. / A Division of Capital Cities Broadcasting Corp. / Represented By Blair Radio

## Union talks prod exhibitors

The threat of a walkout by truck drivers hastened the filling of National Association of Broadcasters' Chicago convention exhibit halls last week. Trucker chiefs had told their men to keep driving as long as salary talks continue, resulting in a feverish pace at the Conrad Hilton, unloading docks to assure occupied equipment booths. With everyone working to stay ahead of possible picket lines, the NAB said 85% of the convention hardware had arrived by Wednesday afternoon (April 1).

## Also in Chicago

Other firms at the NAB convention not included in last week's listing are:

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### Edwin Tornberg & Co.

#### Pick-Congress

Personnel: Ed Tornberg, Ed Wetter, Doug Kahle.

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### Gill-Perna Inc.

#### Astor Tower, suite unassigned

Personnel: Helen Gill, John J. Perna.

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### Grant Webb & Co.

#### Conrad Hilton, 2000

Personnel: Judi Sue Robin, Terry Dougherty, Bill O'Sullivan.

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### Robert E. Eastman Inc.

#### Continental Plaza — Consulate Rooms 1-4

Personnel: Robert Eastman, Frank Boyle, Joseph Cuff, Steve Riddleberger, Bill Burton, Peter Schulte.

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### RKO Radio Representatives Inc.

#### Continental Plaza, Crown suite

Personnel: Ross Taber, Jerry Lawrence, James O'Grady, Victor E. Forker, Martin Roslin, John Stella, Sy Gaip, James Barker, Doug Slye, Ed Lubin.

#### Corrections to March 30 listings:

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### Television Bureau of Advertising

#### Conrad Hilton, 1605-6, (Suite correction)

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### Broadcast Information Bureau

#### Conrad Hilton, unassigned

Personnel: Avra Fliegelman (name correction).

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### Time-Life Films Inc.

#### Conrad Hilton, 1622-23A (hotel correction)

tune in, turn on  
your imagination to  
"Imagination Radio"



.....entertainment medium

to revolutionize radio!

... sound fantastic?

Yes... but we can prove it!

NEW concept

NEW format

NEW programming

NEW features

NEW sales tools

NEW profits

## Info-Radio Corp.

IMAGINATION • INFORMATION • ENTERTAINMENT

ELLIS M. AGEE  
PRESIDENT

WILLIAM R. SHERIDAN  
VICE-PRESIDENT

ROBERT E. ELSON  
VICE-PRESIDENT

48 WEST 48th STREET, NEW YORK, NEW YORK 10036 (212) 246 6630

SEE US AT THE CONVENTION

SHERATON-BLACKSTONE SUITE 19-19A • CHICAGO APRIL 4-8

## No support for adless kid shows

**Broadcasters unite in opposition to women who want no commercials aimed at children**

Major broadcasting groups last week criticized as unlawful, unviable and uninformed a proposal advanced by Action for Children's Television (ACT) that would require stations to set aside 14 hours weekly for noncommercial children's programming.

The proposal, which has been accepted by the FCC as a petition for rulemaking, would also bar sponsorship of, and commercials from, children's programming and prohibit performers on such programming from using or mentioning products, services or stores by name. It has attracted support chiefly from mothers and educators.

The National Association of Broadcasters told the FCC that the elimination of commercials would diminish rather than improve the quality of children's programming, and disputed ACT's claim that television does not offer sufficient quality programming for children.

NAB warned that if the commission initiates a rulemaking on ACT's behalf, other interest groups may feel they have "a viable precedent by which they can compel programming quotas responsive to their constituents' concerns."

Most children watch a wide variety of programming which is not restricted to "children's" programming, NAB ob-

served, suggesting that logically extended, the ACT's proposal would mean that commercials should be stricken not only from the "puppet-and-crayon shows" but evening programs that children and adults view as well.

"Children cannot be insulated from every piece of advertising that strikes a responsive chord in them," NAB noted, adding that most of what concerns ACT regarding television advertising is covered by NAB's own Television Code.

NBC said ACT's proposed rules "are not appropriate for commercial television and would in fact be self-defeating." The network said it would be unrealistic to suppose that broadcasters could continue to budget present large sums for children's programs if commercial sponsorship were prohibited.

Pointing out that children's programming of high quality is not cheap or easy to produce, NBC said adoption of ACT's proposed rule would "substitute quantity criteria for quality." To the extent that unsponsored, noncommercial children's programming may be deemed desirable, NBC added, educational broadcasting provides a complementary service to meet that objective.

ABC, calling for dismissal of the

ACT's petition, said it was in "direct and irreconcilable conflict with the commission's proper and historic role in the programming area and in its explicit findings as to the need and value of commercial sponsorship." ABC termed the ACT's proposal "self-defeating and administratively impractical."

WGN Continental Broadcasting Co. said adoption of the proposed rules would mark an unprecedented departure from previous commission policies, would constitute an unauthorized assumption of power by the commission, and would result in an unconstitutional infringement of the rights of broadcasters.

Storer Broadcasting Co. said any presumption that anything smacking of commercialism is "harmful to the psyche of this nation's youth" is "a statement of prejudice, which, as in the case of most prejudices, mirrors an emotional rather than a rational well-spring."

Storer also said the proposal would cripple UHF television because it is dependent on children's programs for a greater proportion of its economic support than is VHF television.

Westinghouse Broadcasting Co., while expressing concern over the effects of television programming and commercialization on children, said it had reservations about the ACT's proposal. WBC said evidence suggested the proposed rules would be difficult to enforce and would be counterproductive of any real improvement in the quality

## How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended March 22, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended March 22	Total dollars week ended March 22	1970 total minutes	1970 total dollars
	Week ended March 22	Cume Jan. 1-March 22	Week ended March 22	Cume Jan. 1-March 22	Week ended March 22	Cume Jan. 1-March 22				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ —	\$ 145.1	\$ 1,480.7	\$ 338.5	\$ 3,706.8	96	\$ 483.6	959	\$ 5,187.5
Monday-Friday 10 a.m.-6 p.m.	1,878.7	21,114.3	3,327.6	38,705.4	1,801.8	21,418.1	852	7,008.3	9,432	81,237.8
Saturday-Sunday Sign-on-6 p.m.	1,403.9	14,079.7	1,312.1	20,694.0	839.9	9,346.1	308	3,555.9	3,392	44,119.8
Monday-Saturday 6 p.m.-7:30 p.m.	235.1	2,966.5	913.7	10,472.3	466.9	7,746.7	71	1,615.7	876	21,185.5
Sunday 6 p.m.-7:30 p.m.	104.8	1,484.1	194.8	4,123.7	112.0	3,683.4	18	411.6	243	9,291.2
Monday-Sunday 7:30-11 p.m.	6,177.3	67,465.9	7,949.2	92,936.9	7,940.9	90,227.9	439	22,067.4	5,031	250,630.7
Monday-Sunday 11 p.m.-Sign-off	551.3	2,488.7	322.8	3,905.9	658.0	7,162.4	118	1,532.1	1,154	13,557.0
<b>Total</b>	<b>\$10,351.3</b>	<b>\$109,599.2</b>	<b>\$14,165.3</b>	<b>\$172,318.9</b>	<b>\$12,158.0</b>	<b>\$143,291.4</b>	<b>1,902</b>	<b>\$36,674.6</b>	<b>21,087</b>	<b>\$ 425,209.5</b>



“Station of the Year”

# WCCO RADIO. BIGGER THAN TV.

## in Minneapolis-St. Paul

WCCO Radio's unique. In both programming and audience leadership. Just recently, WCCO Radio won the "Station of the Year" award at a National Radio Programming Conference. This kind of programming also wins listeners. So many that the WCCO Radio audience is *bigger than TV*.

In fact, WCCO Radio beats TV on 16 separate points of comparison...all year long. It's the media "story of the year." Based on 1969 ARB Reports for radio and television in the Minneapolis-St. Paul market.

**ALL DAY/ALL WEEK:** WCCO Radio delivers larger audiences than any of the four television stations in the Twin Cities market. (6 am-12 Mid., Monday-Sunday)

**DAYTIME:** WCCO Radio's audience is greater than all four television stations

*combined!* (6 am-6 pm Monday-Friday)

**PRIME TIME:** WCCO Radio's morning drive audience is bigger than the glamorous evening block on any TV station. (6-10 am, Monday-Friday, for WCCO Radio; 6:30-10:30 pm, Monday-Friday for TV)

**TOP HOUR:** WCCO Radio has one hour with bigger audiences than any hour on any TV station (6 am-12 Mid., Monday-Friday)

In each of the four areas, WCCO Radio attracts more total persons 12+. More adults. More women. More men.

Top acceptance — more than meets the eye — has been a WCCO Radio tradition. Year after year. Since 1924. Use it for your sales story of the year.



# WCCO RADIO

MINNEAPOLIS/ST. PAUL REPRESENTED BY CBS RADIO SPOT SALES

Source: ARB estimates. Radio: April-May, Oct.-Nov., 1969. TV: Jan., Feb.-March, May, Oct., Nov., 1969. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

of television programming for children.

In joint comments, a group of licensees including General Electric Broadcasting Corp., Communications Television Inc. and Plains Television Corp. asked the commission to dismiss the ACT's proposal as "impractical and shortsighted." The groups told the commission implementation of the proposal would be neither wise nor productive and "plainly inconsistent with the commission's proper role under the Communications Act."

Negative reaction to the proposal was also registered by Palmer Broadcasting Co., Hubbard Broadcasting Inc., The Houston Post Co., WTVY Inc., Kern County Broadcasting Co. and the National Confectioners Association.

## QMI, rep for 19 FM's, is bought by Kaiser

Kaiser Broadcasting Corp. has purchased QMI, New York, a station representative firm, for an undisclosed price, it was announced last Thursday (April 2) by Richard C. Block, vice president and general manager of Kaiser.

QMI represents 19 FM stations, all with "good music" formats. On its list are Kaiser's KFOG(FM) San Francisco and WJTB(FM) Boston.

Robert Richer, who has headed QMI since its founding in 1964, will continue to manage the company, which will operate as a division of Kaiser Broadcasting. QMI maintains offices in New York and Chicago.

## Rep seeks more space for a bigger staff

Tele-Rep Inc. is adding 18 people to its staff, opening a new office in Atlanta and will be moving its New York headquarters to larger quarters. The expansion move was disclosed last week along with formal announcement that Cox Broadcasting Corp. has consolidated representation of all five of its TV stations with the Chris-Craft subsidiary ("Closed Circuit," March 16).

Tele-Rep has represented Cox's KTVU-TV Oakland-San Francisco since last July 1. Three other Cox stations will be repped starting May 16: WSB-TV Atlanta and WHIO-TV Dayton, Ohio, now with Edward Petry & Co., and WSOC-TV Charlotte, N.C., now with H-R Television. A fifth Cox outlet, WIC-TV Pittsburgh, will change its rep from John Blair & Co. to Tele-Rep on July 1.

The Tele-Rep organization was formed 15 months ago to rep Chris-Craft's three owned TV's, KCOP Los Angeles, WTCN-TV Minneapolis-St. Paul and KPTV Portland, Ore.

The addition of the Cox Group, Tele-Rep said, brings its list of stations to 11.

## Why computers can aid spot paperwork

### BAC meeting hears how time sharing is becoming way of life for broadcasters

The computer will be as important a tool in the business of broadcasting in the 1970's as the transmitter. Just how significant was the subject of an all-day symposium sponsored by the Broadcast Advertising Club of Chicago at the Conrad Hilton there Friday, an annual event the BAC presents on the eve of the convention of the National Association of Broadcasters.

A. O. Knowlton, director of media services, General Foods Corp., White Plains, N.Y., noted that the technology for automation of broadcast buying and selling has been available for nearly a decade but the industry has failed to implement it. The result, especially in spot TV, has been a paperwork jungle that bogs down agencies and a chaos of confusion that upsets clients, he said. (General Foods recently announced the results of a magazine-effectiveness test that purported to show magazines are comparable to TV [BROADCASTING, March 16].)

The high cost of computers has been one reason for broadcast advertising's slow entry into computers, according to Edward A. Schefer, partner in Arthur Anderson & Sons, New York, but progress in the development of shared-time systems is fast changing this. He called for a massive, industry-wide assault on the problem rather than present piece-meal efforts. He urged all industry groups to unite in a substantial enough commitment to work out a unified computer plan that would simplify the availability, buying, confirming and billing processes.

Until now, the time-sharing computers have not been suited to a unified broadcast-advertising system, he ex-

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## The end

The death of broadcast cigarette advertising became a formal certainty last week when President Nixon signed into law the bill outlawing the commercials as of Jan. 2, 1971. The law also permits the Federal Trade Commission to require health warnings in printed advertisements after July 1, 1971. And, effective Oct. 1, a new warning will appear on cigarette packages: "Warning: The surgeon general has determined that cigarette smoking is dangerous to your health."

plained, because they could not handle large-volume printing operations. But newer hybrid computers now make this possible and adaption to time buying and selling is feasible at lower costs, he said.

Thus, Mr. Shefer suggested, an agency buyer could teletype a time-sharing service bureau and get the latest availabilities and schedules, including acceptable piggy-back partnerships, make adjustments desired for a buy and confirm the buy. When station invoices arrived, he continued, the agency would run them through the same terminal for validation and payment processing.

"All of these features are available in the near term," he said, "and people we know are moving rapidly in this direction. Longer term, we can foresee the storage of station inventories, the entry through the system of proof-of-performance data, perhaps even the creation of a centralized billing and paying-processing facility—a kind of clearinghouse for many stations and many advertising buyers."

James M. Rupp, vice president, marketing and research, Cox Broadcasting Corp., Atlanta, detailed the group broadcaster's extensive work in computers. He noted that by 1977 TV will be a \$6-billion business and radio \$2-billion. If stations are to get their share, he said, they will have to computerize to do it.

John F. Dickinson, president of Harrington, Righter & Parsons, predicted the end of the "absolute despotism of C-P-M" to assembled ad executives. "As the station computerizes his sales and operating function," said Mr. Dickinson, and with standardization of spot-buying procedures, the rep's services will expand and manpower will be freed for "interesting and productive sales effort."

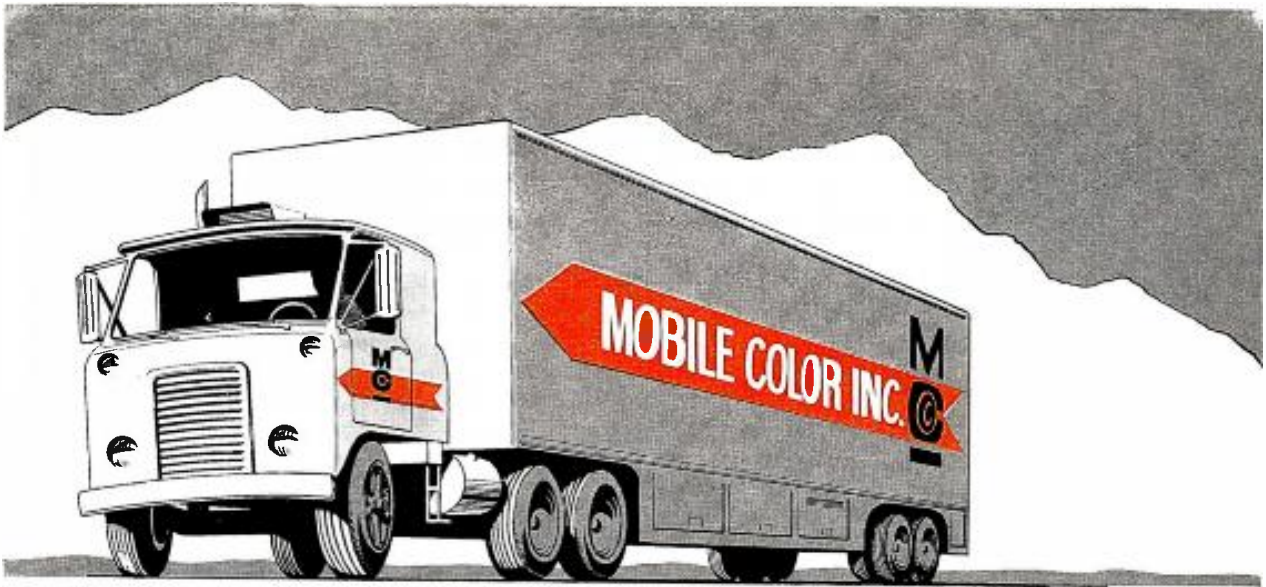
Sam B. Vitt, president, Vitt Media International Inc., predicted that during the 1970's, more and more broadcast advertising will be purchased through independent media buying organizations such as VMI, and by 1980 these services will operate as full media departments, charging a 15% commission.

## American Airlines is back on radio

American Airlines announced last week that it would continue its association with good-music radio with sponsorship of a newly developed one-hour *Music in the Air* starting in three markets.

American sponsored *Music 'Til Dawn* for 16 years until four CBS-owned stations and a CBS affiliate among the 10 stations that carried that good-music program extended their all-news formats to 24 hours a day last Jan. 1.

The new Monday-through-Friday is



# mobile color on the move.

Mobile Color, Inc. offers the most complete spectrum of remote color television services available . . . equipment permanently based in Houston, Omaha, Austin and San Juan, P.R.

We now have five complete units, with a total of 23 cameras, to handle any assignment throughout the United States, Canada, Mexico and Puerto Rico.

Units of 2, 3, 4, 5, or 6 cameras are available for lease and production work on local, regional, and national live and tape production, sports and special events, commercials, etc.

If you are a network, an agency, a local station, a production company, an ETV or CATV, contact MCI.



#### Facilities:

Five complete mobile vans - with 3 to 6 PC70's and PCP Norelco cameras; Ampex VTR's including HS200, Central Dynamics and Visual switching; Phillips and Sparta audio, and more.

For additional information, call collect MOBILE COLOR, INC.

(Austin-San Juan)  
512-477-5611  
P. O. Box 490  
Austin, Texas 78767

(Omaha)  
402-733-7166  
P. O. Box 7171  
Omaha, Nebraska 68107

committed to stations in three markets: WQXR-AM-FM New York, from 10:10 p.m. to 11:10 p.m., WRR-FM Dallas, 9-10 p.m., and KFAC(AM) Los Angeles, 7-8 p.m. A spokesman for the carrier said other markets will be sought in an effort to build coverage comparable to *Music 'Til Dawn's* 10-market spread.

WQXR's Bill Watson, who also programs the in-flight music and commentary on American Airlines flights, will be host on the taped hour. American Airlines will limit its commercial minutes to four an hour. The spots were described as low-key and institutional. Doyle Dane Bernbach, New York, is the agency.

### Agency appointments:

▪ Francis I. DuPont & Co., New York, investment banking and brokerage firm, appoints Grey Advertising Inc., New York, as its agency, replacing Cunningham & Walsh, New York. Account has been billing about \$1.2 million, mostly in print, but Grey is said to be considering an expansion in broadcast advertising.

▪ Beltona Corp., Miami, a Florida building construction firm, has named Tatham & Weihs as its advertising agency with initial billing estimated in excess of \$1.5 million. Spot radio and TV will be used though the principal media will be print, outdoor and direct mail. Patrick Duffy Inc., Miami, will continue to work on special projects for Deltona.

▪ Midas Inc., Chicago, franchised muffler chain, names Wells, Rich, Greene, New York, as national agency. TV campaign is planned. Midas until now has used regional agencies.

## Ecology group zeroes in on WNBC

"Friends of the Earth," an anti-pollution organization, has filed a formal complaint with the FCC charging that WNBC-TV New York has failed "to fulfill its 'fairness doctrine' and 'public interest' obligations with respect to automobile and gasoline advertisements."

In its complaint, dated March 17 but made public last week, Gary Soucie, FOE's executive director, said that his group had sent WNBC-TV a letter on Feb. 6 requesting that the station "inform the public of the other side" of the auto-gas messages—especially, their by-products' effect on air pollution. The station subsequently denied the request.

Foe in its complaint contended: "The test posed by the commission [in its 1967 cigarette-fairness doctrine ruling] is whether the product's 'normal use has been found by congressional and other governmental action to pose such

## Gardner creates posts for media functions

Gardner Advertising, St. Louis, last week announced new posts of increased responsibility for four key media vice presidents designed to keep the agency abreast of competitive developments such as the growing number of specialized media services.

Don Stork becomes general manager of the media department, responsible for its over-all performance. Gordon Hendry becomes manager of media planning and Fred Webber becomes manager of media buying. Jack Shubert becomes media research manager, responsible for producing improvements in media technology.

Gardner also announced other related promotions: Alan Sandler, to associate media director and Ellen White, John Marlow and Tom McAlevy to media supervisors.

## New black agency hangs out its shingle

John F. Small Inc. Advertising has opened its doors with \$1-million worth of business from The Singer Co.

The new agency, founded by black advertising executives, will handle all advertising nationally for 26 home-entertainment products from Singer. Products assigned the Small agency include color and black-and-white-TV sets, AM and FM radios and cassette tape recorders. Heavy use of broadcast advertising is anticipated. Though J. Walter Thompson handles all other Singer con-

a serious threat to general public health that advertising promoting such use would raise a substantial controversial issue of public importance. . . ." the complaint continued: "It seems clear, the government's expressed concern about the air pollution caused by the the normal use of automobiles more more than meets this test." Mr. Soucie asked FCC Chairman Dean Burch for a hearing.

WNBC-TV in a letter dated Feb. 18 and signed by Weston J. Harris, station manager, rejected FOE's request. Mr. Harris said the commission had limited its 'fairness' ruling to cigarettes because of that product's threat to the general public health. "There is little, if any, controversy that transportation by automobile should continue," Mr. Harris wrote. "The advertising of automobiles, cannot therefore, be a discussion of the anti-pollution issue." He claimed, too, that ads for gasolines are not "a discussion of a pollution problem."

sumer lines, Singer home-entertainment products were not previously assigned to Thompson or any other agency.

According to a spokesman for the new agency, John F. Small will not specialize in ethnic advertising, and the possibility is strong that such accounts may be turned away.

Mr. Small, who comes from NBC Spot Sales in Chicago where he was an account executive, is president and has been joined by A. Philip Fenty, creative director, formerly of Ted Bates & Co.; James Bell, account executive, formerly of J. Walter Thompson, and Curt Young, copywriter, formerly of Leo Burnett. The agency plans to add a few white executives soon.

John F. Small Inc. is located temporarily in the Gotham hotel, at Fifth Avenue and 55th Street in New York.

## Agency forms one-unit creative department

Fuller & Smith & Ross Inc., New York, has combined its two-division creative department into one unit with Mitchell DeGroot Jr. as vice president, creative director, and Frank Perry as vice president, associate creative director.

The agency's previous system was set up in 1965 to handle "the varying needs" of consumer product clients and business/industrial accounts. In the past five years, however, according to FSR president Arthur E. Duram, "communication needs have drastically changed" and each can benefit from the other's techniques.

Mr. DeGroot was group creative director, and Frank Perry was executive art director of the consumer products division.

## Heavy Ford football buys

The Ford division of Ford Motor Co., a major sponsor of professional football coverage on CBS-TV since 1956, has purchased a large block of time for the 1970 season. The Ford buy covers three minutes in each of the regular-season and post-season games, and additional time in pre- and post-game programs. The broadcasts of the National Conference of the National Football League include 14 Sunday games, two Saturday games, holiday, playoff, all-star and championship games. J. Walter Thompson is Ford's agency.

## Rep appointments:

▪ KTIV(TV) Sioux City, Iowa: Katz Television, New York.

▪ WLBR(FM) Lebanon, Pa.; XEXX(AM) San Diego and XEAZ(AM) Tijuana, Mexico: AAA Representatives, New York.

▪ KNUI(AM) Kahului, Maui, Hawaii: The Sandeberg-Glen Co., San Francisco.

**KOVR STOCKTON/SACRAMENTO...**  
**highest color TV penetration of**  
**the nation's top 25 TV markets**



**Leading the way with 51% color TV penetration.**

Stockton/Sacramento is a big colorful market. Over 262,900 estimated color TV households makes it the nation's 15th color TV market. □ And over 1.7 million total TV homes, over \$5.4 billion in effective buying income, and \$3.2 billion in retail sales makes it a TV market you can't afford to miss. □ Stockton/Sacramento — very big on color — very big on McClatchy Broadcasting's KOVR.

Data Sources: Broadcasting 2-2-70 (Carl Ally Projections) Color TV Est. Households  
 Television Factbook 1969-1970, Sales Management — June 1969

**McCLATCHY BROADCASTING**  
 REPRESENTED NATIONALLY BY KATZ TELEVISION



## Business briefly:

**Johnson Wax Co.**, Racine, Wis., through Foote Cone & Belding, New York, will sponsor ABC-TV special, *With These Hands—The Rebirth of the American Craftsman*, Friday, May 8 (9-10 p.m., EDT).

**General Motors Corp.**, Detroit, Pontiac Motor Division, through MacManus, John & Adams Inc., Bloomfield Hills, Mich., is buying time on news and sports broadcasts on ABC Radio's American Information and Entertainment networks.

**Woodhill Chemical Corp.**, through Marcus Advertising, both Cleveland, has initiated a national advertising program for Naval Jelly rust dissolver. The major part of the campaign will be conducted during April and May to coincide with the spring fix-up period and National Hardware Week, and will be climaxed by commercials on two NBC-TV programs, Johnny Carson's *Tonight Show* and Hugh Downs' *Today Show*.

**Kal Kan Foods Inc.**, through Honig-Cooper & Harrington, both Los Angeles, will sponsor Bill Burrud's *Animal World* on ABC-TV starting April 30, replacing *Pat Paulsen's Half A Comedy Hour*, Thursday, 7:30-8 p.m. The summer series will feature films of animals belonging to rare and vanishing species in their natural environments around the world.

**Coca-Cola Co.**, Atlanta, through McCann-Erickson Inc., New York, and **Interstate Bakeries**, Kansas City, Mo., through Dancer-Fitzgerald-Sample Inc., New York will again co-sponsor *Charlie Brown's All-Stars*, Sunday, April 12 (7:30-8 p.m., EST) on CBS-TV. Show was originally seen June 6, 1966.

**General Motors**, through D. P. Brother & Co., both Detroit, will advertise its Guardian Maintenance policy on ABC Radio's American Contemporary and Information networks.

**Post Division of General Foods Corp.**, White Plains, N.Y., is placing Gaines Supreme canned dog food in Buffalo and Albany test markets, using daytime and nighttime network and local programming on TV. Ogilvy & Mather, New York, is the agency.

**Dr. Pepper Co.**, Dallas, through Young & Rubicam Inc., New York, Seven-Up Co., St. Louis, through J. Walter Thompson Co., New York, and **Kentucky Fried Chicken Corp.**, Louisville, Ky., through Leo Burnett Co., New York, will sponsor NBC-TV special, *Harper Valley U.S.A.*, Saturday, May 9 (7:30-8:30 p.m., NYT), pre-empting *The Andy Williams Show*.

**Volkswagen of America**, Englewood Cliffs, N.J., **Polaroid Corp.**, Cambridge, Mass., for Polaroid Cameras, and **Cool-Ray Inc.**, Southbridge, Mass., for Cool-Ray sunglasses, all through Doyle Dane

Bernbach, New York, have purchased advertising schedules on ABC-TV's *Dick Cavett Show*.

**Procter & Gamble Co.**, Cincinnati, through Lco Burnett Co., New York, will sponsor the *Miss USA Beauty Pageant* on CBS-TV Saturday, May 16, (10-11:30 p.m. EDT).

**Pabst Brewing Co.**, Milwaukee, through Kenyon & Eckhardt Inc., New York, **Uniroyal Inc.**, through Doyle Dane Bernbach, both New York, **Sears Roebuck & Co.**, Chicago, through J. Walter Thompson Co., New York, and **Hilton Hotels Corp.**, Chicago, through McCann-Erickson, New York, will sponsor the 96th running of the *Kentucky Derby* on CBS-TV, Saturday, May 2 (5-6 p.m., EDT). Immediately preceding the derby will be a one-hour special, *The Kentucky Derby Festival and Parade*.

**Glass Container Manufacturers Institute Inc.**, through Benton & Bowles, both New York, has purchased full sponsorship of Liza Minnelli's first television special, *Liza*, on NBC-TV June 29, 8-9 p.m. NYT.

**STP Corp.**, Indianapolis, through Media Buyers Inc., New York, will sponsor a half-hour special, *Baseball: The Second Hundred Years*, scheduled as a pregame show before the opening of the *Game of the Week* series, April 11 (3:30-4 p.m. NYT).

## Brewers find heady radio-TV contract

Just as fast as you can down a bottle of Schlitz, baseball's newest, the Milwaukee Brewers, had, as of late Thursday (April 2), a half-dozen sponsors about to sign for coverage and regional radio-TV networks ready to go into action this week. Schlitz is to take one-third sponsorship.

"We've had to do five months' work in eight days to get the broadcast package ready to go when the Brewers open here Tuesday [April 7] with the California Angels," Guy Patterson, executive vice president of Majestic Advertising, Milwaukee, said last week.

Majestic, veteran radio and TV packager of baseball and other sports with Schlitz usually taking part of the action, has purchased the first-year broadcast rights to the former Seattle Pilots team in the American League. Majestic will pay the Brewers \$525,000 for game coverage rights in both radio and TV and another \$75,000 for pregame and postgame feature rights.

As of Thursday Majestic had signed 31 stations in the Midwest for the Brewers radio-network coverage of all regular season games. **WBMP(AM)** Mil-

waukee will be the originating station. Eight TV stations in Wisconsin have agreed to air the package of 26 television games with the Milwaukee-originating TV station expected to be selected Friday.

If sold out the radio-TV coverage package would produce gross income of \$1.2 million. The pre-game and post-game feature gross would be \$85,000.

Earlier in the year, major-league baseball rights had been estimated at a little over \$38 million with the Seattle Pilots accounting for about \$750,000 (BROADCASTING, Feb. 9).

## SSC&B adds 4 products

SSC&B, New York, has picked up some additional Lehn & Fink business, and while the agency will not reveal just how much it was, it was learned that it was approximately \$1.5 million worth, with about 65% of the billings in broadcast. Beacon Wax, Down-the-Drain, Glis Spray Starch and Glisade Fabric Finish, all products of Lehn & Fink, Montvale, N.J., a division of Sterling Drug, are leaving Doyle Dane Bernbach, New York, after two years. Already at SSC&B are Lehn & Fink's Lysol brand products and Jato. Richard

K. Manoff Inc. and Warwick & Legler are the division's other two consumer agencies.

## Katz spot-TV guide now off the presses

The Katz Agency Inc., New York, last week issued its *1970 Spot TV Cost Summary and Cost Per Rating Guide Book* incorporating for the first time costs per ADI rating points.

The ADI (Area Dominant Influence) information consists of data tabulated for 200 markets, ranked in order of TV households, as reported by American Research Bureau in its 1969 analysis. Previously, costs were shown in the Katz booklet only for metro-rating points. The Katz guide, which is designed for quick estimating of spot-TV budgets, gives spot costs for both the ADI and metro areas in the top-200 markets.

This is the 44th edition of the *Katz Spot TV Summary*, which was first published in 1949. It is the second edition of the *Katz Cost Per Rating Point Guide*, which was introduced in 1969. The *Guide* and *Cost Summary* have been combined into one booklet for easier reference.

# IT ADDS UP.

Each year, the National Academy of Television Arts and Sciences honors outstanding local programs with regional Emmy Awards.

NBC Television Station programs won three of the nine regional Emmy honors bestowed this year, more than any other station

group. Our winners are:

“New Voices In The Wilderness,” a study of religious faith in this time of change. *WNBC-TV, New York.*

“Journey To A Pine Box,” an illuminating chronicle of what life is like for a welfare recipient. *WRC-TV, Washington, D.C.*

“The Slow Guillotine,” a comprehensive report on smog and pollution, two years in research and production. *KNBC, Los Angeles.*

We don't set out to win prizes—just to create community programs that *count*. But maybe that's why, at Emmy-time, it adds up.

**Community Service: Another reason viewers depend on The NBC Television Stations.**

# The

DOW JONES BUSINESS NEWSCAST  
NOON - MARCH 19, 1970

HERE IS THE LATEST BUSINESS NEWS GATHERED  
BY THE STAFFS OF THE WALL STREET JOURNAL  
AND THE DOW JONES NEWS SERVICE.

IN THE HEADLINES --

THE STOCK MARKET IS A SHADE HIGHER,  
AS INVESTOR CAUTION CONTINUES...

THE POSTAL STRIKE THREATENS STOCK  
EXCHANGE OPERATIONS...

AND PAN AMERICAN AIRWAYS PROBLEMS  
ARE MOUNTING.

NOW THE DETAILS --

-0-

THE STOCK MARKET IS FRACTIONALLY HIGHER, AS RECENT INDICATIONS FROM WASHINGTON THAT THE MONETARY POLICIES ARE CHANGING HAVE HALTED THE RECENT DOWNWARD DRIFT, BUT NOT BEEN ABLE TO STOP

THE DOW JONES INDUSTRIAL AVERAGE IS UP .86 TO 768.81. OF ALL ISSUES TRADED ON THE NEW YORK EXCHANGE, 500 HAVE ADVANCED IN PRICE WHILE 416 HAVE DECLINED.

THE MILD RALLY BEGAN TUESDAY ON NEWS OF WHITE HOUSE HELPS FOR THE CONSTRUCTION INDUSTRY AND AN ANNOUNCED CHANGE IN FISCAL POLICIES. BUT ANALYSTS SAY MORE CONCRETE ACTION IS NEEDED BEFORE THE MARKET WILL MAKE A SUSTAINED ADVANCE.

GOVERNMENT STATEMENTS OVER THE PAST TWO DAYS HAVE INDICATED A SHIFT TOWARD STAVING OFF A RECESSION AND AWAY FROM FIGHTING INFLATION.

DRESSER INDUSTRIES, UP AN EIGHTH, IS TODAY'S MOST ACTIVE STOCK, FOLLOWED BY PALSTON PURINA, AND CHAMPION SPARKPLUGS.

PALSTON PURINA IS UNCHANGED IN TRADING THAT INCLUDES A BLOCK OF OVER 110 THOUSAND SHARES.

CHAMPION SPARK PLUGS, ALSO UNCHANGED IS ON THE MOST ACTIVE LIST FOR THE SECOND STRAIGHT DAY. YESTERDAY IT CLOSED OFF ONE AND THREE QUARTERS AFTER A BLOCK TRADE OF 2 THOUSAND SHARES MADE IT THE DAY'S MOST ACTIVE ISSUE.

3M'S SWELTING IS UP THREE QUARTERS TO 38 AND AN EIGHTH, AFTER BEING UP ALMOST TWO. THE COMPANY DECLARED A THREE PERCENT STOCK PAYMENT YESTERDAY, AND SAID EARNINGS IN 1969 ROSE 56 PERCENT.

SMITH INTERNATIONAL IS UP ONE AND A QUARTER. IT DROPPED FOUR AND THREE-EIGHTHS YESTERDAY AFTER THE COMPANY REPORTED THAT EARNINGS WOULD BE SHARPLY OFF IN THE CURRENT QUARTER.

CENTRAL SOYA IS UP ONE AND THREE QUARTERS. IT REPORTS THAT NET EARNINGS FOR THE QUARTER JUST COMPLETED WERE SHARPLY HIGHER THAN A YEAR AGO.

SUPERSCOPE WAS DROPPED ONE AND FIVE-EIGHTHS TO 29 AND A HALF ON THE AMERICAN EXCHANGE, ALTHOUGH THE COMPANY HAS REPORTED THAT PROFIT IN 1969 ROSE FROM 1968.

OTHER AMERICAN EXCHANGE PRICES ARE NARROWLY MIXED IN MARKET. DATE

## Why Dow Jones:

Dow Jones, having pioneered so much in this field, realizes the importance of a continuous flow of business and financial news. Radio is the logical medium to fill the hourly gap for those who may read The Wall Street Journal but don't have a Dow Jones News Ticker. Dow Jones has the experience and has earned the reputation of being the most authoritative source of business and financial news. Dow Jones is the most logical source of such newscasts.

## What is Dow Jones Business Newscasts?

It is a radio programming service available to stations and sponsors through the facilities of The Dow Jones News Service and The Wall Street Journal. Timely. Accurate. Authoritative. Here is news of business and industry and finance—news that prompts action on the part of the executive and the investor.

News is prepared exclusively for broadcast use by Dow Jones broadcast news specialists...teletyped to subscribing stations...ready to be read by the announcers...almost anywhere in the United States.

## How do radio stations receive Dow Jones Business Newscasts?

Nine times a day, in time to go on the air at 7:00 AM (E.S.T.) and every hour from 11:00 AM through 6:00 PM, stations receive fresh 3½ minute news summaries via dedicated, read-only teletypewriters. These are rented by Dow Jones and installed by local telephone companies. The rental fee and installation is modest and is charged at cost. These create ideally (up to) 5 minute news programs complete with commercials.

## What about TV?

TV stations can subscribe to this service to enhance their news programming and spe-



# Authority

cifically for programs requiring authoritative business and financial news. Several TV stations carrying The Stock Market Observer Program utilize Wall Street Journal and Dow Jones Business Newscasts.

## What do stations pay for Dow Jones Business Newscasts?

Stations pay a weekly license fee based on their SRDS one-time 60-second spot announcement rate plus teletypewriter rental. We have been told by stations that the fee for Dow Jones Business Newscasts is modest but most important it affords increased revenue potential from sponsorships.

## What type of radio station will carry Dow Jones Business Newscasts?

Most stations which use news as a vehicle to serve the listening needs and interests of a community...and those stations which want to meet and stay ahead of the competition in their markets.

## How do we know there is a demand for Dow Jones Business Newscasts?

The obvious answer is the "growing appetite for business and financial news." Corporations continue to grow in size and complexity. Today there are more managers and executives in the United States than ever before—over 7,000,000. In the past fifteen years stock ownership has increased threefold and now numbers 26,400,000 and by 1975, number of shareowners is estimated to be 45,000,000, according to the New York Stock Exchange. However, to pin down the actual facts and figures on people who prefer Dow Jones-developed business news a study recently was made. An independent research organization conducted interviews in 12 major cities and confirmed the judgment that there is a receptive audience, decidedly favoring Dow Jones business and financial news. You can have a copy of the

complete report, including the questionnaire on which it was based. Write or phone us for it.

## Who are the most likely sponsors of these newscasts?

Thus far sponsors have included: Banks, Savings & Loan Associations, Security Brokers, Insurance Companies, Insurance Brokers, Airlines, Automotive Companies, New Car Dealerships, Manufacturers, Retailers and Product Advertisers.

Perhaps even more important to radio stations today is the opportunity to find new sponsors—some that you never thought of before as potential radio advertisers. For example, corporate, public relations programs, national associations, etc.

## Does Dow Jones back the Business Newscasts with sales promotion?

Yes, indeed. Dow Jones advertisers in both national and regional media, carrying awareness of Dow Jones Business Newscasts...stimulating the need for such information. The Wall Street Journal, Barron's and The National Observer are used for station announcement ads and frequent log advertising. In addition, Dow Jones supplies a variety of ready-for-camera-art material for stations and sponsors to use in local media.

## Why should an advertiser sponsor Dow Jones Business Newscasts?

Business and financial newscasts appeal to the selective listeners who are highly educated, with above average incomes. These are active people who buy more and have more to protect. They influence others and therefore have opinions that count socially, economically and politically. Since they respect the integrity of Dow Jones news, they value the sponsor who brings them information they can rely on.

## What has been the reaction of radio stations which have carried Dow Jones Business Newscasts?

Advertiser renewals indicate that radio stations have discovered a new profit program. Many tell us what happened after putting Dow Jones Business Newscasts on the air: From San Francisco, KABL AM/FM, "Client very pleased with program and audience response has been excellent." From Pittsburgh, "Dow Jones brings a whole new perspective and understanding of the business world to WYDD." From Denver, "In Denver those who know business know and buy KBTR and the Dow Jones business reports." In Baltimore, "The Dow Jones Business News on WMAR-FM not only has attracted advertisers, but also much comment among the young-to-mature business and professional people (and wives) who make up most of our audience."

## Summing up:

Dow Jones Business Newscasts

- Increase the size and quality of an audience
- Improve the revenue picture
- Build prestige for the station (ARB measurements show gain in audience and position in market after Dow Jones Business Newscasts go on the air.)

## Have you considered Dow Jones Business Newscasts for your station? ... or for your advertising?

For further information please contact  
J. William Sullivan  
National Sales Manager  
Dow Jones Business Newscasts  
30 Broad Street, New York, N.Y. 10004  
(212) HAnover 2-3115

# Dow Jones Business Newscasts<sup>®</sup>

The latest business news gathered by the staffs of  
The Wall Street Journal and The Dow Jones News Service.

### Three RCA stockholders want to cut incentives

Stockholder resolutions regarding compensation to executives and distribution of corporate funds were contained in an annual meeting notice RCA Corp. has mailed its shareholders.

The notice of the meeting—set for May 5 in New York—said three stockholders have submitted a resolution requesting that the RCA incentive plan

be amended to provide that the aggregate compensation, including bonus, to any executive may not exceed \$300,000. A resolution offered by another stockholder asks that RCA's certificate of incorporation be amended to provide that no corporate funds be given to any charitable or educational organization, except for purposes in direct furtherance of business interests. The proxy statement shows management recommended a vote against both resolutions.

