



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Is CATV destined for ad-supported network? p23
There may be some relief in AT&T radio rates. p38
House committee puts strong reins on pay-TV. p49
TELESTATUS: Where UHF penetrates deepest. p57

56560
CONCORDIA COLLEGE
C H YLVI SAKER LTR
MURHEAD
C0366VAK<DEC/70
56560

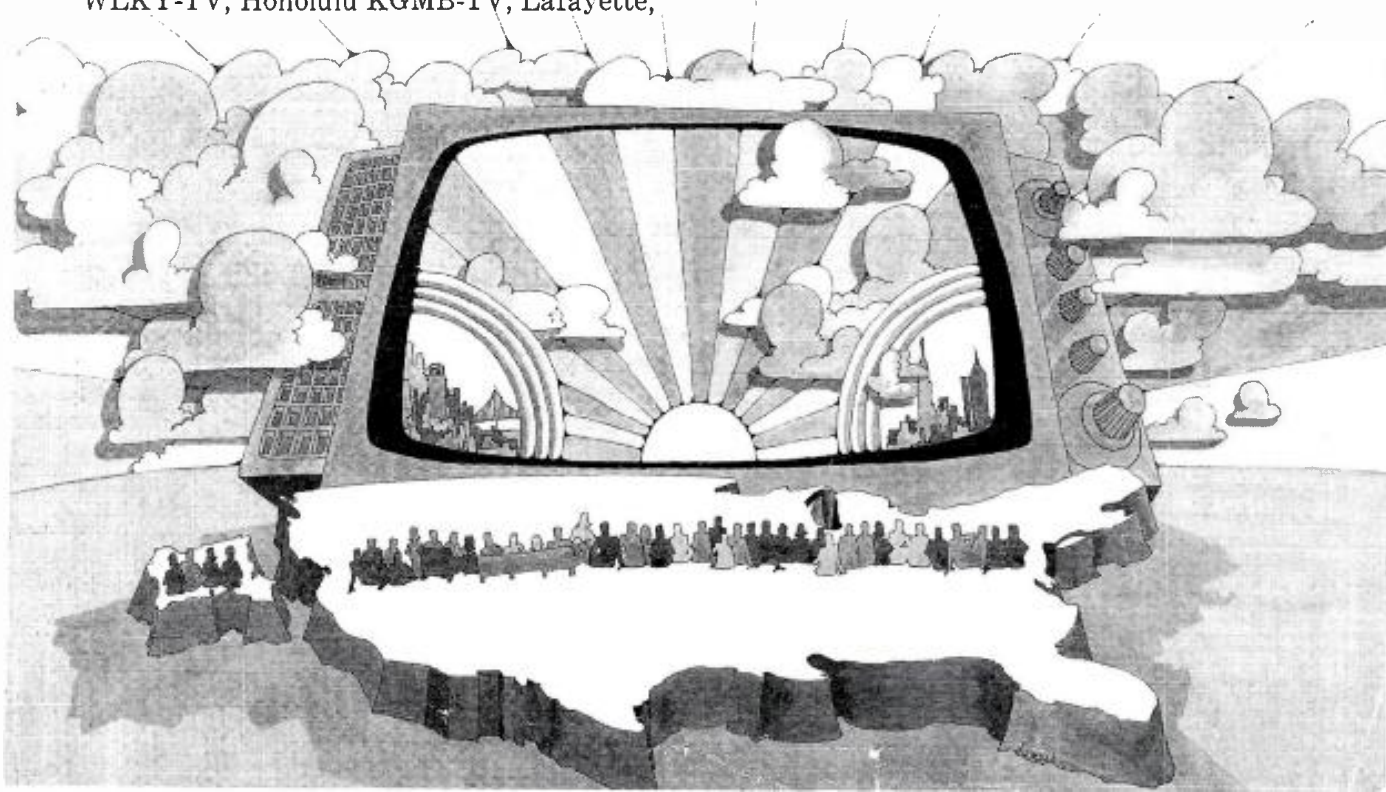
517

Immediate seating coast to coast.

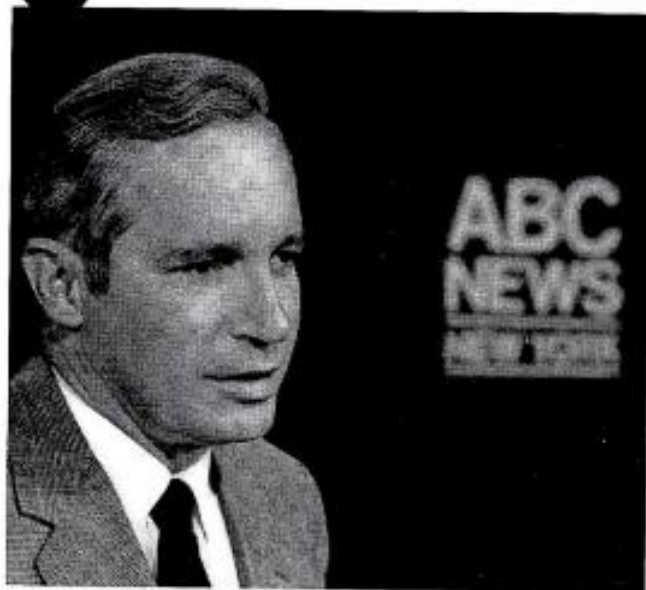
We've already sold Cat Ballou, Suddenly Last Summer, Doctor Strangelove, Murderer's Row, Alvarez Kelly and a group of other fine features from our POST'60 FEATURE FILM VOLUME 4 catalog to New York WCBS-TV, Los Angeles KABC-TV, Philadelphia WFIL-TV, San Francisco KGO-TV, Chicago WBBM-TV, Dallas-Ft. Worth KDTV, New Haven WNHC-TV, Indianapolis WISH-TV, Houston KHOU-TV, Denver KLZ-TV, Albany WAST, New Orleans WVUE, Louisville WLKY-TV, Honolulu KGMB-TV, Lafayette,

La. KLFY-TV, Las Vegas KLAS-TV, Grand Rapids WOOD-TV, Topeka KTSB, Tulsa KOTV, Syracuse WSYR-TV, St. Louis KTVI, Birmingham WAPI-TV, Harrisburg WTPA, Little Rock KARK-TV, Salt Lake City KUTV, Dayton WKEF, Milwaukee WTMJ-TV, Oklahoma City WKY-TV, Peoria WEEK-TV, Jefferson City, Mo. KRCG-TV, Lexington WLEX-TV, Omaha KETV.

But, there are still plenty of seats up front. **SCREEN GEMS** 



**The 1970
Peabody Award
for TV
news
goes to
Frank Reynolds.**



“Frank Reynolds, after a career of many years as a hard-core newsman and reporter, became, in 1968, an anchorman of ABC Evening News, which he shares five nights each week with his distinguished colleague, Howard K. Smith. Thus a fresh and engaging personality has emerged as a genuine major-leaguer.

“Besides organizing, writing and planning this nightly news show, Frank Reynolds adds trenchant and pertinent commentary, which is clearly labeled as such. Consistently such commentaries are finely-wrought jewels of precision—provocative and stimulating to listeners, reflecting a unique insight on the issue of the day and giving voice to the courageous conviction of the author.

“For his versatility as a newsman and analyst of critical and controversial events, Mr. Reynolds clearly merits the Peabody Award for TV news. This engrosses him as a valued member of the select company of some of his illustrious colleagues and his distinguished predecessors. In brief, there is a quality in Frank Reynolds’ work that is reminiscent of Elmer Davis. No higher commendation could be uttered.”

George Foster Peabody Award Citation

ABC News 

COLD FRONT SWEEPING SOUTHWARD... COLLISION... STATE GOVERNMENT... APOLLO 11... THE POSTAL SERVICE... CONGRESSIONAL CRITICS... OPERATION INTERCEPT... MURDER RATE CLIMBS... DALLAS OPERA OPENS... W... GOALS FOR DALLAS... TORNAO WARNING... TAX ST... AGITATION... CALVIN TOSSE BOMB... PROVOKE... NE... TLY CLOUDY... WATER POLLUTION... NO NEW CLUES... THRILLER... ISLANDS... C... H... A... B... N... W... T... A... R... E... D... W... E... F... K... I... R... A... DAY'S... WEATHER... HIGH PRESSURE RIDGE... SOUTH TEXAS... CIVIL RIGHTS...

NOON • 6pm • 10pm



represented nationally by



Dallas-Fort Worth is continually on the grow! According to ARB's 1969 Television Market Analysis, the Dallas-Fort Worth area is the 10th largest retail sales market and the 12th largest TV market in the United States. The people of such a gigantic metropolitan area deserve nothing but the best, and Channel 4's BIG NEWS is the best!