Remuneration in 1969 of top RCA executives, as listed in the proxy statement, was Robert W. Sarnoff, president, \$275,000 in salary, \$40,000 in incentive awards paid and \$160,000 in deferred compensation; David Sarnoff, board chairman, \$290,000 in salary; Walter D. Scott, board chairman of NBC, \$140,000 in salary, \$30,000 in incentive award, and \$120,000 in deferred compensation; W. Walter Watts, executive

### The Broadcasting stock index

A weekly summary of market activity in the shares of 98 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing April 2	Closing March 26	Closing March 19	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Broadcasting</b>									
ABC	ABC	N	33½	33½	33	39½	31½	7,074	234,133
ASI Communications*		O	5½	5½	5½	7	5½	1,789	9,839
Capital Cities	CCB	N	35½	33½	31½	36½	28½	5,804	208,189
CBS	CBS	N	44½	46½	47½	49½	43½	26,259	1,178,241
Corinthian	CRB	N	29½	30½	29½	33½	28½	3,384	108,288
Cox	COX	N	20½	20½	21½	24½	19½	5,786	136,665
Gross Telecasting	GGG	A	15½	15½	16½	17½	15	805	13,178
Metromedia	MET	N	20½	20½	18½	21½	15½	5,603	114,133
Pacific & Southern		O	14½	14½	14½	23	14	1,627	30,913
Reeves Telecom	RBT	A	6½	6½	5½	15½	5	2,163	15,401
Scripps-Howard		O	22½	21½	21½	24	20½	2,589	54,369
Sonderling	SDB	A	25½	26½	26½	34½	25	985	28,073
Starr Broadcasting		O	12½	13	14½	18	12½	338	4,732
Taft	TFB	N	22½	23½	25½	29½	22½	3,585	97,691
							<b>Total</b>	<b>67,791</b>	<b>\$ 2,242,845</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	22½	23½	22½	25½	21½	11,328	283,200
Bartell Media	BMC	A	11½	11½	11	14	10½	2,292	29,498
Boston Herald-Traveler		O	35	35	40	43	29	574	22,960
Chris-Craft	CCN	N	8½	8½	8½	11½	8½	3,500	31,920
Combined Communications		O	11½	11½	11½	16½	11	1,798	25,172
Cowles Communications	CWL	N	8½	8	8½	10½	7½	3,969	35,205
Fuqua	FQA	N	17	16½	18½	31½	17½	5,219	96,552
Gannett	GCI	N	25½	26	26½	29½	25½	7,117	202,835
General Tire	GY	N	19½	19½	19½	20½	17½	17,914	353,802
Gray Communications		O	5½	5½	6	7½	5½	475	3,145
Lamb Communications		O	4½	4	4	6	4	2,650	10,600
Lee Enterprises		A	19½	19½	19½	25	19½	1,957	41,097
Liberty Corp.	LC	N	20½	21½	20½	21½	16½	6,743	136,546
LIN		O	8½	7½	7½	11	7½	2,174	20,370
Meredith Corp.	MDP	N	30½	30	29½	44½	28½	2,779	88,928
Outlet Co.	OTU	N	16½	16½	16½	17½	15½	1,336	21,376
Plough Inc.	PLO	N	78½	77½	75½	85	74½	6,788	551,525
Post Corp.		O	14	14½	13	17½	13	713	10,339
Rollins	ROL	N	32½	31	30½	40½	28½	8,016	244,488
Rust Craft	RUS	A	25½	25½	25½	32½	25½	1,168	30,660
Storer	SBK	N	24½	25½	25½	30½	19	4,221	115,529
Time Inc.	TL	N	37½	36½	35½	43½	27½	7,241	259,735
Trans-National Comm.		O	3½	3½	4½	4½	1½	1,000	2,120
Wometco	WOM	N	18½	18½	19½	20½	17½	5,812	110,428
							<b>Total</b>	<b>106,784</b>	<b>\$ 2,728,030</b>
<b>CATV</b>									
Ameco	ACO	A	8½	9	9½	16	8½	1,200	12,444
American TV & Comm.		O	18½	17½	18½	22½	17½	1,775	38,163
Cablecom-General	CCG	A	11	11½	10½	23½	10½	1,605	20,062
Cable Information Systems		O	2½	2½	2½	2½	2	955	2,149
Citizens Finance Corp.	CPN	A	14½	15	14½	17½	12½	1,904	27,608
Columbia Cable		O	14	13½	14	15½	12½	900	13,158
Communications Properties		O	8½	8½	8½	17½	7	644	4,991
Cox Cable Communications		O	18	18	18½	24	18	5,786	127,292
Cypress Communications		O	13½	13½	14½	17½	13½	854	14,518
Entron		A	5½	5½	5½	8½	5½	1,320	8,580
General Instrument Corp.	GRI	N	20	21½	19½	30½	17½	6,111	132,914
H & B American	HBA	A	21½	23½	21½	30½	18½	4,973	118,109
Sterling Communications		O	4½	4½	4½	7½	4½	500	3,200
Tele-Communications		O	13	12½	13	20½	12½	2,704	40,560
Teleprompter	TP	A	92½	95½	82½	133½	73	1,007	104,849
Television Communications		O	11½	10½	12½	18½	11½	2,816	41,536
Vikoa	VIK	A	12	12½	13½	27½	10½	2,232	27,900
							<b>Total</b>	<b>36,869</b>	<b>\$ 734,182</b>

vice president of RCA, \$140,000 in salary, \$30,000 in incentive award, and \$120,000 in deferred compensation. David Sarnoff retired as director, officer and employe of the corporation, effective Dec. 31, 1969, and was elected honorary chairman on January 7.

## Stamper sale to RCA becomes official

RCA entered the frozen-foods business with the announcement last week that it had acquired F. M. Stamper Co., St. Louis, a producer of frozen foods. The firm now will be known as Banquet Foods Corp. and will operate as a

wholly owned subsidiary of RCA.

When plans for the merger first were announced last Nov. 5 (BROADCASTING, Nov. 10, 1969), payment of 3.45-million RCA shares of common stock was envisioned. Value at that time, based on stock trading, was estimated at \$140.6 million.

In the official merger announcement last week, however, payment was reported at 3.85-million shares. The reason for the added payment wasn't explained, but it was observed that—on basis of current stock trading—3.85 million of RCA common now worth \$116.4 million. That's a difference of \$24.2 million from the value of the 3.45 million in the original Nov. 5

terms.

Howard A. Stamper, president of the foods firm, has become chairman and chief executive officer of Banquet Foods Corp. Last Wednesday (April 1) he was elected a director of RCA.

## Leisure has major impact on Transamerica earnings

Transamerica Corp., San Francisco, reported in its annual report to stockholders that 24% of its net income last year was derived from leisure-time activities.

The diversified company's leisure services include United Artists Corp., which finances and distributes motion

	Stock symbol	Exchange	Closing April 2	Closing March 26	Closing March 19	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programming</b>									
Columbia Pictures	CPS	N	23 $\frac{1}{2}$	24 $\frac{1}{2}$	24	31 $\frac{1}{2}$	21 $\frac{1}{2}$	5,942	144,807
Disney	DIS	N	150 $\frac{3}{4}$	146 $\frac{1}{2}$	140 $\frac{3}{4}$	158	125 $\frac{3}{4}$	5,015	693,324
Filmways	FWY	A	12 $\frac{1}{2}$	12 $\frac{1}{2}$	12 $\frac{1}{2}$	18 $\frac{1}{2}$	11 $\frac{1}{2}$	1,700	22,950
Four Star International	O		2 $\frac{1}{2}$	2 $\frac{1}{2}$	2 $\frac{1}{2}$	4	2 $\frac{1}{2}$	666	1,998
Gulf and Western	GW	N	16 $\frac{3}{4}$	17 $\frac{1}{4}$	17	20 $\frac{1}{2}$	16 $\frac{1}{2}$	16,310	299,615
Kinney National	KNS	N	34 $\frac{1}{2}$	32 $\frac{3}{4}$	30	34 $\frac{1}{2}$	27	7,738	257,289
MCA	MCA	N	23 $\frac{3}{4}$	21 $\frac{1}{2}$	21 $\frac{1}{2}$	25 $\frac{1}{2}$	19 $\frac{1}{2}$	8,297	178,385
MGM	MGM	N	26	25 $\frac{1}{2}$	26	28 $\frac{1}{2}$	20 $\frac{1}{2}$	5,843	157,761
Music Makers Group	O		6	6 $\frac{1}{2}$	7	9	6	589	3,534
National General	NGC	N	17 $\frac{1}{2}$	17 $\frac{1}{2}$	15 $\frac{1}{2}$	20 $\frac{1}{2}$	13	4,515	78,426
Transamerica	TA	N	22 $\frac{1}{2}$	22 $\frac{1}{2}$	20 $\frac{1}{2}$	26 $\frac{1}{2}$	19 $\frac{1}{2}$	61,869	1,392,053
Trans-Lux	TLX	A	17 $\frac{1}{2}$	16 $\frac{1}{2}$	17 $\frac{1}{2}$	23 $\frac{1}{2}$	15 $\frac{1}{2}$	1,020	36,200
20th Century-Fox	TF	N	17 $\frac{1}{2}$	17 $\frac{1}{2}$	16 $\frac{1}{2}$	20 $\frac{1}{2}$	15	8,169	141,896
Walter Reade Organization	O		7 $\frac{1}{2}$	7 $\frac{1}{2}$	6 $\frac{1}{2}$	13 $\frac{1}{2}$	6 $\frac{1}{2}$	2,342	17,602
Wrather Corp.	WCO	A	8 $\frac{1}{2}$	8 $\frac{1}{2}$	8 $\frac{1}{2}$	10 $\frac{1}{2}$	8 $\frac{1}{2}$	2,161	19,168
							<b>Total</b>	<b>132,176</b>	<b>\$ 3,445,008</b>
<b>Service</b>									
John Blair	BJ	N	20 $\frac{1}{2}$	20 $\frac{1}{2}$	22 $\frac{1}{2}$	23 $\frac{1}{2}$	19 $\frac{1}{2}$	3,006	66,884
Comsat	CQ	N	36 $\frac{3}{4}$	37 $\frac{1}{2}$	35 $\frac{3}{4}$	57 $\frac{1}{2}$	34	10,000	397,500
Creative Management	O		12 $\frac{1}{2}$	12 $\frac{1}{2}$	12 $\frac{1}{2}$	14 $\frac{1}{2}$	9 $\frac{1}{2}$	918	11,475
Doyle Dane Bernbach	O		24 $\frac{1}{2}$	22	22	24 $\frac{1}{2}$	19 $\frac{1}{2}$	2,104	47,340
Foote, Cone & Belding	FCB	N	10 $\frac{1}{2}$	10 $\frac{1}{2}$	10 $\frac{1}{2}$	12 $\frac{1}{2}$	10 $\frac{1}{2}$	2,147	22,264
Grey Advertising	O		13	11 $\frac{1}{2}$	11	13 $\frac{1}{2}$	11	1,140	13,395
Movielab	MOV	A	5 $\frac{1}{2}$	6 $\frac{1}{2}$	5 $\frac{1}{2}$	7 $\frac{1}{2}$	5 $\frac{1}{2}$	1,407	8,442
MPO Videotronics	MPO	A	8 $\frac{1}{2}$	8 $\frac{1}{2}$	8 $\frac{1}{2}$	9 $\frac{1}{2}$	8 $\frac{1}{2}$	548	5,135
Nielsen	O		39 $\frac{1}{2}$	37 $\frac{1}{2}$	38	42	36 $\frac{1}{2}$	5,299	215,934
Ogilvy & Mather	O		22 $\frac{1}{2}$	21 $\frac{1}{2}$	21 $\frac{1}{2}$	22 $\frac{1}{2}$	18 $\frac{1}{2}$	1,090	23,697
PKL Co.	PKL	A	7 $\frac{1}{2}$	7 $\frac{1}{2}$	8 $\frac{1}{2}$	12 $\frac{1}{2}$	7 $\frac{1}{2}$	739	6,555
J. Walter Thompson	JWT	N	31 $\frac{1}{2}$	31	31	36	28 $\frac{1}{2}$	2,778	84,368
Wells, Rich, Greene	O		11 $\frac{1}{2}$	11 $\frac{1}{2}$	11 $\frac{1}{2}$	13 $\frac{1}{2}$	7 $\frac{1}{2}$	1,601	21,405
							<b>Total</b>	<b>32,777</b>	<b>\$ 924,394</b>
<b>Manufacturing</b>									
Admiral	ADL	N	11 $\frac{1}{2}$	11 $\frac{1}{2}$	11 $\frac{1}{2}$	14 $\frac{1}{2}$	10 $\frac{1}{2}$	5,150	66,950
Ampex	APX	N	37 $\frac{1}{2}$	36 $\frac{1}{2}$	35 $\frac{1}{2}$	48 $\frac{1}{2}$	33 $\frac{1}{2}$	10,825	392,406
CCA Electronics	O		5	5	4 $\frac{1}{2}$	5	4 $\frac{1}{2}$	800	3,496
Conrac	CAX	N	24 $\frac{1}{2}$	23	22 $\frac{1}{2}$	32 $\frac{1}{2}$	20 $\frac{1}{2}$	1,249	25,917
General Electric	GE	N	74 $\frac{1}{2}$	74 $\frac{1}{2}$	70 $\frac{1}{2}$	77 $\frac{1}{2}$	67 $\frac{1}{2}$	91,025	6,804,119
Harris-Intertype	HI	N	67	65 $\frac{1}{2}$	66 $\frac{1}{2}$	75	61 $\frac{1}{2}$	6,351	435,044
Magnavox	MAG	N	36 $\frac{1}{2}$	36	32 $\frac{1}{2}$	38 $\frac{1}{2}$	29 $\frac{1}{2}$	16,485	593,460
3M	MMM	N	106 $\frac{1}{2}$	103 $\frac{1}{2}$	103 $\frac{1}{2}$	114 $\frac{1}{2}$	99 $\frac{1}{2}$	54,550	5,836,850
Motorola	MOT	N	118 $\frac{1}{2}$	123	119 $\frac{1}{2}$	141 $\frac{1}{2}$	110 $\frac{1}{2}$	6,649	804,529
RCA	RCA	N	30 $\frac{1}{2}$	30 $\frac{1}{2}$	30 $\frac{1}{2}$	34 $\frac{1}{2}$	29 $\frac{1}{2}$	62,773	2,055,816
Reeves Industries	RSC	A	4	3 $\frac{1}{2}$	3 $\frac{1}{2}$	5 $\frac{1}{2}$	3 $\frac{1}{2}$	3,443	13,772
Telemation	O		14 $\frac{1}{2}$	15	15 $\frac{1}{2}$	24	14 $\frac{1}{2}$	1,080	23,760
Visual Electronics	VIS	A	4 $\frac{1}{2}$	5 $\frac{1}{2}$	6 $\frac{1}{2}$	10 $\frac{1}{2}$	4 $\frac{1}{2}$	1,357	10,178
Westinghouse	WX	N	66 $\frac{1}{2}$	67	63 $\frac{1}{2}$	68	53 $\frac{1}{2}$	39,304	2,568,909
Zenith Radio	ZE	N	34 $\frac{1}{2}$	35	34 $\frac{1}{2}$	37 $\frac{1}{2}$	29 $\frac{1}{2}$	19,020	687,002
							<b>Total</b>	<b>320,961</b>	<b>\$20,322,208</b>
							<b>Grand total</b>	<b>696,458</b>	<b>\$30,396,667</b>
<b>Standard &amp; Poor Industrial Average</b>			89.79	89.92	87.42				

N-New York Exchange  
A-American Stock Exchange  
O-Over-the-counter (bid price shown)

Shares outstanding and capitalization as of March 5.  
\* Changed from Atlantic States Industries.  
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

pictures and owns WUAB-TV Lorain (Cleveland), and WRKX-TV Ponce, P.R. UA is also buying channel 20 WJMY-TV Allen Park (Detroit), Mich., and WQAL(FM) Philadelphia, subject to FCC approval. The leisure division also includes Liberty/UA Inc., recording company and music publisher; Trans International Airlines, and Budget Rent-A-Car Corp. Leisure companies brought Transamerica \$20,893,000 in 1969, \$27,427,000 in 1968 and \$15,308,000 in 1967.

UA gross revenues advanced in 1969 to \$269,448,000 from \$249,581,000 in 1968. Net income, however, slipped to \$16,200,000 in 1969 from \$20,294,000 the previous year.

Transamerica reported record consolidated revenues in 1969 but a decrease in net income due to "higher interest rates, higher labor costs, and other inflationary factors. . . ." For the year ended Dec. 31:

	1969	1968
Earned per share	\$1.40	\$1.47
Revenues	1,405,776,000	1,290,135,000
Net income	87,190,000	90,174,000
Average shares outstanding	61,465,000	60,195,000

### Company reports:

**MCA Inc.**, New York, reported a decline in net income in 1969 though gross revenues reached record levels. Lew Wasserman, MCA president, attributed the earnings drop to charges against income in the third quarter for story properties not considered suitable for today's feature motion picture market, for costs in excess of realizable amounts of two features originally released on a reserved seat basis, plus

higher interest charges.

For the year ended Dec. 31:

	1969	1968
Earned per share	\$0.31	\$1.70
Gross revenues	305,736,000	250,982,000
Net income	2,514,000	13,456,000

**Doyle Dane Bernbach Inc.**, New York, advertising agency, reported an 18.9% gain in billings and an increase in net income for the three months ended Jan. 31:

	1970	1969
Earned per share	\$0.39	\$0.29
Billings	67,002,000	56,357,000
Net income	740,807	551,000

**Grey Advertising Inc.**, New York, reported increases in gross billings and net earnings for the year ended Dec. 31:

	1969	1968
Earned per share	\$1.42	\$1.15
Gross billings	196,958,000	180,369,000
Net income	1,647,000	1,385,000

**Multimedia Inc.**, Greenville, S.C., newspaper publisher and group broadcaster, reported a 4% increase in broadcasting revenues for the year ended Dec. 31:

	1969	1968
Earned per share	\$1.26	\$1.03
Broadcasting revenues	8,497,723	8,210,732
Total revenues	31,147,705	21,184,359
Net income	3,276,178	2,778,073

**A. C. Nielsen Co.**, Chicago, reported slight increases in both sales and profits for the six months ended Feb. 28:

	1970	1969*
Earned per share	\$0.67	\$0.64
Sales	51,940,387	48,728,335
Net income	3,530,407	3,408,602

\*Restated to be consistent with current year.  
**Vikoa Inc.**, Hoboken, N.J., CATV owner and equipment manufacturer, announced a 13% increase in revenues but a drop in net income for the year ended Dec. 31:

	1969	1968*
Earned per share	\$0.43	\$0.81
Revenues	25,269,000	22,443,000
Net income	823,000	1,366,000

\*Restated to include acquisition of Telac-

tion Phone Corp. on a pooling of interests basis.

**Avco Corp.**, Greenwich, Conn., parent company of a station group and sales representative firm, reported a decline of over 50% in net earnings for the three months ended Feb. 28:

	1970	1969
Earned per share	\$0.20	\$0.85
Net sales	191,262,000	218,123,000
Net income	6,513,000	13,762,000

## Merger brings together Alto Fonics, Sono-Mag

The merger of Alto Fonics Corp., Hollywood, producer of tape-recorded programing for radio stations, and Sono-Mag Corp., Bloomington, Ill., maker of tape-cartridge insertion units, has been announced.

Under the terms of the preliminary agreement, both firms will be merged into DDS Inc., a small, publicly owned Los Angeles company which will then be renamed Sonix Communications Systems. D. Alan Clark, president of Alto Fonics Corp. and president-designate of Sonix Communications, said that the effect of the merger would bring planning, developing and equipping automated stations under one operation. Sono-Mag manufactures the Carousel cartridge unit, a station automation system with electronic switching controls and tape transports and memory systems. The merger terms call for DDS to issue 800,000 shares of stock for the outstanding shares of Alto Fonics and Sono-Mag. Combined revenues of the three companies for the year ending Dec. 31, 1969 totaled \$1,352,214.

## Financial notes:

- Combined Communications Corp., Phoenix-based group broadcaster, announced it has reached an agreement in principle to acquire St. Louis Outdoor Advertising Inc. for CCC stock. The agreement is subject to approval by the stockholders of St. Louis Outdoor Advertising. CCC owns three outdoor advertising companies in addition to its radio and TV stations, magazines and electrical sign companies, and is buying koco-TV Oklahoma City for an aggregate \$7.5 million, subject to FCC approval (BROADCASTING, Nov. 17, 1969).

- Kansas State Network Inc., Wichita, Kan., reported operating revenue increased 2% to \$2,755,177 and net income increased 4% to \$363,601 for the six months ended Feb. 28. KSN owns KARD-FM-TV Wichita, KCKT-TV Great Bend, KGLD-TV Garden City and KOMC-TV Oberlin, all Kansas. It also has interest in six Kansas CATV systems and owns Wichita Ice and Cold Storage Co., which operates facilities

in Kansas, Oklahoma, Iowa and Arkansas.

- Gross Telecasting Inc., Lansing, Mich., has declared a quarterly dividend of 22½ cents per share on common and class B stock, both payable May 8 to stockholders of record April 24.

- Outlet Co., Providence, R.I., has declared quarterly dividends of \$1.37½ per share on 5½% convertible preferred stock and 16¼ cents per share on common stock, both payable May 6 to stockholders of record April 17.

- Raytheon Co., Lexington, Mass., has declared a quarterly dividend of 15 cents per share on common stock, payable April 28 to stockholders of record April 15.

- MCA Technology, manufacturers of high-speed magnetic tape duplicating equipment, has acquired for an undisclosed amount of stock and other considerations, the privately owned Electrodyne Corp., North Hollywood. MCA Technology is 70% controlled by MCA Inc., Universal City, Calif. Electrodyne Corp., manufactures studio and stadium

consoles and had 1969 sales of \$1.6 million. MCA Technology reported 1969 sales of \$3.5 million.

- Signal Co.'s, Los Angeles, owner of 49.9% of group owner Golden West Broadcasters, has filed with the Securities and Exchange Commission, seeking registration of 50,000 outstanding common shares, which may be offered for public sale at \$25 per share maximum. Donald C. McHone may sell the 50,000 shares, which he acquired in connection with acquisition of Shattuck & McHone Enterprises by Signal Landmark Inc., a subsidiary of Signal. Signal has 18,854,995 shares outstanding.

- Publishers Co., Washington-based publishing firm and group broadcaster, has acquired The Tabard Press Corp., New York, for an undisclosed amount of stock and other considerations. Publishers plans to establish a New York base for its printing operations with a projected volume of \$25 million, by internal expansion within Tabard Press, together with acquisition of other companies by Tabard.

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## When will CPB find annual backing?

Corporation officials deplore hat-in-hand approach to financing, support Nixon's three-year plan

Technically, there was a new twist to last week's Senate Communications Subcommittee hearings on funding for the Corp. for Public Broadcasting. Instead of the flat one-year authorizations given to CPB in the past, the subcommittee took up President Nixon's proposal to provide three years of authorizations, with part of the money to be based upon matching of funds obtained from private sources. But if the details were new, the basic task of noncommercial broadcast representatives remains the same as ever: They have to come before Congress each year to get money, with no plan for permanent financing yet in sight.

Most of the witnesses noted this fact last week as they testified before Subcommittee Chairman John O. Pastore (D-R.I.), the only senator in attendance during the two days of hearings. But all of them supported the administration bill—at least as an “interim step” on the road to more money and

a permanent source of sustenance.

For the coming year, the administration has proposed funding that could total \$30 million. Of that amount, \$15 million is a flat authorization; beyond that figure, the government would provide up to \$7.5 million to match dollar-for-dollar all private contributions made to CPB. If the corporation is able to raise that amount, the entire package would total \$30 million, with \$22.5 million in federal funds.

According to CPB board chairman Frank Pace, the corporation could effectively use \$40 million in the next year. CPB President John Macy broke that down into specifics, including over \$16 million for noncommercial television programming. But both said the administration proposals are adequate for the time being. Among the comments last week:

▪ Senator Pastore: He expressed the hope that commercial broadcasters will provide a large chunk of the private

contributions to CPB. Noting past statements of support for CPB by industry spokesmen, the senator urged them to prove it with money.

▪ Mr. Pace: “Frankly, this bill falls short of an ideal solution . . . [but] appears to be the best bill that could be proposed at this time. . . . Well before the period of time covered by this bill expires, I am confident a permanent proposal will emerge to replace it.” Mr. Pace said the administration had reviewed some permanent financing plans, but rejected them for the present and proposed the present bill as an interim measure. The CPB board chairman said the matching-funds provision should be a “useful incentive” for stimulating private contributions, but added that it may be difficult to raise the full \$7.5 million.

▪ Mr. Macy: He noted that until March 5, when the President signed the Labor-HEW appropriations bill, CPB had been operating under continuing



*Congressional hearings on funding for noncommercial broadcasting follow a pattern: They are traditionally among the most friendly and relaxed sessions to be found on Capitol Hill. Last week's Senate Communications Subcommittee hearings on a bill to extend for three years the life of the Corp. for Public*

*Broadcasting were no exception. Shown here as they exchanged greetings during a recess in the hearings are (l-r): Frank Pace, chairman of the CPB board; John W. Macy, CPB's president, and Senator John O. Pastore (D-R. I.), chairman of the communications subcommittee.*



*Noncommercial broadcasters invoked the name Sesame Street over and over last week as they testified in support of a bill to extend the life of the Corp. for Public Broadcasting. One of those who appeared was Joan Ganz Cooney, creator of the popular and acclaimed children's program.*

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resolutions at the rate of \$5 million a year, which strapped it financially. (The corporation finally got its \$15-million appropriation for fiscal 1970. Projections for the coming three years, he said, indicate that CPB needs \$40 million in 1971, \$55.7 million in 1972 and \$67.7 million in 1973. Although the amounts seem high in relation to what CPB has been getting and is likely to get this year, Mr. Macy pointed out that the 1973 figure is still two years behind the projection originally made by the Carnegie Commission on Public Broadcasting.

▪ FCC Chairman Dean Burch: "The commission supports S. 3558 . . . [but] wishes to stress . . . the crucial importance of obtaining for the corporation at the earliest possible time a permanent financial base not dependent upon annual appropriations."

▪ FCC Commissioner Nicholas Johnson (in a statement attached to Mr. Burch's testimony): "No institution has a greater potential for positive influence—both in its own right, and in its impact upon commercial television—than CPB—. . . [Yet] even if the FCC were to decree a nationwide VHF television network and a nationwide UHF network for our largest 100 urban centers (which the FCC could do); and even if \$500 million a year were instantly available, it would still take until the year 2000 for us to have a public broadcasting system that would have an impact upon the people of this nation equivalent to public broadcasting in foreign countries. The alternative methods of funding have been identified and examined. . . . None is perfect. Any, alone or in combination, is better than nothing."

▪ Joan Ganz Cooney, executive director of Children's Television Workshop and creator of *Sesame Street*, the widely acclaimed children's program: "I would urge you, in considering what public television can become, to examine the experience of . . . *Sesame Street*. I think you would come to two conclusions that are pertinent. . . . First, that public television is about the only medium at hand that can develop and nourish programs such as *Sesame Street*, and in addition, supply the needed amount of air time; and secondly that the length of lead time that was available to the workshop for the creation of *Sesame Street* was of critical importance in our success. . . ."

"It is interesting to note that all three commercial networks have appointed children's program directors since the premiere of *Sesame Street* and all three have promised less violence and more education on their children's programming schedules. This is as it should be—public television should and clearly can set the benchmark against which all of television is judged."

## Dayton U again tries for ABC's hand

### Station goes to court asking for affiliation, cites current bribery charges in its plea

A UHF television station in Dayton, Ohio, which failed once to persuade a federal court to issue a temporary injunction to force ABC to return to the pre-1969 affiliation situation in that city, has tried again.

WKEF(TV) (ch. 22), owned by Springfield Television Broadcasting Co., last week filed a renewed motion that would require ABC to allow WKEF to carry the network's programs, as it did in large part prior to 1969. WKEF said that it now has evidence that its failure to win the ABC affiliation last year was due to skulduggery.

On Jan. 1, WKTR-TV Dayton (ch. 16) began carrying ABC programs as a primary affiliate. Previously, WKEF carried a substantial number of ABC programs not carried by WLWD(TV) (ch. 2) Dayton, which signed as an NBC primary affiliate in 1968.

WKEF's principal suit charges unlawful conspiracy by ABC and WKTR-TV on the affiliation decision. Its first request for a preliminary injunction to return the situation to where it was before WKTR-TV was chosen to carry the ABC programs was denied last December. The court found, among other things, that WKTR-TV had not engaged in any antitrust activity.

In its new March 31 petition, WKEF charged that John A. Kemper Jr., then chairman and 30.6% owner of WKTR-TV, had engaged in a series of transactions with various people aimed at winning the ABC affiliation. These included, WKEF said, Thomas G. Sullivan, then ABC regional stations-relations manager. WKEF said that Mr. Sullivan had advised Mr. Kemper to hire for a \$50,000 fee a "John L. P. Daley Jr." as a consultant to win the network contract. WKEF said that Mr. Kemper acknowledged that his firm, Kittyhawk Television Inc., had paid this fee over a period of months through Mr. Sullivan. The John L. P. Daley Jr. has never been identified, WKEF said.

Mr. Sullivan, who was fired by ABC, faces a trial for commercial bribery in New York May 21. Mr. Kemper claims he paid the final \$20,000 of the Daley fee to Mr. Sullivan in New York.

The WKEF charge also alleged that Mr. Kemper secured the services of a Joe McMahon, whom he met in Florida at a social event and who, the petition stated, implied he was a friend of Theodore F. Shaker, ABC group vice president, and of Carmine Patti, director of ABC-TV station relations. Mr. Shaker resigned Feb. 27 in what he said was a dispute over "a matter of principle" (BROADCASTING, March 2). Mr. Patti was fired two weeks ago (BROADCAST-

ING, March 30).

The McMahon-Kemper deal, WKEF said, included a consultant fee to Mr. McMahon of \$155,000 payable over a 10-year period, an option to buy 10% of WKTR-TV stock at an "extremely favorable price," and a directorship on the board of the station. Mr. McMahon has since resigned from the WKTR-TV board of directors.

The WKEF document also charged that Mr. McMahon hired Richard Landsman, general manager of WAAE-TV Rochester, N.Y. (ch. 13) also an ABC affiliate, to be general manager of WKTR-TV contingent on WKTR-TV's receiving the ABC affiliation.

WKEF also claimed that Dayton was removed from the jurisdiction of Bert Julian, ABC regional station-relations manager, and put under the jurisdiction of Mr. Sullivan after Mr. Kemper complained to Mr. McMahon that Mr. Julian seemed to be favorable toward WKEF.

At another point, according to the WKEF petition, Mr. Sullivan was offered 1,000 shares of WKTR-TV stock at \$2.40 a share. WKTR-TV shares were then selling at \$11 a share, WKEF says.

On Feb. 28, ABC notified WKTR-TV that it was terminating its affiliation as of Aug. 30, the usual six-month termination notice, inviting both WKEF and WKTR-TV to make new presentations for the affiliation (BROADCASTING, March 2).

The criminal charge against Mr. Sullivan was filed by Robert Kaufman, ABC vice president and general attorney.

ABC said it learned of the alleged bribery when it began preparing its defense against the antitrust charges filed by WKEF.

Both Dayton U's have been contending for the ABC affiliation since 1968 when WLWD(TV) (ch. 2) there switched to NBC primary. ABC sought then to get the FCC to intervene against the WLWD affiliations change, but failed. WKEF had carried the ABC programs on a per-program basis until the network last November signed a primary affiliation contract with WKTR-TV, effective Jan. 1.

Following disclosure of the bribery charges, the FCC announced a wide-ranging investigation into the question of licensees getting network affiliations through bribery. ABC, it is understood, has filed reports on the Dayton matter with the commission. Hearings, ordered closed to the public, will be conducted by Chief Hearing Examiner Arthur A. Gladstone. So far no hearing dates have been set.



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## Rapprochement in Atlanta renews

### Black coalition says it's satisfied with changes at 22 out of 28 stations

Citizen-group participation in license-renewal proceedings appeared to enter a new era last week. Where groups in the past focused their attention on individual stations about which they had complaints, Atlanta's blacks used the license-renewal process to deal with all 28 stations in Atlanta, and obtained statements of policy acceptable to them from 22.

The statements, filed with the FCC, pledge the stations to initiate or to continue and expand programs to hire blacks and to sharpen efforts to determine, and serve, the programming needs of Atlanta's black community—47% of the city's population.

Some of the statements, particularly those from the city's three VHF stations, called attention to what the outlets were already doing, in terms of employment and programming, to serve the blacks. But the statements call for new efforts by all.

The statements—they are not agreements, as such—are the result of negotiations the stations conducted with the Community Coalition on Broadcasting—composed of 20 black organizations—which had accused all of the stations of discriminating against blacks (BROADCASTING, Jan. 12).

The talks date back in some cases to last summer, when the local branch of the National Association for the Advancement of Colored People initiated them. The coalition late in February obtained a 30-day extension of the March 1 cut-off date for filing petitions to deny renewal applications, to enable it to conclude its negotiations. The Georgia stations were due for renewal on April 1.

The coalition is still negotiating with two AM's—WRNG and WYZE. The commission last week granted another two-week extension of the deadline against petitions to deny.

It has already filed petitions to deny against the renewal applications of four stations, including one TV—WJRJ-TV, WGUN(AM), WTJH(AM), and WAVO(AM). The coalition charged them with failing to ascertain adequately the community's needs (they did not, the coalition said, consult with what it considered were leaders of the black community) or to provide programming responsive to the needs of blacks, it also charged them with discriminating against blacks in their employment practices.

However, WJRJ-TV asked the commission for a two-week extension of the cut-off deadline, presumably indicating

a desire to continue negotiations with the coalition. The commission granted the request.

The details of the statements that satisfied the coalition varied according to the size of the station involved. But all promised to maintain a continuing consultation, usually on a monthly basis, with the coalition, and to announce it would meet with other interested groups.

The meetings will not only provide the coalition with an opportunity for a continuing input into the stations' programming plans but will enable it to keep abreast of the stations' efforts to live up to elements in their statements.

Most promised not only to make an affirmative effort to hire blacks but to provide the on-the-job training programs, if none existed, and to slot blacks in significant managerial, technical and on-air positions.

Two stations—WAOK(AM) and WERD(AM)—promised to appoint one black each to their boards of directors. WAGA-TV will use a black reporter who has been an on-camera personality as anchor man of its 6 p.m. and 11 p.m. Saturday night news; WQXI-TV said it would use a black on-camera newsmen in its Sunday night news program.

WAGA-TV and WQXI-TV each promised to sponsor a black student at a seminar program at the Columbia School of Journalism this summer; WAGA-TV said it will hire as a trainee the person it sends. WPLO-AM-FM said it is training blacks for careers in broadcasting on a \$500-per-year scholarship fund.

WSB-AM-FM-TV disclosed plans to fund a number of black students. It will establish four \$900 summer fellowship programs for Georgia school teachers, two of them to be minority-group members, who will spend six weeks at the stations discussing "matters of common interest and concern."

The stations will also establish two \$500 scholarships at Clark College, in Atlanta, "to encourage greater knowledge of broadcasting, and more participation by minorities in the fields of radio and television."

The blacks' feeling that their special needs have not been met is reflected in the programming promises most stations made in their statements. They said they will provide substantial news and public-affairs coverage to reflect "broadly" life in the black community. They also said they will carry programs dealing with poverty and the steps—in-



Photo by Charles Burnett

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cluding government help—that can be taken to deal with it.

Some stations promised to appoint a black employe to handle requests for news coverage of, as well as for public-service announcements from, the black community.

They also promised to announce the availability of their facilities for public-service announcements.

Some of the stations, in addition, said they would provide children's programming in which black youngsters would participate. Some promised, also, programs that would feature black talent and be directed by blacks.

WQXI-TV listed several programs aimed at blacks it said it had been contemplating before entering talks with the coalition. One, on *Black Heritage*, to be shown in prime time, "is one which we had evaluated as consistent with our wish to serve the public," WQXI-TV said.

The blacks' concern over pre-emption of network programs of interest to minority groups was reflected in promises of some stations, including WQXI-TV, to

give the coalition a direct say in decisions on programming. The stations said they would not pre-empt such programs without consultation with the coalition. However, WQXI-TV, which said its policy is to carry such programs when scheduled, added that it would retain ultimate power of decision on pre-emptions.

Some of the stations also acknowledge the pre-eminent position of the black community to judge programming aimed at it. The statement filed by WERD(AM), for instance, states, "WERD understands that, in deciding what constitutes the tastes, needs, desire and interests of the black community, the views, opinion and leaders which are representative of its members and the authenticity of portrayals of black life, culture and values, the best judge is the black community itself."

The statements take the stations beyond hiring and programming matters. All agreed in one way or another to aid black-owned business. They said they will broadcast news concerning black enterprises and promotions of

black business and government executives. Many also said they would open accounts in black-owned financial institutions or provide business for other black-owned enterprises; WQXI-TV said it would urge its suppliers to follow a similar policy. WIGO(AM), a black-oriented station, said has retained a black public-relations firm.

## ABC radio affiliates approved by FCC

Sixteen requests for waivers of the limitation on the number of affiliates allowed for ABC's "Four Specialized American Radio Networks" were granted by the FCC last week. The commission denied the requests of nine stations for affiliation.

Waivers were granted for AM stations KJOY Stockton, Calif.; WMEN Tallahassee, Fla.; WDEC Americus, Ga.; WPNO Auburn, Me.; WROA Gulfport, Miss.; KLIN Lincoln, Neb.; WKSJ Jamestown, N.Y.; WIRC Hickory and WISP Kinston, both North Carolina; KQWB Fargo, N.D.; WASC Spartanburg, S.C.; KISD Sioux Falls, S.D.; KSVN Ogden, Utah; WILA and WYPR Danville, Va., and WRAC Racine, Wis.

Denied were applications filed by KHAK Cedar Rapids, Iowa; KQYX Joplin, Mo.; WYGB Massena, N.Y.; KTXJ Pendleton, Ore.; KBYG and KHEM Big Spring and KNEP San Angelo, both Texas; KEYY Provo, Utah; WELK Charlottesville, Va.

In a May 1969 order the commission requested ABC to limit its AM affiliations and disaffiliate when necessary in markets with more than one AM to no more than one affiliate in a two- three- or four-station market and no more than two affiliates in a five-station market. The commission said the main purpose of the limitation was to promote diversity of news.

In granting waivers in several of the present cases, the commission said doubts were resolved in favor of the licensee affiliate, but "the latitude we have shown in these instances should not be taken as indicative of our future course."

## Johnson rejects Carswell

FCC Commissioner Nicholas Johnson was among more than 200 former law clerks to Supreme Court Justices who banded together last week to oppose the appointment of G. Harrold Carswell to the Supreme Court. In a letter sent to every senator, the lawyers said approval of Judge Carswell would be a "disservice to the American public." Others in the group included Federal Trade Commissioner Philip Elman and former Secretary of State Dean Acheson. Commissioner Johnson was a law clerk to Justice Hugo Black.

## Johnson's new formula: A political giveaway

FCC Commissioner Nicholas Johnson, who feels that "the Big Broadcasting-Big Business axis has kidnapped and run off with the democratic process," has suggested a means of its recovery: Make television time available free to all candidates for public office.

This would not only dissolve the problem of soaring campaign costs, he noted; it would free candidates from dependence on large contributors who often seek special-interest legislation in return for their campaign favors.

Another evil he sees the proposal eliminating is the exercise of control by a private group over "televized communications in ways that both affect the outcome of the election and contribute to its private profit."

The commissioner's proposal, borrowed from England, has these other facets: The free time should be equally apportioned among all major party candidates, distributed to others based on votes received in previous elections; purchase of additional time should be prohibited; candidates should be prohibited from using segments of less than five minutes, and candidates who use political propaganda films and advertising techniques should immediately be required to submit to a debate, news conference or interview over which they have no control.

Commissioner Johnson, who expressed his thoughts on the relationship between politics and broadcasting in a

speech at Princeton, acknowledged his plan left many questions unanswered. But he felt it was important, first, to agree on "basics"—that is, provide for "equal access to television," give all candidates "more time than they can now afford," "eliminate the influence of corporate and other major donors, minimize the influence of the political TV commercial "and give the viewer a better opportunity to participate intelligently" in the process of self-government.

The commissioner suggested that a forerunner of his plan could be the "one-third time rule" that he and previous members of the commission have proposed. This would require each network-affiliated station to provide one third of its prime time for purposes "other than profit-maximizing programming." He sees this resulting, in practice, in networks feeding affiliates public affairs, cultural, and educational programming—"anything other than the lowest-common denominator, commercially laden fare we're now offered."

With programming staggered by the networks, the viewer would have a choice, he said.

What's more, he added, once broadcasters became accustomed to offering something "other than profit-maximizing programming each evening," it would be easy to make some of that one-third time available for political purposes prior to elections.

"Of course," he added, "free political time could be provided by the FCC without the need for the one-third time rule."

KOMO-TV is recognized as the Pacific Northwest's leader in color techniques, equipment and staff. The custom designed, self-contained Mobile Video Center from RCA is capable of using six RCA Plumbicon color cameras. Coupled with the latest and finest television equipment and a technical and production staff of proven excellence and broad experience, KOMO-TV provides service and versatility unparalleled in the Pacific Northwest.



*... is a Television Station on wheels*

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*... and a Radio Station with wings!*

KOMO Radio, ratings leader and respected pioneer, serves its KOMO Country audience with a familiar flair. The right music, pertinent news and popular public service features keep KOMO on top. On an even higher level, an accomplished technical staff has given KOMO's air patrol the most distortion-free sound in the area, maintaining the high quality reception listeners are accustomed to hearing 24 hours a day.



***This is Leadership!***

**KOMO/TV4 • KOMO RADIO 1000**

SERVING SEATTLE-TACOMA AND WESTERN WASHINGTON

## Demerits sought for combinations

### License challengers want FCC to alter policy on comparative hearings

Hampton Roads Television Corp. and Community Broadcasting of Boston Inc., competing applicants for channels 3 and 7 in Norfolk, Va., and Boston, respectively, last week asked the FCC to revise its policy statement applying to comparative hearings involving regular renewal applicants.

The two groups, which are respectively seeking to supplant WTAR Radio-TV Corp. and RKO General Inc. as licensees of WTAR-TV Norfolk and WNAC-TV Boston, proposed that the commission enact a rule providing that in such comparative hearings, the commission will give preference to the renewal applicant for substantial community service, if the license of the station involved represents the only mass-communications facility owned by the licensee.

But if the licensee owns two or more such facilities (defined by the petitioners as "a broadcasting station, a CATV system, or a daily newspaper"), preferential treatment will be given "only for outstanding service to the community by the station during its past license period. A demerit will be given for poor service to the community by the station whose license is at issue in either event," the groups proposed.

The commission's policy statement provides that preferential treatment will be given to an incumbent licensee if he has a record of having "substantially" served his area. It also says the commission should not restructure the ownership of the industry on a case-by-case basis and that a good performance record may outweigh preference for a challenger on such factors as integration of ownership and of management. The statement emphasizes the need for stability in the industry (BROADCASTING, Jan. 19).

Hampton Roads and Community Broadcasting disputed the commission's position that cases involving diversification of ownership are better handled through the rulemaking rather than the hearing process. The stations called instead for a combination of the processes, which they said their proposed rule would provide.

"The commission has a right, and indeed an obligation, to demand substantial service to the community from every licensee. The commission also has an obligation under the First Amendment to assure that there are multiple and diverse voices in the mar-

ketplace of ideas," the groups told the commission.

The petition comes a week after the commission adopted a proposed rule to bar the owner of any full-time broadcast station from acquiring another in the same market, and a notice of proposed rulemaking designed to fragment existing multimedia combinations of all sizes, including those involving newspapers in the same market.

The commission also last week dismissed a petition filed by Hampton Roads for reconsideration of the commission's order designating WTAR-TV's renewal application for hearing. The order stated that the hearing would be governed by the policy statement. The commission also denied a request that it waive rules providing that reconsideration in such cases will be entertained only when they relate to an adverse ruling affecting the petitioner's participation in the proceeding.

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## Moss is target of conflict charges

### Reported by favorable terms from savings-and-loan firm bring him under scrutiny

Representative John E. Moss (D-Calif.), leading congressional battler to force government agencies to take the lid off their activities and a prime advocate of consumer protection through legislation, found himself taxed with conflict of interest last week.

Reportedly, Mr. Moss, a member of the House Commerce Committee and who introduced legislation last June that would permit banks and savings-and-loan associations to operate mutual funds, got a \$51,800 mortgage on a \$60,000 house he bought last August on Capitol Hill. This is a 13.6% down payment. His interest, which he secured from the Northern Virginia Savings and Loan Association, Arlington, Va., is for 7% over a 30-year period, according to the *Washington Post* in its April 2 issue. Average mortgage terms in the Washington area, according to the *Post*, are 7.9% interest, 29% down payment and 25 years to pay.

Mr. Moss, who now says he opposes the bill, is chairman of the subcommittee that is considering it. It passed the Senate last year.

Denying any impropriety, Mr. Moss was quoted as saying: "If I were for sale, it would take a hell of a lot more than a mortgage to buy me. There was no commitment given, none implied and none felt."

## Bankers seek easing of FCC's 1% rule

### They want 10% ceiling on holdings in media, changes regarding filings

The American Bankers Association last week pressed its case for amendment of the FCC's multiple ownership rules as they apply to the broadcast holdings of banks.

Last November, at the request of the ABA, the commission solicited comments on what information banks should file about their holdings and how much broadcast stock they should be allowed to own (BROADCASTING, Nov. 24, 1969).

In its comments last week the ABA told the commission the public interest would be served by increasing the present cross-ownership attribution rules applicable to bank-trust departments from the present 1% to 10%. ABA also said the commission should eliminate the present requirement that the departments file copies of all trust agreements (or abstracts thereof) which in the aggregate hold 1% or more of the stock of a broadcast licensee.

ABA said a 10% limitation would be an "appropriate benchmark," contending that while 1% may be adequate with respect to avoiding unnecessary disruption of broadcasters' capital supply from mutual funds, "it is hopelessly inadequate with respect to bank-trust accounts."

Special conditions controlling the voting of stock held in trust by banks, and the structuring of bank-trust departments indicate that a 10% limitation would be "well within the bounds of safety with respect to concerns over undue concentration of control over the broadcast media and that lower benchmarks would impose upon such holders a virtually impossible task, that, in turn, would seriously contract the sources of financing for the media," ABA maintained.

The commission's present reporting requirements for trust agreements represent an "exercise in futility," ABA contended, adding that the "sheer volume of such trust agreements required to be filed would overwhelm the commission's staff, to say nothing of its file storage facilities."

In joint comments, Time-Life Broadcast and RKO General Inc. supported ABA's position regarding the trust-filing requirements and increasing the cross-ownership limitations applicable to bank-trust departments from 1% to 10%.

The licensees agreed with ABA that trust departments acquire stock for in-

# **“WE MUST REACH OUR CHILDREN BEFORE THE PUSHERS REACH THEM”**

*The following editorial was presented by Leonard J. Patricelli, President, Broadcast-Plaza, Inc., Hartford, on WTIC Radio and Television on December 19 and 20, 1969.*

The root cause of Connecticut's drug epidemic is ignorance.

Adults know next to nothing about drugs. Teenagers pick up a great deal of knowledge and an equal amount of misinformation in a rather haphazard fashion — usually from drug users or pushers.

A high school teacher reminded us of the part ignorance plays in the spread of drugs in a letter she sent about a week ago. Let me read you part of it:

“In this day and age, we cannot reach our students with methods and materials used ten years ago. These are outdated and have lost their relevance. I am finding that I do not have the answers to the questions my students ask. What is my next step? I can't believe that I am the only one inadequately prepared to teach this subject.”

This teacher is definitely not the only one unprepared to teach about drugs. Drug education has not kept up with the drug epidemic.

However, in looking for an answer to her question, we found that pioneer work in drug education has begun right here in Connecticut. The Stamford Public School System has just completed a 96-page curriculum and guide that begins the drug education process in the fourth grade and continues it through high school. This procedural guide helps teachers, counselors, school nurses and other personnel who would normally come into contact with young drug users.

The Stamford Curriculum is so good, the state hopes to provide each public school in Connecticut with a copy. However, in order to reach far more students, WTIC will print thousands of additional copies of this 96-page guide and make them available at our expense to any teacher, school official or school board member who wants them. This offer is made not only to public, private and parochial schools in Connecticut, but also to all the schools in neighboring states served by WTIC Radio and Television. The guide should be printed and ready for distribution shortly after the first of the year. To get a copy, just send a request on your school letterhead to Drug Study Guide, WTIC, 3 Constitution Plaza, Hartford.\*

We admit that taking on the printing and distribution of a state document is rather unusual. We admit that sending a public school curriculum to private and parochial schools and schools in other states is also unusual. But the drug epidemic is most unusual. We have to do something about ignorance, the root cause of the drug epidemic. We must reach our children before the pushers reach them.

*\*Thus far, WTIC has printed 18,000 copies of the 96-page Stamford Curriculum and almost all have been distributed or spoken for. Requests have come from 158 of Connecticut's 169 cities and towns, from 220 cities and towns in New York, 103 in New Jersey, 124 in Massachusetts and 41 in Pennsylvania . . . in fact, from 39 states, the Virgin Islands, Canada, Spain and West Germany.*

**WTIC  TV-AM-FM**  
Broadcast-Plaza, Inc., Hartford, Connecticut

vestment rather than control purposes and that "fiduciary safeguards" would preclude banks from voting stock for their personal purposes or from being "corporate voices" in broadcast management.

And the groups said they felt the commission was correct in assuming that the filing of trust agreements administered by banks could be "dispensed with entirely."

Other financial and management connections between banks and licensees are also being looked at by the commission.

## WFGA-TV, WTOP and CBS win innovator honors

Gold plaques for top winners of the 1970 American Research Bureau, Beltsville, Md., Innovator Awards will go to WFGA-TV Jacksonville, Fla., WTOP-AM-FM Washington and CBS Radio Spot Sales, New York. The first-place winners, named Sunday (April 5), are Harold Baker in the television station category, Michael J. Heimberg for radio stations and Jerome Greenberg for station representatives, respectively.

The names of other plaque winners, as well as those whose entries in the competition were selected for special mention, will be posted in the ARB hospitality suite (500) at the Conrad Hilton during the National Association of Broadcasters convention in Chicago.

The ARB awards program is an annual event to give national recognition to people in the broadcast advertising industry for creative and innovative applications of audience research to station sales, programing and other phases of station operation.

Winners are:

Television stations—First: Harold Baker, WFGA-TV Jacksonville, Fla. Second: James A. Landon, Cox Broadcasting Corp., Atlanta. Third: Philip F. von Ladau, Metromedia Television, Los Angeles.

Radio stations—First: Michael J. Heimberg, WTOP-AM-FM Washington. Second: Fred Kaufman, KOMO(AM) Seattle. Third: Clayton Kaufman, WCCO-AM-FM Minneapolis.

Station representatives—First: Jerome Greenberg, CBS Radio Spot Sales, New York. Second: Ken Mills, Katz Television, New York. Third: Marty Mills, Metromedia Inc., New York.

Certificates of merit—Russell Smith, WBBM-AM-FM Chicago; Michael J. Heimberg, WTOP-AM-FM Washington; William Weaver, KWIZ-AM-FM Santa Ana, Calif.; E. Boyd Seghers Jr., WGN(AM) Chicago; Robert T. Hall, KABC-AM-FM Los Angeles; Den Mills, Katz Television, New York; John J. Carter, Edward Petry & Co.; Marvin Roslin, RKO Radio Representatives Inc.

## L. A. seeking balance in minority-hiring

### Justice Department's pact with motion-picture producers and three networks follows EEOC probe last year

For years, blacks and other minority-group members have complained they were discriminated against in their efforts to obtain craft jobs in the motion-picture and television industries in Los Angeles. An Equal Employment Opportunity Commission investigation last year found illegal discrimination did exist in the motion-picture industry. The unions supplying both industries with their craft labor were found to have 800 minority-group members, including 45 Negroes, out of a total membership of 12,000.

Last week, the Justice Department announced agreements with the three television networks, 73 motion-picture producers and the unions that supply their craft labor. The objective is to abolish job discrimination against Negroes and persons with Spanish surnames.

The agreements, which became effective April 1, are intended to insure that 20% to 25% of all daily craft employment is made available to minority workers. The agreement with the three networks also contains provisions to insure nondiscrimination in hiring workers for clerical and administrative jobs at ABC and CBS.

The agreements, which were negotiated over a two-month period, enable the two industries involved and the unions to avoid Justice Department suits alleging violations of the equal-employment provisions of the 1964 Civil Rights Act. After finding violations of those provisions in its investigation of the motion-picture industry, the EEOC referred the matter to Justice, which expanded the inquiry to include the television networks and their supporting unions because of the substantial interchange of work force between the two industries.

NBC, the only one of the networks to issue a statement, said it "has a strong record of encouraging minority employment. We applaud the agreements which will increase minority employment in the craft union jurisdictions. NBC will, of course, continue its own affirmative efforts to expand equal opportunity of employment throughout its operations."

The agreements require the motion-picture producers, networks and unions to take affirmative steps to comply with the equal-employment opportunity law. And Jerris Leonard, assistant attorney general in charge of the civil rights division, said: "The relief negotiated here is at least as comprehensive and as effective as that which a court would

order."

The union local principally involved in the departments' agreement with the networks is Stagehands Local 33 of the International Alliance of Theatrical Stage Employes and Moving Picture Machinery Operators, of Los Angeles. Three other IATSE locals in Los Angeles—motion-picture photographers, sound technicians and film editors—as well as the parent union, signed the agreement also.

The principal ingredient in both agreements is the suspension of the traditional roster system so far as minority-group members are concerned; a separate pool was created for them, and is to be filled by affirmative action recruiting.

The agreement with the networks calls for daily referrals at a ratio to insure that 20% of all craft jobs are made available to minority group workers for each of six consecutive weeks; subsequently the rate of referral will be one minority-pool member for each three referrals from the general pool.

After two years, the two pools will be merged, and all referrals will be made "on a nondiscriminatory basis regardless of race, color, religion, sex or national origin." The terms of the nondiscriminatory referral basis will be determined by the networks and Local 33, subject to Justice's approval.

Both agreements provide for on-the-job training financed by the companies to provide trained minority-group workers to perform the more complicated craft jobs. The television program provides for 12 trainees—three each selected by ABC, CBS, NBC and Local 33—for two 12-month courses. The trainees will be guaranteed a minimum salary of \$100 for a 40-hour week.

The agreements also ban preference of referral because of union membership status or because of family or personal relationship with any person employed in the television or motion-picture industry. A principal complaint of minority-group members is that union membership—and the jobs that go with it—is handed down within families.

The provisions dealing with administrative and clerical employment suggest that ABC and CBS have been lagging in hiring minority-group members for such work. The two networks are directed to make an affirmative effort to recruit white collar workers from among minority-group members. CBS in addition is to make an effort to contact all minority-group workers



# Broadcasting is the world's largest disseminator of information.

## The news services are the largest gatherers of information.

### How do you mesh them?

One way to start is for each to know more about the other. Some of the steps we've taken at UPI:

We operate a radio news network ourselves. It's a service of value to the industry. And it has taught us, firsthand, a lot about the problems of broadcasters. There have been a lot of changes in our newswires as a result.

We have our editorial people spend a lot of time working at stations to get a better idea of what it's like at the other end of the pipe.

We've produced a new Broadcast News Stylebook which combines what we've learned and what you continue to teach us about broadcast news writing.

If you want a style book let us know with the coupon.

We don't give it away because

we think it's of value. So, apparently, do others judging from the thousands of orders we've received.

And if you have some ideas for us, we'd like them.

## UPI the original broadcast news service

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220 East 42nd Street, New York, N.Y. 10017

(please check appropriate box or boxes)

- Yes, I am interested in UPI's *Broadcast News Stylebook*. (Note: copies are \$1; 50¢ for lots of 10 or more) please send me \_\_\_ copies. My check for \_\_\_ is enclosed.
- Yes, I do have some ideas on the subject of broadcast news that I'd like to talk over with you. Please get in touch.

Name \_\_\_\_\_

Station Call Letters \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

who applied for work after Jan. 1, 1968, but who were not hired and to permit them to file new applications.

The agreement notes that NBC asserts it has developed and implemented an affirmative action plan designed to enhance the employment opportunities for minority-group members at all levels of employment, including administrative and clerical. The plan also includes recruiting and training workers, and skills inventories and promotional opportunities.

## FCC airs WXUR renewal issues

### Alleged one-sided programming is sticking point in oral argument

In oral argument before the FCC last week, detractors of the programming of WXUR-AM-FM Media, Pa., licensed to Brandywine-Main Line Radio Inc., contended that the station is a one-sided platform for the views of right-wing fundamentalist Dr. Carl McIntire and that the stations' licenses should not be renewed.

Attorney for Brandywine-Main Line countered that the station represented a variety of religious and political views and that those associated with the stations were being wrongly maligned as "bad people."

An attorney for intervenor, the Greater Philadelphia Council of Churches, whose complaints led to the renewals being set for hearing, said Brandywine-Main Line had "misrepresented" its programming plans to the commission, having added programs not described in its transfer application and reneged on a promise to present a balance of religious programming. He charged that WXUR management added a program ostensibly aimed at providing the views of other persuasions—*Interfaith Dialogue*—only after the Media borough government passed a resolution condemning the stations' programming, and that WXUR made only feeble attempts to sustain the program.

The council's attorney charged the stations with reciting a one-sided "litany of issues" on issues of national importance, such as the Vietnam conflict and church union.

A Broadcast Bureau attorney's argument was essentially a corroboration of that of the council. The attorney said the stations had never wavered from a position that views opposing a policy of all-out military victory in Vietnam were Communist-inspired.

Counsel for the WXUR stations told the commission that detractors of the stations had maligned those associated

with them, especially Dr. McIntire, as undesirables airing unhealthy propaganda. The WXUR stations do present admittedly conservative views, the attorney said, but have provided "vehicles for other viewpoints," such as Presbyterian church services, *Interfaith Dialogue*, and representatives of liberal—"even Socialist and Communist"—groups.

As for alleged misrepresentation of programming plans, the attorney said the commission requires a description of categories rather than content, and that the WXUR stations had aired programs consistent with those categories described in their transfer and renewal applications.

Denying that station management had made only a half-hearted effort to sustain *Interfaith Dialogue*, WXUR counsel said requests made to clergy in the Media-Philadelphia area to appear were either ignored or turned down.

And the WXUR spokesman denied that the stations failed to meet the needs of the Media community or violated fairness-doctrine requirements. He claimed that Dr. McIntire sent tapes of his broadcasts to persons affected inviting them to express their viewpoints, and that "there is not one shred of evidence in this record to suggest that we did not meet any need" in Media.

In a rebuttal period, the church council's attorney said the council never intended to imply that WXUR programming was "offensive."

Rather, he said, the council's view was that Media, a community with only one broadcast outlet, was entitled to have more than one viewpoint expressed and fairness-doctrine requirements satisfied.

Dr. Carl McIntire, who broadcasts frequently on WXUR-AM-FM, heads Faith Theological Seminary in Philadelphia, which owns Brandywine-Main Line. The seminary acquired the stations in 1965.

In 1967 the stations' renewals were set for hearing after the commission's Broadcast Bureau agreed that the stations had violated the fairness doctrine in failing to present views contrasting with those of Dr. McIntire. In a 1968 initial decision, former Hearing Examiner H. Gifford Irion found that the stations had complied with the doctrine, and recommended renewal.

### Fund raisers for CPB

The Corp. for Public Broadcasting has appointed Thaddeus Holt and Roland E. Fenz to help encourage private contributions to CPB at the national level and to aid stations in their fund-raising efforts. Mr. Holt is former president of Leacock Pennebaker Inc.; Mr. Fenz comes from KQED(TV) San Francisco.

## Missing U wants to be found

### Station sues ARB for 'negligence' in dropping it from November report

A small-market UHF station last week added to the woes of the American Research Bureau, whose November 1969 ratings sweep produced howls of protests from television broadcasters across the country who said the reports revealed unbelievable losses of audience.

KLNI-TV (ch. 15) Lafayette, La., filed suit to recover \$625,000 in damages from the rating service. The station says it was wrongfully dropped from the ARB November 1969 report and that ARB "refused or failed" to publish correction notices.

However, the basis of KLNI-TV's complaint is different from those of broadcasters who questioned the accuracy of ARB surveys indicating sharp audience losses (BROADCASTING, Feb. 9). KLNI-TV is attacking ARB's action in changing the standards for determining which stations would be included in the reports.

ARB says the station's exclusion was the unexpected result of a change in requirements that was actually intended to make it more likely that the station would be included. It is changing its minimum reporting standards for the February-March survey.

KLNI-TV, in a suit filed last week in the U.S. District Court in Washington, said that because of its exclusion from the November report it has lost advertising income and suffered damage to its reputation.

It also said that unless the court grants its requested relief, it "may become unable to continue television service to the public. . . ."

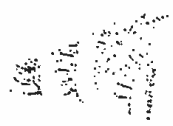
Besides its request for damages—\$500,000 in punitive damages, \$125,000 for loss of revenue and injury to its broadcast reputation—it is seeking an order directing ARB to include it in the February-March 1970 Lafayette market report and all subsequent ones.

KLNI-TV contracted for ARB's semi-annual survey in November 1968, and its television audience data appeared in ARB's reports following the November 1968 and February-March 1969 surveys.

But, "without effective notice," KLNI-TV added, ARB changed the requirements which qualified a station for inclusion. This occurred after the February-March 1969 report, and the station was dropped from the one for November.

Peter Langhoff, president of ARB,

# WHDH-TV, Boston, has just been named "New England Television Newsreel Film Station of the Year"



The Boston Press Photographers Association knows news when they see it. So we're very proud that they named us "New England Television Newsreel Film Station of the Year."

And they named our Jack Cryan "New England Television Camera-man of the Year."

And our Larry Crowley, who held Jack's title last year, won first place for spot news and for TV documentary, and second prize for features.

Jack Crowley (yes, he's Larry's brother) won first prize in sports and fire, and Sumner Shain won second prize for sports.

We're also delighted to report that the Boston Photogs agreed with their

national brethren. WHDH-TV was also named "Newsfilm Station of the Year" by the National Press Photographers Association.

All in all, Channel 5 staffers won 15 out of 23 possible awards, competing against hundreds of entries from all over New England.

And the whole staff -- Alan Anderson, John Davin, Sumner, Jack and the Crowleys -- won second prize in the Team Effort division.

We were delighted. But not surprised.

We know how good they are -- and how seriously we take news.

Other people were bound to notice.

# Isn't that great news?

WHDH-TV BOSTON



ALWAYS IN COLOR

tried to explain this development in a letter to FCC Commissioners Robert E. Lee and Kenneth A. Cox in January. The station's attorneys had brought the matter to their attention, and they expressed their concern to ARB.

Mr. Langhoff, whose letter was filed with the complaint, said that ARB's intent in changing the requirements was to relax them but that "by a curious twist of logic," the opposite occurred.

He said the new specifications were written to require 1,000 homes on the average. Previously, the requirement had been a rating of 1.0 over 30 quarter hours. Since in large markets a 1.0 rating over 7.5 hours during a week is often difficult to achieve, Mr. Langhoff

said, "it appeared that we would be bringing additional stations into the report."

But ARB's designers, he conceded, overlooked something: "In small markets it is more difficult to attain an average audience of 1,000 households over the broadcast day than it is to attain a 1.0 rating."

He added that ARB was attempting to restate the rules to achieve its original objective. (It has since liberalized standards [BROADCASTING, March 30].) In the meantime, he said, ARB would try to help stations "unintentionally" dropped to "bridge the information gap" until the February-March survey is published.

ARB subsequently provided KLNI-TV with figures for the November period, but in a more summary fashion than those it had previously furnished. The station considered them unsatisfactory.

KLNI-TV, in its suit, said that ARB's contract represented that it would be included in each Lafayette market report, that it relied on ARB's representation and was induced to contract with ARB on that basis.

The court was also asked to declare that ARB's exclusion of KLNI-TV from the November 1969 report was "negligent, a breach of contract, and a breach of the implied warranty that ARB's work would be done in a skilled and workmanlike manner."

KLNI-TV apparently is not the only small-market station affected by ARB's change in standards. Commissioner Cox said several other stations have expressed complaints similar to KLNI-TV's. However, he said it was not clear whether the facts are the same as those claimed in the Lafayette case.

## DO YOU KNOW

# Which retail promotion makes every shopper a winner?

### It's that small wonder among promotions: Trading Stamps.

They are saved in more than 80 per cent of the nation's households. And here's one big reason they're so popular:

Unlike most retail promotions, they allow a merchant to return the benefits of the promotion to *all* his customers—and in direct proportion to their patronage.

Here are some things an average food retailer doing a \$1.2 million annual business might use to promote sales instead of giving stamps:

He could give away, by chance drawing, *only six* high-priced cars.

He could offer phone orders and free delivery, provided *only 10 per cent* of his customers used the service.

He could offer charge accounts, as long as *no more than one-third* of the business was done on that basis.

In each of these, *only a fraction* of the customers benefit. With trading stamps, *every* shopper is a winner.

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## NABET is still on job but has no contract

Threat of a strike loomed at NBC last week when the company's contract with the National Association of Broadcast Employees and Technicians expired on Tuesday (March 31), but the union decided to continue to work on a "stand-by" basis while negotiations proceeded.

The union, which represents about 2,500 technical workers at NBC's radio and television networks and owned stations, has been holding talks with representatives of the company in San Diego since early March. NABET is seeking improvements in wages, pension plan, job security, working conditions and grievance and arbitration machinery. The average pay scale for technicians is \$260 a week.

Irving Weiland, business manager of local 11 in New York, said that over the past three years the cost-of-living alone has risen by 16.8%. He indicated that NABET would hope to gain a contract that minimally would specify increases to match the cost of living.

NABET is reported to be seeking the assistance of other unions in the broadcast field for support in the event that a strike is called.

For many years NABET negotiated contracts with both NBC and ABC simultaneously. In the contract talks three years ago, ABC signed a four-year pact, which will expire in March 1971. CBS is not involved inasmuch as its technical employes are aligned with the International Brotherhood of Electrical Workers.

An NBC spokesman in New York said on Thursday (April 2) that its ne-

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for the Brides—  
18 to 34*




You can't do better for your lady viewers than offer them "Here Come The Brides" — one of television's most appealing comedy-adventure series. It charmed the daylights out of them when it is telecast during the early evening 7:30 p.m. time period, ranking among the top four shows on all networks, ranking among the top four shows on all networks works with women 18-34. This, in spite of some TV's toughest competition!

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livered an average of 3.7 million teenagers—largely through the fantastic appeal of young Bobby Sherman (he's the dimpled one on the left).

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"Here Come The Brides:" 52 hour-long episodes in color. **SCREEN GEMS** 

NOTE: Audience estimates provided by NTA and are subject to their qualifications.

gotiators had given NABET its proposals for a new agreement the previous day. He could not provide any details on the NBC offer, but said he believed it would take the union several days to read and evaluate the proposal because of its complexity.

## Field buys the other half of WFLD-TV

Field Enterprises Inc., 50% owner of WFLD-TV (ch. 32) Chicago, last week received unconditional FCC approval to purchase for \$2.5 million the other half interest from a joint venture comprising five companies.

The original two-step plan called for Field to buy 50% of WFLD-TV, then sell the station to Metromedia for \$10 million. However, Metromedia pulled out of the deal because its agreement to acquire the station expired Feb. 1 and it would have had to pay \$200,000 per month to keep the agreement in effect (BROADCASTING, Feb. 9). Field decided to go ahead with the first part of the transaction, and was in fact obligated to do so under an option agreement it had with the joint-venture parties, who had originally been its competitors for the facility—H & E Television Inc. (Harry and Elmer Balaban), Irwill Inc. (William, Irwin and Rosalind

Dubinsky), Schefco Inc. (Herbert Schefel), Willand Corp. (Cecile E. Burger) and Froelich & Friedland Inc. (Harland Froelich and Milton D. Friedland).

The Field-joint venture deal hit a snag in January when a four-man commission majority—Commissioners Kenneth A. Cox, Robert T. Bartley, Nicholas Johnson and H. Rex Lee—objected to the transfer on the ground it might involve trafficking. A commission request that the \$2.5-million sales price be reduced was rejected by the joint-venture parties and Field felt bound to its contract. The vote last week, however, was 5-to-0 in favor of the transfer with Commissioner Bartley abstaining from voting and Commissioner H. Rex Lee absent.

Field, which has had management control over the station under its ownership agreement with the joint venture, contributed \$14.1 million in capital to WFLD-TV during the three-year period ending Sept. 30, 1969.

Field Enterprises publishes the *Chicago Daily News* and *Sun-Times*, the *Arlington Heights* (Ill.), *Arlington Day* and the *Mount Prospect* (Ill.) *Prospect Day*. It is also involved in educational publishing.

E. H. Shomo, WFLD-TV general manager, is president of Field Communications, Field's broadcasting subsidiary.

## Changing Hands

### Announced:

The following station sales were reported last week and will be subject to FCC approval.

■ **WTOW(AM)** Towson and **WTOW-FM** Baltimore, both Maryland: Sold by T. E. Paisley Jr., Barrie Munro, Grace Bright, Daniel Neary and others to Robert W. Sudbrink for \$825,000. Mr. Sudbrink owns **WRIZ(AM)** Coral Gables and **WWPB(FM)** Miami, both Florida, and **KFMZ(FM)** Pasadena, Tex. He has controlling interest in **WRMS(AM)** Beardstown, Ill., and **KYND(AM)** Burlington, Iowa. **WTOW(AM)** is a daytimer on 1570 kc with 5 kw; **WTOW-FM** is on 101.9 mc with 20 kw and an antenna height of 280 feet above average terrain. Broker: Chapman Associates.

■ **KOXR(AM)** Oxnard, Calif.: Sold by Paul R. Schneider to Howard A. Kalmenson for \$420,000. Seller will retain **KPMJ(FM)** Oxnard. Mr. Kalmenson owns **KWKW(AM)** Pasadena, Calif., and **KENO(AM)** Las Vegas. **KOXR** is full time on 910 kc with 5 kw day and 1 kw night.

■ **WAEF(FM)** Cincinnati: Sold by Alvin W. Fishman to Harrison M. Fuerst for \$400,000. Mr. Fuerst is a Cleveland attorney and has interests in **WSLR(AM)** Akron, Ohio; **WOKO(AM)** Albany, N.Y.; **KTLK(AM)** Denver, and **KBON(AM)** Omaha. He is also buying **WCAM(AM)**, Camden, N. J., subject to FCC approval (BROADCASTING, March 30). **WAEF** is on 98.5 mc with 50 kw and an antenna height 100 feet above average terrain. Broker: R. C. Crisler & Co.

■ **WSSV-AM-FM** Petersburg, Va.: Sold by Roger A. Beane and others to William L. Eure for \$270,000. Mr. Beane owns a CATV system in Petersburg. Mr. Eure is sales manager for **WMAL-TV** Washington. **WSSV(AM)** is full time on 1240 kc with 1 kw day and 250 w night. **WSSV-FM** is on 99.3 mc with 3 kw and an antenna height of 290 feet above average terrain. Broker: Blackburn & Co.

■ **WZAM(AM)** Prichard and construction permit for **WZAM-FM** Mobile, both Alabama: Sold by Walter A. Duke to E. M. "Pete" Johnson and Jack Carr for \$237,500. Messrs. Johnson and Carr own **WMMN(AM)** Fairmont, W Va. **WZAM(AM)** is a daytimer on 1270 kc with 1 kw. **WZAM-FM** has a CP for operation on 94.9 mc with 31 kw and an antenna height of 135 feet above average terrain. Broker: Hamilton-Landis & Associates.

■ **KOLI(AM)** Coalinga, Calif.: Sold by James M. Strain to Vernon H. Uecker

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*The men from Blackburn's nationwide network of offices will be in Chicago April 5 to 9 for the NAB Convention. We hope you'll take a breather from your busy schedule to stop by and visit us at the Pick-Congress Hotel (Suite 801)*

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## WZZM chose a sharp mini ME-4 color processor to round off their color programming.

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more latitude than black-and-white, while being very forgiving. I can't think of anything more important in the news-film business than using forgiving film because of the wide variety of shooting conditions.

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and James E. Poeske for \$68,500. Mr. Uecker owns 48.5% of WAGN(AM) Menominee, Mich., and is a salesman for KVON(AM) Napa, Calif. Mr. Poeske is a salesman for KOLI. KOLI is a daytimer on 1470 kc with 500 w. 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 123).

▪ WFLD-TV Chicago: 50% sold by Harry and Elmer Balaban and others to Field Enterprises Inc. for \$2.5 million (see page 78).

▪ WIFI(FM) Philadelphia: Sold by Melvin Gollub and others to General Cinema Corp. for \$790,000. General Cinema owns a chain of movie theaters, a chain of bowling lanes and soft-drink bottling plants. Alexander Tanger, president of GCC Communications of Philadelphia Inc., General Cinema's subsidiary, owns WLKW-AM-FM Providence, R.I., and is buying KRBE(FM) Houston, subject to FCC approval. WIFI is on 92.5 mc with 50 kw and an antenna height of 420 feet above average terrain. Vote was 4-to-2 with Commissioners Nicholas Johnson and Robert T. Bartley dissenting and Commissioner H. Rex Lee absent.

▪ WCCC-AM-FM Hartford, Conn.: Sold by Jac Holtzman and others to Saul and Alfred Dresner for \$325,000. Sellers own New York-based Elektra Records. Messrs. Dresner own WELV(AM) Ellenville, N.Y. WCCC is a daytimer on 1290 kc with 500 w; WCCC-FM is on 106.9 mc with 50 kw and an antenna height of 720 feet above average terrain.

### FCC approval hinges on change in ad plans

The FCC last week approved the \$650,000 sale of WHUT(AM) Anderson, Ind., by group owner J. William O'Connor to Eastern Broadcasting Corp. after the buyer amended the commercial proposal for the station.

Eastern Broadcasting, is principally owned by Roger Neuhoff, and is also the licensee of WCVS(AM) Springfield, Ill., and WHAP(AM) Hopewell, Va.

Mr. O'Connor owns 35% of WCIU-TV (ch. 26) Chicago; WBOW-AM-FM Terre Haute, Ind., and WRAC(AM) Racine, Wis. Eastern's acquisition of the Terre Haute stations is pending FCC approval.

Following a hearing last May, Hearing Examiner Chester F. Naumowicz Jr. recommended approval of the sale in an initial decision (BROADCASTING, June 30, 1969). The hearing issues had included a question of trafficking; whether the short-term renewal given WCVS reflected adversely on Eastern, and wheth-

er Eastern's proposed commercial practices for the Anderson station accorded with the needs of the community.

The review board granted the sale (BROADCASTING, Jan. 5), but the Broadcast Bureau filed an application for commission review. Eastern subsequently revised its commercial proposal to a normal 18-minutes-per-hour standard and the bureau withdrew its objection to the sale.

Vote on the sale was 3-to-2 with Commissioners Robert T. Bartley and Nicholas Johnson dissenting, Commissioner Kenneth A. Cox abstaining from voting and Commissioner H. Rex Lee absent.

### Where the CATV homes are in U.S.

Cable television was in 3,728,880 households, or 6.4% of all U.S. TV households, excluding Alaska, as of November 1969, A. C. Nielsen reported last week.

The status report showed heaviest penetration in the smaller counties: out of 7,747,470 TV homes in size D (rural) counties, 790,860 had CATV (23.3%), and in size C (small towns), the percentage was up to 34.5%, or 1,775,900 out of 10,565,670 TV homes. Penetration

in size A (the major metropolitan area) counties was 1.6%, and in size B, 4.8%.

The growth rate in CATV between spring and fall of 1969 was 6.7%, a lower growth rate than most of the measured periods since 1965. The peak increase of 17.6% came between spring and fall of 1967. Others ranged from a 6.4% between fall 1967 and spring 1968, to 11.8% from fall 1968 to spring 1969.


### Virginia broadcaster may run for Senate

Virginia broadcaster Arthur W. Arundel said last week that it is his "intention" to seek the Senate seat now held by Senator Harry F. Byrd Jr. (D-Va.). Senator Byrd has bolted the Democratic party and will run as an independent.

Mr. Arundel, president of all-news WAVA-AM-FM Arlington, Va., stopped short of declaring himself to be a candidate.

He said he would wage a "strong and positive campaign," but added that his final decision would await "further talks across the state." That decision will be made in the next 10 days.

Mr. Arundel was Virginia campaign manager for the late Robert F. Kennedy in 1968.



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## Setback for land-mobile users

In surprise move FCC turns down plan to permit operations on channels 14-20 in top-25 markets

Broadcasters who may have thought the FCC had completely forsaken them were given reason to reconsider last week. The commission in a preliminary vote that surprised staffers and would, if upheld, outrage members of Congress, rejected a proposal to open portion of the UHF spectrum to land-mobile-radio operators as a means of easing their spectrum shortage.

The vote, in a special meeting last Monday (March 30), was 4-to-2, with Chairman Dean Burch and Commissioner Kenneth Cox reported members of an angry minority. Commissioner H. Rex Lee is out of the country.

At issue was a proposed rule, first issued for comment in July 1968, and a proposed further notice of rulemaking. The proposed rule would permit land-mobile-radio operators to operate on channels 14 through 20 in the top-25 markets where the frequencies are not allocated to television.

The further notice — which tends to confirm the fears of broadcasters fighting the sharing proposal—would reallocate those channels exclusively to land mobile. Short of reallocation of VHF channels, exclusive access to the seven lowest UHF channels is land-mobile radio's principal goal.

The commissioners did not vote on the second proposal issued for comment 17 months ago to aid land mobile. It would reallocate 115 mc including channels 70-83, where translators are located, to private and common-carrier land-mobile service.

Chairman Burch reportedly adjourned the meeting, still smarting from the defeat on the sharing proposal, before the second could be considered in detail. Sources within the commission are satisfied votes are available for adopting the proposal; however, it has little appeal for land-mobile operators because equipment for use in the upper band is not available.

The commission considered the matters in the week after it had figuratively bared its teeth at broadcasters: its action limiting the spread of multiple ownerships within communities, and its tentative decision to reduce network domination of prime-time programing.

What's more, broadcasting can still

lose in its battle with land-mobile radio. Chairman Burch himself said the issue "is not finished." He said the sharing proposal would be brought up again, though perhaps "in a modified" form. "We're not giving up." The commission is expected to return to the matter before the end of the month.

The chairman presumably will be looking for two votes from among Commissioners Nicholas Johnson, Robert T. Bartley and Robert Wells. It seems unlikely that Commissioners Robert E. Lee, long a defender and proponent of UHF television, or H. Rex Lee, whose interest in educational television makes him a similar defender of the upper band, would vote to open that portion of the spectrum to land-mobile radio.

Although the long pending proposal to allow land mobile to gain access to UHF portion of the spectrum is not dead, the Monday vote was the most serious setback suffered by land-mobile-radio users in their long fight for more frequencies.

One card Chairman Burch would probably play in urging his colleagues to change their minds is the reaction their failure to "do something" for land mobile would have on Capitol Hill. Representative John Dingell (D-Mich.),

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### New kit can help test subjective-color TV

Telecasters who want to play around with the subjective color phenomenon in their black and white broadcasts can send for a special kit to accomplish this.

The electronic color kit is put out by the Color-Tel Corp., Sherman Oaks, Calif. It contains specially recorded black-and-white video tape which, when played on a black and white tape recorder, appears to the viewer as scenes in color on any black and white monitor.

Price for the kit, which also includes an instruction book and a compensating filter that brightens the brilliance of the perceived color, is \$125.

chairman of a House Small Business Subcommittee and a member of the House Commerce Committee, has been hammering at the commission for years to ease the spectrum congestion in land-mobile radio. The House Appropriations Committee has pursued the same theme in the commission's appearance before it.

It's assumed that concern over the reaction of members of Congress was at least partially responsible for what some staffers said was a flash of temper on the chairman's part when the sharing proposal was defeated. Commissioner Cox's obvious disappointment grew out of the years he has devoted to the cause of land mobile, most significantly as chairman of a government-industry committee which produced a report concluding that additional spectrum space was essential to the future development of land-mobile radio.

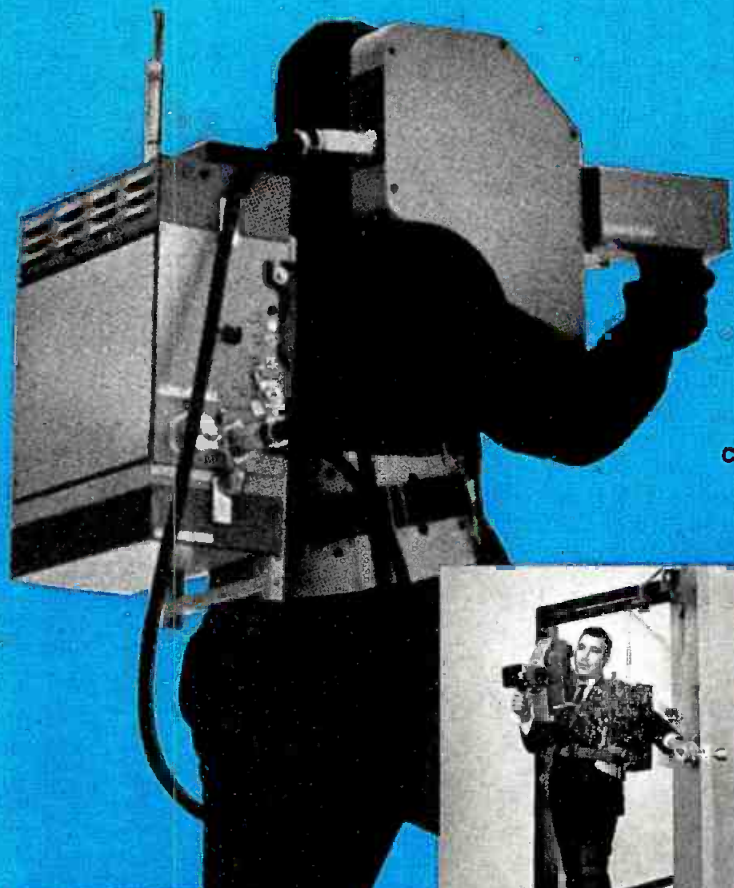
The commission voted in midafternoon, after the staff had made extensive presentations on the sharing and reallocation proposals. The Safety and Special Radio Services Bureau endorsed them, the Broadcast Bureau opposed them. And while there had been no authoritative head count in advance, the pressure under which the commission had been considering the matters led many to expect the sharing proposal would carry. When it did not, one commissioner's aide said: "I almost fainted."

There had been no sharp debate to reveal conflicting views on the proposal. Commissioner Cox reportedly made the major arguments for adoption, but no one argued the point. Four commissioners simply voted against him.

However, some officials suggest that a principal reason for the negative vote was the fear that sharing would lead inevitably to reallocation of the seven lowest UHF channels. Commissioner Cox, after the proposal was rejected, reportedly suggested that the commission adopt it along with a commitment to bar reallocation of the channels. This, reportedly, failed to move the four opponents of sharing.

The opponents may also have been impressed by comments of commission engineers regarding the interference that would be caused by sharing. They said it

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would be a problem, one difficult to police, even if land-mobile stations operated within the rules.

There was, reportedly, no mention of the argument that the solution to land-mobile's spectrum problem is better frequency management. This is the point the Association of Maximum Service Telecasters had used in leading the broadcasters' fight against opening the television spectrum to land-mobile radio.

The Nixon administration is trying to help the commission provide better management.

It has asked Congress to provide the commission \$1 million to establish a prototype radio spectrum-management center to relieve congestion and interference in the land-mobile spectrum (BROADCASTING, Feb. 2).

The sharing proposal was not the only idea that failed to win much support at the special meeting last week. Commissioner Nicholas Johnson, with Commissioner Robert E. Lee in support, offered a radical plan for aiding not only land mobile but UHF and educational television. It called, first, for turning channel 2 over to land mobile in the top-50 markets. The commission then would juggle the allocations of network owned-and-operated stations in the top-20 markets in such a fashion as to leave each network with the same number of UHF and VHF owned-and-operated stations. Educational stations, however, would be assured of VHF frequencies.

As one official put it, the idea simply "did not fly."

Besides the rulemaking proposals, the commission still has under consideration a Broadcast Bureau proposal for an inquiry into the future needs of broadcasting in terms of spectrum space. The bureau feels such a study is needed to determine the impact on broadcasting's spectrum needs of such technological developments as domestic satellites and CATV. It pointed out that the question of television allocations has not been thoroughly examined since the present system was adopted in 1952.

## Bauer Electronics bought by Sparta

Sparta Electronic Corp., Sacramento, Calif., through its parent company, Computer Equipment Corp., has purchased Bauer Electronics, manufacturers of AM-FM transmitters and related equipment, from Granger Associates, Palo Alto, Calif.

Phillip J. Gundy, executive vice president of CEC, announced that operations of Bauer Electronics would be consolidated with Sparta's present facilities in Sacramento.

Also announced was the transfer of Paul Gregg, product manager with Bauer Electronics, to Sacramento to take over a similar position with the new division of Sparta, manufacturer of broadcast audio equipment.

## New York TV's will test reference signal

Plans are under way to test a new method of checking color uniformity through the insertion of a color reference signal into the TV picture that would be undetected by a viewer.

Sometime early this summer, the three TV network stations in New York will have the equipment to produce a "vertical interval reference" in their transmission that will permit engineers to check the uniformity of color TV from camera to home viewer. The VIR concept was developed by Frank Davidoff of CBS, which hopes to have the apparatus available for the network-station test within three months. The reference signal is to be inserted into line 20 of the TV field and will be tested first at the New York stations, then along the whole network and finally at affiliates' transmitters. Eric Layton of RCA is chairman of the subcommittee of the Broadcast Transmission Standards Committee of the Electronic Industries Association.

The move is part of a two-year-long study of color variation by the Joint

Committee on Inter-Society Coordination. A status report on the work of this group is scheduled for the engineering meeting at the National Association of Broadcasters convention in Chicago this week.

Meanwhile, Digital Equipment Corp., Maynard, Mass., reported last week that the Japanese Broadcasting Corp. (NHK) is using a small, general-purpose computer in an automated system that performs colorimetric analysis of pictures coming from a TV color camera. The system, that helps detect distortions, uses a computer, teletype, analog-to-digital converter, channel scanner and special sample holder for the TV signal input, all housed in a single, wheel-mounted cabinet.

## Technical topics:

**New intercom modules** ■ The Daven Co., Manchester, N.H., has developed a new flexicom family of solid state intercom modules for mobile and studio use. Included in the family are carbon microphone pre-amplifiers with muting circuits, regulated dual-output power supplies and interconnecting printed circuit cards.

**Five new models** ■ Sparta Electronic Corp. has expanded its equipment line of Sparta-mation systems to include a mini-system, model SS-121; SS-103, featuring three 24-tape cartridge playbacks; SS-231, which Sparta claims can produce up to nine hours of non-repeating music; model SS-504, allowing synchronization of introductions and final message with recorded music, and SS-232, total-sound system for network affiliates. Parts from the different systems can be combined with each other to create an automated sound service to fit the individual station's needs.

**Latest edition** ■ Model L photo typesetter was announced last week as the ninth edition of the photo typesetter marketed by Visual Graphics Corp., North Miami, Fla., which among other things, can enlarge, reduce, backslant, or italicize on either photographic paper or film.

## Cullum elected

A. Earl Cullum Jr., Dallas, TV and radio broadcast consulting engineer, has been elected to the National Academy of Engineering, Washington, for "leadership and originality as a consulting engineer concerned with radio and television broadcasting." Mr. Cullum, who is managing partner of A. Earl Cullum Jr. and Associates, was among 51 American engineers chosen for membership in the Academy, a private organization that sponsors engineering programs.

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## New twist on music pacts

**NBC-TV wants to use specific number of pieces, do away with blanket ASCAP licenses**

The muddled network-TV music-license controversy became even more muddled last week with the disclosure that NBC-TV was seeking from the American Society of Composers, Authors and Publishers a license to use only a fraction of the music in the ASCAP repertory.