To get your "big news" to viewers in Dallas-Fort Worth, see your H-R representative for details about our BIG NEWS.

KRLD-TV The Dallas Times Herald Station

CLYDE W. REMBERT, President

Expediter

FCC is considering proposal that could hasten breakup of multistation holdings in same markets by making sales of such properties attractive as tax incentives to sellers. Under consideration is request for declaratory ruling that it issue Section 1071 Tax Certificate to licensee selling one or more of his properties in same market before commission acts on proposed rule to require breakup of such commonly owned stations. Certificate would permit licensee to avoid tax on proceeds for at least two years—forever if money were reinvested in that time in similar business.

Request for declaratory ruling was made by Washington law firm of Pierson, Ball & Dowd on behalf of unidentified clients. Firm noted that, under Internal Revenue Service criteria, commission may issue certificate in connection with sale that is "necessary or appropriate" to change in commission policy. Firm said sale of AM, FM or TV in same market would qualify for tax break in view of rule adopted last month barring owner of full-time station from acquiring another in same market—even in absence of mandatory divestiture rule now under consideration.

Changing balance

Time Inc., is rethinking its broadcasting future. Ahead may be divestiture of certain of its broadcast properties and heavier involvement in CATV and wired-city concepts. (It controls number of cable systems including one now operating in mid-Manhattan.) Time-Life Broadcast may entertain proposals for certain of its broadcast properties, but not all.

Although there are no "listings" of properties that might be sold, it would not come as jolt if Bakersfield, Calif., and Grand Rapids, Mich., markets in Time-Life complex were regarded as expendable. In Bakersfield company owns UHF KERO-TV, in Grand Rapids WOOD-AM-FM-TV. Other properties in group: KLZ-AM-FM-TV Denver, KOGO-AM-FM-TV San Diego, WFBM-AM-FM-TV Indianapolis.

Almost done

Last of station spinoffs in complicated Capital Cities-Triangle transaction are expected to be announced this week. Triangle's KFRE(AM) Fresno will reportedly be sold for some \$900,000 to

Walter Lake, of Los Angeles office of McGavren-Guild-PGW, station reps, and associates. KFRE-TV will go to other buyer. KFRE-TV will pass to Capital Cities as part of \$110-million deal involving also Triangle's WFIL-AM-FM-TV Philadelphia, WNHC-AM-FM-TV New Haven-Hartford, Conn., and programming firm. Sold off to other buyers—as part of package of transfers that eventually will be submitted to FCC—have been WFIL-AM-FM, WNHC-AM-FM and Capcities' WSAZ-AM-TV Huntington-Charleston, W. Va., and WTEN-TV Albany, Schenectady, Troy, N.Y. (BROADCASTING, Feb. 16 et seq.). Total sales value of spinoffs will run to more than \$53 million.

No test

FCC will have to look elsewhere if it wants court test of its authority to police airwaves of obscenity and indecency. Noncommercial WUHY-FM Philadelphia, picked for role last month (BROADCASTING, April 6), has decided not to play it. In taped WUHY-FM program that contained language it described as "indecent" and "patently offensive," commission was sure it had "right" case. It filed notice of apparent liability for \$100 but pleaded with station to take it to court rather than pay, saying it wanted court review to help it establish pertinent standards.

Station, however, will pay \$100 instead of litigating costly suit. Check for \$100 is expected to be received at commission this week.

Little bit commercial

New way for noncommercial television to raise money is being explored by National Educational Television, New York-based producer of many ETV programs, which is offering to sell to cable-TV operators any of 3,500 titles in its library in Ann Arbor, Mich. NET was sounding out prospects at CATV program conference in Chicago last week (story, page 23). Although fees are not fixed, suggested tentative price would be \$15 for half-hour program to pay for duplication and distribution costs, plus quarter of a cent per subscriber. Only one condition would be attached to cable distribution of NET program; no commercials could be inserted into program. Nothing was said, however, about commercials before or after.

Had enough

FCC Chairman Dean Burch who has fetish for getting job done without wasting time, let fellow commissioner have it at last Wednesday's regular meeting. With broadcast agenda up and about 35 staff members, plus FCC present, he told Commissioner Nicholas Johnson off after latter had said repeatedly FCC ought to explain in statement how public interest would be served by granting transfer of KRLD-TV to Los Angeles Times-Mirror Co., as part of \$91-million sale of *Dallas Times-Herald*.

Chairman Burch said he was under no compulsion to explain anything since there is no rule in force banning newspaper ownership. When argumentative Mr. Johnson insisted he was merely engaging in dialogue, chairman rejoined it was not dialogue but repetitious monologue. No final action was taken but approval is expected this week, when Commissioner Robert Bartley will be present. It will also cover sale of KRLD-AM-FM to family of Dallas Mayor John E. Jonsson for \$6,750,000 conditioned upon subsequent sale of FM station to third party, in light of one-to-customer role.

Getting out

Stern Family Fund, which contributed to Institute for Policy Studies' critical study of television ("Television Today: The End of Communication and the Death of Community," BROADCASTING, Oct. 6, 1969) is losing Edgar Stern Jr., president of WDSU-AM-FM-TV New Orleans. However, Mr. Stern's resignation is not apparently, result of Stern's funding study or other by Washington-based IPS. Rather, he was distressed over fund's decision, over his protest, to sponsor project of Center for Social Policy, also Washington-based, aimed at placing on boards of country's major corporations directors who represent "public."

Convert

Latest venture of John T. Reynolds, former president of CBS Television and later president of Paramount Television, is cable TV. He's president of newly formed Cable Communication Service, based in Los Angeles, and showed up at CATV programing seminar in Chicago last week. CBS is planning to offer feature-film packages to CATV operators and will, according to Mr. Reynolds, enter into cable-TV ownership, through franchise or acquisitions.

WPLG-TV News.
Around the world
...and
around the corner.

In Miami, WPLG-TV viewers get more *local* South Florida news—the news that immediately interests or affects them. Result: more involvement in our *total* news programming—now a total of nearly 23 hours each week. Digging, sifting, reporting, from every corner of the world and every corner of our area, WPLG-TV is South Florida's fastest-growing and most effective television news organization.



WPLG-TV 10
MIAMI, FLORIDA

Represented by Storer Television Sales, Inc.

High point of conference on programing sponsored by National Cable Television Association is suggestion by Ed Gray that future of national advertising on CATV depends on CATV network. See . . .

CATV headed for ad-support network? . . . 23

FCC's proposal to require networks to offer programs their affiliates don't clear to other stations in same market fails to mellow through years for networks, affiliates as they oppose it in oral hearing last week. See . . .

No one likes network program plan . . . 28

Despite continuing pressures by film producers and unions—and California Governor Ronald Reagan—FCC moves toward final adoption of its rule aimed at reducing network domination of prime viewing time. See . . .

FCC moves to prime-time rule . . . 34

NAB chief counsel John Summers has encouraging words for convention of presidents of state broadcaster associations: AT&T may trim radio line rate increases and delay them until Oct. 1. See . . .

A break on radio tariffs? . . . 38

House Commerce Committee approves pay-TV bill designed to limit carriage of prime-time movies and sports, to ban series and commercials and to prohibit carriage of any programs from standard television. See . . .

Putting the lid back on pay TV . . . 49

FCC sets for consolidated hearing five applications for channel 3 Jackson, Miss., including that of Lamar Life Broadcasting, erstwhile licensee and temporary operator of WLBT(TV) on channel. See . . .

Joint hearing set for ch. 3 Jackson . . . 49

Society of Motion Picture and Television Engineers examines problem of unifying color standards for film to reduce changing color quality on home sets. Increasing film temperatures and preview screening would help. See . . .

SMPTE bears color-control blues . . . 55

This month's "Telestatus" is data from American Research Bureau showing UHF penetration in UHF—"active" television markets (grouped by region of country) and trend from November 1967 to November 1969. See . . .

Where UHF penetration is deepest . . . 57

ABC-TV charges General Foods Corp. 'bent over backwards' to reach finding that magazine ads were more effective than TV spots, with implication conclusion was aimed at driving down spot prices. See . . .

Ad study gets another bad review . . . 60

National Association of Broadcasters ad hoc committee recommends shot in arm for broadcasting's public relations efforts to refurbish industry's tarnished image. Concrete measures are in offing. See . . .