NBC submitted a list of some 2,200 specific compositions and told ASCAP it wanted a license to use only those, plus certain specified background-music libraries. It also said its use of ASCAP music had declined more than 50% over the past four years and estimated that, based on its 1965 ASCAP payments and music-use levels, the 2,200 specified works and background libraries would have an "indicated" value of about \$762,000 a year from now.

By comparison, the figure used by NBC as its 1965 ASCAP payment in computing average per-use costs for that year was \$4.5 million. Considering the decline in NBC's use of ASCAP music, NBC contended, even a blanket license to use all ASCAP music should not now cost more than \$2 million a year.

The NBC move for a license to use only specified works was regarded as a variation of a pending bid by CBS-TV for licenses—not only from ASCAP but from Broadcast Music Inc. as well—under which CBS-TV would pay only for whatever music it actually uses (BROADCASTING, Dec. 22, 1969, et seq.).

In the past all three TV networks have had blanket licenses, paying ASCAP and BMI certain percentages of their broadcast revenues and in return being free to use as much or as little of the music as they wished.

The chief difference between the NBC and CBS plans, at least on the surface, appeared to be that CBS-TV would be free to use whatever compositions it wishes, paying for them on a per-use basis, while NBC would be restricted to the 2,200 compositions and background music libraries it had specified. As for as-yet-unwritten works that NBC might want to use in the future, NBC legal authorities said they would expect to negotiate separately for rights to those.

ASCAP contends it is not required

to grant either of these two kinds of license, however. But NBC argued in an informal court session last week that the consent decree governing ASCAP's operations anticipates licensing the use of "any, some or all" of its compositions. (The CBS per-use suit was not filed under the ASCAP consent decree and was not involved in last week's session.)

In the informal hearing, Judge Sylvester J. Ryan of the U.S. Southern District Court in New York, which has jurisdiction concerning the consent decree, indicated a belief that in practice the NBC plan might conflict with the spirit of the decree. But he allowed time for ASCAP and NBC to submit written arguments on the issue.

Last week's session was largely taken up by legal maneuvering, but also produced charges and counter-charges as to the motives at work.

ASCAP contended that NBC was trying to "control" the music that its affiliates would carry and that the public might hear, and charged that CBS and NBC were trying to bring ASCAP "to its knees" and engaging in practices with "ominous antitrust implications." NBC counsel countercharged that it was ASCAP that was engaged in anticompetitive conduct and trying

to force the purchase of unneeded music.

The session dealt with (1) an ASCAP application to have the court set interim fees to be paid to ASCAP by CBS-TV and NBC-TV while new contracts are being set, and (2) an NBC application asking the court to set an interim fee for NBC's use of the 2,200 specified compositions and also to require ASCAP to tell NBC what fees it considers reasonable for use of the 2,200 works.

Arthur Dean of the New York law firm of Sullivan & Cromwell, representing ASCAP, proposed that interim fees for a blanket license be set at \$500,000 a month (\$6 million a year) for each of the two networks. He noted that both CBS and NBC reached back-payments agreements with ASCAP that specified \$5.68 million each for 1969. He said the \$6-million figure for 1970 was based on their having thus signified that \$5.68 million was "appropriate" for 1969 and that a 6% increase, in ASCAP's view, was justified on grounds that their 1970 broadcast revenues would increase by at least that much.

Use of the 1969 \$5.68-million figure was challenged by both NBC and CBS. Lawrence J. McKay of the New York firm of Cahill, Gordon, Sonnett, Reindel & Ohl, counsel for NBC, maintained that the \$5.68 million earmarked for 1969 was part of an \$8.68-million "package deal" covering additional payments for the years from 1961 through 1969, and that NBC agreed to specify \$5.68 million as the 1969 sum only at ASCAP's insistence and only then upon condition that a non-prejudicial proviso be made part of the agreement.

An affidavit by Aaron Rubin, NBC financial executive vice president, filed in support of the bid for a license on 2,200 compositions, also maintained that "under no circumstances would NBC ever have agreed, standing alone, to pay ASCAP \$5.68 million for 1969."

Under the old percentage-of-revenues rate that the lump-sum settlement replaced, he said, NBC would have paid ASCAP only about \$4.1 million for 1969, and it considered even that amount excessive.

In fact, Mr. Rubin said, NBC ne-

### Music lovers can hear four-channel FM at NAB

Demonstrations of four-channel stereo broadcasting, known as quadraphonic stereo and requiring two FM stations to make it function, will be aired during the National Association of Broadcasters convention in Chicago on April 7, it was announced last week by WEX1 (FM) Arlington Heights, Ill., and WMAQ-FM Chicago. The independent outlet and the NBC-owned station are cooperating in the experiment under special FCC authorization. Half-hour demonstration programs are planned using special four-channel tapes being supplied by major record firms. A listener uses two FM sets to hear quadraphonic.



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gotiated the lump-sum agreement with ASCAP, agreeing to pay additional sums for prior years, only after "it was faced with the fact that CBS, its principal competitor, had agreed to enter into [a similar agreement] with ASCAP."

CBS, represented at the hearing by New York attorney Richard G. Green, already has taken an appeal from the court order entered by Judge Ryan based on the CBS/ASCAP lump-sum settlement—because CBS fears it will be construed as meaning that \$5.68 million was a "reasonable" payment for 1969. Arguments related to that appeal are scheduled today (April 6) in the U.S. Appeals Court in New York (BROADCASTING, March 23).

NBC also protested that, although it had paid the full amount of its lump-sum settlement with ASCAP, CBS had paid nothing on its own similar deal and ABC is refusing to sign or pay under a lump-sum agreement of its own until CBS pays. This, NBC counsel claimed, was discriminatory against NBC because, while NBC had paid in full, CBS and ABC are "saving money at 8% interest."

NBC counsel also protested ASCAP's asking interim fees of \$6 million a year from NBC and CBS while permitting ABC to continue paying—presumably while negotiations for a flat-sum settlement proceed—on an earlier basis that, according to NBC estimates, can not exceed \$3 million a year.

"There are no differences between the ABC television network and the NBC television network which could justify interim payments by NBC which are double those paid by ABC," Mr. Rubin said in his affidavit. He cited Broadcast Advertisers Reports figures as putting ABC-TV's 1969 operating revenues at about 75% of NBC's and said that ABC "no longer is the 'poor cousin' it so long has made itself out to be."

Moreover, the affidavit continued, "the fact that the two networks [ABC and NBC] have different operating revenues (or profits for that matter) does not justify differences in the price they pay for ASCAP music. When ABC bids against NBC for the Olympic Games, it does not expect to pay less than NBC would because of some difference between the size of the networks. It must top, and has topped, NBC's bid.

"By the same token, ABC does not pay its talent less because of who it is. The cost which a network pays for ASCAP music is, like the foregoing, an element of program cost. . . ."

Mr. Rubin also cited BMI's suit charging NBC, CBS and ASCAP with conspiring to put BMI out of business, and noted, too, that BMI had terminated NBC-TV's license to use BMI music as of today (April 6). In its suit,

he pointed out, BMI charged that ASCAP was using the lump-sum payments from NBC, and would use those of CBS, for a "war chest" to lure BMI members into the ASCAP fold.

If interim fees for ASCAP were fixed at a level "disproportionate" to the fees that BMI receives, Mr. Rubin said, "it could well be, as BMI contends in its lawsuit, that ASCAP will be able to raid BMI of its members and drive it from business.

"Consequently, it is not sufficient to say that the interim fee is always subject to revision upwards or downwards in the final decree. As a practical matter, any interim fee now fixed may be dispositive with respect to competitive conditions in the music-licensing business for years to come."

Mr. Rubin's affidavit also offered figures indicating that "feature" (as opposed to background or incidental) performances of ASCAP music on NBC-TV had declined almost 67% between 1965-66 and 1968-69, and that incidental or background use of ASCAP music declined almost 19% in the same period.

Based on the FCC's composite weeks for each year, Mr. Rubin said ASCAP compositions received 183 feature performances in the 1965-66 week, 107 in the 1966-67 week, 101 in the 1967-68 week and 61 in the 1968-69 week. For the same weeks, he said, NBC's incidental performance of ASCAP music went from 1,140 to 1,091, to 1,103 to 926.

And on an ASCAP pay-out formula that counts a feature performance as worth 14 times as much as an incidental performance, he calculated that "equivalent feature usage" of ASCAP music on NBC-TV had declined from 264 in the 1965-66 week to 127 in the 1968-69 week.

Thus, he said, "by applying ASCAP's own internal formula to the music used by the NBC television network, total usage of ASCAP music declined by nearly 52% and in the most recent composite week was less than one-half what it was in the FCC composite week four years ago."

He said that the 2,200 compositions that NBC wants the right to use received 1,059 "equivalent feature uses" on NBC-TV in the six-months ended Feb. 28, or an average of 176.5 a month.

Based on \$4.5 million as NBC's payment to ASCAP in 1965—before the decline in use of ASCAP music—he said that NBC payments for "equivalent-feature uses" in that year would average \$327.80 each. Applying that average to the monthly average of 176.5 equivalent-feature uses found in the recent six-month study, he estimated that the "indicated payment to ASCAP"



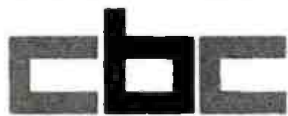
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would be \$58,000 a month or \$696,000 a year. To this he added \$66,000 for the background-music libraries specified by NBC, to get an annual "total fee" of \$762,000 for the entire designated music.

Judge Ryan gave ASCAP counsel until April 15 to prepare and submit its arguments supporting its contention that it is not required to offer licenses on only a part of its repertory. He said NBC would then have an equivalent length of time to reply.

On ASCAP's bid for \$6 million a year as interim fee for blanket licenses for CBS and NBC, NBC noted that it had withdrawn its request for a blanket license and CBS contended that ASCAP had failed to produce data from which an interim fee might be determined.

ASCAP was given until April 8 to submit affidavits on the issue and CBS until April 16 to reply. In addition to its law-suit seeking a per-use license, CBS has requested and received from ASCAP two consecutive 60-day blanket licenses, the second of which expires May 1. An interim blanket license thus would be for the period from Jan. 1, when the old licenses of all three networks expired, to May 1.

## FCC defends use of bleeping

### Commission responds to query by Ottinger on 'Cavett Show' incident

A guest on a television talk show cannot look to the First Amendment for protection against his remarks being edited out by the station. The FCC staff said it first, in a letter to singer Judy Collins, who had complained that ABC censored her remarks on *The Dick Cavett Show*, on Feb. 4. The commission made it official, in a letter Chairman Dean Burch wrote to Representative Richard Ottinger (D-N.Y.) two weeks ago. The congressman released the letter last week.

A licensee cannot exclude from the airwaves views with which he disagrees, Chairman Burch said. But he must make thousands of programming decisions annually. And he is not a common carrier—"a person or group cannot demand that as a matter of rights its message be presented over the station's facilities."

He also said that a licensee may adopt a policy as to whether to carry comment dealing with pending litigation—as Miss Collins's remarks did—"and then make good faith applications of that policy." He noted that the question of the impact of broadcast material on the rights of parties to a fair trial is a

subject of continuing debate.

Four of Chairman Burch's colleagues—Robert T. Bartley, Robert E. Lee, H. Rex Lee and Robert Wells—subscribed to the chairman's views. Commissioners Kenneth A. Cox and Nicholas Johnson disagreed, and filed dissenting statements.

Representative Ottinger, a member of the House Commerce Committee, had requested the views of each of the commissioners on the bleeping incident. He also wrote Leonard H. Goldenson, president of ABC, stating he was "gravely concerned" and requesting his view of ABC's "responsibility to permit the free and open expression of divergent points of view."

In reply, Elton Rule, the president of the ABC-TV network, and now president of the broadcast division, said that ABC encourages "free and open discussion of issues of public importance." But, he said, ABC deleted some of Miss Collins's remarks "which in our judgment were not within the bounds of fair comment."

Representative Ottinger's letters were written on Feb. 16, nine days before the commission staff notified Miss Collins that there was no indication of any violation of statute or commission rule and, thus, "no basis for commission action regarding your complaint against ABC."

Miss Collins, in her appearance on the Cavett program, talked of her experiences as witness at the Chicago 7 conspiracy trial. ABC bleeped out both the audio and video portions of the program containing some of her remarks.

She protested to the commission that ABC had violated her right of free speech and its own responsibility as a licensee. She said that the staff of the show had decided in advance of her appearance that she not only should sing but participate in discussion with Mr. Cavett and speak about the trial.

In his dissent, Commissioner Johnson described the commission's resolution of the case as a missed opportunity to begin developing standards for dealing with "corporate censorship by networks." Such censorship "is a problem in this country," he said, but "the most appropriate response from the Congress, the courts and the commission is not clear."

Commissioner Cox agreed with Chairman Burch that a licensee must edit much of the raw material available for use. But, he added, "there is a difference between editing and suppression." And what appeared to be involved in the Judy Collins case, he said, is a licensee's "arbitrary action" resulting in less, not more discussion, with no clearly established basis in valid policy. He said a further inquiry was in order.

## ABC-TV affiliates preview sports plans

Among the topics scheduled for presentation to ABC-TV affiliates in Chicago over the weekend were a review of the "successful" 1969 sports programming—all shows showing audience increases—and the schedule of college football for the fall.

*American Sportsman* is up 18% in homes so far this year according to national Nielsen ratings, the network was to report, and the *Pro Bowlers Tour* increased 13%. National Basketball Association coverage jumped 10% in average homes, and *Wide World of Sports* was up 6% over the previous year.

The National Collegiate Athletic Association football telecasts will begin Saturday night, Sept. 12, ABC was to announce. That game, Stanford at Arkansas, will be one of four nationally televised night games. The schedule also includes six national daytime games, regional telecasts on five days, and one night regional slate—plus a "wild card game" that may be designated later. Slate is to wind up Dec. 5 with the Arkansas-Texas game and two night regional contests.

## CBS-TV holds firm on its right to edit

CBS-TV last week again answered critics of its handling of a March 27 appearance of Abbie Hoffman by reminding that the network has a policy of responsibility from which it will not 'abdicate'.

Mr. Hoffman, one of the Chicago 7, showed up for the March 27 program wearing what was reportedly a shirt made of an American flag. Result: CBS, citing legal reasons, decided to "blue-out" Mr. Hoffman and his shirt. (All viewers saw was a blue screen—hence the term "blue-out.")

CBS-TV network President Robert D. Wood, on the night of the incident, had explained to the audience that several states forbade "disrespect and desecration of the flag." CBS apparently first planned to blank out only Mr. Hoffman's shirt, but found that electronically impossible, hence, the total disappearance from the screen of Mr. Hoffman. All of his comments, however, were broadcast.

CBS also explained that it made the change "to avoid affronting many of our viewers." Calls to the switchboards of CBS-TV in New York and some of its affiliates, according to Mr. Griffin and others, however, were reportedly heavily critical of CBS's move.

Mr. Wood last week reaffirmed CBS-TV's broadcasting policy. "We will never abdicate responsibility for what we broadcast," he explained, "whether



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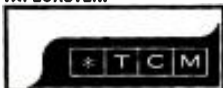
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it's the *Griffin Show* or *Captain Kangaroo*." Asked if CBS ever would subscribe to a prior agreement with an artist as to what can or can't be deleted from a show, Mr. Wood said: "No. We can't close down any options."

The March 27 incident was the third on the *Griffin* show in the past several weeks. It also was the second incident on a TV network talk show related to the recently completed Chicago 7 conspiracy trial. On Feb. 4 ABC-TV bleeped comments by folksinger Judy Collins concerning the then-ongoing Chicago trial.

Last Dec. 29, CBS-TV deleted an appeal for funds by Elke Sommer on the *Griffin Show* on behalf of "People for Peace." A similar appeal a week earlier on the same show by TV performer Carol Burnett also was bleeped (BROADCASTING, Jan. 5). CBS explained those actions by noting that it was unfamiliar with the "peace" organization and thus couldn't take a chance in promoting it.

Mr. Hoffman himself referred to a previous arrest for wearing a shirt similar to the one he wore March 27.

## QM and ABC-TV end rift over old contract

Settlement of the dispute between QM Productions, Los Angeles, and its president, Quinn Martin, and ABC-TV was jointly announced by both parties Tuesday (March 31).

Under the new agreement, QM Productions enters into a long-term, non-exclusive contractual relationship with ABC-TV and guarantees to develop several television series and several television motion pictures, plus providing for "certain other financial considerations." No mention is made of specific terms or the number of series or movies QM Productions will provide. The dispute stemmed from the termination by ABC of a contract it had signed in October 1967 with QM Productions to run for five years (BROADCASTING, Aug. 5, 1968). Mr. Martin filed suit against ABC asking damages of \$102,725,000 incurred as a result of that cancellation (BROADCASTING, Aug. 26, 1968).

Under the terms of the new agreement, QM Productions' first series for the network will be *Dan August*, already announced for the 1970-71 season. The program, starring Burt Reynolds, was a spin-off of "The House on Greenapple Road," one of three films produced or under consideration by QM Productions at the time the original contract was terminated. The movie was aired recently on ABC-TV. For the last 10 years, QM Productions a leading independent producer of dramatic hour series for ABC-TV. Shows produced under Mr. Martin's supervision included *The Fugitive*, *Twelve*

*O'Clock High*, *The Invaders* and *The FBI*, entering its sixth season on ABC this fall.

## 'Sesame Street' scheduled for reruns

Funds from the Corp. for Public Broadcasting will keep the Children's Television Workshop's *Sesame Street* on the air with 15 weeks of reruns during the summer.

CPB will provide \$175,000 for daily interconnection through the Public Broadcasting Service. The feed to most of the 185 noncommercial stations will be in the late afternoon, and stations are free to use the programing at other times. The reruns, starting Monday, June 1 and ending Friday, Sept. 11, will include the first 80 one-hour shows.

## Program notes:

**Spring special** ■ Three specials will replace regular Friday-night programing on CBS-TV April 3 from 7:30-11 p.m. *Cinderella*, an annual presentation since 1965, will fill the 90 minutes until 9 p.m., followed by *The Don Knotts Nice, Clean, Decent, Wholesome Hour* until 10. A repeat of *Like Hep!*, starring Dinah Shore, will conclude the evening of specials.

**Information please** ■ A midwest chapter of Information Film Producers of America was formed in Chicago last week by local firms that include producers and distributors of TV product as well as business films. New chapter chairman is Al Levine, president of Sportlite Films. Secretary-treasurer is Courtland Chilton of Audio Graphic Films, also Chicago.

**Survival film** ■ *In Time of Emergency*, a new 25½-minute color film, has been released by the Office of Civil Defense. The public service film presents the basic lifesaving information needed to prepare for nuclear attack. Because the film would be particularly needed locally as an emergency public information tool in a period of national crisis, special allocations of prints have been made available to all state civil defense offices. Prints are available at the Office of Civil Defense, Audio-Visual Planning Division, Washington 20310.

**Health series** ■ A new series of 33 half-hour *Consultation* programs is being offered to TV stations without charge by the University of Illinois Medical Center Campus, the series producer. Programs, all in color, deal with specific health problems and what viewers can do to avoid or overcome them. Contact: Jack W. Righeimer, coordinator of public service radio and TV programing at the center, Box 6998, Chicago 60680.

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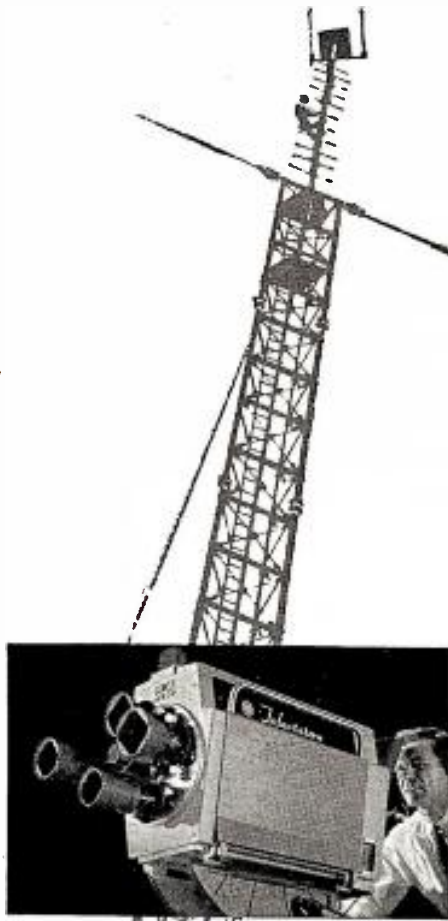
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tures has concluded an agreement with Len Firestone for the domestic distribution of King cartoons and feature films by Mr. Firestone's firm. The film packages are 220 *Popeye* color cartoons, the just-off-network *Beatles* cartoon series in half-hour and individual cartoon form, and 28 *Blondie* features starring Penny Singleton as Blondie and Arthur Lake as Dagwood.

**Music, music, music** ■ Screen Gems-Columbia Music Inc., music publishing division of Columbia Pictures Industries Inc., has contracted with four European publishing firms for U.S. and Canadian publishing rights to their songs. The organizations are Page Full of Hits Ltd., Limbridge Music Ltd. and Mews Music Ltd., all English firms; and World Music Co., a Belgian firm.

**Old Mark Twain new bold one** ■ A new segment for *The Bold Ones*, seen on NBC-TV, has been announced by Sidney J. Sheinberg, vice president, MCA Inc. "Man of Destiny," starring Hal Holbrook, joins "The Lawyers" and "The New Doctors" for the 1970-71 season. Holbrook, who gained earlier fame for his portrayal of Mark Twain on Broadway and television, returns as a political candidate more interested in ideals than in elections. The pilot for the new show aired recently on NBC-TV as a world premiere and focused on the problem of air pollution as a possible cause of death in larger cities. The movie was given a private screening for members of the California State Assembly Commission on Environmental Problems and the State Environmental Council by Tom Carrell, San Fernando, Calif., state senator.

**Ecology campaign** ■ Milton Maltz, president of Malrite Stations, Detroit, last week announced a six-week news and editorial campaign on his group's radio stations starting April 6 on the problems of the environment. The stations will air 30 reports with commentaries by leading experts and personalities such as Barry Commoner, biologist at Washington University in St. Louis; Lamont Cole, ecologist at Cornell University in Ithaca, N.Y.; and Arthur Godfrey. Malrite stations broadcasting the group's reports and editorials on the environment will be WBRB-AM-FM Mt. Clemens, Mich.; WTTT-AM-FM Tiffin, Ohio; WNYR-AM-FM Rochester, N.Y.; WMIN(AM) St. Paul; and WMIL-AM-FM Milwaukee.

**Kitchen cut-ups** ■ *Celebrity Kitchen*, a half-hour daily program designed for use by national sponsors in selected markets, is being taped at Tele-Tape Productions, New York. Actress Nina Foch has been signed as hostess. She will be joined by a different personality each day in preparing recipes and discussing various topics.

**Census consensus** ■ KTVU(TV) Oakland-San Francisco aired a special program

in late March entirely in Cantonese to explain the federal government's new census form to the Bay Area's 100,000-member Chinese community. The broadcast is the result of an article written by L. Long-Chi Wang that appeared in the Chinese-American weekly, *East, West*. The article noted that many thousands of Chinese living in the San Francisco area do not read or speak English. As a result, it is possible that census forms may be discarded when they arrive—not willfully, but because the residents would not know what it is, or if they did, how to fill them out.

**Childsplay** ■ *The Tomfoolery Show*, an animated series based on works of authors of children's literature, completes the revision of the Saturday morning schedule for September, 1970, NBC-TV announced last week. *Tomfoolery* will be aired from 9 to 9:30 a.m. Previously announced new series on NBC are *The Bugaloos*, *Hot Dog*, *The Further Adventures of Dr. Dolittle* and *The Woody Woodpecker Show*.

**CATV programing library** ■ The National Cable Television Association will announce at a programing conference in Chicago, April 30-May 1, the formation of the National CATV Program Library Inc. The library will supply a full variety of entertainment programing for cable systems, all of which will be made available on a library basis at the rate of approximately ½ cent per subscriber. The entire library will be made available on a choice of formats: Ampex 1", IVC 1" and the new CBS-EVR. Home offices of the library are 1004 Stemmons Tower South, Dallas.

**Further release** ■ An NBC News special, *Cry Help! An NBC White Paper on Mentally Disturbed Youth*, scheduled for broadcast on NBC-TV Saturday, April 25 (7:30-9 p.m.), will be added to the NBC National Educational Film Library after its telecast to be used by schools and other groups.

**Star selections** ■ Transmedia International Corp. and independent producer Charles Andrews will co-produce a one-hour special, *The Choice of Stars Beauty Pageant*, which is aimed for a network presentation. The program, which will be telecast live from Las Vegas, will feature beauty contestants who have been picked by entertainment industry celebrities.

**Friends join the Banana Splits** ■ Bill Hanna and Joe Barbera, Hanna-Barbera Productions, Hollywood, and Jack Rhodes, president of Rhodes Productions, New York, have announced the release and syndication of *The Banana Splits and Friends Show*, a color series, in time for the fall season. The basic elements of the series are derived from four programs which have already appeared on the three major TV networks





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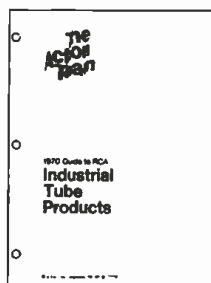
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the most votes will then "play" an elimination tournament via the computer, and the network will try to locate enough film for a 15-minute high-light presentation.

The tournament is scheduled to begin in May, and run on seven selected Saturdays during the baseball season. Eldon G. and Harlan D. Mills, partners in computer research in Sports Inc., will feed the statistics into the machine.

## Changing Formats

The following modifications in program schedules and formats were reported last week:

■ **KGMC(AM)** Englewood, Colo.—MacLee Radio Inc., effective April 1, began programming full-time "all-talk and conversation forum-type radio." Program director Robert B. McWilliams said the station "got its feet wet in a talk format in September 1969 from noon to 4 p.m." and then increased the audience-participation idea in November to include the hours from 9:30 a.m. to sunset. Mr. McWilliams said his audience "has doubled, we think, in the past four months because of the intense public interest the show has caused." Mr. McWilliams said KGMC "is the only daytimer in the Denver area to offer this type of community exchange." **KTLK(AM)** Denver, formerly **KTLN(AM)**, had been programming a talk format, but dropped it last year and now programs contemporary rock with some audience call-in during morning hours. "There was a public outcry," Mr. McWilliams said, when **KTLN** dropped talk-type radio, "much to the effect that local people now had no outlet for an exchange of ideas and communication on public issues."

■ **WEIF(AM)** Milford, Conn.—Colonial Broadcasting Co., effective March 30 began programming country-and-western music. Previously an up-tempo middle-of-the-road station, the change was based upon music requests received and the results of a contest for the most popular singer.

■ **WIBF-FM** Jenkintown, Pa.—The Benson-East, effective April 6 replaced Broadway show tunes and middle-of-the-road format from 11 a.m. to 12:30 p.m. with Spanish-language program Monday through Friday. Douglas Henson, operations manager, said the change occurred because of "a need to serve minority groups in our coverage area." Effective Feb. 1, the station switched from a mainly instrumental MOR format to a Greek-language program from 1 to 2:30 p.m. on Sunday. March 8, the station added a Spanish language program from 10:15 a.m. to 1 p.m., replacing the Sunday concert series of classical music.



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WDSU-TV CHANNEL 6  
NBC IN NEW ORLEANS



# New camera angles set for Apollo mission

Most elaborate TV coverage of all moon shots will include planned close-ups of recovery at sea

TV viewers who will be watching the Apollo 13 moon mission next week for the first time are going to have a ring-side seat for the pickup of the astronauts when they splash down April 21. A color-TV camera will be aboard the photographic helicopter that will be hovering over the capsule when it comes down at 3:16 p.m., EST, April 21 in the Pacific Ocean south of Christmas Island.

The TV camera in the helicopter, a first in the Apollo missions, will transmit its pictures back to the Western Union transportable earth station aboard the pickup carrier, U.S.S. Iwo Jima, which will then beam the pictures to an Intelsat III satellite for relay to Houston where mission control will turn them over to the networks.

Previously, recovery activities have been centered at the carrier and television watchers could hear about but not see them until the ship itself steamed close to the capsule.

A second "first" for TV also will occur at the launch of the third moon mission. A heat-proof color camera with super-wide-angle lens, will be atop the launch gantry, a scant 40 feet from the 360-foot rocket. This camera, leased to the network pool by Westinghouse Electric Corp., will permit viewers to see the arrival of the astronauts, their entry into their capsule, the buttoning up of the capsule and the launch itself. Previously, these sequences were recorded by a movie camera and became available later when the film was processed.

The Westinghouse camera uses a new, specially-designed secondary electron conduction (SEC) tube that has a fine metal screen imbedded in its target area. This screen acts as a heat sink, absorbing the extraordinary heat and light generated by the Saturn 5's motors without raising the temperature of the target itself. The camera is to be enclosed in a special soundproof housing that is covered with a material that will burn off from the flames generated at lift-off.

During the Apollo 12 mission last November, after about 45 minutes of good color pickup, the camera was inadvertently pointed at the sun, burning the target of the tube.

During the entire Apollo 13 journey to the moon, the landing, the walks on the moon and the return, Astronauts James L. Lovell Jr., Thomas K. Mattingly II and Fred W. Haise Jr. will have a color-TV camera aboard the

command module and one in the lunar-landing vehicle. The landing spacecraft will also carry a black-and-white TV camera as a spare, in case anything goes wrong with the color camera on the surface of the moon (BROADCASTING, March 30). These cameras too are Westinghouse instruments using the SEC tubes, but are not the redesigned models. To guard against a second sun burn, the color camera to be used on the moon will have a soft-rubber lens cap attached to the lens itself for use when necessary. Color is provided through the use of the CBS field-sequential system that uses a rapidly spinning wheel inset with filters of the three primary colors (blue, green and red). Inside the command module will be a tiny, three-inch monitor.

During the 10-day Apollo 13 trip, 10 telecasts have been scheduled. The mission will be launched at Cape Kennedy at 1:13 p.m., EST, April 11. Thirty-five minutes later the astronauts will show TV viewers pictures of the Florida coast, to be followed at 3:28 p.m., EST, the same day with shots of docking maneuvers.

Other scheduled telecasts (all EST): April 12, interior shots of the command capsule, 6:28 p.m.; April 13, more interior shots, including the LEM, 10:13 p.m.; April 14, views of the moon as the space ship is 50,000 feet above the lunar surface, 12:03 p.m.

April 16, following the landing on the moon two telecasts of the astronauts at work, 12:23 a.m., for almost four hours, and again at 8:03 p.m., for almost seven hours (although the astro-

nauts are expected to be out of range of the TV camera for about two hours during this time); April 17, return of the LEM to the command ship, 8:36 a.m.; April 18, views of the moon's surface as the astronauts begin their return to earth, 12:13 p.m.; April 20, interior shots of the command module, including questions and answers between newsmen on earth and the astronauts.

The network pool is under the direction of Jack Kelly of CBS. ABC is covering the launch; CBS will be at Houston and NBC aboard the carrier.

## Music series offered, aimed at young adults

Robert V. Whitney Productions, Philadelphia, reports it will distribute to TV stations *The Now Explosion* programming of young adult-oriented music following debut of the series March 14-15 over WATL-TV Atlanta for 28 hours.

Mr. Whitney said "the successful debut" of the programming in Atlanta led to a decision to market it throughout the U.S. with his own company handling distribution. The programming consists of a musical library on film of top contemporary acts, produced with modern techniques. He said more than 600 calls were received at WATL-TV, "with 95% of the callers registering complete approval" of the series. Whitney is producing the series in association with U.S. Communications Corp., Philadelphia.

The programming can be scheduled in a one-hour, two-hour or lengthier format.

## ABC film package now in release

ABC Films has placed its first major feature-film package into domestic release. All films except "Come Spy With Me" were shown on ABC-TV's *Movie of the Week*.

Called "Prime I," the package consists of ten 90-minute features. The titles are "The Love War," with Lloyd Bridges and Angie Dickenson; "The Spy Killer," with Robert Horton and Jill St. John; "The Over-the-Hill Gang," with Pat O'Brien and Gypsy Rose Lee; "Wake Me When The War Is Over," with Eva Gabor and Jim Backus; "The Pigeon," with Sammy Davis Jr. and Dorothy Malone; "Come Spy With Me," with Troy Donahue; "Foreign Exchange," with Jill St. John, Robert Horton and Sebastian Cabot; "The Ballad of Andy Crocker," with Jimmy Dean and Agnes Moorehead; "Carter's Army," with Stephen Boyd and Robert Hooks, and "The Monk," with George Maharis, Janet Leigh and Jack Albertson.

## NBC has leading shows, but CBS leads ratings

Nielsen 70-city ratings for the week ended March 22, the week NBC-TV wants to call the end of the season, put CBS-TV on top in the over-all weekly average, despite four strong NBC programs out in front in the rankings.

Averages were CBS 20.5, NBC 19.7 and ABC 16.5. Top programs were *Laugh-In*, *Bob Hope*, *Bonanza* and *Bill Cosby* on NBC, Thursday movie, *Dr. Suess* and *Jim Nabors* on CBS and *Movie of the Week* on ABC.

The MNA ratings were held up slightly because of the mail strike, and Nielsen expected the national ratings for that week to be late, too.



## White House reporters move out of the dog house

The White House news corps moved into fancy new quarters on Thursday, in a section of the executive mansion that once housed a swimming pool, a sauna bath and a floral shop. NBC's Herb Kaplow (1) unpacks in one of the network booths that, by comparison



with facilities in the old press section, are spacious. Jerry Warren, White House deputy news secretary, and his secretary, Mary Alice Passman, confer in the center of the new combination lounge and news-briefing room. The room is equipped for live and film television cameras. The quarters, on two levels, include booths for eight nonnetwork broadcast newsmen as well as for ABC, CBS, NBC and Mutual Broad-

casting System, and two press rooms. The newsmen will also be able to relax in two small lounges, watch television (there is a three-set array), and listen to piped-in music as they eat sandwiches from a vending machine and drink coffee from a coffee maker. The reporters' old quarters, which President Nixon called a "disgrace," are being converted into office space for his foreign affairs adviser, Dr. Henry A. Kissinger.

## 'Health in America' on CBS

CBS News is preparing a three-part investigative series on health for showing on CBS-TV on consecutive nights, starting Monday, April 20 at 10-11 p.m. NYT. The program series is called *CBS Reports: Health in America*. It will probe the state of the nation's health and its health services. The quality and cost of health care and the environmental crisis will be explored in that order on the three programs.

## HUD study to probe communications, urban life

How city life can be improved through communications and electronics—TV and radio broadcasting as well as cable TV—is being studied by the telecommunications committee of the National Academy of Engineering.

The study is being sponsored by the Department of Housing and Urban Development in behalf of a consortium of federal departments and agencies, including the Departments of Justice, Transportation, Commerce and the FCC, as well as the Office of Telecom-

munications Management of the Executive Office of the President.

Dr. William L. Everitt, dean emeritus, college of engineering, University of Illinois, is chairman of the telecommunications committee. Peter C. Goldmark, president and research director of CBS Laboratories, is chairman of the committee's panel on urban communications.

## WBC gets action on its law editorials

Westinghouse Broadcasting Co. believes that a series of editorials broadcast on its radio and TV stations may prove strong enough in impact to bring about the teaching of law in many public schools.

The WBC editorials advocating this were first advanced by WBC's all-news station, KFVB(AM) Los Angeles. The station broadcast a group of 10 editorials, starting last June, under the title, "Ignorance and the Law." The editorials' thrust was that knowledge in fundamental law was needed in the young grades to prepare children for

responsible, adult life.

Westinghouse reports that in Los Angeles the proposal has been endorsed by various local citizens groups and the KFVB editorials have been rebroadcast by other stations in the area. The idea of teaching law in the public schools is now being studied by the California state board of education. The University of Southern California is scheduling classes next fall in law instruction for elementary school teachers, and a California school district has incorporated law courses in three elementary grades.

## Eye awards

The American Optometric Association has set July 1 as the deadline for entries for its 1970 Public Service Awards for Distinguished Service in Journalism to the Visual Welfare of the American People. Entries may be submitted in four categories: Radio; television; press (newspapers, feature syndicates, wire services) and press (magazine). All entries must have been broadcast or published from June 1, 1969 to May 31, 1970, and must be on the subject of vision and its related aspects.

# Networks ponder new FCC plans

## Stanton believes loss of CBS-owned outlets could seriously hurt radio-network news

The guessing game was on in earnest last week as TV network officials tried to figure out what their choices might be if the FCC does, in fact, do all that it has indicated it may do to the TV networks and to co-located crossownership of stations and newspapers, (BROADCASTING, March 30).

One who did not appear to be guessing, however, was Frank Stanton, president of CBS Inc. He said flatly that the proposal to require broadcasters to choose between their AM-FM and TV stations within the same market raised "such serious implications"—both as to the viability of the CBS Radio network and the size and quality of CBS's radio news-gathering organization—that "CBS will call upon every administrative and legal recourse to prevent its adoption."

Most of the guessing centered on another point: which half-hour the networks would elect to give up if the commission rules, as it is considering doing, that affiliates may take only three hours of network entertainment programming in prime time.

First general reaction was that they would probably elect to program 8-11 p.m. eastern time, which would mean turning 7:30-8 back to stations.

But on second thought some suggested they might prefer to move early-evening news to 7:30-8 from its present 7-7:30 period (in some markets, 6:30-7 owing to multiple feeds that give affiliates a choice in scheduling). And then there were those who thought it would be better to give up 10:30-11.

That last, it was noted, is the only choice that has been made in real-life programming. ABC-TV has occasionally turned a half-hour back to stations on a regular basis one or two nights a week; always, at least in recent years, the period has been 10:30-11.

Each network would have to make its own decision, but as a practical matter it seemed likely they would all wind up relinquishing the same half-hour if they have to relinquish any. A network that programed news at 7:30 while its competitors started entertainment at that time, for example, would seem to be in danger of losing the ratings for the entire night—five nights a week.

But that was all speculation, and some officials refused to play the game until they see the rules, if any, that FCC comes up with. For instance, they said, if the rules should permit averaging across an entire week instead of requiring each night to be treated separately, an entirely new set of possibilities would open up.

Dr. Stanton did not deal with the half-hour question but in a memo to key CBS corporate and divisional officers he made clear that the proposed divestiture rule, if adopted, would require CBS to give up its radio licenses in the five markets where it also owns TV stations—New York, Chicago, Los Angeles, Philadelphia and St. Louis—and obtain radio licenses in five other markets.

"But," he added, "there would be

two other consequences far more serious," one affecting radio news and the other the CBS Radio network.

He pointed to New York, Chicago and Los Angeles as major news sources for area residents and to an increasing degree for the nation and the world as well. Without station facilities in those areas, he stated, "it does not appear possible that we could continue to maintain a radio news-gathering organization of the size and quality comparable to our current force on which our stations now rely."

Dr. Stanton noted that the FCC itself has acknowledged that a network's viability depends upon its ownership of stations in the top metropolitan markets and added:

"Without such outlets, it is not likely to be able to provide adequate service, regardless of the number of affiliates. Since the CBS Radio network, as a significant medium for news and public affairs, is an unusually important national resource, its future viability is critical indeed."

## FCC staff raps NBC on aviation reports

### Stories on private pilots and air safety are said to violate fairness rules

The FCC's staff last week found NBC guilty of violating fairness-doctrine requirements in three Chet Huntley-David Brinkley newscasts dealing with aviation problems.

Complaints and Compliance Division Chief William B. Ray informed the network that the programs, aired last Nov. 5, 6 and 7, did not comply with the doctrine because "the ability of private pilots was put in an unfavorable light . . . without the contrasting [private pilots'] view being presented."

Almost 300 complaints were received by the commission following the Nov. 5 broadcast, most alleging that the segment contained intentional distortion and false reporting of the problems of crowded air space, favored air carriers over general aviation, and implied that general aviation pilots are inept, follow no rules, and are a major safety hazard.

NBC pointed out that the segment dealt with the backgrounds and viewpoints of a commercial and a private pilot and included an interview with Max Karant, vice president of the Aircraft Owners and Pilots Association. The network also maintained that the network correspondents' comments were "factual and analytical," that the views of general aviation were included, and that a wide variety of viewpoints on the issues of air safety and traffic congestion

## Eight Armstrongs awarded at NAFMB

Eight FM stations, both commercial and noncommercial, shared \$4,000 in prize money in the sixth annual Major Armstrong Awards for excellence and originality in FM programming. The awards, named after the late Major Edwin Armstrong, who developed the FM broadcast system, are a \$500 prize and bronze plaque to each recipient.

Award winners, announced last Friday (April 4) at the annual convention of the National Association of FM Broadcasters in Chicago, were commercial stations:

WDAS Philadelphia, for a news program, *Public Issues—The Black Manifesto*; KHFM Albuquerque, N.M., education, *Triptych—Father, Son and*

*Holy Spirit*; WOR New York, community service, *Autism in Perspective*, and WFMT Chicago, music, *Fine Arts Quartet*.

First-place winners in FM noncommercial stations were: WTBS Cambridge, Mass., news, *The November Actions*; WBUR Boston, Boston University, education, *The Black Panthers: A Power Enigma*; WMUK Kalamazoo, Mich., Western Michigan University, community service, *Where Are We* (school integration), and WFCR Amherst, Mass., University of Massachusetts, *Carlos Montoya*.

Merit certificates went to WIOD Miami; WGH Newport News, Va.; KQV Pittsburgh; WEFM Chicago; CBC Ottawa, Canada; KRVM School District 4J Eugene, Ore.; WILL Urbana, Ill., University of Illinois, and KXLU Los Angeles.

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had been presented in its over-all programming. A Nov. 27, 1967, *Today* program was cited by the network as a case in point.

However, Mr. Ray observed that the Huntley-Brinkley interview was with one private pilot who was described as having only 100 hours of flying time and who related his experiences in flying over Kennedy Airport without a radio and flying over Shea Stadium during the World Series. The one commercial pilot presented, Mr. Ray noted, was described as a family man with 25 years experience and 14,000 hours of flying time to his credit. "The view was presented that private pilots are not as safe as commercials," Mr. Ray concluded.

Mr. Ray further observed that statements made by private pilots in the subsequent two segments did not constitute a presentation of the contrasting view raised in the Nov. 5 segment, as the 1967 *Today* program also did not.

Regarding the *Today* program, Mr. Ray noted:

"The period of time in which significant contrasting views have been or will be presented must be of reasonably close proximity in light of all the facts surrounding the controversy," adding: "A two-year lapse between presentations of contrasting views clearly cannot be considered reasonable under the circumstances."

NBC was asked to take "appropriate steps" to achieve fairness in the area of air safety as related to general aviation and private pilots in the "reasonably near future" and to submit to the commission a report on its efforts.

NBC said last week it was considering asking the commission to review its decision on the grounds that it represents an "unfair application of the fairness doctrine."

## Kirk Douglas enters TV via special on Thoreau

The debut of actor Kirk Douglas as star of a television special is on the agenda of Winters/Rosen Productions, Hollywood, for the fall season. Burt Rosen said in New York last week that negotiations are underway with the networks and prospective sponsors.