NAB sets pattern for PR reassessment . . . 68

Departments

AT DEADLINE	9
BROADCAST ADVERTISING	60
CHANGING FORMATS	32
CHANGING HANDS	42
CLOSED CIRCUIT	5
DATEBOOK	14
EDITORIALS	88
EQUIPMENT & ENGINEERING	55
FATES & FORTUNES	70
FOCUS ON FINANCE	52
FOR THE RECORD	74
INTERNATIONAL	69
LEAD STORY	23
THE MEDIA	38

MONDAY MEMO	20
OPEN MIKE	18
PROGRAMING	23
PROMOTION	68
TELESTATUS	56
WEEK'S HEADLINERS	10
WEEK'S PROFILE	87

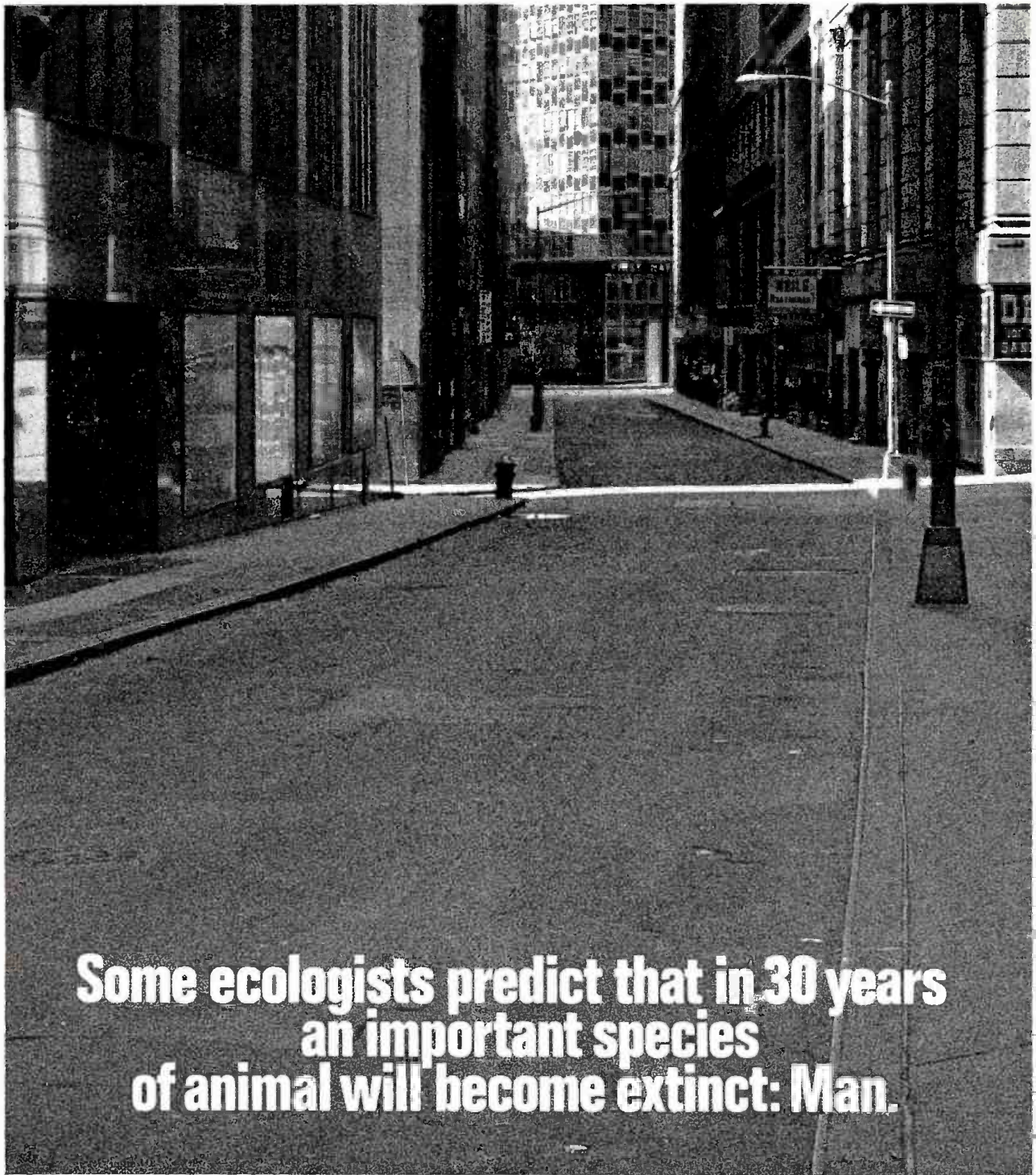


Broadcasting

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

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

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



Some ecologists predict that in 30 years an important species of animal will become extinct: Man.

Pollution is destroying our land, our water, our wildlife and the air we breathe. And if some experts are right it may destroy all of us in the next 30 years.

We want everyone to be aware of what pollution is doing to them. As well as what people are doing about it.

That's why Group W's Urban America Unit produced the one hour documentary, "Teach-In On The Environment!"

The program concentrates on

the University of Michigan Teach-In. It brings together a variety of people concerned with America's disintegrating environment: students and Senators, labor and management and ecology experts.

They show how pollution is killing us. But they also talk about how we can save ourselves.

"Teach-In On The Environment" is one of four ecology specials in our "Give Earth A Chance" series.

They'll be broadcast in prime-

time on Group W's five television stations.

And everyone of our stations throughout 1970 will produce programs on their own local ecology problems.

Group W does this kind of programming because pollution isn't just dangerous.

It's fatal.

GROUP W
WBZ - WBZ-TV BOSTON - WINS NEW YORK
KYW - KYW-TV PHILADELPHIA - WJZ-TV BALTIMORE
KOKA - KOKA-TV PITTSBURGH - WOWO FT. WAYNE
WIND CHICAGO - KPX SAN FRANCISCO - KFNB LOS ANGELES
WESTINGHOUSE BROADCASTING COMPANY

Strike delayed for talks

National Association of Broadcast Employees and Technicians called off strike at NBC set for 3 p.m. EDT Friday (May 1) and agreed to continue sessions with federal mediation and conciliation service in Washington. Union warned it would continue talks on "hour to hour basis" only.

NABET scheduled its strike deadline on Thursday (April 30) after negotiation session with NBC that day proved unfruitful and after union membership of 1,300 earlier had rejected by more than two-to-one NBC's contract proposal. Before agreeing to submit NBC's offer to members, NABET had set strike for 3 but called it off that day, (BROADCASTING, April 6).

Representatives of management and union met in Washington on Friday at behest of federal mediator, who also persuaded NABET to postpone its 3 p.m. strike deadline.

NBC's offer called for \$55 per week wage increase, spread over three years, for most technicians, who now average \$260 per week, plus improvements in fringe benefits. Union is seeking larger pay boosts, plus more liberalized benefits than those suggested by NBC. Contract expired March 31.

NBC said it was prepared to continue broadcast operations without interruption in event of strike, using managerial and other non-union personnel.

News judgment at issue

NBC has asked FCC staff to reconsider ruling that network violated fairness doctrine in Nov. 5, 1969, Huntley-Brinkley program suggesting that private pilots are not as safe as commercial pilots. Staff said network failed to provide pro-private pilot point of view (BROADCASTING, April 6).

But NBC, in its pleading, said staff missed point of program and that its ruling violates commission's own policy against judging "merit, wisdom or accuracy" of broadcast discussion or commentary.

NBC's petition, 21 pages long and buttressed by affidavits from two NBC news executives who were involved in program, indicates network will appeal to commission for review, if turned down by staff, and, perhaps, to courts if that proves necessary.

NBC said staff ruling has "implications far beyond confines" of case. "It would establish a policy under which the commission's staff could question

the basis for the news medium's selection of particular facts to report, and its selection of particular spokesmen for a point of view."

Report involved was one in series of five broadcast during week of Nov. 3, 1969, on Huntley-Brinkley program on air safety and air-traffic congestion. Controversy developed principally over segment in which airline pilot and private pilot were interviewed.

NBC said staff erred in applying fairness-doctrine requirements to sub-issue which was not main issue presented by program. NBC said thrust of program related to air congestion, not relative merits of commercial or private pilots.

If fairness doctrine is to be applied to every fact stated, every interview, and every occurrence depicted in course of covering complex issue, NBC said, "commission will be second guessing a reporter at every stage of his work."

NBC also said ruling "is a dangerous violation of press freedom."

Commission staff had called on NBC to "take appropriate steps" to achieve fairness on air-safety issue as it relates to commercial and private pilots. But NBC said that if ruling is allowed to stand, "it will involve the commission in judgments of choice and selection which must be left to the individual licensee."

Returns to TV

U.S. Steel Corp., Pittsburgh, is returning to television in June after absence of six years with substantial spot TV campaign in 19 major markets at estimated cost of \$2.5 million.

Through Compton Advertising, New York, U.S. Steel plans to sponsor local community events, such as elections, parades and exhibition sports events, through one-hour programs, on more than 40 stations. Advertiser wants to reach specific, target audiences, such as its customers, financial community, employees, legislators and personnel for recruitment. Commercials will stress U.S. Steel is "involved" through its products in such areas as housing, architecture, basic resources and undersea resources.