Mr. Douglas will be host on *Thoreau is Alive at UCLA*, an hour program filmed on the campus of the University of California at Los Angeles, which will illustrate how the works of poet-essayist Henry David Thoreau, written in the mid-1800's, apply today. Notably stressed will be his famous essay on "The Duty of Civil Disobedience."

Also scheduled for a fall TV special premiere is *Shirley At The Fair*, featuring actress Shirley MacLaine as hostess for a variety show from Expo '70

in Osaka, Japan. No network or sponsor has been announced.

Vikki Carr and Anthony Newley also have been signed, according to Mr. Rosen, partner with David Winters in the production firm, for specials next season. It is hoped both specials later will be projected into TV series.

Mr. Rosen last week also confirmed agreement with Canada's CTV, by which taping sessions of the second season of *The Barbara McNair show*, syndicated by Winters/Rosen Distribution Corp., will be in Toronto. The singing star is under option to W/R for five years (BROADCASTING, Jan. 12).

## Innovations provide NBC with a 'new look'

NBC-TV said last week it has plans for a "new look" that is being instituted for two vintage series—*Red Skelton*, which moves in the fall to NBC from CBS-TV, and NBC's veteran 90-minute show, *The Virginian* (Wednesday, 7:30 p.m. EST).

Stewart Granger has been cast for a lead role in the western. He is to be joined by Lee Majors as a series regular. They will rotate leads with James Drury in self-contained segments produced in the manner of *Name of the Game*, also a Universal TV production. The setting will be "updated to the mid 1890's."

Innovations considered for *Red Skelton* include a "small 'family' of series regulars with youthful appeal" and exchange cameo appearances with such NBC show personalities as Dean Martin, Bob Hope, Andy Williams and Lorne Greene.

## ABC firms \$3-million pact to buy facilities

ABC Inc. is negotiating to buy Reeves Telecom Corp.'s production facility at 101 West 67th Street in New York for approximately \$3 million in cash. Reeves had leased the facilities and equipment to program and commercial producers.

The sale, which will include a substantial part of the equipment now in use there, is expected to be closed during this month, subject to the approval of ABC's board of directors. ABC will utilize the studios for the production of its own programming.

Reeves will continue in all post-production phases of tape production, as well as in other areas of sound recording and mixing services at its East 44th Street studios. Reeves acquired the facility, which was operated by Videotape Productions of New York, from its co-owners 3M Co. and Metro-Goldwyn-Mayer Inc. for an undisclosed price late in 1968 (BROADCASTING, Nov. 18, 1968).



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# TV network showsheets: 2d-quarter schedules

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsorship. Abbreviations: sust., sustaining; part., participating; eff., effective; R, repeat. All times Eastern. Showsheets are published in BROADCASTING at the beginning of each quarter.

## Sunday morning

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 *Dudley Do Right*, part.  
CBS-TV 8:30-9 *Sunrise Semester*, part.; 9:30-10 *Tom and Jerry*, part.; 9:30-10 *The Batman Show*, part.  
NBC-TV No network service.

10 a.m.-noon

ABC-TV 10:10:30 *Fantastic Voyage*, part.; 10:30-11 *Spiderman*, part.; 11-11:30 *Bullwinkle*, part.; 11:30-12 *Discovery*, part.  
CBS-TV 10:10:30 *Lamp Unto My Feet*, part.; 10:30-11 *Look Up And Live*, part.; 11-11:30 *Camera Three*, part.; 11:30-12 *Face the Nation*, part.  
NBC-TV No network service.

## Sunday afternoon-evening

Noon-1 p.m.

ABC-TV No network service.  
CBS-TV No network service.  
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Directions*, part.; 1:30-2 *Is-*

*ues and Answers*, part.  
CBS-TV No network service.  
NBC-TV 1-1:30 *Meet the Press*, Allstate, part.; 1:30-2 *NBC Religious Series*, sust.

2-5 p.m.

ABC-TV No network service.  
CBS-TV *National Hockey League: Stanley Cup Playoff*, part. (various times).  
NBC-TV No network service.

5-6 p.m.

ABC-TV No network service.  
CBS-TV 5-5:30 No network service; 5:30-6 *Ted Mack and the Original Amateur Hour*, part.  
NBC-TV *NBC Experiment in Television*, Part. 4/5, 4/12, 4/19.

6-7 p.m.

ABC-TV No network service.  
CBS-TV 6-6:30 *CBS Sunday News with Roger Mudd* part. (2 feeds); 6:30-7 No network service.  
NBC-TV 6-6:30 *The Frank McGee Report*, part.; 6:30-7 *G-E College Bowl*, General Electric.

7-8 p.m.

ABC-TV *Land of the Giants*, part.  
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *To Rome with Love*, part.  
NBC-TV 7-7:30 *Mutual of Omaha's Wild Kingdom*, Mutual of Omaha; 7:30-8:30 *The Wonderful World of Disney*, part.

8-9 p.m.

ABC-TV *The FBI*, Ford.  
CBS-TV *The Ed Sullivan Show*, part.  
NBC-TV 8-8:30 *Disney*, cont.; 8:30-9 *Bill Cosby*, part.

9-10 p.m.

ABC-TV *The ABC Sunday Night Movie*, part.

CBS-TV *The Glen Campbell Goodtime Hour*, part.  
NBC-TV *Bonanza*, part.

10-11 p.m.

ABC-TV *Movie*, cont.  
CBS-TV *Mission: Impossible*, part.  
NBC-TV *The Bold Ones*, part.

11-11:15 p.m.

ABC-TV No network service.  
CBS-TV *CBS Sunday News with Harry Reasoner*, part.  
NBC-TV No network service.

## Monday-Friday

7-10 a.m.

ABC-TV No network service.  
CBS-TV 7-8 *CBS Morning News with Joseph Benti*, part. (2 feeds); 8-9 *Captain Kangaroo*, part. (2 feeds); 9-10 No network service.  
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.  
CBS-TV 10-10:30 *The Lucy Show*, part.; 10:30-11 *The Beverly Hillbillies*, part.  
NBC-TV 10-10:25 *It Takes Two*, part.; 10:25-10:30 *News*, part.; 10:30-11 *Concentration*, part.

11 a.m.-noon

ABC-TV 11-11:30 *Rewitched*, part.; 11:30-12 *That Girl*, part.  
CBS-TV 11-11:30 *The Andy Griffith Show*, part.; 11:30-12 *Love of Life*, part.  
NBC-TV 11-11:30 *Sale of the Century*, part.; 11:30-12 *The Hollywood Squares*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *The Best of Everything*, part.; 12:30-1 *A World Apart*, part.  
CBS-TV 12-12:25 *Where the Heart Is*, part.; 12:25-12:30 *CBS Midday News with Joseph Benti*, part.; 12:30-1 *Search for Tomorrow*.  
NBC-TV 12-12:30 *Jeopardy*, part.; 12:30-12:55 *The Who, What, Where Game*, part.; 12:55-1 *News*, part.

1-2 p.m.

ABC-TV 1-1:30 *All My Children*, part.; 1:30-2 *Let's Make a Deal*, part.  
CBS-TV 1-1:30 *Sunrise Semester*, part.; 1:30-2 *As the World Turns*, part.  
NBC-TV 1-1:30 No network service; 1:30-2 *Life with Linkletter*, part.

2-3 p.m.

ABC-TV 2-2:30 *Newlywed Game*, part.; 2:30-3 *The Dating Game*, part.  
CBS-TV 2-2:30 *Love is a Many Splendored Thing*, part.; 2:30-3 *The Guiding Light*, part.  
NBC-TV 2-2:30 *Days of Our Lives*, part.; 2:30-3 *The Doctors*, part.

3-4 p.m.

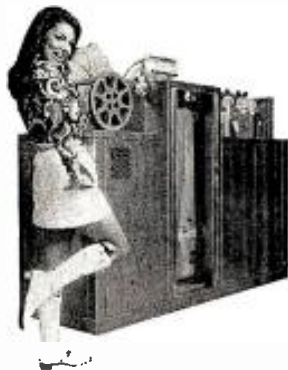
ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *One Life to Live*, part.  
CBS-TV 3-3:30 *The Secret Storm*, part.; 3:30-4 *The Edge of Night*, part.  
NBC-TV 3-3:30 *Another World: Bay City*, part.; 3:30-4 *Bright Promise*, part.

4-5 p.m.

ABC-TV 4-4:30 *Dark Shadows*, part.; 4:30-5 No network service.  
CBS-TV 4-4:30 *Gomer Pyle—USMC*, part.; 4:30-5 No network service.  
NBC-TV 4-4:30 *Another World: Somerset*, part.; 4:30-5 No network service.

5-7:30 p.m.

ABC-TV 5-6 No network service; 6-7:30 *ABC Evening News with Frank Reynolds and Howard K. Smith*, part. (3 feeds).  
CBS-TV 5-7 No network service; 7-7:30 *CBS Evening News with Walter Cronkite*, part.  
NBC-TV 5-6:30 No network service; 6:30-

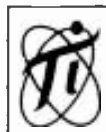


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7:30 *The Huntley-Brinkley Report*, part. (2  
feeds).

11 p.m.-1 a.m.

ABC-TV 11-11:30 No network service; 11:30-  
1 a.m. *The Dick Cavett Show*, part.  
CBS-TV 11-11:30 No network service; 11:30-  
1 *The Merv Griffin Show*, part.  
NBC-TV 11-11:30 No network service; 11:30-  
1 *The Tonight Show Starring Johnny Car-  
son*, part.

## Monday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *It Takes a Thief*, part.;  
8:30-11 *The ABC Monday Night Movie*, part.  
CBS-TV 7:30-8:30 *Gunsmoke*, part.; 8:30-9  
*Here's Lucy*, part.  
NBC-TV 7:30-8 *My World and Welcome To  
It*, part.; 8-9 *Rowan & Martin's Laugh-In*,  
part.

9-10 p.m.

ABC-TV *Movie*, cont.  
CBS-TV 9-9:30 *Mayberry RFD*, part.; 9:30-  
10 *The Doris Day Show*, part.  
NBC-TV 9-11 *Monday Night at the Movies*,  
part.

10-11 p.m.

ABC-TV *Movie*, cont.  
CBS-TV *The Carol Burnett Show*, part.  
NBC-TV *Movie*, cont.

## Tuesday evening

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Mod Squad*, part.;  
8:30-10 *Movie of the Week*, part.  
CBS-TV 7:30-8:30 *Lancer*, part.; 8:30-9:30  
*The Red Skelton Hour*, part.  
NBC-TV 7:30-8 *Jeanie*, part.; 8-8:30 *Debbie  
Reynolds Show*, part.; 8:30-9 *Julia*, part.

9-10 p.m.

ABC-TV *Movie*, cont.  
CBS-TV 9-9:30 *Red Skelton*, cont.; 9:30-10  
*The Governor and J.J.*, part.  
NBC-TV 9-11 *Tuesday Night at the Movies*,  
part.

10-11 p.m.

ABC-TV *Marcus Welby, M.D.*, part.  
CBS-TV *60 Minutes/CBS News Hour*, part.  
NBC-TV *Movie*, cont.

## Wednesday evening

7:30-9 p.m.

ABC-TV 7:30-8 *Nanny and the Professor*,  
part.; 8-8:30 *The Courtship of Eddie's Fath-  
er*, part.; 8:30-9 *Room 222*, part.  
CBS-TV 7:30-8:30 *Hee-Haw*, part.; 8:30-9  
*The Beverly Hillbillies*, part.  
NBC-TV 7:30-9 *The Virginian*, part.

9-10 p.m.

ABC-TV *The Johnny Cash Show*, part.  
CBS-TV *Medical Center*, part.  
NBC-TV *Kraft Music Hall*, Kraft.

10-11 p.m.

ABC-TV *The Engelbert Humperdinck Show*,  
part.  
CBS-TV *Hawaii Five-O*, part.  
NBC-TV *Then Came Bronson*, part.

## Thursday evening

7:30-9 p.m.

ABC-TV 7:30-8 *The Pat Paulsen Show*, part.  
8-8:30 *That Girl*, part.; 8:30-9 *Bewitched*,  
part.  
CBS-TV 7:30-8 *Family Affair*, part.; 8-9 *The  
Jim Nabors Hour*, part.  
NBC-TV 7:30-8:30 *Daniel Boone*, part.; 8:30-  
9:30 *Ironsides*, part.

9-10 p.m.

ABC-TV *This is Tom Jones*, part.  
CBS-TV 9-11 *CBS Thursday Night, Movie*,  
part.  
NBC-TV 9-9:30 *Ironsides*, cont.; 9:30-10 *Drag-  
net*, part.

10-11 p.m.

ABC-TV *Paris 7000*, part.  
CBS-TV *Movie*, cont.  
NBC-TV *The Dean Martin Show*, part.

## Friday evening

7:30-9 p.m.

ABC-TV 7:30-8 *The Flying Nun*, part.; 8-  
8:30 *The Brady Bunch*, part.; 8:30-9 *The  
Ghost and Mrs. Muir*, part.  
CBS-TV 7:30-8 *Get Smart*, part.; 8-8:30 *The  
Tim Conway Show*, part.; 8:30-9 *Hogan's  
Heroes*, part.  
NBC-TV 7:30-8:30 *High Chaparral*, part.;  
8:30-10 *The Name of the Game*, part.

9-10 p.m.

ABC-TV *Here Come the Brides*, part.  
CBS-TV *CBS Friday Night Movie*, part.  
NBC-TV *The Name of the Game*, cont.

10-11 p.m.

ABC-TV *Love American Style*, part.  
CBS-TV *Movie*, cont.  
NBC-TV *Bracken's World*, part.

## Saturday

8-10 a.m.

ABC-TV 8-8:30 *The Adventures of Gulliver*,  
part.; 8:30-9 *The Smokey Bear Show*, part.;  
9-10 *Cattanooga Cats*, part.  
CBS-TV 8-8:30 *The Jetsons*, part.; 8:30-9:30  
*The Bugs Bunny/Road Runner Hour*, part.;  
9:30-10 *Dastardly & Muttley in Their Flying  
Machines*, part.  
NBC-TV 8-9 *The Heckle and Jeckle Show*,  
part.; 9-9:30 *Here Comes the Grump*, part.;  
9:30-10 *The Pink Panther Show*, part.

10-11 a.m.

ABC-TV 10-10:30 *Hot Wheels*, part.; 10:30-  
11 *The Hardy Boys*, part.  
CBS-TV 10-10:30 *Wacky Races*, part.; 10:30-  
11 *Scooby-Doo, Where Are You!*, part.  
NBC-TV 10-10:30 *H. R. Pufnstuf*, Hasbro;  
10:30-11:30 *The Banana Splits Adventure  
Hour*, part.

11 a.m.-noon

ABC-TV 11-11:30 *Sky Hawks*, part.; 11:30-12  
*George of the Jungle*, part.  
CBS-TV *The Archie Comedy Hour*, part.  
NBC-TV 11-11:30 *Banana Splits*, cont.; 11:30-  
12 *The Flintstones*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Get It Together*, part.;  
12:30-1:30 *American Bandstand*, part.  
CBS-TV 12-12:30 *The Monkees*, part.; 12:30-  
1 *The Perils of Penelope Pitstop*, part.  
NBC-TV 12-12:30 *Jambo*, part.; 12:30-1 *Un-  
derdog*, part.

1-2 p.m.

ABC-TV 1-1:30 *American Bandstand*, cont.;  
1:30-2 No network service.  
CBS-TV 1-1:30 *Superman*, part.; 1:30-2  
*Johnny Quest*, part.  
NBC-TV No network service.

2-5 p.m.

ABC-TV No network service.  
CBS-TV 2-4 No network service; 4-5 *CBS  
Golf Classic*, part.  
NBC-TV No network service.

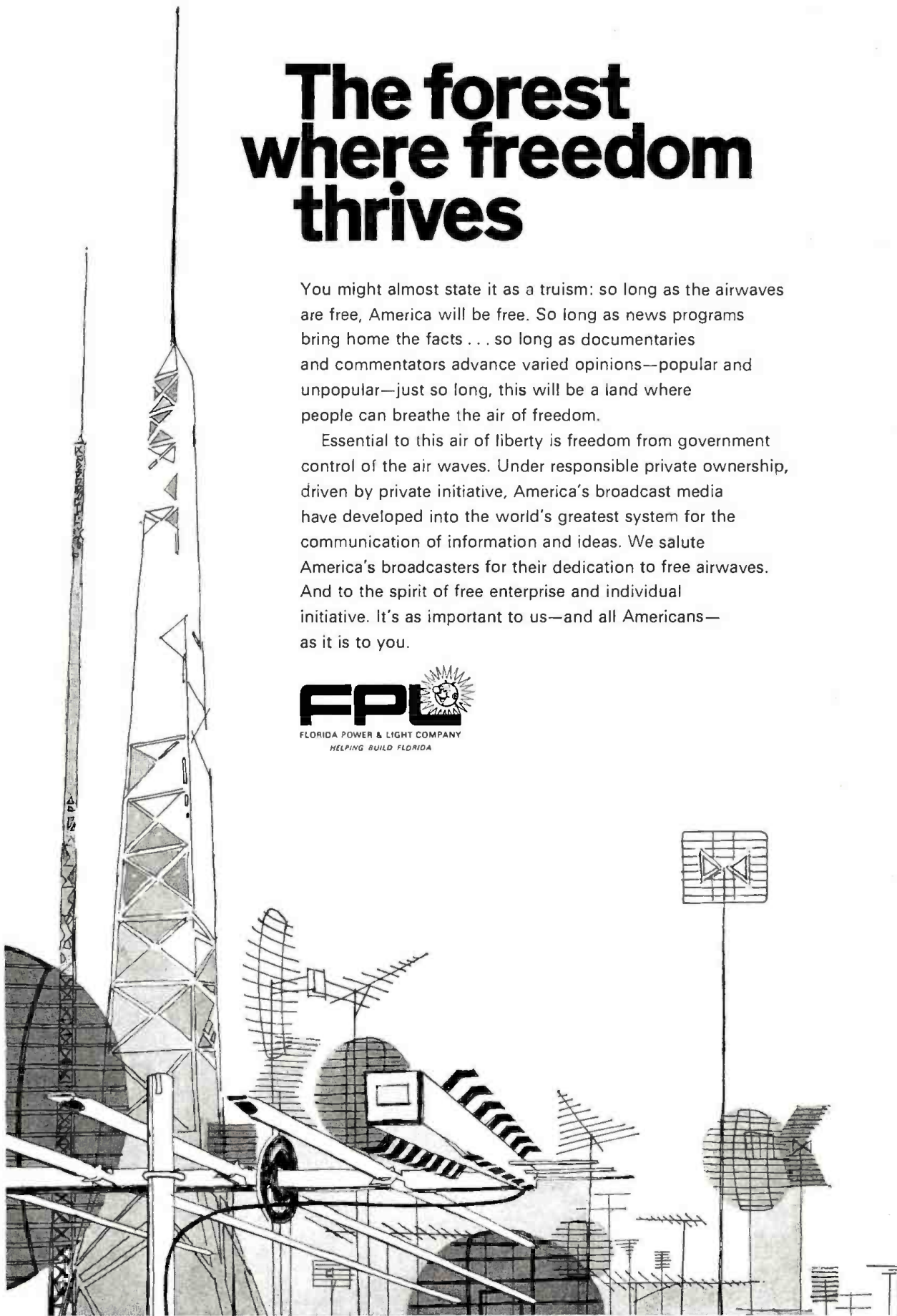
5-7:30 p.m.

ABC-TV 5-6:30 *Wide World of Sports*, part.;  
6:30-7:30 No network service.  
CBS-TV 5-6:30 No network service; 6:30-  
7:30 *CBS Evening News with Roger Mudd*,  
part. (2 feeds).  
NBC-TV 5-6:30 No network service; 6:30-

# The forest where freedom thrives

You might almost state it as a truism: so long as the airwaves are free, America will be free. So long as news programs bring home the facts . . . so long as documentaries and commentators advance varied opinions—popular and unpopular—just so long, this will be a land where people can breathe the air of freedom.

Essential to this air of liberty is freedom from government control of the air waves. Under responsible private ownership, driven by private initiative, America's broadcast media have developed into the world's greatest system for the communication of information and ideas. We salute America's broadcasters for their dedication to free airwaves. And to the spirit of free enterprise and individual initiative. It's as important to us—and all Americans—as it is to you.



7:30 *The Huntley-Brinkley Report*, part. (2 feeds).

7:30-9 p.m.

ABC-TV 7:30-8 *Let's Make a Deal*, part.: 8:30-8:30 *The Newlywed Game*, part.: 8:30-9:30 *The Lawrence Welk Show*, part.  
CBS-TV 7:30-8:30 *The Jackie Gleason Show*, part.: 8:30-9 *My Three Sons*, part.  
NBC-TV 7:30-8:30 *Andy Williams Show*, part.: 8:30-9 *Adam-12*, part.

9-10 p.m.

ABC-TV 9-9:30 *Lawrence Welk*, cont.: 9:30-10:30 *Jimmy Durante Presents the Lennon Sisters Hour*, part.  
CBS-TV 9-9:30 *Green Acres*, part.: 9:30-10 *Petticoat Junction*, part.  
NBC-TV 9-11 *Saturday Night at the Movies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Jimmy Durante*, cont.: 10:30-11 No network service.  
CBS-TV *Mannix*, part.  
NBC-TV *Movie*, cont.

11 p.m.-1 a.m.

ABC-TV No network service.  
CBS-TV No network service.  
NBC-TV *The Saturday Night Tonight Show Starring Johnny Carson*, part.

## Specials in the 2d quarter of 1970

NBC-TV

April 1, 9-10 p.m. *Bill Cosby*.  
April 2, 7:30-8:30 p.m. *It Couldn't Be Done*.  
April 3, 7:30-8:30 p.m. *The Unexplained*.  
April 7, 7:30-8:30 p.m. *The Environment Conflict*.  
April 13, 9-10 p.m. *Bob Hope*.  
April 13, 10-11 p.m. *Bing Crosby*.  
April 19, 10-11:30 p.m. *Tony Awards*.  
April 20, 8-9 p.m. *TGB*.  
April 23, 7:30-8:30 p.m. *The Whale Hunters of Fayal*.  
April 24, 7:30-8:30 p.m. *Expo '70*.  
April 24, 10-11 p.m. *It's A Man's World*.  
April 25, 10:30-11:30 a.m. *The Inside World of Outer Space*.  
April 25, 7:30-9 p.m. *Cry Help*.  
April 26, 4:30-6 p.m. *Arthur Rubinstein*.  
April 26, 6:30-7:30 p.m. *Metropolitan Museum of Art*.  
April 27, 7:30-8 p.m. *Hey, Hey, Hey—It's Fat Albert*.  
May 2, 7:30-9 p.m. *Hallmark Hall of Fame*.  
May 5, 7:30-8:30 p.m. *G-E Monogram Series—Once Before I Die*.  
May 5, 9-11 p.m. *First Tuesday*.  
May 7, 10-11 p.m. *Best on Record—The Grammy Awards*.  
May 13, 9-10 p.m. *America's Jr. Miss Pageant*.  
May 22, 7:30-8:30 p.m. *The Great Barrier Reef*.  
May 23, 12 noon-1 p.m. *American Rainbow—Wilderness Road*.  
May 27, 10-11 p.m. *Project 20—The Shining Mountains*.  
June 2, 9-11 p.m. *First Tuesday*.  
June 9, 8-9 p.m. *G-E Monogram Series—The*

*Wolf Men*.  
June 20, 11:30 a.m.-12:30 p.m. *American Rainbow—A Kid's Eye View of Washington, D. C., with Art Linkletter*.  
June 22, 8-11 p.m. *Night baseball*.  
June 29, 8-9 p.m. *Liza Minnelli Makes People Happy*.

ABC-TV

April 6, 7:30-8:30 p.m. *This Land is Mine*.  
April 7, 8:30-9 p.m. *The Mad, Mad, Mad Comedians*.  
April 7, 9-10 p.m. *The Bob Goulet Show Starring Robert Goulet*.  
April 7, 10 p.m.-12 midnight *Academy Awards*.  
April 10, 7:30-8:30 p.m. *Tales From Muppetland, Tonight's Episode: "Hey, Cinderella."*  
April 12, 5-6:30 p.m. *Auto Racing: Alabama 500*.  
April 12, 7-8 p.m. *Jacques Cousteau Special, Night of the Squid (R)*.  
April 19, 1-2 p.m. *Directions, The Final Ingredient*.  
April 23, 7:30-8:30 p.m. *Jacques Cousteau Special, Return of the Sea Elephants (R)*.  
April 24, 10-11 p.m. *Mission Possible: (Part II) They Care for their Land*.  
April 25, 4-5 p.m. *Tournament of Champions*.  
April 26, 4-5:30 p.m. *Tournament of Champions*.  
May 3, 8-9 p.m. *The Unseen World*.  
May 3, 4-6 p.m. *Golf: Byron Nelson Classic*.  
May 8, 9-10 p.m. *With These Hands*.  
May 9, 4-5 p.m. *Golf: Houston Champions International*.  
May 10, 3:30-5 p.m. *Auto Racing: Grand Prix of Morocco*.  
May 10, 5-7 p.m. *Golf: Houston Champions International*.  
May 16, 7:30-8:30 p.m. *Jacques Cousteau Special, Those Incredible Diving Machines (R)*.  
May 17, 4-6 p.m. *Golf: Colonial Invitational*.  
May 20, 10-11 p.m. *Mission Possible—They Care for Their Nation*.  
May 24, 3:30-5 p.m. *Auto Racing: Charlotte World 600*.  
June 7, 9-11 p.m. *Emmy Awards*.  
June 10, 7:30-8:30 p.m. *Jacques Cousteau Special, The Water Planet (R)*.  
June 14, 3:30-5 p.m. *Auto Racing: Mosspport Can-Am Race*.  
June 19, Time TBA. *U. S. Open*.  
June 20, 6-7:30 p.m. *U. S. Open*.  
June 21, 5-7 p.m. *U. S. Open*.  
June 27, 9:30 p.m.-conclusion. *Coaches All-American Game*.

CBS-TV

April 3, 7:30-9 p.m. *Cinderella*.  
April 3, 9-10 p.m. *The Don Knotts, Nice, Clean, Decent, Wholesome Show*.  
April 3, 10-11 p.m. *Like Hep*.  
April 5, 4:30-5 p.m. *Stanley Cup Preview*.  
April 5, 5-5:30 p.m. *Masters Preview*.  
April 8, 7:30-8:30 p.m. *National Geographic Special: Holland Against the Sea*.  
April 11, 5-6 p.m. *Masters Golf*.  
April 12, 4-5:30 p.m. *Masters Golf*.  
April 18, 12:30-1:30 p.m. *CBS Childrens' Hour: Today*.  
April 26, 9-10 p.m. *Raquel*.  
May 2, 5-6 p.m. *Kentucky Derby*.  
May 16, 5-6 p.m. *Preakness*.  
May 16, 10-11:30 p.m. *Miss U.S.A. Beauty Pageant*.  
May 21, 8-9 p.m. *The Fifth Dimension*.  
May 24, 4:30-5:30 p.m. *The New York Philharmonic Young Peoples' Concert*.  
June 6, 5-6 p.m. *Belmont*.  
June 10, 8:30-9 p.m. *You're in Love Charlie Brown*.

## New distributor offers two television series

Century Broadcast Communications Inc., New York, has announced that it is placing two new series into syndication—the daily one-hour *The Real Tom Kennedy Show* and the weekly half-hour *International Airport*.

Richard Moore, president of the newly formed distribution company, reported that the series will be offered primarily under the company's Century advertiser syndication concept. Century will line up advertisers for the series and arrange for station line-ups, with outlets receiving the programing free in return for a specified number of spot announcements for the sponsors.

Mr. Moore described the one-hour *Kennedy* series as "action variety" programs, in which a regular cast and guests will perform. The series will be taped in Hollywood with Roger E. Ailes Productions handling the producing assignment.

Initial episodes of *International Airport* are being shot at Chicago, San Francisco and Los Angeles airports and future programs are planned for New York, Honolulu, Hong Kong and London.

Mr. Moore also announced that Century Broadcast has obtained the syndication rights from Scripps-Howard Broadcasting Co. and producer Herman Spero to two of their weekly series, *Upbeat* (contemporary music) and *Polka Varieties*.

## CATV makes a bid for local college football

Manhattan Cable Television has asked the National Collegiate Athletic Association to allow cablecasting of local home football games at colleges in the New York area.

The proposal will be reviewed by the television committee of the NCAA, which is expected to make a decision sometime within the next two months, a cable-TV spokesman estimated.

Manhattan Cable requested that area colleges be given permission to "negotiate and enter into short-term experimental contracts" for live coverage of the games. The NCAA's previous policy allowed telecasts on a tape-delay basis.

The other franchised cable operator in Manhattan, Teleprompter, carried Columbia University football games on a delayed basis last fall, and Manhattan Cable carried Columbia basketball games and professional sporting events from Madison Square Garden throughout 1970. Cable was excluded from the professional football contracts with the television networks for the coming year, however.

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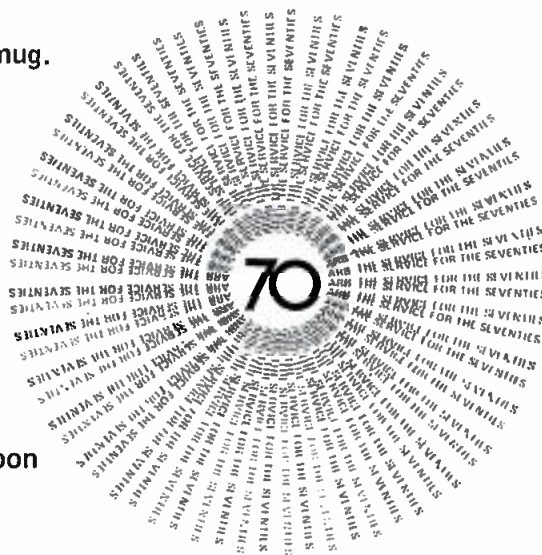
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 Wednesday, April 8 – 8:30 A.M. to 12:00 Noon



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# How ARB and Nielsen markets match up

Based on latest figures from both research services, a new analysis identifies fundamental differences

The American Research Bureau and A. C. Nielsen Co. may have their disagreements on recent trends in TV viewing, but they evidently have few differences in the way they defined their local markets, as shown below.

Both ARB and Nielsen divide the U.S. into some 200 nonoverlapping TV markets based upon county-viewing patterns. In general, similar ground rules are used to assign counties to markets.

The following analysis prepared by the Carl Ally media department compares the two services' markets. The table lists the television market; the ARB Area of Dominant

Influence (ADI) and the Nielsen Station Index Dominant Market Area (NSI/DMA) household counts, and the number of counties assigned to the market and the "different" counties assigned by both services.

The comparison shows that the TV markets created by both ARB and Nielsen are quite similar.

All household counts are the latest data from either service. The ARB data is dated January 1970. The NSI household base is dated September 1969, which results in a lower total U.S.-TV-households figure and a slightly lower TV-market-household estimate for Nielsen.

TV Market	Households		Counties		†County Differences	
	ARB/ADI	NSI/DMA	ARB	NSI	ARB only	NSI only
Abilene-Sweetwater, Tex.	111,300	73,310	18	14	Brown, Coke, Eastland, Howard	
Ardmore-Ada, Okla.	42,500	43,340	10	9	Choctaw, Love	Murry
Albany, Ga.	71,100	70,920	15	15	Ben Hill, Jeff Davis	Mitchel, Lee
Albany-Schenectady-Troy, N.Y.	396,400	388,960	15	15		
Albuquerque, N.M.	181,500	183,570	26	28		Laplata, Catron
Alexandria, La.	51,100	62,270	4	4		
Alexandria, Minn.	70,300	71,870	17	17		
Amarillo, Tex.	153,100	146,240	34	34		
Atlanta	645,100	623,560	53	49	Barrow, Bartow, Gordon, Clay	
Augusta, Ga.	138,200	142,570	26	29		Wheeler, Johnson, Hampton (S.C.)
Austin, Tex.	103,200	103,330	10	8	Blanco, San Saba	
Bakersfield, Calif.	86,500	87,170	1	1		
Baltimore	654,600	638,330	12	12		
Bangor, Me.	76,900	75,960	6	6		
Baton Rouge, La.	142,800	140,530	13	13		
Beaumont-Port Arthur, Tex.	128,400	128,080	9	9	Jefferson North, Jefferson South	Beauregard (La.), Jefferson
Bluefield-Beckley, W. Va.	51,800	73,810	5	8	Wyoming, W. Va.	Bland (Va.), Greenbriar, Monroe, Raleigh
Billings, Mont.	58,900	61,140	17	19		Fergus, Powder River
Binghamton, N.Y.	135,500	143,870	7	8		Tioga (Pa.)
Birmingham, Ala.	428,400	422,060	23	23	Hale	Tallapoosa
Boise, Idaho	87,800	83,990	14	14		
Boston-Manchester, N.H.	1,451,600	1,497,200	15	18		Belknap (N.H.), Grafton (N.H.), Windsor (Vt.)
Buffalo, N.Y.	560,300	551,700	11	11		
Burlington, Vt.-Plattsburgh, N.Y.	129,000	111,460	13	13	Windsor (Vt.)	Essex (Vt.)
Butte, Mont.	37,500	35,400	9	9		
Casper-Riverton, Wyo.	43,300	31,320	9	9		

† County in same state as TV market unless otherwise indicated.




TV Market	Households		Counties		†County Differences	
	ARB/ADI	NSI/DMA	ARB	NSI	ARB only	NSI only
Cedar Rapids-Waterloo, Iowa	236,200	229,050	22	21	Franklin	
Champaign-Springfield-Decatur, Ill.	240,400	254,380	14	17		Cumberland, Effingham, Warren (Ind.)
Charleston, S.C.	125,000	119,360	8	7	Clarendon, Hampton	Beaufort
Charleston-Huntington-Parkersburg-Oak Hill, W. Va.	439,500	403,590	44	46	Rowan (Ky.), Gilmer, Raleigh	Fayette, Wyoming, Pleasants, Menifee (Ky.), Morgan, (Ohio)
Charlotte, N.C.	393,500	381,340	21	21	Avery	Chester, (S.C.)
Chattanooga, Tenn.	203,700	199,870	20	22		Gordan, (Ga.), Clay (N.C.)
Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	62,400	54,340	17	14	Sedwick (Colo.), Washington (Colo.), Yuma (Colo.)	
Chicago	2,494,000	2,499,460	19	20		Pulaski
Chico-Redding, Calif.	91,100	88,690	7	7		
Cincinnati	572,300	563,540	29	29		
Clarksburg-Weston, W. Va.	68,500	63,400	9	9	Randolph	Gilmer
Cleveland-Akron	1,181,100	1,264,860	17	18		Turnbull
Colorado Springs-Pueblo, Colo.	130,400	128,960	15	16		Tuller
Columbia, S.C.	132,800	133,380	8	9		Clarendon
Columbia-Jefferson City, Mo.	110,600	111,240	17	17		
Columbus, Ga.	135,100	136,900	22	24	Lee	Calhoun, Dooty, Bullock
Columbus, Miss.	47,700	45,990	8	8		
Columbus, Ohio	446,200	444,520	19	17	Logan, Morgan	
Corpus Christi, Tex.	116,800	109,580	11	11		


† County in same state as TV market unless otherwise indicated.

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TV Market	Households		Counties		†County Differences	
	ARB/ADI	NSI/DMA	ARB	NSI	ARB only	NSI only
Dallas-Ft. Worth	820,800	846,600	34	38		Eastland, Brown, Love (Okla.), Choctaw (Okla.)
Davenport, Iowa-Rock Island, Ill.-Moline, Ill.	257,700	260,790	20	19	Stark (Ill.)	
Dayton, Ohio	374,000	385,240	12	12	Randolph (Ind.)	Logan
Denver	445,700	426,340	24	23	Garfield, Teller	Washington
Des Moines-Ames-Fort Dodge, Iowa	256,500	251,930	28	28		
Detroit	1,388,300	1,383,000	10	10		
Dothan, Ala.	60,400	58,800	11	10	Walton (Fla.), Washington (Fla.), Calhoun (Ga.)	Miller (Ga.), Coffee
Duluth, Minn.-Superior, Wis.	150,400	139,610	16	15	Pine (Minn.)	
La Crosse-Eau Claire, Wis.†	105,300	73,410 33,990	13	12	Juneau (Wis.)	
El Paso, Tex.	134,200	132,220	7	7		
Erie, Pa.	98,900	99,870	2	2		
Eugene, Ore.	100,700	98,120	4	3	Lane Inner, Lane Outer	Lane
Eureka, Calif.	42,100	38,380	3	3		
Evansville, Ind.	152,700	153,430	17	18		Wayne (Ill.)
Fargo-Valley City-Pembina, N.D.	156,200	150,650	35	35	No difference (ARB splits Fargo and Pembina)	
Flint-Saginaw-Bay City, Mich.	314,200	317,450	15	15		
Huntsville-Decatur-Florence, Ala.	129,600	86,390 38,320	6	6	(NSI lists Florence and Huntsville separately)	
Florence, S.C.	71,100	70,310	7	7		
Fort Myers, Fla.	29,300	26,510	1	1		
Fort Smlth, Ark.	52,000	58,750	6	7		Sequoyah
Fort Wayne, Ind.	153,700	157,780	11	11	Van Wert (Ohio)	Wabash
Fresno-Visalia, Calif.	244,700	243,050	5	6		Mariposa
Glendive, Mont.	4,100	4,130	2	3		Wilboux
Grand Junction-Montrose, Colo.	31,500	32,050	9	9	Laplata	Garfield
Grand Rapids-Kalamazoo, Mich.	400,600	395,760	14	13	Oclanica	
Great Falls-Helena, Mont.	59,500	55,600	12	13		Lewis & Clark
Green Bay, Wis.	233,800	238,600	18	17	Forest, Menominee	Marquette
Greensboro-Winston Salem-High Point, N.C.	328,300	303,520	18	16	Guilford (Inner, N.C.), Guilford (Outer, N.C.), Moore	Guilford
Greenville-New Bern-Washington, N.C.	220,200	200,290	19	19		
Ashville, N.C.-Greenville-Spartanburg, S.C.	382,200	356,610	30	29	Chester	
McAllen-Brownsville-Harlingen-Westlaco, Tex.	89,700	82,830	4	5	Harlingen, Westlaco	Zapata
Harrisburg-Lancaster-Lebanon-York, Pa.	338,300	341,320	9	9		
Harrisonburg, Va.	20,900	31,440	3	5	Grant (W. Va.)	Shenandoah, Page, Pendleton, (W. Va.)
Hartford-New Haven, Conn.	565,000	562,770	5	5		
Laurel-Hattiesburg, Miss.	40,400	40,770	4	5		Covington
Honolulu	174,300	181,490	14	4	Hawaii 1, Hawaii 2, Hawaii 3, Hawaii 4, Hawaii 5, Honolulu 1, Honolulu 2, Honolulu 3, Honolulu 4, Maui 1, Maui 2, Maui 3, Maui 4	Hawaii, Honolulu, Maui
Houston	658,600	656,630	19	19		
Idaho Falls-Pocatello, Idaho	57,800	50,320	15	14	Lincoln	
Indianapolis-Lafayette-Muncie	642,700	649,890	33	33	(NSI lists Lafayette & Muncie with Indianapolis) Wabash, Warren	Tippicanoe, Randolph

† County in same state as TV market unless otherwise indicated.

TV Market	Households		Counties		†County Differences	
	ARB/ADI	NSI/DMA	ARB	NSI	ARB only	NSI only
Jackson-Greenwood, Miss.	265,000	228,400	35	31	Grenada, Adams, Covington, Jasper	
Jacksonville, Fla.	271,700	273,390	22	21	Dixie, Levy	Suwannee
Johnstown-Altoona, Pa.	225,100	226,820	13	12	Fulton	
Joplin Mo.-Pittsburg, Kans.	123,500	126,880	15	15		
Kansas City*, Mo.	545,300	590,280	38	39	Benton	Richardson (Neb.)
Klamath Falls, Ore.	17,900	16,480	7	7		
Knoxville, Tenn.	265,600	252,230	32	30	Russell, Leslie (Ky.)	
Lafayette, La.	122,800	115,430	10	9	Beauregard	
Lake Charles, La.	47,900	41,430	1	1		
Lansing, Mich.	148,300	153,520	5	5		
Laredo, Tex.	18,500	17,100	2	1	Zapata	
Las Vegas,	88,700	86,500	2	2		
Lexington, Ky.	123,000	120,900	20	21	Menifee	Casey, Rowan
Lima, Ohio	32,700	50,870	1	3		Van Wert, Putnam
Lincoln-Hastings-Kearney-North Platte-Hayes, Neb.	200,900	208,880	54	56	(ARB splits North Platte) Phillips, (Kan.), Antelope	Sedgwick (Colo.), Johnson, Pawnee, Butler
Little Rock-Pine Bluff, Ark.	292,700	274,930	37	36	Jackson	
Los Angeles	3,315,300	3,261,400	8	7	Orange North, Orange South, Riverside West, San Bernardino West	Orange, Riverside, San Bernardino
Louisville	393,900	374,760	32	31	Casey, Hart	Russell
Lubbock, Tex.	119,600	111,570	19	17	De Baca, (N.M.), Gaines	
Macon, Ga.	104,900	96,670	16	13	Dooly, Johnson, Wheeler	
Madison, Wis.	129,100	127,390	8	8	Marquette	Juneau
Mankato, Minn.	52,500	56,100	9	9	Palo Alto (Iowa)	Brown
Marquette, Mich.	49,400	51,040	10	10		
Rochester, Minn.-Mason City, Iowa-Austin, Minn.	95,800	97,280	12	13		Franklin (Iowa)
Medford, Ore.	43,000	41,330	2	2		
Memphis-Jackson, Miss.-Jonesboro, Ark.	509,500	513,050	45	49	(ARB splits Pontotoc, Miss.)	Grenada (Miss.), Jackson (Ark.), Clay (Ark.), Henderson (Tenn.), Carroll (Miss.)
Meridian, Miss.	64,000	64,880	11	12		Jasper
Miami-Ft. Lauderdale	593,200	577,650	4	4		
Milwaukee	550,100	541,880	9	9		
Minneapolis-St. Paul	706,900	693,500	36	35	Brown, Lyon	Pine
Missoula, Mont.	32,300	23,950	4	3	Flathead	
Mobile, Ala.-Pensacola, Fla.	259,400	245,660	12	13		Conecuh (Ala.)
Monroe, La.-El Dorado, Ark.	127,400	133,050	17	18		Adams (Miss.)
Salinas-Monterey, Calif.	145,700	142,960	5	4	Monterey West, Monterey East	Monterey
Montgomery, Ala.	134,400	107,870	14	10	Bullock, Coffee, Conecuh, Tallapoosa	
Nashville, Tenn.-Bowling Green, Ky.	472,400	444,910	60	59	Carroll (Tenn.), Henderson, (Tenn.)	Hart (Ky.)
New Orleans, La.-Biloxi-Gulfport-Pascasoula, Miss.	456,800	456,820	17	17	(ARB splits New Orleans-Biloxi)	
New York	5,791,700	5,753,370	29	28	Suffolk East, Suffolk West	Suffolk
Norfolk-Portsmouth-Newport News, Va.	351,200	330,610	22	22	Chesapeake	Norfolk
Odessa-Midland, Tex.	99,900	89,350	19	20	Lea South (N.M.)	Howard, Gaines
Oklahoma City	375,400	357,990	32	29	Harmon, Murray, Okfuskee	
Omaha	261,500	255,190	30	25	Butler, Johnson, Pawnee, Richardson, Stanton	

† County in same state as TV market unless otherwise indicated.