U.S. Steel at one time was major network TV sponsor but has not been represented on medium for six years. In 1964 its total spot and network TV spending amounted to estimated \$2.3 million. In recent years, U.S. Steel has concentrated its advertising in newspapers and magazines. Compton spokesman said additional details on spot-TV campaign will be released in about two

weeks.

Meanwhile, General Foods is shifting advertising emphasis of its Minute Rice from television to magazines, in decision admittedly influenced by *GF-Look-Life-Reader's Digest* study which concluded magazines are "generally comparable in advertising effectiveness with TV" (BROADCASTING, March 16, et seq.; see page 60).

GF would give no budget figures at this time. In 1969 GF spent nearly \$2 million in television for Minute Rice (\$742,000 in network, \$1.16 million in spot according to Television Bureau of Advertising). Agency for Minute Rice is Young & Rubicam, New York.

Maneloveg leaves

Herbert Maneloveg, vice president and member of board of BBDO, New York, and chairman of its advertising strategy board, has resigned from agency. Mr. Maneloveg said Friday (May 1) that he is considering opening his own business or joining established organization, possibly independent media service. He was vice president and director of media for BBDO for more than eight years.

Expounds dissent

FCC Chairman Dean Burch thinks forthcoming FCC rule limiting station use of network programing in prime time is more result of dissatisfaction with quality than real desire for diversity. "A question of taste" he said. Diversity is official FCC explanation for rule expected to be issued, along with Mr. Burch's dissent today (May 4).

Rule limits affiliates to three hours of network programs in 7 to 11 p.m. period.

Mr. Burch conducted question and answer session Friday (May 1) at final meeting of state broadcaster association presidents in Washington (see page 38). He said FCC rule "is classic example of trying to do good with result that may be harmful." He doubted rule would improve quality. He said FCC "more and more has tendency to get into decisions that must be made by operators. I hope this particular drift can be curtailed. The only way to pay for public service is with profits made by individual broadcasters."

He said "I do not go along with decisions that are made just to regulate. that have faint hope of doing some good with real possibility of doing some harm."

Mr. Burch, responding to queries on reason for new greatly-increased license

fee schedule, said it would be under continual study of permanent group he proposes to retain. But he warned "you can expect increases. There is no way to evaluate fees qualitatively or quantitatively. We may revise schedule and we will try to be fair but no one will like it." He said he believed Congress had right to expect industry to pay for its regulation.

He said he hoped to be "responsible for some things not happening" but he is not "committed to the preservation" of status quo. He reiterated he is "not interested in destroying the present system." "I believe broadcasters have a right to a profit and a healthy profit," he said.

Regarding proposed FCC rule requiring divestiture in multimedia combinations, chairman said it deserves study and much testimony would be taken before anything was made final. He said FCC's proposed primer on ascertainment already had elicited many comments and he believes it needs to be simplified. Concerning obscenity on air, he doubted seriousness of problem but said it really concerns questions of decency rather than obscenity.

Three brands to Tinker

Cosmetic and Toiletries Division of Shulton Inc., New York, is assigning three brands formerly handled by Compton Advertising to Jack Tinker & Partners effective July 31. Brands, which are expected to bill over \$1 million in 1970, are Desert Flower, Technique, and Bronztan. In 1969, 90% of spending for Desert Flower and Technique brands was in radio and TV. Bronztan has been in test stage and has used no broadcast.

Fee fight goes to court

National Cable TV Association asked federal court in Washington Friday (May 1) to require FCC to permit public examination of records on which commission based its proposed new fee schedule and for temporary injunction against commission action to impose new fees.

NCTA twice has been rebuffed by FCC in its attempts to see records on which proposed fee payments are based; once by Executive Director Max Paglin and last month by commission itself (BROADCASTING, April 20).

Cable TV trade association claims FCC refusal to permit inspection of records is violation of 1966 Public Information Act. NCTA also asked U.S. District Court to require FCC to extend for 60 days after NCTA inspects records, presuming it gets authority, FCC deadline for filing comments on fees. This deadline was April 20 (BROADCASTING, April 27).

In its schedule of proposed fees, is-

Week's Headliners

Joseph Martin Jr., San Francisco lawyer, named general counsel of Federal Trade Commission effective August 1, succeeding **John V. Buffington**, who will retire after 36 years of federal service. Mr. Martin is senior partner in law firm of Miller, Groezinger, Pettit, Evers and Martin. Appointment is seen as first step in Chairman Caspar Weinberger's complete overhaul of top-level FTC staff ("Closed Circuit," April 20).