TV Market	Households		Counties		†County Differences	
	ARB/ADI	NSI/DMA	ARB	NSI	ARB only	NSI only
Orlando-Daytona Beach, Fla.	318,800	318,430	10	12		Levy, Dixie
Ottumwa, Iowa	39,800	34,740	9	8	Adair (Mo.)	
Paducah-Cape Girardeau, Mo.- Harrisburg, Ill.	216,500	214,350	41	39	Clay (Ark.), Wayne (Ill.), Reynolds	Madison
Panama City, Fla.	27,600	29,860	4	5	Franklin	Washington, Walton
Peoria, Ill.	165,600	171,650	10	11		Stark
Philadelphia	2,095,900	2,103,020	22	22		
Phoenix	355,600	319,880	12	9	Riverside East (Calif.), San Bernardino East (Calif.), Hidalgo (N.M.)	
Pittsburgh	949,800	969,210	17	19		Grant (W. Va.), Randolph (W. Va.)
Portland, Ore.	501,400	495,120	25	26		Morrow
Portland-Poland Springs, Me.	224,200	194,310	14	11	Behknap (N.H.), Grafton (N.H.), Essex (Vt.)	
Presque Isle, Me.	25,300	23,840	1	1		
Providence, R.I.	472,700	474,450	9	9		
Quincy, Ill.-Hannibal, Mo.- Keokuk, Iowa	116,400	124,460	21	22		Adair (Mo.)
Raleigh-Durham, N.C.	241,500	244,840	14	15		Moore (N.C.)
Rapid City, Iowa	46,000	45,050	18	18	Powder River (Mont.)	Jackson (S.D.)
Reno, Nev.	64,600	67,610	15	17	Placer East.	Eureka, Sierra (Calif.), Mono (Calif.)
Richmond-Petersburg, Va.	289,600	286,130	34	34		
Roanoke-Lynchburg, Va.	266,400	245,730	30	26	Bland, Greenbriar (W. Va.), Monroe (W. Va.), Pendleton (W. Va.)	
Rochester, N.Y.	266,700	264,200	4	4		
Rockford, Ill.	146,800	147,640	5	5		
Roswell, N.M.	38,200	43,950	3	4	Lea North	Lea, De Baca
Sacramento-Stockton, Calif.	532,400	519,620	21	16	El Dorado West, El Dorado East, Mariposa, Mono, Nevada West, Nevada East, Placer West, Sierra	Placer, Nevada, El Dorado
St. Joseph, Mo.*	41,700	—				Jefferson, (Kan.)
St. Louis	854,000	856,500	31	31	Madison.	Reynolds
Salisbury, Md.	28,800	27,820	3	3		
Salt Lake City	318,800	300,530	40	39	Fergus (Mont.), Eureka (Nev.)	Lincoln, (Wyo.)
San Angelo, Tex.	25,000	27,240	6	8		Sutton, Coke
San Antonio, Tex.	335,200	337,170	32	32	Sutton	Blanco
San Diego	394,600	378,080	1	1		
San Francisco-Oakland	1,440,000	1,398,010	15	11	Alameda East, Alameda West, Napa North, Napa South, Santa Clara West, Santa Clara East, Sonoma North, Sonoma South	Sonoma, Santa Clara, Napa, Alameda
Santa Barbara, Calif.	81,500	79,280	2	1	Santa Barbara North, Santa Barbara South	Santa Barbara
Savannah, Ga.	111,900	89,740	13	13	Beaufort (S.C.)	Jeff Davis
Seattle-Tacoma-Bellingham	665,000	680,960	15	16	(ARB splits Seattle-Tacoma- Bellingham)	Whatcom, (Wash.)
Shreveport, La.	292,600	285,610	34	33	Nacogdoches (Tex.)	
Sioux City, Iowa	127,900	136,970	24	27	Bon Homme (S.D.)	Stanton (Neb.), Hoyt (Neb.), Antelope (Neb.), Palo Alto
Sioux Falls-Mitchell-Aberdeen, S.D.	165,000	170,090	58	58	Hoyt (Neb.), Jackson	Lyon (Minn.), Bon Homme
South Bend-Elkhart, Ind.	158,900	157,530	8	7	Pulaski	

\* NSI combines Kansas City and St. Joseph.

† County in same state as TV market unless otherwise indicated.

TV Market	Households		Counties		†County Differences	
	ARB/ADI	NSI/DMA	ARB	NSI	ARB only	NSI only
Spokane, Wash.	205,200	226,680	28	30		Flathead (Mont.), Nez Peuce (Idaho)
Springfield, Mo.	133,700	141,560	28	29		Benton
Springfield-Holyoke, Mass.	182,500	180,430	3	3		
Syracuse, N.Y.	369,300	317,810	13	11	Oneida West, Tioga (Pa.)	
Tallahassee, Fla.	97,100	82,440	17	15	Suwannee, Miller (Ga.), Mitchell (Ga.)	Franklin (Ga.)
Tampa-St. Petersburg, Fla.	509,300	512,390	11	11		
Terre Haute, Ind.	135,700	126,440	18	16	Cumberland (Ill.), Effington (Ill.)	
Toledo, Ohio	282,900	283,260	11	11	Putnam	
Topeka, Kan.	106,700	105,780	14	13	Jefferson	
Traverse City-Cadillac, Mich.	94,300	101,060	25	26		Oceana
Bristol-Kingsport-Johnson City, Tenn.	166,600	163,570	16	18		Avrey (N.C.), Leslie, (Ky.)
Tucson-Nogales, Ariz.	129,600	122,250	6	5	Pima East, Pima West, Catron (N.M.)	Hidalgo (N.M.), Pima
Tulsa, Okla.	316,100	295,950	23	23	Seqwoyah	Okfuskee
Tupelo, Miss.	17,000	21,160	2	3		Pontotoc
Twin Falls, Idaho	32,600	29,980	8	8		
Tyler, Tex.	57,800	67,130	5	6		Nacogdoches
Utica-Rome, N.Y.	98,500	119,160	3	3	Oneida East	Oneida
Waco-Temple, Tex.	133,100	133,480	12	13		Saw Suba
Washington	1,019,800	1,022,160	31	30	Page (Va.), Shenandoah (Va.)	Fulton (Pa.)

† County in same state as TV market unless otherwise indicated.

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TV Market	Households		Counties		†County Differences	
	ARB/ADI	NSI/DMA	ARB	NSI	ARB only	NSI only
Watertown, N.Y.	67,300	63,830	3	3		
Wausau-Rhineland, Wis.	90,200	98,710	11	12		Forest
West Palm Beach, Fla.	146,700	143,720	7	7		
Minot-Bismarck-Dickinson, N.D.	109,800	106,160	46	44	Wibaux (Mont.), Morton West, Morton East	Morton
Wheeling, W. Va.-Steubenville, Ohio	148,900	140,870	14	13	Pleasants (W. Va.)	
Wichita Falls, Tex.-Lawton, Okla.	137,900	137,320	20	21		Hermon (Okla.)
Wichita-Hutchinson, Kan.	342,000	335,270	70	72		Phillips, Yuma (Colo.)
Wilkes-Barre-Scranton, Pa.	285,300	286,220	10	10		
Wilmington, Del.	90,700	84,490	7	7		
Yakima, Wash.	107,900	94,910	7	5	Nez Deuce (Idaho), Morrow (Idaho)	
Youngstown, Ohio	197,100	125,740	3	2	Trumbull	
Yuma-El Centro, Calif.	35,800	33,820	2	2		
Zanesville, Ohio	22,800	24,550	1	1		
<b>TOTAL</b>	<b>59,388,600</b>	<b>58,493,980</b>	<b>3106</b>	<b>3076</b>		

† County in same state as TV market unless otherwise indicated.

## Fates & Fortunes

### Broadcast advertising

**Richard S. Seclow**, senior VP for account management and marketing services, Carl Ally Inc., New York, named executive VP, Geer, DuBois & Co., agency there. He succeeds **Phillips B. vanDusen**, who resigns to enter educational field.

**Frank Ford**, formerly with Lennen & Newell, New York, named executive VP, Advertising Associates of Jacksonville, Jacksonville, Fla.

**Thomas Schwartz**, management supervisor, Compton Advertising, New York, named senior VP.

**John N. Boden**, VP, Midwest sales in Chicago radio sales office of Blair Ra-

dio, appointed office manager there. He succeeds **Stuart Cochran**, who resigns.

**Allan Kaufman**, president, East Tree Corp., New York agency, joins Dodge & Delano there as VP.

**George E. Miller** and **Arthur E. Wilen**, account supervisors, Grey Advertising, New York, named VP's.

**Robert C. Meade**, VP, White Advertising Agency, Tulsa, Okla., also appointed general operations manager.

**Thomas Danbury**, manager of Foote, Cone & Belding's computer unit, National Information Systems, New York, elected VP of agency. Mr. Danbury's unit is working on computerized media planning system and creation of marketing data banks and information retrieval systems.

**Josh Mayberry**, director of ABC Radio research department, New York, appointed director of sales development. He is succeeded by **Al Pariser**, former senior media research analyst with Doyle Dane Bernbach there.

**Clark Groome**, assistant director of information services, N. W. Ayer & Son, New York, joins Montgomery & Associates, Bala Cynwyd, Pa., advertising and PR agency, as media director.

**Robert S. Wallen**, manager of sales service—daytime and sports, ABC-TV, New York, appointed director of sales service—daytime and sports.

**Marvin J. Rothenberg**, assistant to VP, planning and research, Allied Stores Marketing Corp., New York-based department-store company, appointed to newly created position of director of media studies.

**Donald A. Adamec**, with Klemtner Casey, New York agency, joins Doremus & Co. there as associate creative director.

**Bill Clark**, national sales manager, KABL-AM-FM Oakland, Calif., appointed general sales manager.

**Charles Price**, principal of Charles Price & Associates, Monroe, La., agency, joins KTVE(TV) El Dorado, Ark.-Monroe, La., as sales manager.

**Thomas J. Kirgin**, with KMOX(AM) St. Louis, appointed sales manager, KMOX-FM.

**Ed Sherinian**, Midwestern sales manager, Grant Webb & Co., Chicago, joins PRO Time Sales in same capacity at firm's

## CALLING ALL GRADUATES OF BROWN INSTITUTE

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**P. D. Jones**, Columbus, Ohio, division sales manager, Union 76 division of Union Oil Co. of California, appointed Eastern regional manager, advertising and sales promotion.

**Bob Dalchau**, with New York-based H-R Representatives, joins Dallas office of Petry Radio as manager.

**Pierre H. Grelet**, producer, Leo Burnett Co., Chicago, joins EUE/Screen Gems, West Coast, Burbank, Calif., as production manager.

**James C. Schroeder**, former account supervisor, D'Arcy Advertising, New York, joins Chicago division of Needham, Harper & Steers in same capacity.

**J. Douglas Madeley**, with Procter & Gamble, Cincinnati, and **Richard T. Murphy**, former VP and account supervisor, McCann-Erickson, New York, both appointed account supervisors. Norman, Craig & Kummel, New York.

**Robert Shelton**, with Erwin Wasey Inc., New York, joins John Paul Itta Inc., agency there, as copy supervisor.

**Catharine Collet**, security analyst with Minneapolis office of Dain, Kalman & Quail, brokerage firm, and **Beverly Frantz**, in PR and advertising for Hess's department store, Allentown, Pa., join Advertising-Research Assistants, Minneapolis, as research project leaders. Company conducts consumer research of new products, product concepts and advertising campaigns for area manufacturers and marketers.

## Media



Mrs. Thompson

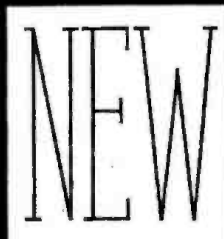
**Mary Rines Thompson**, first VP and member of board, Maine Broadcasting System, Portland, Me., group owner, elected president of company. She succeeds her late brother, William

H. Rines, who died in March (BROADCASTING, March 16). Group includes WRDO(AM) Augusta, WLBZ-AM-TV Bangor, and WCSH-AM-TV Portland.

**Frederick H. Allen**, director of training services, RTV International, New York, production firm, joins National Association of FM Broadcasters there as director of development. His responsibilities include expansion of public and press relations, membership growth, and circulation and expansion of services to members.

**Elmer F. Jaspan**, with CKLW-TV Windsor, Ont.-Detroit, joins WDRB-TV Louis-

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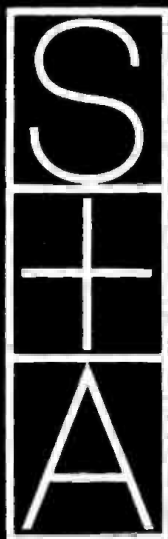
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ville, Ky., as executive VP and general manager. WDRB-TV plans to begin operation in late summer.



Mr. Farlie

of public affairs, labor relations, organization planning and broadcast policy.

**William R. Bosse**, general manager, KOY(AM) Phoenix, named VP.

**John S. Mooshie**, formerly captain in U.S. Air Force, joins Rollins Inc., Atlanta, as assistant to group VP-media. He will assist in administration of media division which includes company's radio and TV stations and outdoor-advertising firm.

**Leroy T. Miller**, research manager, Corp. for Public Broadcasting, New York, appointed director of research.

**Knowles L. Hall**, with KABL-AM-FM Oakland, Calif., appointed general manager.

**Hal King**, program director, WHOP-AM-FM Hopkinsville, Ky., joins WABD-AM-FM Fort Campbell, Ky., as general manager.

**Abram Eisenman**, sales manager, wsok(AM) Savannah, Ga., appointed manager of station.

**Ed Brown**, with WNJR(AM) Newark, N.J., appointed station manager.

**John M. Grubbs**, operations manager, WDEE-AM-FM (formerly WJBK) Detroit, joins WSPD-TV Toledo, Ohio, in same capacity.

**Robert N. Green**, partner with Washington law firm of Welch & Morgan, joins legal staff of Western Union Telegraph Co. there.

### Programing

**John Hamlin**, VP and manager of Hollywood office of Benton & Bowles, joins NBC-TV there as director, live nighttime and special programs, West Coast. **Stanley Robertson**, manager, film program operations,



Mr. Hamlin

newly created position of director, motion pictures for television. He will supervise selection,

production and scheduling of *World Premiere* motion pictures made for NBC-TV. **Phillips Wyly**, director of production for Ice Capades Inc., Hollywood, joins NBC, West Coast, as director, Domestic Enterprises. His responsibilities include supervising syndicated and educational film production, acquisition of program and merchandising rights for distribution and development of various diversification projects.

**Berry Greenberg**, VP for international TV sales and administration, Warner Bros. Television, New York, also named to head company's international distribution.

**Charles Keys**, sales manager, Four Star Entertainment Corp., Dallas, named VP-sales for Southern division.

**Hal Graham**, VP-program development, Filmways, Hollywood, named VP and general manager, Qualis Productions there.

**Russell C. Stoneham**, director of program development, MGM Television, Culver City, Calif., joins CBS-TV, Hollywood, as executive producer, network program department.

**Clifford M. Hunter**, former VP and general manager of radio programing division of Atwood Richards Inc., New York, joins WLW(AM) Cincinnati as program director.

**Paul Mitchell**, formerly program director with WDVR(FM) and WPBS(FM), both Philadelphia, joins KXYZ-AM-FM Houston in same capacity.

**Randolph J. Callender**, with WYLD(AM) New Orleans, appointed program director, succeeding **Gus E. Lewis**, who joins WHAT(AM) Philadelphia, in same capacity.

**Nan Noonan**, formerly with WDEF-TV Chattanooga, joins WKDA-AM-FM Nashville as creative director.

**Manuel Garcia**, head of photography for special-projects unit of news department of KOOL-TV Phoenix, appointed director of photography for station. He is responsible for both still and motion-picture photography.

**Dr. Robert F. Larson**, assistant manager for program development, non-commercial WITF-TV Hershey, Pa., appointed general manager as of May 6.

**George J. Megown**, with WWJ-TV Detroit, appointed film-services manager. **Richard D. Citron**, with WWJ-TV, appointed producer-director.

**Gail Tuller**, former production coordinator and producer, Ted Bates & Co., New York, joins Duo Productions, film production company there, as producer.

**Edward C. Gannon**, producer/director with WKBS-TV Philadelphia, joins Reelpro division of Mutschmann Films.



Paoli, Pa., producer of films and videotape programs, in same capacity.

**JoAnn Nauman**, music director, WWDC-AM-FM Washington, appointed producer of *Empathy*, station's nighttime discussion program. She is succeeded as music director by **Rick Pippin**, Baltimore and Washington record-promotion representative for Liberty and United Artists record companies.

**Thomas Karwaki**, instructor at Towson State College. Towson, Md., and University College of University of Maryland. College Park, Md., joins educational systems division of Logos Teleproduction Center, Arlington, Va., production firm, as staff member.

## News

**Phil Jones**, reporter with CBS News Southern bureau, Atlanta, appointed CBS News correspondent.

**Laurence R. Meredith**, foreign correspondent with UPI, appointed UPI's manager in Portugal, with headquarters in Lisbon. **Robert Slater**, formerly with *Courier Times*, Bristol-Levittown, Pa., joins UPI's Trenton, N.J., bureau as reporter.

**Bruce MacDonnell**, news director, KFVB(AM) Los Angeles, appointed to same capacity with KDKA-TV Pittsburgh. Both are Westinghouse Broadcasting Co. stations.

**Dave Riggs**, acting news director, WSN-TV Atlanta, appointed news director. He succeeds **Hal Suit**, who resigned to run for governor of Georgia.

**Bert Haney**, broadcast newsman from California, joins KTVH(TV) Hutchinson-Wichita, Kan., as news director.

**Lawrence J. Boyle**, news director, WOTW-AM-FM Nashua, N.H., joins WKXL(AM) Concord, N.H., as news and public-affairs director.

**Dan Skartvedt**, with KQTV(TV) St. Joseph, Mo., appointed newscaster on noon news program, succeeding **Vern Popp**, who joins KFEQ(AM) there as news director.

**Gary M. Sukow**, editorial director, WMAL-AM-FM-TV Washington, appointed news director of Peace Corps there.

**Clayton Vaughn**, news director, KOTV(TV) Tulsa, Okla., appointed reporter and newscaster for KABC-TV Los Angeles.

**Don Riggs**, host-producer, noncommercial WQED(TV) Pittsburgh, joins WHCT there as community-affairs coordinator and newscaster.

**Don Tuttle**, former supervisor of farm broadcasting at WGY(AM) Schenectady, N.Y., joins WTIC-AM-FM-TV Hartford, Conn., as farm-program director. He succeeds **Frank Atwood**, with WTIC stations since 1946, who retires. Mr. At-

wood will continue with his weekly *Garden Time* program.

**Anthony Catella**, representative for Press Association's Washington City Wire, assumes responsibility for AP broadcast relations in District of Columbia area. He will also continue to contact Washington City Wire subscribers for Press Association, subsidiary of AP. **Joe Bradis**, AP regional membership executive for Pennsylvania, with headquarters in Philadelphia, assumes broadcast-relations responsibility for Delaware and Maryland. **Bob Haring**, chief of Newark, N.J., bureau, assumes Mr. Bradis' broadcasting relations duties for New Jersey. Changes follow retirement of **Frank Stearns**, long-time AP regional membership executive (BROADCASTING, March 30).

**Davey Marlin-Jones**, from Washington Theater Club, Washington, joins WTOP-AM-FM-TV there as motion-picture and theater critic.

## Promotion

**David Hepburn**, former director of community relations for Metromedia. New York, joins PR division of Howard Sanders Advertising and PR there as VP in charge of PR.

**Joe Davis**, **Andy Grauer** and **Paul Cowley**, with Community Club Awards, Westport, Conn. based radio and TV promotion firm, appointed regional sales managers for CCA with responsibilities in deep South and Southwest, Central Midwest, and West Coast, respectively. Mr. Davis will have his headquarters in Austin, Tex., Mr. Grauer in Lincoln, Neb., and Mr. Cowley in CCA's West Coast headquarters in San Jose, Calif.

**Robert Taylor**, with WHCT-TV Pittsburgh, joins WTAE-TV there as assistant promotion and publicity director.

**Lance Webster**, press representative, WBAL-TV Baltimore, appointed assistant director of advertising and promotion. He is succeeded by **Robert Baikauskas**, PR assistant and regional editor, The Bendix Corp., Towson, Md.

## Equipment & engineering

**Jack Daniels**, VP-manufacturing, Telemation Inc., Salt Lake City equipment manufacturers, named VP-administration. He will direct and coordinate activities of engineering, research and development, marketing, controlling and industrial-relations departments.

**Robert E. Sobraske**, VP and controller, Edwards Laboratories Division, American Hospital Supply Corp., Santa Ana, Calif., joins International Video Corp., Sunnydale, Calif., as VP-finance.

**Lewis D. Wetzel**, assistant engineering director, Triangle Stations, Philadelphia-



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based group owner, re-elected president of Society of Broadcast Engineers, Binghamton, N.Y. **Robert W. Flanders**, engineering director, WFBM-AM-FM-TV Indianapolis, elected VP in mail balloting conducted last month.



**Mr. Hammerschmidt** named VP and general manager, Broadcast Systems Division, Camden, N.J., new group within RCA's Commercial Electronic Systems. Mr. Hammerschmidt, who had been VP, broadcast engineering and product management, will handle development and worldwide marketing of TV-radio broadcast equipment. Reporting to Mr. Hammerschmidt will be **E. C. Tracy**, broadcast sales, and **Joseph P. Ulasewicz**, international marketing. **William C. Hittinger**, president, General Instrument Corp., Newark, N.J., named VP and general manager of newly created Solid-State Division of RCA, effective April 15. New division was formed through consolidation of RCA's Integrated Circuit Technology Center of Research and Engineering and the solid-state operations of company's electronic components activity.

**Ray Weiss**, with NBC audio-recording department, New York, appointed manager, technical operations, WNBC-AM-FM there.

**Thomas F. Bost**, manager of major accounts, appointed manager of radio-frequency products, **Robert W. Cochran**, product manager of closed-circuit TV business, appointed manager of program-production products. **O. A. Lively**, manager of sales support, appointed manager of station-operation products and **Paul D. Hauler**, former manager of sales for closed-circuit TV, appointed manager of closed-circuit TV products, all with visual-communi-

cations products department of General Electric, Syracuse, N.Y. Others appointed: **Robert L. Rosenberg**, supervisor of headquarter sales, to manager of contract administration, and **Robert E. Lauterbach**, manager of field sales, to newly created position of manager of sales. Mr. Lauterbach now is responsible for department's sales of closed-circuit TV products and export sales as well as field sales. Moves constitute realignment of GE's marketing organization for TV broadcast and closed-circuit TV products.

**Harry M. Skinner**, **Aaron B. Clark** and **Wesley G. Weese**, all with Data Disc Inc., Palo Alto, Calif., appointed regional sales managers. Mr. Skinner, new Southwest region sales manager, will have headquarters in Van Nuys, Calif.: Mr. Clark, Midwest region sales manager, in Minnetonka, Minn., and Mr. Weese, North Central region sales manager, Cleveland. Data Disc is in development and production of disc memories, graphic displays, and video disc-recording systems.

### International

**Jose A. Valdes-Chao**, general manager, San Juan, P.R., office of Ross Roy of New York Inc., named VP.

**Kurt Schneider**, with Data Disc, equipment manufacturer with headquarters in Palo Alto, Calif., appointed manager of company's sales in European market with headquarters in Berkshire, England.

### Deaths

**Sam Kaplan**, 62, president-general manager, Zenith Radio Corp., Chicago, died April 1 at home from heart attack. He began career at Zenith in mail department in 1923, becoming president in 1968. He is survived by wife, June, and two sons.

**John Henry Neebe**, 82, who retired in 1956 as VP in service management for

Campbell-Ewald, New York, died on March 24 in New Canaan, Conn. He had served C-E for 30 years.



**Mr. Dolen** also served as creative head of Detroit offices of BBDO and Young & Rubicam and was creator of widely publicized "Plymouth is Out to Win You Over" campaign. He was also an author and poet. He is survived by his wife, Diana, and one daughter.

**Kenneth Schmitt**, 67, former station manager and program director with WIBA-AM-FM Madison, Wis., died March 23 in nursing home there after long illness. Mr. Schmitt, who began with WIBA in 1935, retired in 1965. He is survived by his wife, Carol, and two sons.

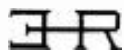
**George Lewis Moskovics**, 77, retired CBS sales executive, died March 26 in Los Angeles. He joined KFAC (AM) Los Angeles in early 1930's and from 1934 to 1951 he held various sales positions with CBS in New York and Los Angeles. He was one of first men to devote full-time efforts to TV selling as commercial manager, WCBS-TV New York. He returned to Los Angeles as manager of TV development KNXT(TV) and retired in 1957 to become consultant, PR and promotion for CBS-TV.

**D. Joseph Bell**, 64, retired member of staff of FCC's licensing division, Washington, died April 1 at Washington Sanitarium, Takoma Park, Md., of cancer. Mr. Bell, who retired in March 1968 after 40 years with FCC, also served as government consultant in wartime communications field during World War II with private firm. He is survived by daughter, mother and three brothers.

**John W. Steele Jr.**, 56, former newsman with several Baltimore-area stations including WTOW(AM) Towson, Md., and WCBM(AM) and WAYE(AM), both Baltimore, died of stroke March 26 in Baltimore.

**Jack Orbison**, 51, professor of theater arts at University of California at Los Angeles, died March 25. He had been director of *Bob Crosby Show*, *Climax*, *Playhouse 90* and *Bewitched*. He is survived by his mother.

**Alex J. Doran**, 61, engineer with ww.i-AM-FM-TV Detroit, died March 23 in Oakland hospital, Dearborn, Mich. He is survived by his wife, Delphine, and seven children.



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As compiled by BROADCASTING, March 24 through March 31 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**

**Start authorized**

■ **WSNS(TV) Chicago**—Authorized program operation on ch. 44. ERP 610 kw vis. Ant. height above average terrain 1,430 ft. Action March 23.

**Application**

■ **\*Aberdeen, S.D.**—State Board of Directors for Educational Television. Seeks UHF ch. 16. ERP 378 kw vis., 56.7 kw aur. Ant. height above average terrain 1,147 ft.; ant. height above ground 1,055 ft. P.O. address: c/o Martin P. Busch, University of South Dakota, Vermillion 57069. Estimated construction cost \$677,674; first-year operating cost \$90,450; revenue none. Geographic coordinates 45° 29' 55" north lat.; 97° 40' 35" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Cohn & Marks, Washington; consulting engineer none. Principals: Rex Messersmith, chairman of board, et al. Applicant is licensee of \*KBHE-TV Rapid City. \*KUSD-AM-FM-TV Vermillion, and \*KESD-FM-TV Brookings, all South Dakota. Ann. March 27.

**Actions on motions**

■ General Counsel on motion by Electronic Industries Association, consumer products division, extended to April 3 time to file replies to oppositions to petitions for reconsideration of commission's report and order in matter of amendment of rules with regard to all-channel TV receivers (Doc. 18433). Action March 27.

■ Hearing Examiner Arthur A. Gladstone in Prescott, Ariz. (Prescott T. V. Booster Club Inc.), TV proceeding, designated Hearing Examiner Millard F. French as presiding officer, scheduled prehearing conference for May 6 and hearing for June 3 (Docs. 18817-8). Action March 24.

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Mid-Florida Television Corp., et al.), TV proceeding, dismissed petition by Conint Corp. for reconsideration of examiner's order to extent that it had changed "1959" to "1957" on page 289, lines 11 and 12 of transcript of hearing (Docs. 11083, 17339, 17341-2 and 17344). Action March 25.

**Other actions**

■ FCC scheduled oral argument for April 30 in Washington on proposed amendment of rules that would make available to other stations in market TV network programs not taken by regular network affiliates. Action March 25.

■ Review board in Tijuana, Mexico. TV proceeding, Doc. 18606, denied request for extension of time, filed March 27 by Radio Television, S. A. and Bay City Television Inc. Action March 30.

**Call letter action**

■ Garryowen Butte TV Inc., Missoula, Mont. Granted KPAX-TV.

**Existing TV stations**

**Final actions**

■ **\*WIIQ(TV) Demopolis, Ala.** — Broadcast

Bureau granted mod. of CP to change type trans. Action March 20.

■ **WJJA-TV Miami** — Broadcast Bureau granted license covering permit authorizing new commercial TV. Action March 20.

■ **\*WKPC-TV Louisville, Ky.** — Broadcast Bureau granted license covering changes. Action March 25.

■ **KHMA-TV Houma, La.**—FCC gave notice that initial decision, released Jan. 30, proposing grant of application of St. Anthony Television Corp. for extension of time to construct KHMA-TV with 116 kw vis. and ant. height of 450 ft. at a site approximately four miles southwest of Houma, became effective March 23 (Doc. 17446). Ann. March 26.

■ **KBMA-TV Kansas City, Mo.**—Broadcast Bureau granted mod. of CP to change studio location to approximately 4800 Fox Ridge Drive, Mission, Kan. Action March 24.

■ **KGVO-TV Missoula, Mont.**—Broadcast Bureau granted license covering permit authorizing changes in existing station. Action March 23.

■ **WAPA-TV San Juan, P.R.**—Broadcast Bureau granted CP to install auxiliary ant. Action March 20.

■ **Charleston, S.C.**—FCC granted request by R. Russell Eagan, on behalf of four Charleston applicants, for authority to proceed with hearing on March 31 on community survey issue in Doc. 18569-72. Charleston applicants—South Carolina Educational Television Commission (\*WITV(TV)), Reeves Telecom Corp. (WUSN-TV), First Charleston Corp. (WCIV(TV)) and WCSC Inc. (WCSC-TV)—seek CP to move trans. sites of stations from separate locations to 2,000-foot tower at site about 20 miles northeast of Charleston. Action March 30.

■ **KHSD-TV Lead, S.D.**—Broadcast Bureau granted mod. of CP to change ERP to 269 kw vis.; 26.9 kw aur. and make changes in ant. system. Action March 26.

■ **KSOO-TV Sioux Falls, S.D.**—Broadcast Bureau granted license covering permit authorizing changes in existing station. Action March 20.

■ **\*KLRN(TV) San Antonio, Tex.**—Broadcast Bureau granted mod. of license covering change to 43.2 kw aur. Action March 26.

■ **KAVU(TV) Victoria, Tex.**—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 23. Action March 23.

**Actions on motions**

■ Hearing Examiner Basil P. Cooper in Boston (Integrated Communication Systems Inc. of Massachusetts [WREP(TV)]), TV proceeding, granted petition by applicant and continued further action to date specified by examiner after copy of judgment of Superior Court of Suffolk County, Mass., in civil proceeding wherein court is asked to decide which of two groups of stockholders now have voting control of applicant corporation, has been submitted to hearing examiner with request that judgment be received in evidence and record closed (Docs. 18338-9). Action March 25.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.), TV proceeding, ordered record reopened for consideration of whatever action may be required after release of final policy decision in regard to suburban matter; reaffirmed deadlines of April 3 for filing proposed findings of fact and conclusions of law and April 17 for reply briefs, except in regard to suburban issue matter, held in abeyance (Docs. 18401-2). Action March 24.

■ Hearing Examiner David I. Kraushaar in Pocatello, Idaho (KBLI Inc. [KTLE(TV)] and Eastern Idaho Television Corp.), TV proceeding, granted motions by KBLI Inc. and ordered transcript for Feb. 26 hearing corrected; further ordered additional corrections be adopted (Docs. 18401-2). Action March 25.

■ Hearing Examiner Forest L. McClennig in Boston (RKO General Inc. [WNAE-TV], Community Broadcasting of Boston Inc. and Dudley Station Corp.), TV proceeding, granted request by RKO General and extended to March 31 time to file answers by RKO General to interrogatories of Dudley Station Corp. (Docs. 18759-61). Action March 24.

**Network affiliations**

**ABC**

■ **Formula:** In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day) then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

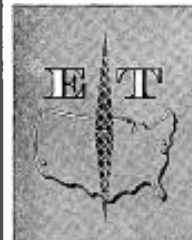
■ **WKTV(TV) Utica, N. Y.** (Mid New York Broadcasting Corp.). Contract dated May 10, 1968, replaces one dated June 27, 1966; effective Oct. 15, 1968, to Oct. 15, 1970. First call right. Program delivery at station's expense. Network rate, \$650; compensation paid at 30% prime time.

■ **WEWS(TV) Cleveland** (Scripps-Howard Broadcasting Co.). Contract dated Feb. 25, 1969, replaces one dated Feb. 10, 1967; effective March 1, 1969, to March 1, 1971. First call right. Programs delivered to station. Network rate, \$3,300 (\$3,350 as of Sept. 1, 1970); compensation paid at 30% prime time.

■ **WTVC(TV) Chattanooga** (Martin Theatres of Georgia Inc.). Amendment dated March 1, 1970, amends current contract to increase network rate to \$575 from \$550 as of Sept. 1, 1970.

■ **WFAA-TV Dallas** (A. H. Belo Corp.). Amendment dated March 1, 1970, amends current contract to increase network rate to \$1,700 from \$1,600 as of Sept. 1, 1970.

■ **WBOY-TV Clarksburg, W. Va.** (Northern West Virginia Television Broadcasting Co.). Contract dated Aug. 8, 1969, replaces one

<p><b>NAB 1970</b></p>	<p><b>EDWIN TORNERG &amp; COMPANY, INC.</b></p>
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dated May 10, 1968; effective Sept. 15, 1969, to Oct. 1, 1970. No first call right. Delivery at station's expense. No compensation.

## CBS

■ Formula: Same as ABC.

■ WCOV-TV Montgomery, Ala. (WCOV Inc.) Contract dated Nov. 15, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$210; compensation paid at 32% prime time.

■ KFSA-TV Fort Smith, Ark. (American Television Co.). Contract dated April 24, 1968; effective April 24, 1968, to April 23, 1970, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$397; compensation paid at 32% prime time. Deduction is equal to 60% network rate.

■ WTHI-TV Terre Haute, Ind. (Wabash Valley Broadcasting Corp.). Contract dated Oct. 2, 1966; effective Oct. 2, 1966, to June 30, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$678; compensation paid at 32% prime time.

## NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full-rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—

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# RCA

minus, usually, 3.59% for ASCAP and BMI payments.

■ WLBC-TV Muncie, Ind. (Tri City Radio Corp.). Contract dated Dec. 15, 1967, replaces one dated July 16, 1957; effective Dec. 15, 1967, to July 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$187; compensation paid at 25% of all equivalent hours, multiplied by prime-time rate.

■ KRTV-TV Great Falls, Mont. (Garryowen-Cascade T.V. Inc.). Contract dated Jan. 23, 1969, replaces one dated Dec. 15, 1967; effective Jan. 1, 1969, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$260; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ WKTU-TV Utica, N.Y. (Mid New York Broadcasting Corp.). Contract dated Feb. 15, 1968, replaces one dated Nov. 28, 1949; effective July 1, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$655; compensation paid at 33 1/2% of all equivalent hours, multiplied by prime-time rate.

■ WSLV-TV Roanoke, Va. (Roy H. Park Broadcasting of Roanoke Inc.). Contract dated Dec. 1, 1967, replaces one dated Aug. 22, 1962; effective Dec. 1, 1967, to Dec. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$842; compensation paid at 33 1/2% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KNDO-TV Yakima, Wash. (Columbia Empire Broadcasting Corp.). Contract dated Dec. 1, 1967, replaces one dated July 30, 1964; effective Dec. 1, 1967, to Jan. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$515; compensation paid at 33 1/2% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WTRF-TV Wheeling, W. Va. (Forward Tele-Productions Inc.). Contract dated May 10, 1960; effective June 1, 1960, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$842; compensation paid at 33 1/2% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KTWO-TV Casper, Wyo. (Harriscop Broadcasting Corp.). Contract dated Dec. 15, 1967; effective March 1, 1968, to Sept. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$475; compensation paid at 32% of all equivalent hours, multiplied by prime-time rate.

## New AM stations

### Start authorized

■ WTRS Dunnellon, Fla.—Authorized program operation on 920 kc, 500 w-D. Action Feb. 27.

### Final actions

■ Wartburg, Tenn.—Morgan County Broadcasting Co. Broadcast Bureau grant on 500 kc, 1 kw. P.O. address: Box 98, Wartburg, Tenn. 37887. Estimated construction cost \$26,212; first-year operating cost \$35,000; revenue \$60,000. Principals: William R. Carrigan, president (50%), Clyde E. Darnell, vice president (15%), Fred Arrowood, treasurer (15%) and Carl E. Stump, secretary (20%). Messrs. Carrigan and Stump are manager and chief engineer, respectively, of WHBT (AM) Harriman, Tenn. Mr. Darnell is owner of food market. Mr. Arrowood is owner of poultry farm. Action March 26.

■ Parsons, Tenn.—Townsend Broadcasting Corp. Broadcast Bureau granted 1550 kc, 500 w-D. P.O. address: Box 248, Parsons, Tenn. 38363. Estimated construction cost \$25,880; first-year operating cost \$32,500; revenue \$15,000. Principals: Hobart L. Townsend Jr., president (26%), Ruth D. Townsend, secretary and treasurer (25%) and Hobart L. Townsend Sr., vice president (49%). Mr. Townsend Jr. is 2 1/2% owner and vice president of bank. Mrs. Townsend is housewife. Mr. Townsend Sr. is 51% owner and president of bank. Action March 26.

### Actions on motions

■ Hearing Examiner Charles J. Frederick in Youngstown, Ohio, and Ellwood City, Pa. (Media Inc. and Jud Inc.). AM proceeding, dismissed petition by Jud for leave to amend and ordered all further procedural steps relative to suburban issue held in abeyance until formal pronouncement (or

issuance of new and conclusive primer) delineating absolute standards for meeting suburban issue (Docs. 18768-9). Action March 23.

■ Hearing Examiner Ernest Nash in Mt. Pleasant and Chariton, both Iowa (Pleasant Broadcasting Co., Chariton Radio Co., Broadcast Co. of Iowa Inc.), AM proceeding, rescheduled further prehearing conference for March 27 (Docs. 18594-6). Action March 23.

■ Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, rescheduled hearing to May 18 (Doc. 18225). Action March 23.

## Other actions

■ Review board in Costa Mesa-Newport Beach, Calif. AM proceeding, Docs. 15752, et al. granted motion for extension of time filed March 23 by California Regional Broadcasting Corp. Action March 25.

■ Review board in Smyrna, Ga. AM proceeding, Doc. 18784, denied petition to enlarge issues filed Feb. 13 by Times-Journal Inc. and M. W. Kinney Jr. Action March 26.

■ Review board in Natick, Mass., AM proceeding, Docs. 18640-41, granted motion for extension of time filed March 24 by Home Service Broadcasting Corp. Action March 26.

■ Review board in Ponce, P.R., AM proceeding, Docs. 18564-66, granted petition for extension of time filed March 25 by Radio Antilles Inc. Action March 27.

## Call letter application

■ Joseph P. Riccardi, Oberlin, Ohio. Requests WOBL.

## Call letter action

■ Robert Allen Mayer, Daisy, Tenn. Granted WPJD.

## Existing AM stations

### Application

■ KVAC Forks, Wash.—Seeks CP to increase daytime power from 500 w to 1 kw and install new trans. Ann. March 26.

### Initial decision

■ WSLC Clermont, Fla.—Hearing Examiner Charles J. Frederick in initial decision proposed grant of application of Fidelity Broadcasting Corp. to increase daytime power from 250 w (specified hours) to 1 kw (local sunrise-specified hours) (Doc. 18707). Action March 25.

### Final actions

■ Broadcast Bureau granted licenses covering changes for following: WBTC Uhrichsville, Ohio; KYCA Prescott, Ariz.; WABO Waynesboro, Miss.; WCFR Springfield, Vt.; WGBG Greensboro, N.C. Actions March 27.

■ Broadcast Bureau granted licenses covering changes for following: WEDC Chicago; WJW Cleveland; WHOK Lancaster, Ohio; WINH Georgetown, S.C. Actions March 24.

■ WYDE Birmingham, Ala.—Broadcast Bureau granted CP to increase daytime power; install new trans.; conditions. Action March 23.

■ KYAK Anchorage—Broadcast Bureau granted license covering changes; specify type trans. Action March 29.

■ KBHS Hot Springs, Ark.—Granted CP to change ant. trans. location to NE 1/4 SW 1/4 section 6 T3S, R18W, Hot Springs. Action March 26.

■ KCAT Pine Bluff, Ark.—Broadcast Bureau granted CP to change trans. location to between Holly and Gum, and 15th & 16th Sts., Pine Bluff; make changes in ant. and ground systems. Action March 20.

■ KPLX San Jose, Calif.—Broadcast Bureau permitted remote control. Action March 25.

■ WNTY Southington, Conn.—Broadcast Bureau granted license covering new AM. Action March 29.

■ WBSR Pensacola, Fla.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action March 24.

■ WPRC Lincoln, Ill.—Broadcast Bureau granted license covering changes. Action March 27.

■ KREH Oakdale, La.—Broadcast Bureau permitted remote control. Action March 25.

■ WBSG Slidell, La.—Broadcast Bureau granted CP to change ant. trans. and studio location to Coastal Blvd. and Bohman Avenue, Slidell, La.; change type ant. and increase ant. heights; condition. Action

# PROFESSIONAL CARDS

<p><b>JANSKY &amp; BAILEY</b> Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 296-6400 Member AFOOE</p>	<p><b>JAMES C. McNARY</b> Consulting Engineer Suite 402, Park Building 6400 Goldsboro Road Bethesda, Md. 20034 (301) 229-6600 Member AFOOE</p>	<p>—Established 1926— <b>PAUL GODLEY CO.</b> CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 Member AFOOE</p>	<p><b>COHEN &amp; DIPPPELL</b> CONSULTING ENGINEERS Formerly GEO. C. DAVIS 527 Munsey Bldg. 783-0111 Washington, D. C. 20004 Member AFOOE</p>
<p><b>COMMERCIAL RADIO EQUIPMENT CO.</b> Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. PRUDENTIAL BLDG. 347-1319 WASHINGTON, D. C. 20005 Member AFOOE</p>	<p><b>A. D. Ring &amp; Associates</b> CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFOOE</p>	<p><b>GAUTNEY &amp; JONES</b> CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6800 Falls Church, Va. 22042 Member AFOOE</p>	<p><b>Lohnes &amp; Culver</b> Munsey Building District 7-8215 Washington, D. C. 20004 Member AFOOE</p>
<p><b>KEAR &amp; KENNEDY</b> 1302 18th St., N.W. Hudson 3-9000 WASHINGTON, D. C. 20006 Member AFOOE</p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75209 (214) 631-8360 Member AFOOE</p>	<p><b>GUY C. HUTCHESON</b> 817-261-8721 P. O. Box 808 1100 W. Abram Arlington, Texas 76010</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFOOE</p>
<p><b>GEO. P. ADAIR ENG. CO.</b> CONSULTING ENGINEERS Radio-Television Communications-Electronics 2029 K St., N.W., 4th Floor Washington, D. C. 20006 Telephone: (202) 223-4664 Member AFOOE</p>	<p><b>HAMMETT &amp; EDISON</b> CONSULTING ENGINEERS Radio &amp; Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFOOE</p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b> Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 Member AFOOE</p>
<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFOOE</p>	<p><b>VIR N. JAMES</b> CONSULTING RADIO ENGINEERS Application and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 TWX 910-931-0514 DENVER, COLORADO Member AFOOE</p>	<p><b>A. E. Towne Assocs., Inc.</b> TELEVISION and RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 94070 (415) 592-1394</p>	<p><b>RAYMOND E. ROHRER</b> Consulting Radio Engineers 427 Wyatt Bldg. Washington, D. C. 20005 Phone: 347-9061 Member AFOOE</p>
<p><b>E. HAROLD MUNN, JR.</b> BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517—278-6733</p>	<p><b>JOHN H. MULLANEY and ASSOCIATES</b> Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 202-223-1180 Member AFOOE</p>	<p><b>ROSNER TELEVISION SYSTEMS</b> ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 (516) 694-1903</p>	<p>Serving The SOUTHEAST <b>FREDERICK A. SMITH, P.E.</b> Consulting Engineer Suite 1-1, Ashley House Charleston, S. C. 29401 A/C 803 723-4775</p>
<p><b>TERRELL W. KIRKSEY</b> Consulting Engineer 5210 Avenue F Austin, Texas 78751 (512) 454-7014</p>	<p><b>ORRIN W. TOWNER</b> Consulting Engineer 11008 Beech Road Anchorage, Kentucky 40223 (502) 245-4673</p>	<p><b>ALVIN H. ANDRUS</b> Broadcast Consulting Engineer 1926 Eye Street, N.W. Washington, D. C. 20006 Telephone (202) 338-3213 Member AFOOE</p>	<p>Associated Communications Consultants <b>WALTER J. STILES</b> Suite 1621, Tucson House Tucson, Arizona 85705 (602) 792-2108 <b>LUKE O. HODGES</b> (214) 351-3820</p>

## SERVICE DIRECTORY

<p><b>COMMERCIAL RADIO MONITORING CO.</b> PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St. Lee's Summit, Mo. Phone Kansas City, Laclade 4-3777</p>	<p><b>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE</b> SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p><b>RTV International, Inc.</b> RADIO PROGRAM CONSULTATION Sheldon Singer Vice President 405 Park Avenue New York, N. Y. 10022 (212) 421-0680</p>	<p><b>TELCOM, INC.</b> Offering The Services Of its Registered Structural Engineers 8027 Leesburg Pike McLean, Va. 22101 (703) 893-7700</p>
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# Summary of broadcasting

Compiled by FCC, March 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,258	2	19	4,279	70	4,349 <sup>1</sup>
Commercial FM	2,039	0	60	2,099	125	2,224
Commercial TV-VHF	493	2	15	509	15	524
Commercial TV-UHF	131	0	50	181	122 <sup>2</sup>	303
Total commercial TV	624	2	65	690	137	827
Educational FM	379	0	24	403	46	449
Educational TV-VHF	74	0	5	79	7	86
Educational TV-UHF	94	0	13	107	12	119
Total educational TV	168	0	18	186	19	205

\* Special Temporary Authorization

<sup>1</sup> Includes 25 educational AM's on nonreserved channel.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

## March 26.

- WAMY Amory, Miss.—Broadcast Bureau granted license covering changes. Action March 27.
- WCOG Greensboro, N.C.—Broadcast Bureau granted CP to install new trans. for auxiliary daytime and alternate main night on 1 kw night and day. Action March 20.
- WKLM New Hanover, N.C.—Broadcast Bureau granted CP to install new trans. for auxiliary use of 1 kw day. Action March 20.
- KAKC Tulsa, Okla.—Broadcast Bureau granted license covering alternate main trans. Action March 27.
- KPNW Eugene, Ore.—Broadcast Bureau granted license covering auxiliary trans. for auxiliary purposes only. Action March 27.
- WGOW Chattanooga.—Broadcast Bureau granted mod. of license covering change in name to Turner Communications Corp. Action March 24.
- KTAP Austin, Tex.—Broadcast Bureau granted mod. of license covering change in studio location to 910 West 19th Street, Austin. remote control permitted; conditions. Action March 24.
- KSKY Dallas.—Broadcast Bureau granted license covering use of existing auxiliary trans. at reduced power. Action March 24.
- KXYZ Houston.—Broadcast Bureau granted mod. of license to change name to KXYZ Inc. Action March 18.
- KXOX Sweetwater, Tex.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 1800 Block of Hoyt St., Sweetwater; add broadcast remote pickup ant. on tower. Action March 20.
- KOL Seattle.—Broadcast Bureau granted license covering alternate-main trans. Action March 24.

## Actions on motions

- Chief Hearing Examiner Arthur A. Gladstone in Hartford, Conn. (RKO General Inc.), proceeding on CP to make changes in WHCT, designated hearing examiner Frederick W. Denniston as presiding officer and scheduled prehearing conference for May 6 and hearing for June 3 (Doc. 18821). Action March 23.
- Chief Hearing Examiner Arthur A. Gladstone in Vancouver, Wash., Omaha, Neb. and Indianapolis—Inquiry into operation of KISN, KOIL-AM-FM, and WIFE-AM-FM. denied request by Star Stations Inc. for establishment of certain procedural ground rules (Doc. 18807). Action March 20.
- Hearing Examiner Forest L. McClennings in Smyrna, Ga. (Laurence N. Polk Jr. [transferor] and Times Journal Inc. and M. W. Kinney Jr. [transferees]), transfer of control of WYNB, dismissed without prejudice to refiling of petitions conforming with rules, petitions to intervene by O. C. Hubert, Austin D. Graham, Arthur M. Gnann and George W. Carreker; ordered petitions to change place of hearing from Washington to Smyrna, Ga., referred to Chief Hearing Examiner (Doc. 18784). Action March 23.

## Call letter application

- WNMP, Cummings Communications Corp., Evanston, Ill. Requests WLTD.

## New FM stations

### Starts authorized

- WKYV(FM) Vicksburg, Miss.—Authorized program operation on 106.7 mc, ERP 58 kw, ant. height above average terrain 510 ft.

## Action March 25.

- \*WRCU-FM Hamilton, N. Y.—Authorized program operation on 90.1 mc, ERP 10 w. Action March 20.
- WHYP-FM North East, Pa.—Authorized program operation on 102.5 mc, ERP 3 kw, ant. height above average terrain minus 95 ft. Action March 25.

## Applications

- Pueblo, Colo.—Southern Colorado State College. Seeks 90.5 mc, 10 w. Ant. height above average terrain 113 ft. P.O. address 900 West Orman, Pueblo 81005. Estimated construction cost \$950; first-year operating cost \$500; revenue none. Principals: J. Victor Hooper, president, et al. Ann. March 27.
- Marion, Ill.—3-D Communications Corp. Seeks 107.1 mc, 3 kw. Ant. height above average terrain 153 ft. P.O. address: 900 Boston Road, Marion 62959. Estimated construction cost \$5,523.95; first-year operating cost \$13,280; revenue \$36,000. Principals: Dennis F. Doelitzsch, president (28%), Stephen W. Schmidt, vice president-operations (25%), Floyd E. Crowder, vice president-general counsel (20%), Elmer F. Doelitzsch, vice president-sales (14%), and Nettie E. Doelitzsch, secretary-treasurer (13%). D. F. Doelitzsch is employee of (WCSY) (AM) Peru, Ill. Mr. Schmidt is program director for WCBW (AM) Columbia, Ill. Mr. Crowder owns law firm, land and farming interests. E. Doelitzsch is auto parts salesman. Ann. March 26.
- Keyser, W. Va.—Four Star Broadcasters Inc. Seeks 95.9 mc, 31.7 w. Ant. height above average terrain 785 ft. P.O. address: Route 46 East, Keyser 26726. Estimated construction cost \$11,750; first-year operating cost \$3,460; revenue \$6,480. Principals: Thomas E. Butcher, president, Kenneth E. Robertson, vice president, and Gary L. Daniels, secretary-treasurer (each 33 1/3%). Principals each own 22.44% of WCST-AM-FM Berkeley Springs, W. Va., 16.88%, 18.93% and 18.93%, respectively, of WMSC-AM-FM Oakland, Md., and 33 1/3% each of WKLP (AM) Keyser, W. Va. Ann. March 24.

- Minoqua, Wis.—Bruce John Micek. Seeks 95.9 mc, 2 kw. Ant. height above average terrain 300 ft. P.O. address: Route 1, Tomahawk, Wis. 54487. Estimated construction cost \$48,935.94; first-year operating cost \$30,000; revenue \$52,600. Principals: Bruce Micek, sole owner. Mr. Micek is partner and general manager for WELF (AM) Tomahawk, Wis. Ann. March 27.

## Final actions

- \*Helena, Mont.—Helena Vocational Technical Center. Broadcast Bureau granted 89.5 mc, 10 w. Ant. height above average terrain 74 ft. P.O. address 1115 Roberts, Helena 59601. Estimated construction cost \$7,230; first-year operating cost \$2,000; revenue none. Principals: Helena School District #1. Action March 25.
- Broken Arrow, Okla.—Broken Arrow Broadcasting Co. Broadcast Bureau granted 92.1 mc, 3 kw. Ant. height above average terrain 246.9 ft. P.O. address: c/o A. McWilliams, Box 307, Broken Arrow 74012. Estimated construction cost \$17,195.70; first-year operating cost \$22,800; revenue \$23,274. Principals: C. A. McWilliams, president (52%), Bill R. Hyden, secretary-treasurer, and David Hall, vice president (each 24%). Mr. McWilliams owns 90% of Broken Arrow Ledger. Broken Arrow: *Bixby Bulletin*, *Bixby*; *Jenks Journal*, *Jenks*, and 97% of *Southside Times*, Tulsa, all Oklahoma. Mr. Hyden is director of Alumni Relations, University of Tulsa, Tulsa, Mr. Hall is attorney. Action March 25.

- Charleston, S. C.—Fine Arts Broadcasting Inc. Broadcast Bureau granted 103.5 mc, 25.9 kw. Ant. height above average terrain 216 ft. P.O. address: 133 Church Street, Charleston 29401. Estimated construction cost \$37,102; first-year operating cost \$43,602; revenue \$45,864. Principals: Charles N. Barton, sole owner. Mr. Barton is investor. Action March 20.

## Actions on motions

- Hearing Examiner Thomas H. Donahue in Rockmart, Ga. (Georgia Radio Inc.), FM proceeding, ordered record reopened and scheduled hearing conference for April 1 (Doc. 18314). Action March 25.
- Hearing Examiner Ernest Nash in Dayton, Tenn. (Erwin O'Conner Broadcasting Co. and Norman A. Thomas), FM proceedings, postponed hearing scheduled for April 27 as well as other procedural dates prescribed at March 2 prehearing conference (Docs. 18547-8). Action March 23.
- Hearing Examiner James F. Tierney in Paoli and Jeffersonville, both Indiana (King & King Broadcasters and Wireless of Indiana), FM proceeding, ordered record reopened; canceled requirement for filing of proposed findings of fact and conclusions of law by April 3 and filing of replies by April 17; further proceedings stayed pending issuance of final determination in respect of notice of inquiry in the matter of primer on ascertainment of community problems by broadcast applicants; further ordered parties applicant shall within 10 days after public announcement of determination of matters underlying notice of inquiry, serve and file written statement (Docs. 18614-15). Action March 24.

## Other action

- Washington—FCC rescheduled hearing on mutually exclusive applications for CP's for new educational FM filed by Pacifica Foundation and National Education Foundation Inc., for June 15 in Washington. Examiner also ordered exchange of exhibits be made on or before June 2, and notification of witnesses and matters respecting them be made on or before June 9 (Docs. 18634-5). Action March 24.

## Rulemaking petitions

- Nathaniel B. Harris, Vail, Colo.—Requests amendment of FM table of assignments to add ch. 268 to Vail. Ann. March 27.
- KOUR Independence, Iowa — Requests amendment of rules to add ch. 237A to Independence. Ann. March 27.
- KIFG-AM-FM & KWAW-FM all Iowa Falls, Iowa—Request amendment of FM table of assignments to add ch. 249A to Grundy Center, Iowa. Ann. March 27.
- WAFI Middlesboro, Ky.—Requests amendment of FM table of assignments to add ch. 292A to Middlesboro, Ky. Ann. March 27.
- Monticello Radio Co., Monticello, N. Y.—Requests rulemaking to add ch. 252A to Monticello. Ann. March 27.
- WEEB Southern Pines, N.C.—Requests rulemaking to assign ch. 296A to Southern Pines. Ann. March 27.

## Call letter applications

- Yuma Union High School, Yuma, Ariz. Requests \*KOFA (FM).
- Assurance Sciences Foundation, Cupertino, Calif. Requests \*KKUP (FM).
- Albert S. Medlinsky, Lancaster, Calif. Requests KOTE (FM).
- Morristown Board of Education, Morristown, N.J. Requests \*WJSV (FM).
- Humphreys County Broadcasting Co., Waverly, Tenn. Requests WVRV (FM).
- Triple H Radio Inc., Mineral Wells, Tex. Requests KMWT (FM).

## Call letter actions

- Peoria Community Broadcasters Inc., Peoria, Ill. Granted WWTO (FM).
- Kelly S. Sewars, Iuka, Miss. Granted WTTB (FM).
- True Radio Broadcasting Inc., Southampton, N.Y. Granted WBFI (FM).
- Wingate College Inc., Wingate, N.C. Granted \*WNGT (FM).

## Existing FM stations

### Final actions

- KNIX (FM) Phoenix — Broadcast Bureau granted license covering changes. Action March 20.

■ \*KFJC(FM) Los Altos, Calif.—Broadcast Bureau granted license covering changes. Action March 25.

■ KABC-FM Los Angeles—Broadcast Bureau granted license to operate composite trans. Action March 25.

■ KOCN(FM) Pacific Grove, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to 1400 Mescal Ave., Seaside, Calif.; change type trans. and ant.; make changes in ant. system; ERP 1 kw; ant. height 50 ft.; remote control permitted. Action March 26.

■ KXOA-FM Sacramento, Calif.—Broadcast Bureau granted license covering changes; ERP 49 kw; ant. height 140 ft.; remote control permitted. Action March 20.

■ KTHO-FM South Lake Tahoe, Calif.—Broadcast Bureau granted CP to change trans. location to Pioneer Trail near Al Tahoe Boulevard, South Lake Tahoe, Calif.; install ant.; make changes in ant. system; ERP 3 kw; ant. height minus 490 ft.; remote control permitted. Action March 20.

■ KVFS(FM) Vacaville, Calif.—Broadcast Bureau granted license covering new FM trans., studio location redescribed as 390 Butcher Rd. Action March 25.

■ WMMM-FM Westport, Conn.—Broadcast Bureau granted license covering changes. Action March 25.

■ WANM(FM) Tallahassee, Fla.—Broadcast Bureau granted CP to replace expired permit. Action March 26.

■ WBIE-FM Marietta, Ga.—Broadcast Bureau granted CP to change trans. and studio location; remote control permitted; change type trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 870 ft. Action March 24.

■ WAUR(FM) Aurora, Ill.—Broadcast Bureau granted license covering changes. Action March 25.

■ WMDR(FM) Moline, Ill.—Broadcast Bureau accepted data submitted in accordance with commission 1st report and order in Doc. 18125, adopted July 17, 1968 to modify permit, change type trans. and ant. (Doc. No. 18125). Action March 27.

■ WILL-FM Urbana, Ill.—Broadcast Bureau granted license covering changes. Action March 25.

■ WSLM-FM Salem, Ind.—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 130 ft. Action March 20.

■ WTCW-FM Whitesburg, Ky.—Broadcast Bureau granted CP to install ant.; make changes in ant. system; ERP 210 w.; ant. height 940 ft.; remote control permitted. Action March 20.

■ WWOM-FM New Orleans—Broadcast Bureau granted CP to change trans. line; condition. Action March 20.

■ WJIB(FM) Boston — Broadcast Bureau granted CP to install new ant. Action March 20.

■ WBRK-FM Pittsfield, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 12. Action March 23.

■ WMZK(FM) Detroit — Broadcast Bureau granted license covering changes; ERP 50 kw. Action March 25.

■ WLAV-FM Grand Rapids, Mich.—Broadcast Bureau granted license covering changes; ERP 28 kw; ant. height 180 ft. Action March 20.

■ KBEW-FM Blue Earth, Minn.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 215 ft. Action March 20.

■ KJFF(FM) Jefferson City, Mo.—Broadcast Bureau granted license covering new FM. Action March 25.

■ WJTN-FM Jamestown, N. Y.—Broadcast Bureau granted license covering changes. Action March 25.

■ \*WRVO(FM) Oswego, N. Y.—Broadcast Bureau granted CP to change type trans. and ant.; ERP 930 w; ant. height 46 ft.; remote control permitted. Action March 20.

■ WAAV(FM) Wilmington, N. C.—Broadcast Bureau granted request for SCA on 67 kc. Action March 24.

■ WCXL(FM) Cincinnati—Broadcast Bureau granted license covering changes. Action March 20.

■ WBEA(FM) Elyria, Ohio—Broadcast Bureau granted CP to replace expired permit. Action March 24.

■ WANS-FM Anderson, S.C.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; ERP 100 kw; ant. height 260 ft.; condition. Action March 19.

■ WWMC(FM) Moncks Corner, S. C.—Broadcast Bureau granted license covering new FM; ERP 3 kw; ant. height 265 ft. Action March 20.

■ KDLO-FM Watertown, S. D.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1280 ft. Action March 20.

■ KEEZ(FM) San Antonio, Tex.—Broadcast Bureau granted license covering changes; ERP 100 kw horiz.; 70 kw vert. Action March 25.

■ KNFM(FM) Midland, Tex.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 390 ft. Action March 25.

■ WINA-FM Charlottesville, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 31. Action March 19.

■ WKRI(FM) Norfolk, Va.—Broadcast Bureau granted CP to change trans. location to State Route 337, 0.4 miles east of Junction of Routes 337 and 628, Norfolk; install trans. and ant.; make changes in ant. system; ERP 50 kw; ant. height 500 ft.; remote control permitted. Action March 20.

■ WVOW-FM Logan, W. Va.—Broadcast Bureau granted license covering new FM; ERP 15 kw; ant. height 830 ft. Action March 20.

■ WPDR-FM Portage, Wis.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 300 ft. Action March 20.

#### Action on motion

■ Hearing Examiner Thomas H. Donahue in Albany, N. Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting Inc. and WPOW Inc.), FM proceeding, reopened record and scheduled hearing conference for March 27 (Docs. 18210-12). Action March 20.

#### Call letter application

■ WSTP-FM, WSTP Inc., Salisbury, N. C. Requests WRDX(FM).

### Modification of licenses, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KARM-FM Fresno, Calif., to May 15; \*KCSB-FM Santa Barbara, Calif., to Sept. 1; WGMA Hollywood, Fla., to May 31; WICO-FM Salisbury, Md., to April 15; KBMA-TV Kansas City, Mo., to Sept. 24; WRDR(FM) Egg Harbor, N. J., to Sept. 8; KATU(TV) Portland, Ore., to Sept. 24; \*KBOO(FM) Portland, Ore., to May 15; WBMJ San Juan, P. R., to June 30; WRAI San Juan, P. R., to Aug. 20; \*WDYN(FM) Chattanooga to May 28; KERI(FM) Bellingham, Wash., to Sept. 15; \*WVSS(FM) Menomonie, Wis., to Sept. 1; \*WETA-FM Washington to May 19. Actions March 24.

### Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of applications for following stations and their co-pending auxiliaries: WABR Winter Park, Fla.; WATP Marion, S. C.; WCLG Morgantown, W. Va.; WEAM Arlington county, Va.; WEUC Ponce, P. R.; WFHG Bristol, Va.; WFMC Goldsboro, N. C.; WFSO Pinellas Park, Fla.; WONE Panama City Beach, Fla.; WHQC Spartanburg, S. C.; \*WIPM-TV Mayaguez, P. R.; \*WIPR-FM-TV San Juan, P.R.; \*WJNO West Palm Beach, Fla.; WKBX Winston-Salem, N. C.; WKOY Bluefield, W. Va.; WRK-TV Ponce, P. R.; WTAI Eau Gallie, Fla.; WTLB Utica, N.Y.; WVTG Mount Dora, Fla.; WOAY Oak Hill, W. Va.; WQEM(FM) Milwaukee; WMDD-FM Fajardo, P. R.; WMFJ Daytona Beach, Fla.; WITA-FM San Juan, P. R.; WMEJ-FM Daytona Beach, Fla. Actions March 26.

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: KUIK Hillsboro, Ore.; WABH Deerfield, Va.; WBAX Wilkes-Barre, Pa.; WEDR(FM) Miami; WHMS(FM) Hialeah, WKAT-FM Miami and WLIZ Lake Worth, all Fla.; WLOH Princeton, W. Va.; WOBS Jacksonville, Fla.; WPAQ Mount Airy, N. C.; WRJS San German, P. R.; WSIR Winter Haven and WSOL Tampa, both Fla.; WSTA Charlotte Amalie, V. I.; WTOT-FM Marianna and WWSO Monticello, both Florida; WXR-FM-FM Guayama, Puerto Rico.

### Other actions, all services

■ Broadcast Bureau granted licenses covering following new stations: \*KEET(TV) Eureka, Calif.; \*WMPB(TV) Baltimore;

W08BH Andrews and Robbinsville, N. C.; K09JM Jamestown, N. D.; K10GZ Dutch Creek, Wyoming; K12HL, south shore of Lake Isabella, Calif.; K08GR Willow Creek, Calif.; K72DM Dos Palos, Calif.; W74AR Williamsport, Pa.; K07IP Big Sandy, Mont.; K13JH Mena, Ark.; K70FE Hays, Kan. Action March 25.

■ FCC informed NBC it did not comply with fairness doctrine in three reports, presented on Huntley-Brinkley news program, during Nov. 1969, in which "ability of private pilots was put in an unfavorable light . . . without contrasting (pro-private pilots) view being presented. . . ." Action March 31.

■ Hearing Examiner James F. Tierney in matter of ABC renewal of authority to deliver network radio and television programs to stations in Canada and Mexico, granted motion by Western Telecasters Inc. and ordered named principals of Radio-Television, S.A., Don Emilio Azcarraga Sr., Senor Emilio Azcarraga-Milmo and Senor Felipe Fernandez, to appear and give testimony at appointed time (Doc. 18606). Action March 20.

■ FCC issued 35th annual report covering major commission activities during fiscal year 1969, 228 page volume, most extensive ever issued by commission, reports on well over 300 individual topics in ten major categories and an appendix. Ann. March 27.

■ FCC informed William vanden Heuvel, announced candidate for Democratic nomination for Governor of New York, that judgment by Westinghouse Broadcasting Co. that he is legally qualified candidate is "not unreasonable." Westinghouse informed Mr. vanden Heuvel that equal opportunities provision of Communications Act would apply to his appearance on David Frost Show. Action March 25.

■ FCC in light of national emergency declared by President on March 23 regarding disruption of mail delivery in various parts of the United States, has announced that for duration of such emergency, it will accept, in certain circumstances, late filing of applications, pleadings and other documents where filing deadlines are specified by rules and regulations. Commission stresses that such acceptance relates only to those delays caused by the postal emergency and does not apply to documents originating in those areas of the country which are not affected by postal emergency. Action March 25.

### Translator actions

■ Broadcast Bureau granted licenses covering changes in following VHF translators: K08CX, K10DL and K12CX all Tonasket, Wash. Action March 20.

■ Broadcast Bureau granted licenses covering following new UHF translators: K70AH Parker, Ariz.; W70AY Sanford-Springvale, Me.; K75CP Willmar, Minn.; K80CP Beatrice, Neb.; K72DK Elgin, La Grande, Union and Baker, Ore.; W83AO Jayuya, P. R.; W70AW Utaudo, P. R.; W70AS Strasburg and Front Royal, Va.; K83BX Lind and Connel, Wash.; K81BJ Moses Lake, Warden, Royal City and Othello areas, Wash. Action March 27.

■ Broadcast Bureau granted licenses covering changes in following: K04FL Lakeshore, Calif.; K13FZ Jackson, Wyo.; K04FF east rural Forsyth, Rosebud area, Forsyth, Lower Rosebud Creek, west rural Forsyth and Hammond Valley West, Mont.; K11GT College Hill, Friendly Street, East and Southeast of Eugene, South Willemette and Fox Hollow, Ore.; K11GD North Spokane, Wash.; K10BE McDermitt, Nev. Action March 25.

■ Broadcast Bureau granted licenses covering changes in following UHF translators: K73CG Alamogordo and Holloman, AFB, N. M.; K75CG, K77BL and K79BB Snyder, Tex.; W77AD, W79AN and W81AF Bellefonte, State College and Port Matilda, Pa.; K74CS San Ardo and Bradley, Calif.; K70AC, K78AC and K82AA Kingman, Ariz.; W72AM Dubolstown, Montoursville & South Williamsport, Pa.; W80AF and W78AD Princeton, Me. Actions March 23.

■ K07DA Casa Adobes, Ariz.—Broadcast Bureau granted license covering changes in VHF translator. Action March 20.

■ K76BO Parker, Ariz.—Broadcast Bureau granted mod. of license covering change in primary TV station to KECC-TV El Centro, Calif. Action March 23.

■ K03CD, K05CK, K11GM and K13GI all Leadville, Colo.—Broadcast Bureau granted CP to change trans. location to approximately 1 1/2 miles south of Mosquito Pass, (Continued on page 134)

# 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 \$40.00 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

Want young aggressive station manager to work in two-bit small town radio station. Owner tells the truth and will talk to anyone that has the guts to answer this ad. Box C-333, BROADCASTING.

Manager with sales ability for small market, New York State. Immediate opening. Box C-339, BROADCASTING.

One of America's largest radio groups is looking for the right man to step into a corporate management position. The man we are seeking ideally would have some programming and some small or medium market management experience in his background, and should be ready to move into an important job with an important company. Send full information with first letter. An in-person interview will be arranged either at our Company Headquarters or in Chicago at the NAB. All replies treated confidentially, of course. Box C-413, BROADCASTING.

Mid-Atlantic. Capable sales manager for healthy 5kw medium market facility. Clean college community. Attractive facilities. Excellent opportunity for man with proven record. Resume to Box D-6, BROADCASTING. Replies confidential.

Manager-Sales manager for small, active daytimer in major metropolitan market. Must be real radio man. Box D-28, BROADCASTING.

Small daytimer in large, major market needs manager. 1st phone man. Must be a pro. Box D-29, BROADCASTING.

Small market station manager. Growing northern California recreation area. Must be outstanding salesman. \$12,000 plus percentage. Must invest. Excellent opportunity. Resume. Box D-34, BROADCASTING.

General Manager, for two (2) radio stations. WBGS-AM, 1000 watt daytimer and WVSL-FM, 100,000 V, 100,000 H watts, should be on the air by June 15th. Only experienced managers need apply. Bill Garrett, Broadcasting Corporation, Slidell, Louisiana 70458.

Live in the hub of northern Michigan and enjoy life in a bustling resort town. Ideal for manager who likes sales, hunting and fishing. Stock available for working-managing ownership. Call 517-482-9695 or send resume to Box 1292, Lansing, Michigan.

## Sales

Unrest, air-pollution, heavy traffic, school problems, cold weather, rating rat-race, the eternal middle-man-agency. Not in this sunny south Florida small metro market where the living is great and the folks are friendly. Dominant AM-FM facility. \$300 week against 20% draw to the experienced hard driving sales pro with minimum of 5 years sales experience. Management opportunity AM-FM. Send resume to Box C-307, BROADCASTING. All replies strictly confidential.

St. Louis salesman with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box C-403, BROADCASTING.

Needed: Salesman for 5000 watt, fulltime, Eastern Pennsylvania station. Modern sound, genuine opportunity with security. All replies confidential. Write Box D-13, BROADCASTING.

New Math. Sharp salesman with hustle and feel for small market sales. plus training, equals one well-paid sales manager. Box D-20, BROADCASTING.

We'll look til we find the right man for our expanding Sales Department. Dale Low, KLSS/KSMN, Mason City, Iowa.

Madison, Wis.—#1 AM music/news—#1 FM MOR stations have career opportunity for young salesman on way up, strong on creativity. Six station Mid-West group seeks man with management potential to sell AM/FM combination. Our people earn far more, enjoy excellent living conditions, opportunity for management and stock interest. WISM, Madison, Wis. A Mid-West Family station.

## Sales continued

Young growing radio station organization with plans for several California stations needs experienced radio salesman to sell long established pioneer FM stereo station in Fresno, California. Write: General Manager, Box 4261, Fresno, California 93744.

"Idea" salesman wanted in small market. Experienced, young, aggressive, draft exempt. able to handle mike and typewriter. Salary plus commission. Send resume, picture. Box 426, Carthage, Missouri.

## Announcers

Wanted: Bright, happy morning personality for top rated midwest station. Aircheck, resume, and a picture a must. Box B-221, BROADCASTING.

Announcer—fast pace. Modern country. Professional sound. Permanent with advancement. Write Box C-435, BROADCASTING.

One of the country's foremost major market rockers is searching for mature professional for excellent time slot. Great opportunity for dedicated individual. Must be experienced and good. Send current tape, resume and pic to Box C-440, BROADCASTING.

Experienced MOR personality for major southern market. No beginners please. An equal opportunity employer. Box C-452, BROADCASTING.

Morning man for outstanding Wyoming radio station. Production or sales also helpful. Box D-1, BROADCASTING.

Big station in big market needs experienced man with big voice for top 40 production and short air shift. Extra pay for first phone; no maintenance. Possibility handle music if interested. Box D-2, BROADCASTING.

First phone: if you are a morning man, interested in becoming part of a growing, progressive organization; interested in living near the city without being involved in urban congestion; interested in working with a station which considers announcers as more than necessary evils; interested in doing your job without the boss constantly looking over your shoulder; interested in paid vacations, sick leave, plus group medical insurance plan; and willing to start at \$130 weekly; call now 703 368-3103 or send tape and resume to Box D-5, BROADCASTING.

Need personality for up-tempo, very contemporary, MOR. 25-30 years old. You need tape, talent, experience, picture and resume. Box D-44, BROADCASTING.

Top Montana station needs program director-1st phone. Aggressive 5kw. Extra benefits. Salary open. Must have the pace, production, and ability to entertain. Send tape and resume to Box D-55, BROADCASTING.

One of the nation's historic and beautiful southeast college towns is looking for a pro to handle the early morning shift on its top-rated CBS outlet. If you're the man, we'll start you at \$10,000. First phone wanted, but not essential. Tape, resume and picture. Box D-56, BROADCASTING.

Attention alumni of KNCM and KWIX, Moberly, Mo. Get in touch with us soon. We're making plans for our 20th Anniversary, and need your address. Box 619, Moberly, Mo. 65270.

Attention announcing school graduate. An unusual opportunity exists at KSPV AM/KSPV FM stereo. If you have completed your announcing school course and desire to pursue announcing as a career, write: Dave Button, Mgr., Radio Station KSPV, 317 West Quay, Artesia, New Mexico 88210. No phone calls please.

Announcer-operator. Kilowatt daytimer adding FM. Prefer family man who can do local spots and top 100. Bill Bigley, KVMA, Magnolia, Arkansas.

Bright morning man who can hold ratings in 3 station market. Come and bring your ideas with you! KVOC, Box 2090, Casper, Wyoming.

Experienced morning man—sales pro for MOR one-station market. Short air trick, sell rest of day. Minimum salary-commission \$140, then sky's the limit for go-getter! Rush tape, resume to John Alden, WATH Radio, Athens, Ohio 45701.

## Announcers continued

Immediate opening for experienced announcer. Contemporary music format. Contact Jerdan Bul-lard, WKUL, Cullman, Alabama.

Immediate opening—announcer. First phone. WMIC, AM/FM, Sandusky, Michigan.

First phone . . . combo with production and technical competence and good newscast voice needed for 5 kw directional. Write Manager, WOIO, Canton, Ohio 44708 with tape, photo, resume.

Central Wisconsin's number 1 station wants you if you're a mod contemporary swinger. Send tape, photo and resume to Howie Stieber, WRIG AM/FM, 529 Third Street, Wausau, Wis. 54401.

Summer replacement. Come spend the summer at New England's finest rock n' roll station. First ticket—heavy voice essential. Tapes to R. Hunter, WSAR, P.O. Box 927, Fall River, Mass. 02722. No calls.

Mature, sensible, sober, educated, energetic, experienced announcer/salesman for 9:00 PM - midnight shift. Salary plus commission. Send tape, resume and references to Mr. Vester, WSSB, Durham, North Carolina.

Wanted by progressive MOR station in North Central Pennsylvania. Experienced announcer who can work an evening talk and music show. We need a man who's looking for a pleasant community to settle down in. Call Program Director at 1-717-323-7119

## Technical

Los Angeles FM seeks capable chief engineer. Give full details, requirements. Box C-365, BROADCASTING.

Available immediately, engineering supervisor, large university FM station (108 kw). Opportunity to work and live in university town. Contact Bruce Linton, KANU, Lawrence, Kansas 66044.

Immediate opening for chief engineer. Limited air work, WSYB, Rutland, Vermont.

Mature adult chief engineer needed for AM located in N.Y.'s fastest growing market. Send complete qualifications, background, references & salary desired to: Mgr., WWLE, Box 484, Cornwall-On-Hudson, N.Y. 12520 (914) 534-7854.

Wanted: chief engineer/announcer for Texas-Mexican border AM operation. Must be able to repair and perform preventive maintenance. The more that you save us, the higher the pay. Write Box 1731, Laredo, Texas.

## NEWS

Major Central Pennsylvania station needs really great local newsmen. Must be able to gather, write and report local news over a huge, 8-county, 2-state area. Numerous company benefits, ideal working conditions. If you have at least 2 years professional experience and are ready to move into a major market, call Bob Shipley, Susquehanna Broadcasting Co., 717-845-5626 or send letter, resume, and tape to 140 E. Market St., York, Pennsylvania 17401.

## Programing, Production, Others

Somewhere there's a first class engineer-salesman-announcer familiar with automation (preferably IGM) who believes in FM sufficiently to be able to sell and program such a station operated completely separate from its AM sister in a Carolina town of over 20,000. Good salary plus liberal commission. If you're good enough to be chief engineer for both operations, it's worth more. Send complete resume. Box D-31, BROADCASTING.

Radio-TV production instructor sought by San Joaquin Delta College in California for the fall of 1970. Experience, M.A. desirable as position may lead to head of department. Salary \$10,000 to \$13,000. Contact Charles M. Guss, Dean of Instruction, 3301 Kensington Way, Stockton, Calif. 95204.



## Situations Wanted Management

General manager to consider solid operation. Minimum salary \$35,000. References. Box D-26, BROADCASTING.

Fifteen years management experience. Seeks market with greater potential. Box D-41, BROADCASTING.

14 years experience—announcing, sales, management. Seeking new management opportunity. Minimum salary 10,400 plus percentage. Married, children, under 35. Available June 1 or before. Midwest preferred. but all offers considered. Box D-43, BROADCASTING.

Manager, experienced, sales oriented. Family man. Able to meet difficult challenges. Understands need for profit. Present job solid but looking to improve. Prefer Western States. Box D-46, BROADCASTING.

General manager, excellent record, all phases, prefer Maryland/Virginia, however all areas considered. Box D-50, BROADCASTING.

General manager, interested in locating in Ohio, Michigan or Indiana. Experienced in all areas of radio. Box D-51, BROADCASTING.

William L. Shaw available (301) 933-2350, 2353 Glenmont Circle, Silver Spring, Maryland 20902. Will be attending NAFMB Convention, Palmer House, Chicago, April 3, 4, 5.

## Sales

Looking for sales or management job at small market station with a future. Married, 38, with two youngsters. 13 years experience all phases. Excellent references. Prefer south but all jobs considered. Box D-11, BROADCASTING.

## Announcers

College DJ graduating in June. Some experience, third endorsed. Box C-328, BROADCASTING.

Experienced newscaster, DJ, Commercials, 3rd, full time. Will purchase stock in company. Box C-416, BROADCASTING.

Progressive rock succeeds in medium market! Program director wishes to relocate to promising situation. Box C-417, BROADCASTING.

WNEW-FM is not the best. Yours' will be under my gentle hand. Box C-418, BROADCASTING.

First phone pro—large to good medium market. Thirteen years making adults happy. Thirties, married. All offers considered. No floater. Box C-447, BROADCASTING.

First phone beginner. Single. Ready to go where the jobs are. Bill Wade School Graduate. Chuck Hughes, phone (213) 785-3423, or Box C-449, BROADCASTING.

Announcer: 20 year man, MOR with professional sound. Box D-4, BROADCASTING.

First phone announcer, 6 years experience, all formats. Modern Country PD experience. Mature voice and attitude. No maintenance. Heavy jock. Available yesterday. Box D-7, BROADCASTING.

Soul jock. 1st phone. Willing worker seeks break. Will relocate. Box D-12, BROADCASTING.

First phone, teacher, good voice, reliable, knows music, wants summer job. Box D-14, BROADCASTING.

Rock personality, light "screamer." Also soul MOR. Experienced. Immediately. Box D-16, BROADCASTING.

Draft exempt young DJ, 3½ years experience. Good voice, news, production, third. Prefer hard rock or top-40. Box D-18, BROADCASTING.

Versatile D.J. FCC Third class operators license endorsed. Box D-22, BROADCASTING.

25, College, 1st (engineering references, too) 5 years. Now top 15 market. Would like combo, prefer programming. Medium market or up. Box D-23, BROADCASTING.

Professionally trained announcer, 3 years college electronics. Will relocate. Box D-30, BROADCASTING.

Three years experience, third phone endorsed, some college. Box D-37, BROADCASTING.

Portable, versatile first, disturbingly creative, experienced, all formats including news, copy, spots, sunshine. (312) 477-6601 or Box D-38, BROADCASTING.

## Announcers continued

Announcer desires small market station. Prefer Pacific Northwest or Rocky Mountain area. MA-radio-TV-film. Adv.-sales-TV and radio production experience. Box D-45, BROADCASTING.

Experienced CGW, MOR. Program direction potential. Good voice. Draft exempt. No drifter. Married. Trained. Love production. Box D-49, BROADCASTING.

10 year pro with comedy bag offers versatility and creativity for major market challenge. Box D-52, BROADCASTING.

Negro, first phone, 5 years experience in announcing, some sales experience. 504-343-9047.

Detroit area part-time or weekend work. 3rd, endorsed, some experience, broadcasting school graduate. For more information contact John Murray, Jr., 15717 Chatham, Detroit, Mich. 48223.

First phone, Broadcast school graduate, good voice MOR, military complete, single. Contact Mike Stewart, 3275 Idlewild Way, San Diego, California 92117. (714) 273-3711.

Broadway MOR jockey, vast knowledge of show music. 3rd ticket. 212-881-5944 or 212-BU 8-3673.

1st phone broadcasting school graduate. Top 40, up temp. MOR. Willing to relocate. Call (714) 222-5334 after 4 p.m. or write M. Sullivan, 3327 Freeman St., San Diego, Calif. 92106.

Beginner—third phone endorsed broadcast school graduate. D. J. McCloskey, 6723 Chester Ave., Philadelphia, Pa. 19142. 215 SA 9-5881.

Rock jock/MD. . . . #1 ratings 3 years in a medium market. Excellent credentials and reputation. 614-363-5894.

Beginner, first phone looking for first job. Prefer rock station in the West. Draft exempt, professionally trained. Resume and tape on request. Call Frank Janda at 213-764-1545 (daytime) or 213-461-9454 (evenings) or write 1734 No. Van Ness Ave., Hollywood, Calif. 90028.

Out of sight soul sister, resourceful with most musical format. Will relocate. P.O. Box 227, Brooklyn, N.Y. 11238.

12 years radio. Mature, but imaginative and adaptable. Want opportunity to do own varied music and informal ad lib shows. 1st phone. Smith (712) 758-3122.

Eager to start. Married, no children, age 29. military completed, Broadcast school grad. 3rd class. Jerre Barnette, 2513 N. Hawk, Simi, Calif. 93065. (905) 527-3844.

Black DJ/R&B announcer. 1st phone. I swing with a unique sound, experience is just a by-word. Mr. Bey, P.O. Box 243, Momence, Ill. 60954.

All around radio man, twelve years experience. Strong on all sports, play-by-play, news, management and sales. 38, Relocate. Andy Denonn, P.O.B. 423, Chipley, Florida, 32428. Tel. (904) 547-5481.

## Technical

First phone. AM & TV. Eastern transmitter duty preferred. Box C-415, BROADCASTING.

Overseas engineer returning July. Ten years experience. Prefer maintenance, overseas or domestic. Box D-8, BROADCASTING.

1st phone engineer/maintenance. Six years in broadcasting. Looking for position as eng. or chief engineer. Prefer northern midwest. Box D-33, BROADCASTING.

Experienced first class engineer willing to work for the right money seeks opportunity with radio station. Experienced in all radio maintenance AM-FM. Married. Family man with excellent references. Prefer south but all offers considered. Box D-42, BROADCASTING.

Director of engineering, chief engineer wants position with station or group. 27 years all phases of engineering, experienced, FCC consulting, construction, operation and maintenance. Liaison design engineer with major manufacturer. Immediate interview. NAB, P.O. Box 186, Richmond, Ind. 47374.

First phone, mature beginner. Two years electronic school, seeking employment in engineering or maintenance anywhere. Calvin Childree, POB 211, Swainsboro, Ga. 30401. 912-237-2581.

Got job for engineer experienced as chief, combo. starting \$160 week? Call 1-215-748-3640.

Mature (43) first phone wants to return Southeast. Chief or maint. slot. No air. Bill Cann, 786 S. Nelson St., Denver 80226. 303-966-6234.

## Situations Wanted

### News

I'll make your news program the most distinctive, attractive, and professional-looking package in town. Experienced producer-editor, writer and reporter. Only interested in the station which is seriously concerned with news. Box D-3, BROADCASTING.

R-TV Grad, University of Illinois Thorough knowledge all sports and sports history. Want play-by-play experience. Also top newsmen, investigative reporter. Draft fulfilled. Married, 24. Excellent references. Photo, resume available. I'll come cheap. Box D-10, BROADCASTING.

Major market radio newsmen for ten years seeks immediate change. Heavy experience includes "all news" format 50 kw operation Authoritative air-work. Former network staff announcer in Washington. Top references Available now. Box D-54, BROADCASTING.

Newscaster/announcer seeking experience. College grad in Speech, Broadcast school grad, prior military service. William Lennox, 309 Circle Drive, Lake Bluff, Illinois 60044.

### Programing, Production, Others

Here's a seasoned pro of eleven years, still young enough at 29 to have ideals and ideas, stable enough as a married man with three kids to stick with it until the job is done. Four years of unqualified success as program director in small markets makes me think I'm good. Give me five figures or better and I'll break my back to make you happy. Available August 1. Box C-427, BROADCASTING.

P.D. first phone, a record that speaks for itself. Anywhere, if the price is right. Box D-27, BROADCASTING.

Now PD at #1 station in top 50 market. Ex Stor., 15 years experience. Desire PD spot at larger top 40 or MOR. Box D-39, BROADCASTING.

Community relations or any other position that requires organizational ability. Want to relocate in the Dallas or Houston area. Box D-48, BROADCASTING.

One of the nation's finest contemporary music directors available for PD position immediately. 614-363-5834.

## Television

### Help Wanted Management

Management opportunity for TV sales manager ready to move up. Top midwest market, \$35,000.00 salary and bonus on profit. We are not a group, but have ownership possibilities. Send resume to Box C-382, BROADCASTING for confidential consideration.

TV general manager. Young, intelligent, aggressive man with sales and programing experience to assume full responsibility for management of small market VHF station. For interview at NAB Convention, contact D. C. Combs, LaSalle Hotel, Chicago, April 5-8. Or write Box D-53, BROADCASTING.

## Announcers

Illinois CBS affiliate needs strong, mature, on-camera commercial announcer. Must have better than average knowledge and interest in sports for daily sports show. Right radio man might also have a chance for this slot. Resume, VTR, photo, salary requirements to Box C-437, BROADCASTING.

Immediate opening for announcer for booth, on-camera work including weather and interview shows. Major market independent. Five day week, plus benefits. Send videotape audition and resume to Box D-19, BROADCASTING.

## Technical

Immediate: Radio-television chief engineer. Should have administrative ability as well as technical competency with live, film and hiband VTRs color equipment; UHF translators; full power VHF transmitter; and high power AM and FM broadcast equipment. Finest facilities, working conditions, and location in the Southwest. Send resume to General Manager, Box C-434, BROADCASTING.

Maintenance engineer—video tape. Experience required Ampex 1002. Expanding UHF. Contact chief engineer, KCTV, P.O. Box 1941, San Angelo, Texas 76901, or phone 915-655-7353.

## Television Help Wanted

### Technical continued

TV engineer, 1st phone. Permanent position for right man with growing corporation. Good starting pay and fringe benefits. Contact Technical Director, KHQA-TV, Quincy, Illinois. Telephone 217-222-6040.

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, WBIA-TV, or program director, WBJA-TV, Binghamton, New York. 772-1122.

Wanted engineers with FCC first class license. Only experienced need apply. 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.

Permanent position for maintenance technician for full color Chicago ETV station. Contact chief engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625. Tel: 312-583-5000.

Summer relief positions for technicians available now for full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625. Tel: 312-583-5000.

Tired of the rat-race? Interested in University life? The University of Michigan seeks high band VTR and NTS camera experienced technical director to design, install, and supervise the technical operations of a new first class color system in the Dental School. Salary regionally competitive with full fringe benefits and opportunities to further education. Resumes to: Stewart White, Executive Producer in Television Communications, University of Michigan School of Dentistry, Ann Arbor, Michigan 48104. An equal opportunity employer.

Excellent opportunity for responsible TV engineer. Experience in educational or commercial studio practices preferable. Work with orth and vidicon cameras; high band—low band, helical, VTR's; color equipment and remote van. Salary based on experience, liberal fringes. Contact University of Michigan Personnel, 1020 L.S. & A. Building, Ann Arbor, Michigan. Phone 764-7280. An equal opportunity employer.

Video and microwave maintenance engineers for medical center telecommunications, to build and operate point-to-point microwave, closed circuit television and video recording facilities. Positions are open at various experience levels. Send full particulars to T. Brask, University Communications engineer, 75 Howe Street, New Haven, Connecticut 06511.

Atlanta southeast area broadcast equipment salesman. Sales experience desirable but not necessary. A strong technical background in television broadcasting is essential. Call or write the Grass Valley Group, c/o Gravo Sales Incorporated, Station Plaza East, Great Neck, N.Y., phone 516-487-1311 or see us at the NAB. All replies confidential.

## NEWS

Experienced documentary writer researcher for WCKT, Miami. Must have journalism degree or comparable background. Contact Gene Strul, Plaza 1-6692. An equal opportunity employer

Hawaii calls for newsmen with professional on air ability and TV news experience. Must send VTR with resume to news director, 6370 Hawaii Kai Drive #41, Honolulu, Hawaii 96821.

## Programing, Production, Others

TV producer director. Good salary. Excellent opportunity for aggressive man with right experience. Able to direct major news casts. Rush resume to Box D-21, BROADCASTING.

Artist for VHF in Kansas City. Metromedia owned ABC affiliate offers challenging position for versatile, youthful thinking creator with unique flair for print and imaginative on-the-air promotion materials. Send resume and salary requirements to Kevin Butcha, KMBC-TV, 1049 Central, Kansas City, Missouri. Applicants from all races desired.

## Situations Wanted Management

Program or operations manager. Successful background, small to large markets, net and independent. Heavy local programing. Best references. Box C-372, BROADCASTING.

General manager—Outstanding track record—local, regional and national—administrative and sales, plus overall management. Exceptional business, agency, rep., and network contacts and references. Small or medium markets. East, south or midwest preferred. Box C-422, BROADCASTING.

## Situations Wanted

### Management continued

Manager-sales manager. Over fifteen years various executive positions. Complete background sales, programing, promotion, administration, individual station and group. University graduate, enthusiastic, reliable. Employed but seek better potential with progressive company. Excellent references. Box C-453, BROADCASTING.

Veteran general manager with excellent references to consider negotiations with reliable operations. Available on three weeks notice. Box D-25, BROADCASTING.

## Announcers

Host and creator of children's/teen show wants station. Box D-17, BROADCASTING.

## Technical

I'm looking. Need an experienced technician. administrator, chief engineer? Commercial, ETV. ITV experience. See you at NAB? Box D-24, BROADCASTING.

## NEWS

Anchoring night news on small U. Looking for reporter's assignment near a journalism grad school. Ten years in R-TV, PR. Young (27), married, former Army PIO (captain). Available June 1. Box C-430, BROADCASTING.

Competent young newsmen seeks TV news or sports writer/reporter, announcer/producer. Major market. 3 years radio in #2 market. TV journalism masters. Contact 201-664-3692.

Channel 11 news editor Bill Wippel, whose relatively small news staff often out-hustles the big boys, will be quitting soon, destination unknown. The parting will be friendly. Frank Chesley, Seattle, P-1, 3-17-70, Bill Wippel, 9718 52nd West #B, Tacoma, Wash. 98467. (206) 564-0467. Editor-anchorman, Action News 11, 10-11 PM, weeknights, KTNT-TV, Seattle-Tacoma. Winner SDX state awards 1963, 1966, 1968, State Emmy, 1968. Twenty years broadcast experience. 35. Loyalty, leadership and talent. Salary open. Available April 15th. Resume and photo upon request.

Veteran Negro newsmen. Seeking opportunity in television news. 13 years experience in radio news. Good on camera presentation and competent field reporter. Bill Baker, 87 Pryor St., Atlanta, Ga.

## Programing, Production, Others

Creative, ambitious, college grad seeks television production position in which to go and grow. Experience, commercial, ETV, and presently American Forces Television. Available this summer. Box C-343, BROADCASTING.

Writer-research, copy, promotion. Ten years experience TV, film-documentary, general, children's. Box C-413, BROADCASTING.

Producer/director, 23, married. Extensive news and studio production—particularly interested in commercial production. Several award-winning commercials: 4 years experience—professional, ambitious. Resume and VTR on request. Box D-40, BROADCASTING.

Documentary film team, script to screen. 17 years experience. Husband, producer-cameraman-editor. Wife, director-writer. Own equipment. Permanent employment or freelance assignments. Bill Smith, 2222 Holly Hill Drive, Decatur, Georgia 30032. 404-258-2922.

College grad majoring in TV production. Training in all studio operations. Write for resume. Ted Goldschlager, 55 Winthrop St., Brooklyn, N.Y. 11225.

## WANTED TO BUY Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irburde St., Laredo, Texas 79040.

Want used RCA low-band 25 kw aural power amplifier. Is yours idle now that FCC prohibits 50% aural power? Box C-271, BROADCASTING.

Need 500 to 800 foot guyed tower adequate to support five-ton television antenna. Box C-270, BROADCASTING.

## FOR SALE Equipment

Coaxial-cable—Helix, Styroflex, Spirolene, 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.

## FOR SALE

### Equipment continued

RCA BC6 audio console, TV37 camera cable, 4-500 ft. reels with connectors, can be used with dual cable PC 70's. 3-Marconi MK IV 4 1/2 camera. The above equipment is used but in good condition. Priced for quick sale. Box C-11, BROADCASTING.

12 kw UHF television transmitter. General Electric, type TT-25-A. Just removed from service. Al Ruch, Chief Engineer, KBAK-TV, Bakersfield, Calif. 805-327-7955.

RCA type BTL-1C-2 watts studio transmitter link and receiver in good working condition. We have converted to telephone line. Call KKCT Radio, SS4-2426, or write P.O.B. 5206, Corpus Christi, Texas.

Limiters, RCA BA6A excellent. S245. CBS Volumax 440, new \$490. KVVY, Holdenville, Oklahoma 74848.

Raytheon parts for transmitters, phasors and all audio equipment. Consists of Daven attenuators, transformers, chokes, coils, meters, resistors, switches, mica and oil capacitors, tuning motors, crystals, sockets, tubes, relays, hardware, wire and instruction manuals. For any part or information, write C. A. Service, 14 Lewis St., Springfield, Vt. 05156, Att: Raytheon Service-Parts.

P. C. A. TK-60 camera chains with orths, standard lens complement, cradle pan head, waveform and video monitors & 50" camera cable. \$7,000 each, FOB Boston. Inquire: W. H. Hauser, WBZ-TV, Boston, Mass. 02135.

Browning model BR-3A-67 and BT-3A-67. Background music SCA receivers—67kc. Some require service. As is \$35.00 each. House of Sound, Inc., 714 2nd Ave., S., Minneapolis, Minnesota 55402. C.O.D. orders only.

NAB Specials, CBS Audiomax, new, \$650.00. Volumax, demonstrator \$500.00. Sparta 800C-P Cart Machine \$250.00. Spotmaster play back unit, \$250.00. Ampex 601 fulltrack, portable case excellent condition, \$300. Ten day trial on all used equipment. Vernon Steed Associates, N. Main Street, Warrenton, N.C. 27589.

Rust remote system RI-108, Rust tower lighting unit 108-5, Rust two meter panel and one four meter panel. Collins 26w limiter. Gates SA-38A limiter. Andrew 33598-3 hanger kits, 33984-1 hangers, new. Used AM/FM stereo operation, stations not now remote. Walter Hunt, WOOD, Deland, Florida, 904-734-3422.

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## MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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## MISCELLANEOUS

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Elkins\*\*\* in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757.

Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 283 South Krome Avenue, Homestead, Florida 33030. Phone 305-247-1135.

Elkins\*\*\* in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-5844.

Elkins\* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210.

Elkins\*\*\* in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins\* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-722-2726.

Elkins\* in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

Elkins\* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8054.

Elkins\* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Elkins in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921.

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First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Detroit, Washington, San Francisco, Seattle or Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

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Programing, Production, Others

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Daytimer with 6:00 A.M. sign-on in top 100 market. Priced at under six times cash flow for all cash at \$350,000. Can also be bought for \$400,000 on terms. Transmitter, land and building included.

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We are setting up four additional branch schools in selected locations immediately! Cities under consideration include: DETROIT, CHICAGO, CLEVELAND, ST. LOUIS, KANSAS CITY, DALLAS, LOS ANGELES, and PITTSBURGH. Interested in owning your own FIVE WEEK RADIO LICENSE SCHOOL? Small investment pays large profits!! For more information, write:

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Two FM stations in or near two of the top ten markets, need \$5,000 monthly to operate until March, 1972. Present owner seeks option agreement with proviso that if loan is not repaid by a certain date, then loaner will be able to exercise option-to-buy. For experienced broadcaster with sufficient cash to fund these operations, this is a subtle and interesting gamble which may pay off richly and well.

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As We Say—It is an interesting and Compelling Gamble. If you are experienced in broadcasting and know the value of extremely well-placed FM stations, and are financially competent, then you should contact us at:

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Iowa	medium	fulltime	550M	145M	Wash.	metro	fulltime	275M	cash
Calif.	medium	daytime	135M	30M	Fla.	metro	daytime	235M	85M
Mich.	metro	daytime	150M	cash	East	major	FM	500M	29%

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(Continued from page 127)

Colo.; make changes in ant. systems of VHF transmitters and change name to Lake County TV-FM Inc.; K08ER granted CP to change trans. location to approximately one mile south of Mosquito Pass; make changes in ant. system and change name to Lake County TV-FM Inc. Action March 29.

■ K05BS Orofino, Idaho—Broadcast Bureau granted license covering operation of VHF translator K05BS to serve Orofino. Action March 26.

■ W11AI Franklin, N. C.—Broadcast Bureau granted mod. of CP to change trans. location to Wine Spring Bald, approximately 11 miles west of Franklin, N. C.; make changes in ant. system of VHF translator. Action March 24.

■ K71AG Cottage Grove, Ore.—Broadcast Bureau granted CP to change type trans. and make changes in ant. system. Action March 20.

■ K77AH Cottage Grove, Ore.—Broadcast Bureau granted CP for changes in ant. system of UHF translator. Action March 20.

■ W72AO Maricao, San German and Sabana Grande, P. R.; W82AL Adjuntas, P. R.—Broadcast Bureau granted licenses covering new UHF transmitters; specify type trans. Action March 24.

■ K06DF Pampa, Tex.—Broadcast Bureau granted license covering changes in VHF translator. Action March 20.

■ K05AP and K13CD Trout Lake, Wash.—Broadcast Bureau granted licenses covering operation of VHF transmitters to serve Trout Lake. Action March 26.

## CATV

### Initial decision

■ Mt. Carmel, Pa.—Hearing Examiner Basil P. Cooper in initial decision proposed orders directing two Mt. Carmel CATV systems, Kar-Mel CATV Systems Inc. and Jepko Community System, to cease and desist from further violation of program exclusivity provisions and to afford non-duplication protection immediately to WNEP-TV Scranton and WBRE-TV Wilkes-Barre, both Pennsylvania. (Docs. 18630, 18775). Action March 26.

### Action on motion

■ Hearing Examiner Herbert Sharfman in Burlington, N. J. (General CATV Inc.), CATV proceeding, rescheduled further pre-hearing conference to April 15 (Doc. 18756). Action March 25.

## Ownership changes

### Applications

■ KOLI(AM) Coalinga, Calif.—Seeks assignment of license from James M. Strain to Pictured Rock Radio Corp. for \$68,500. Seller: James M. Strain, sole owner, Vernon H. Uecker, president (50.8%), and James E. Poeske, vice president (49.2%). Mr. Uecker owns 48.5% of WAGN(AM) Menominee, Mich., and is salesman for KVON (AM) Napa, Calif. Mr. Poeske is salesman for KOLI(AM). Ann. March 27.

■ KOXR(AM) Oxnard, Calif.—Seeks assignment of license from Oxnard Broadcasting Corp. to Lotus Oxnard Corp. for \$420,000. Sellers: Paul R. Schneider, president, et al. Sellers own KPMJ(FM) Oxnard, Calif. Buyers: Lotus Theatre Corp., 100% Howard A. Kalmenson, sole owner of Lotus Theatre, votes stock for Lotus Oxnard. Mr. Kalmenson owns KWKW(AM) Pasadena, Calif., and KENO(AM) Las Vegas. Ann. March 27.

■ WGIG-AM-FM Brunswick, Ga.—Seeks transfer of control of Golden Isles Broadcasting Corp. from C. J. Thornquest, John D. Shafer, J. H. Heeter, et al. (as a group, 100% before, none after) to Radio Station KVOL Inc. (none before, 100% after). Consideration: \$100,000 and exchange of debentures. Principals of KVOL Inc.: James L. Kirk II, president (79.99%), Evan H. Hughes Jr., vice president (20%), Josephine Kirk Thompson, secretary-treasurer (0.01%). Principals own KVOL(AM) Lafayette, La. Mr. Kirk owns 93.33% of WGGVA(AM) Gainesville, Ga., 25% of real estate firm and is involved with Muzak, Atlanta, Inc. Mr. Hughes Jr. is station manager of KVOL (AM). Ann. March 24.

■ WILY-AM-FM Centralia, Ill.—Seeks transfer of control of Prairieland Broadcasters Inc. from James A. Mudd (12.5% before, none after) to Stephen P. Bellinger (43.73% before, 50% after). Consideration: \$17,000. Principals: Mr. Mudd has interest in WPRC

(AM) Lincoln, Ill. Principals of Prairieland and Mr. Mudd have interests in WRAM (AM) Monmouth, Ill. Ann. March 27.

■ WSAB(FM) Mt. Carmel, Ill.—Seeks assignment of license from WSAB Inc. to Jel-Co Radio Inc. for \$124,845.50. Sellers: Leonard M. Koger Jr., president, et al. Buyers: John F. Hurlbut, president, Emmy L. Hurlbut, secretary-treasurer (jointly 51%), Hal-scy F. Hubbard, assistant treasurer (37%), and Dwight M. Hurlbut (12%). Sellers own interests in WGLC-AM-FM Mendota and WVMC(AM) Mt. Carmel, all Illinois. Messrs. Hurlbut own interests in WEIC-AM-FM Charleston, Ill. J. Hurlbut owns 20% of Wabash Cablevision, Mt. Carmel. H. Hurlbut owns manufacturer's representative firm and 70% of Mt. Carmel Register. Ann. March 13.

■ KDMI(FM) Des Moines—Seeks transfer of control of Richards & Associates Inc. from Maurice L. Test and Billy O. Phillips (33 1/3% each before, none after) to Buddy Tucker Evangelistic Association Inc. (none before, 66 2/3% after). Consideration: Stock is transferred pursuant to charitable contribution agreement. Principals of Buddy Tucker: Theodore D. Tucker, president, D. Levauxhn Tucker, secretary-treasurer, David Lyndal Aze, vice president, Rachel Aze and Vern Poole (each 20%). Principals are concerned with production and distribution of religious radio programs, bookstore, record shop, job printing and religious evangelism crusades. Mr. Tucker is a traveling evangelist and manager of KDMI(FM). Ann. March 17.

■ WSTM(FM) St. Matthews, Ky.—Seeks assignment of license from J. W. Dunavent to Lad Broadcasting Corp. for \$151,500. Sellers: J. W. Dunavent, sole owner. Mr. Dunavent owns WSTL(AM) Eminence, Ky. Buyers: Linda Ann Dunn, sole owner. Mrs. Dunn is housewife, H. M. Dunn Jr., her husband, owns residential building firm, thoroughbred and standard bred horse breeding concern and 50% of general insurance firm. Ann. March 25.

■ WCOU-AM-FM Lewiston, Me.—Seek assignment of licenses from Androscoggin Radio Corp. to Mid-Maine Communications Inc. for \$210,000. Sellers: John C. Libby, president, et al. Phillip M. Greene, president, and Constance C. Greene, vice president (each 50%). Mr. Greene is former marketing manager for Time magazine. Mrs. Greene is author of children's books. Ann. March 24.

■ WWHO-FM Jackson, Miss.—Seeks assignment of license from Dr. Marvin H. Osborne to David G. Blossman for \$49,769.07. Seller: Dr. Osborne owns CP for WWHO-TV Jackson. Buyer: Mr. Blossman's interest not indicated in FCC application. Ann. March 17.

■ KBUB-FM Reno—Seeks assignment of CP from KBUB Inc. to Phillip D. and Elise M. Doersam for \$2,000. Sellers: Lisle R. Sheldon, president, et al. Sellers own KBUB (AM) Sparks, Nev. Buyers: Phillip D. and Elise M. Doersam (jointly 100%). Mr. Doersam is department manager for Lockheed Missiles & Space Co. and is consulting engineer. Mrs. Doersam is interior decorator. Ann. March 19.

■ WVAR(AM) Richwood, W. Va.—Seeks transfer of control of R-S Broadcasting Co. from Carl E. Gainer and Larry A. Tucker (each 33 1/3% before, 25% after) to C. Farrell Johnson (33 1/3% before, 50% after). Consideration: not indicated. Ann. March 17.

### Actions

■ KRAA(FM) Little Rock, Ark.—Broadcast Bureau granted assignment of license from J. C. Stallings to Little Rock Broadcasting Inc. for purpose of corporate reorganization. No consideration involved. Principal: J. C. Stallings, sole owner. Mr. Stallings owns KFEF(AM) and has majority interest in KEFM(FM) both Nacogdoches, Tex. Action March 25.

■ New FM (call letters unassigned) Aurora, Ind.—Broadcast Bureau granted assignment of CP from John W. Schuler to Dearborn County Broadcasters Inc. for purpose of corporate reorganization. No consideration involved. Action March 26.

■ KWDM(FM) Des Moines, Iowa—Broadcast Bureau granted assignment of license from SEQ Inc. (100% before, none after) to Jack Zohn, receiver due to insolvency (none before, 100% after). No consideration involved. Action March 25.

■ KBEW-AM-FM Blue Earth, Minn.—Broadcast Bureau granted assignment of license from Clifford L. Hedberg to Faribault County Broadcasting Inc. Principals: Clifford L. Hedberg (100% before, 51% after) and Paul C. Hedberg, son, (none before, 49% after). Purpose of application is to change business into corporate entity. Action March 20.

■ KATZ(AM) St. Louis—Broadcast Bureau granted transfer of control of Laclede Radio Inc. from Allen E. Wolin, G. Summer Collins, and Sylvia Porter Collins, Arnold B. and Edna M. Hartley and Peggy Gilbert (as group, 100% before, none after) to Key Communications Inc. (none before, 100% after). For principals of Key, see KCOR-AM-FM San Antonio, Tex. Action March 25.

■ WHUC-AM-FM Hudson, N. Y.—Broadcast Bureau granted assignment of licenses from Colgreene Broadcasting Inc. to Colgreen Broadcasting Co. for purposes of corporate reorganization. No consideration involved. Principals: Orin Lehman and Albert Heit, sole stockholders. Action March 20.

■ WAAN(AM) Waynesboro, Tenn.—Broadcast Bureau granted assignment of CP from William Thomas Helton Jr. and Ashoke K. Ghosh to Waynesboro Broadcasting Co. for purpose of incorporation. No consideration. Principals: Mr. Helton will hold 50% interest. Mr. Ghosh 49.998% and Martha Ghosh 0.002%. Action March 26.

■ KCOR-AM-FM San Antonio, Tex.—Broadcast Bureau granted transfer of control of Inter-American Radio Inc. from Allen E. Wolin, Arnold B. and Edna M. Hartley and G. Summer Collins and Sylvia Porter Collins (as a group, 100% before, none after) to Key Communications Inc. (none before, 100% after). Principals of Key: Mr. Wolin will own 38.34%, Mr. Hartley 5.43%, Mrs. Hartley 32.91%, Mr. Collins 4.05%, Mrs. Collins 4.06%, Mr. and Mrs. Collins jointly, 13.84% and Peggy Gilbert, 1.37%. Purpose of transfer is corporate reorganization in which stockholders of KCOR-AM-FM or KATZ(AM) St. Louis, own both, will exchange stock for Key Communications shares. Action March 25.

## Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through March 31. 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*.

■ *Ashtand, Ky.*—Bishop Cablevision Inc., Charleston, W. Va., has been granted a franchise. The firm will pay \$10,000 to the municipality initially plus an annual percentage of its gross receipts.

■ *Saginaw, Mich.*—Lamb Communications Inc., Toledo, Ohio (multiple-CATV owner) has applied for a franchise.

■ *Dover, N.J.*—Samuel Kravetz, Rockaway Twp., N.J., has been awarded a franchise.

■ *Glen Gardner, N.J.*—Washington Cable Co., Washington, N.J. (multiple-CATV owner), has been granted a 10-year franchise. The firm will pay the municipality 5% of its gross annual receipts.

■ *Hudson Falls, N.Y.*—Normandy Broadcasting Corp. (multiple-CATV owner) has been awarded a franchise.

■ *Yorktown, N.Y.*—Goodson-Todman, Mt. Kisco, N.Y. has applied for a franchise. Rates would not exceed \$5.90 per month and installation would cost \$15.

■ *Middleport, Ohio*—Business Associates of Charleston, W. Va., has applied for a franchise.

■ *Youngstown, Ohio*—Telecable Corp., Norfolk, Va. (multiple-CATV owner), has applied for a franchise.

■ *Van Wert, Ohio*—John Gunsett, a local resident, has applied for a franchise.

■ *Clinton, Pa.*—Washington Cable Co., Washington, N.J. (multiple-CATV owner) has applied for a franchise that if granted would pay the municipality 5% of the company's gross annual receipts.

■ *Mercersburg, Pa.*—Alleman Cable Co., Greencastle, Pa., affiliate of American Tele-Systems Inc., Bethesda, Md. (multiple-CATV owner) has been granted a franchise. The initial charge for installation was set at \$14.95 with a monthly charge of \$4.95 per set. Additional installation will cost \$125 per month. Under the agreement the borough will receive 1% of the gross income of the company after the first two years of operation.

■ *Anderson, S.C.*—Anderson Cable Television Inc., Anderson, S.C., has been awarded a franchise. The company has agreed to pay the municipality 6 1/2% of its gross receipts with a minimum of \$10,000 annually.

Early tomorrow (Tuesday) afternoon, in the institutional grandeur of the Conrad Hilton's International Ballroom in Chicago, delegates to the National Association of Broadcasters' convention will rise in welcome to the speaker at a management luncheon. There will be warmth in their applause, for the speaker is one of the delegates' own, in a sense—a media man, whom many of them have known and genuinely liked for years. But there may be a note of restraint in the applause of some, particularly the news-oriented, for the speaker is from what some newsmen regard as the enemy camp—the Nixon administration.

Goodness knows there is nothing fearsome or threatening about curly-haired, sleepy-eyed, soft-spoken Herbert G. Klein, President Nixon's director of communications. He runs his operation in a relaxed and easy manner, determined to provide print and broadcast journalists with a steady flow of information and to make available cabinet officers and lesser lights for almost anybody's interviews. Despite his many years of association with Richard Nixon—and his continuing access to the center of national power—he seems never to have mounted the high horse that well-placed government functionaries so quickly leap astride on their arrival in Washington.

But as fate and the friendship of Richard Nixon would have it, Mr. Klein is the media man for a national administration whose relations with the news media are about as bad as any in most reporters' memories—particularly because of the slashing attacks Vice President Spiro T. Agnew is making on print and broadcast journalism, whose product he considers biased and possibly even unpatriotic. And some hard-nosed, Washington-based newsmen who still feel the sting of the Vice President's lash are unwilling to let Mr. Klein, for all his lack of rough edges, slip out from under all responsibility for what some regard as the administration's continuing attack on the First Amendment. One network news executive, who counts Mr. Klein a friend, assumes that "half of Herb's job is to interpret us to them [the administration]," and that job, he feels, is not being done—not if the administration believes newsmen are "venal" or "evil" men.

Mr. Klein is aware of newsmen's pained reactions to the Agnew attacks (as well as to the Justice Department's issuance of subpoenas for newsmen's notes and outtakes; he says the department made "some mistakes"). He has made his awareness clear in television interviews as well as in private exchanges with friends in the media. He brings to such encounters the experience

## He speaks softly while colleagues swing big sticks

of 25 years in the news business, as a reporter and editor for Copley newspapers.

But he also brings to bear the loyalty and dedication of an administration representative. And when he says, as

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### Week's Profile

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*Herbert George Klein—director of communications for executive branch of government; b. April 1, 1918, Los Angeles; BA degree, 1940 University of Southern California, Los Angeles; Copley Newspapers, from copy boy, Alhambra (Calif.) Post Advocate, 1940, to editor, The San Diego Union, 1959; aide in Richard Nixon's congressional campaign, 1946; information director, California, for Eisenhower-Nixon campaign, 1952; assistant news secretary to Vice President Nixon in re-election campaign, 1956 and congressional campaign, 1958; news secretary to Vice President Nixon, 1959-1960, and to Mr. Nixon as California gubernatorial candidate, 1962; manager of communications for Nixon-Agnew campaign, 1968; former director of American Society of Newspaper Editors; m. Marjorie Galbraith, of Long Beach, Calif., Nov. 1, 1941; children—Mrs. Robert Mayne, of Long Beach, and Mrs. H. Thomas Howell, of San Diego; hobbies—skin diving, golf.*

he does, that Mr. Agnew's criticism could provide media with the basis for constructive self-evaluation, or that he has heard newsmen say harsher things about their profession than the Vice President, he said, some reporters feel he is revealing a disturbing lack of sensitivity to the First Amendment.

But the present strain in relations between media and administration should probably be regarded not so much as a setback for Mr. Klein as an indicator of the kind of challenge for which he has been in training all his life. For he is, according to some who have known him for many years, "a great ameliorator, a great compromiser of viewpoints."

He seems also to be the prototype of the Nixon man—competent, even shrewd and deceptively tough, if somewhat bland; basically conservative in outlook, but with no ideological hang-ups. Representative Lionel Van Deerlin (D-Calif.), who is from Mr. Klein's home town of San Diego and who in the late 1930's was editor of University of Southern California's *Daily Trojan* when Mr. Klein, an undergraduate, was breaking into the staff, recalls that the future presidential aide was "always the most temperate man" on the paper. "He wouldn't be one of the boys found drinking in Carl's at 2 o'clock in the morning," says Mr. Van Deerlin.

After Mr. Klein joined the Copley organization—one of the more conservative news organizations in the state—and began moving up the ladder, "even those who worked with him didn't know where he stood," Mr. Van Deerlin said. But, says the congressman, Mr. Klein had the respect of the staff and was able to maintain lines of communication even with "the unhappy ones."

Mr. Van Deerlin also has respect for Mr. Klein's political acumen. Mr. Klein, who became active in Republican politics as campaign aide to Richard Nixon in the latter's first campaign for Congress, in 1946, and who has been an important figure in every Nixon campaign since 1952, was usually superior to the news secretaries the Democrats could afford. Representative Van Deerlin—himself a television newsman before he turned politician—recalls that reporters on the Nixon campaign never had to worry about having their laundry done or finding a bed to sleep in—"very important things."

The Democratic congressman, whose relations with Mr. Klein naturally enough have been strained, at times, offered this singular tribute: "I wish he were on our side." No doubt some members of the press, including those who toured with Mr. Klein in the Nixon campaigns, wish they could be confident Herb was on their side too.

## Chicago: Help!

Broadcasters have more worries at this year's convention of the National Association of Broadcasters than ever before. They know that nothing is apt to be resolved in Chicago and they will probably leave as they arrived, in disorder and wondering where disaster will strike next.

NAB conventions no longer provide the forum for the making of broadcast policy. They have become a mixture of how-to seminars, speeches and trade shows. Their evolution from relatively small gatherings of colleagues and friends, who could meet in discussion groups of manageable size, has been a natural part of the evolution of radio and television into major forces in the U.S. media structure.

If the NAB convention has grown too big and too diffuse to deal with the major problems of the broadcasters, it is still used by the government as a timing mechanism for the introduction of new problems. This week the broadcasters are meeting in Chicago. Two weeks ago in Washington the FCC issued its one-to-a-customer rule and its one-to-a-market rulemaking.

It wasn't as though new actions were needed from the FCC to confirm that broadcasters were in trouble. As a story elsewhere in this issue recounts, the year between the 1969 and 1970 conventions has been probably the bleakest in the history of broadcast regulation.

So the NAB's directors have begun to take action, and rightly so. They have formed a "Committee to Evaluate Industry Public Relations." The committee's choice of name, all by itself, suggests a need for outside advice.

The broadcasters on this NAB committee are men of unquestioned ability. All are successful businessmen. All are sincere in their devotion to broadcasting. But it should be apparent that self-analysis by the same people with the same staff assistance is unlikely to produce any measurable departure from existing practices.

It is not only the regulatory atmosphere of the moment—however oppressive that may be—that must be studied by any NAB committee on evaluation. There is a future to be faced by this multibillion-dollar business. It is a future that is certain to contain new technologies of reaching into homes with multipath capacities.

A new world is ahead. Are broadcasters ready? Is a federation of all trade entities the answer so that the \$10 million-plus now being spent can be channeled through an efficient regulatory-legislative team? How is broadcasting's honest story of risk investment and service to be told?

The need exists for a detached appraisal of existing structures and future opportunities. We hope the committee will consider the wisdom of engaging outside expertise.

## Who's laughing now?

In March 1968 the FCC proposed to prohibit any station acquisition that would result in ownership of more than one full-time radio or television station in any community. Broadcasters thought it was for laughs.

In August 1968 the Department of Justice told the FCC the one-to-a-customer proposal ought to be expanded into a one-to-a-market forfeiture procedure. The department wanted the FCC to put co-located multimedia licenses up for grabs at license-renewal time—and to throw in newspapers as units of media holdings. That at least started broadcasters talking instead of laughing, though the talk didn't last very long.

Two weeks ago the FCC adopted the one-to-a-customer

rule that was giggled at two years ago, and it put into formal rulemaking a modified version of the Justice Department's proposal, providing for divestiture instead of forfeiture. A real high-slapper.

But seriously, folks, there may be a way to cut the comedy. To begin with, it makes little sense for the FCC to put its one-to-a-customer rule into effect for broadcasting while still undecided about one-to-a-market divestiture for broadcasting and publishing. If conditions are proved not to justify breaking up existing crossownerships within individual markets, they can hardly be proved to justify a ban against multimedia acquisitions. There is a fundamental inequity in the prohibition of new multimedia growth while existing multimedia owners go on operating.

The FCC ought to withdraw its one-to-a-customer rule, as can be done on a motion of reconsideration, and proceed with its one-to-a-market rulemaking, meanwhile taking transfer cases as they come on their individual merits.

The broadcasters' course is clear: first the serious attempt to get reconsideration and then a major study to find out what the evidence really shows about the economic and social consequences of crossownerships in the same place.

Newspapers please copy.

## Real boss of broadcast news

Little by little the FCC's fairness doctrine is being stretched, as was inevitable, to put the agency squarely in the middle of content judgments about broadcast news.

Last week William B. Ray, the FCC's chief of complaints and compliance, told NBC News it would have to put on a report favorable to private aviation. He first judged the Huntley-Brinkley program to have unfairly favored commercial aviation in a report on air congestion.

A week earlier the same Mr. Ray asked KPIX(AM) Moberly, Mo., to justify its announced policy of suppressing news about "radicals and kooks."

No broadcast interest is too big or too small to escape the relentless editing of Mr. Ray and his associates. At some point the meddling has to get so bald as to justify another court test of the FCC's authority.



Drawn for BROADCASTING by Sid Hix

"Honest! I passed by while they were shooting one of those toothpaste commercials and this kiss came flying across the street. . . ."



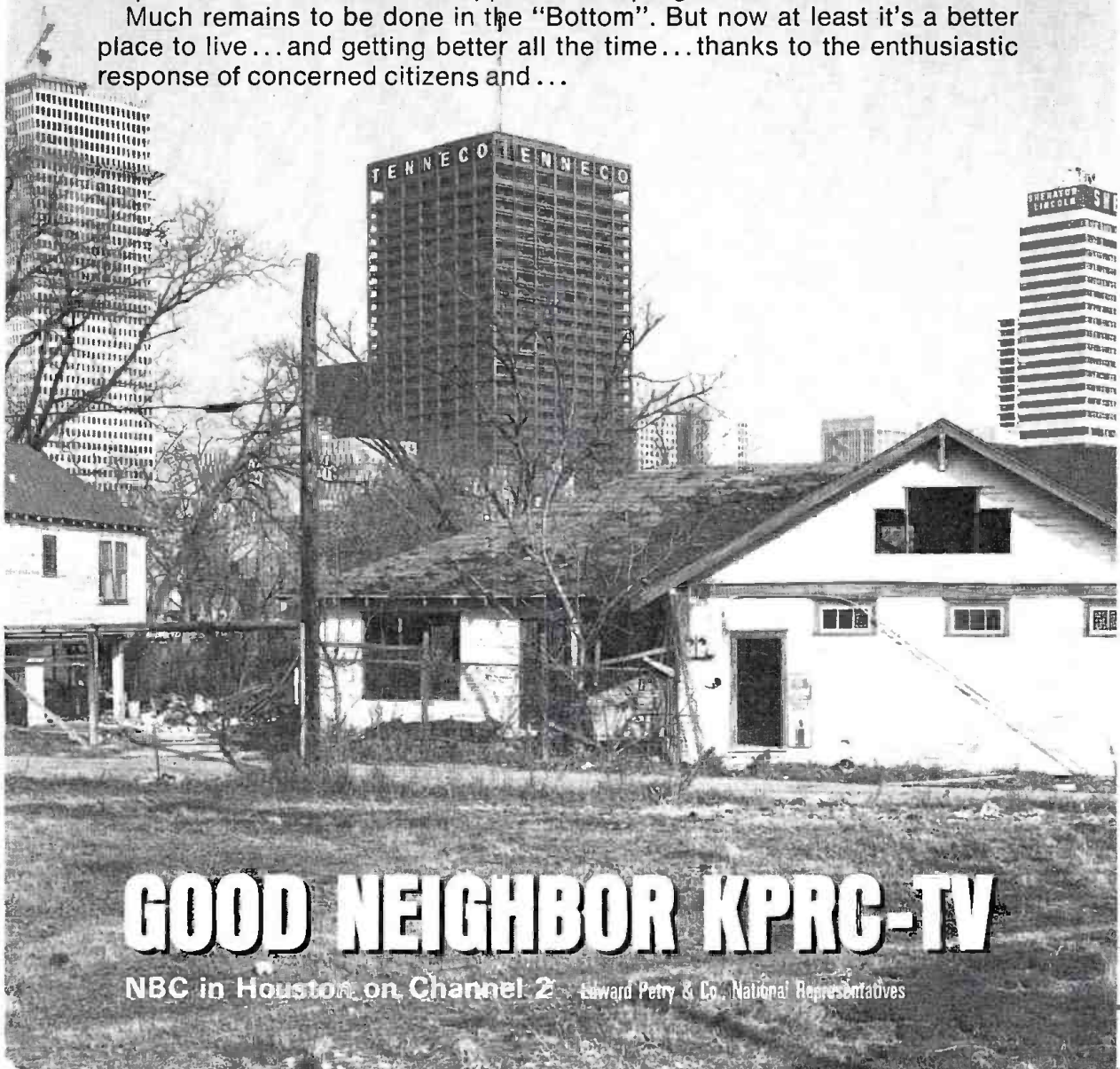
# BEHIND THE "BOTTOM"

The "Bottom" is a slum area in Houston's northeast section. Two years ago, it was a blighted community consisting mainly of shanties placed back to back on dirt streets... and sometimes on no streets at all.

Then things began to look up. Through an effective urban renewal program spearheaded by Houston's Mayor Louie Welch, a concentrated clean-up effort materialized and work on the "Bottom" project was under way.

To make Houstonians aware of this, KPRC-TV News photographed the "Bottom" in all its ugly detail... carefully tracing the progress of the clean-up campaign. The end result was a revealing news special titled "Tell It Like It Is"... which won a citation from the Academy of Television Arts and Sciences... and the approval of thousands of enlightened Houstonians who responded with tremendous support for the program.

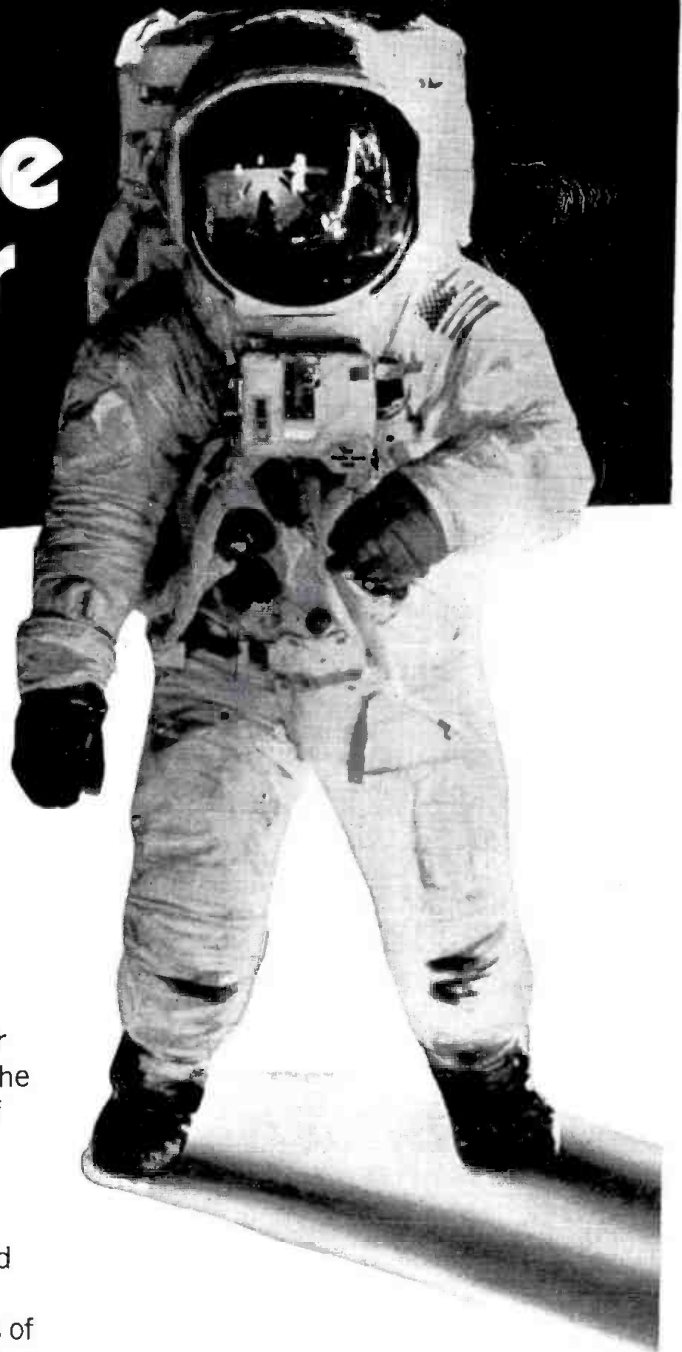
Much remains to be done in the "Bottom". But now at least it's a better place to live... and getting better all the time... thanks to the enthusiastic response of concerned citizens and...



## GOOD NEIGHBOR KPRC-TV

NBC in Houston on Channel 2 Edward Petry & Co. National Representatives

# He wasn't the only pioneer in the '60s



## Over 1200 Broadcasters Took A Giant Step Into The Future

In the late 1960's, many station operators knew that quality news and sports coverage was necessary to gain or maintain the leading position in their market. Those broadcasters made the pioneering move to the most innovative development in broadcasting—the four radio networks of ABC.

These broadcasters were not willing to settle for an undistinguished radio news service. They had the vision to recognize that their affiliation with one of the ABC Radio Network divisions would bring needed authority and prestige to their news and sports reporting.

Now they have a network feed, without cluttered inventory, exclusively designed for their local programming. They are aware that the credentials of ABC Radio News, the world's largest network radio news operation, has reaped many benefits for them, including valuable local participations, national advertiser tie-ins and national advertising exposure.

We salute these pioneering station operators. Their desire for network programming that was commensurate with their own broadcasting quality has put them *more* than one giant step ahead of their competition in the 1970's.



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Radio Network



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