George Warren Earl, VP and general manager, KHJ-AM-FM Los Angeles, named VP of RKO Radio in charge of western region. Mr. Earl will continue to be responsible for management of RKO's radio stations in Los Angeles and will assume charge of KFRC(AM) and KFMS(FM) both San Francisco.

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

sued last February, commission would require annual payment of 30 cents per subscriber from all CATV systems with 200 or more customers.

Resigns as chairman

Resignation of CATV pioneer W. Randolph Tucker as chairman of Cypress Communications Corp., multiple CATV owner, disclosed in six-months financial report showing revenues increase of 26.9% to \$1,883,052, and net earnings of \$38,877, up from \$2,158 for same period year ago.

Cypress announcement said Mr. Tucker terminated his association March 31 "for personal reasons." He is still stockholder, however. Merger of Cypress with Harriscope Cable Corp. is expected to be consummated this month.

Sees EVR costs dropping

Dr. Peter C. Goldmark, CBS Laboratories, disclosed Friday (May 1) electronic video recording system may switch "soon" to diazo-type film that has no silver content, has no grain and will result in EVR prints costing almost one-half rates CBS presently has set for duplication copies. He told of breakthrough in long diazo experimentation at Chicago demonstration of EVR before conference of Society of Motion Picture and Television Engineers (see page 55).

Results of diazo EVR print played in color "are indistinguishable" from silver-type film presently used. Dr. Goldmark claimed, displaying photographs from both techniques. Half-hour EVR color print now costs \$36 or less, depending

on quantity. Diazo color print might cost \$20 or less, another CBS source speculated. Dr. Goldmark said Ilford Ltd., London-based EVR partner, makes half-hour color print now in 18 seconds.

William J. Hannon, astro-electronics division, RCA, described his firm's new holographic tape system for home TV market but did not demonstrate it. System has target date of 1972, he said.

'Sesame Street', Miss.

Mississippi ETV officials have voted unanimously to "defer approving" showing of children's program, *Sesame Street*, but declined to call it ban.

Dr. F. M. Fortenberry, director, Mississippi Division of Junior Colleges, and member of board of Mississippi Public Education Television System, denied show was banned for showing on WMAA-TV Jackson, Miss.

"When we get a statewide network," he said, "we can more nearly do things we can't do now without jeopardizing the financing of our entire program." After network is established, he added, "then we might begin to see a little bit of a change of attitude toward things like this." He denied published report that board objected to integrated cast of show. Board, he said, will probably take up scheduling of show at later date.

William R. Smith, director of WMAA acknowledged his disappointment. He said this is second time board has voted against showing of *Sesame Street*. WMAA is only ETV station now operating in state. Projected is nine-station ETV network.

Mrs. Joan Ganz Cooney, director of Children's Television Workshop, producer of show, commented on earlier reports. "If they are accurate," she said, "it is a tragedy for both the black and white children of Mississippi." As of now 50 stations in nine southern states carry *Sesame Street* with no station in region ever refusing to carry show, according to CTW officials.

Horton to Qualis

Winter D. Horton Jr. vice president. development, National Educational Television, New York, joins Qualis Productions, Burbank, Calif., as vice president in charge of educational film division. Mr. Horton has been active in cable television for nearly decade as founder of Community Television of Southern California, later as member of board of non-commercial, educational KCET-TV Los Angeles. He joined NET in 1965 as director of development, became vice president in 1967.

In his new post, Mr. Horton will be active in liaison work with government agencies, school districts and private foundations and corporations in production of films for use by commercial, educational and cable TV, and for distribution to schools and libraries.



Since man has been on earth, he has dreamed of ending hunger. America's agricultural equipment builders aren't just dreaming. They're creating the tools and techniques needed to end starvation.

Not bad at all.



Hunger. Major crisis of our world. By 1985, world population will increase by more than 50%. Food production in underdeveloped countries must at least double just to keep hunger at its present level.*

Agricultural equipment manufacturers are moving to meet the challenge. With new and far more productive equipment. With advanced farming techniques. And with programs designed to educate people in the ways of modern farming.

Republic Steel is a major supplier of carbon and alloy bars, flat rolled steels, high strength low alloys, tubing, wire products, and fasteners to the agricultural equipment industry. And we're developing *today* advanced new steels for tomorrow's farming equipment. Republic Steel Corporation, Cleveland, Ohio 44101.

*According to a report of the President's Science Advisory Committee

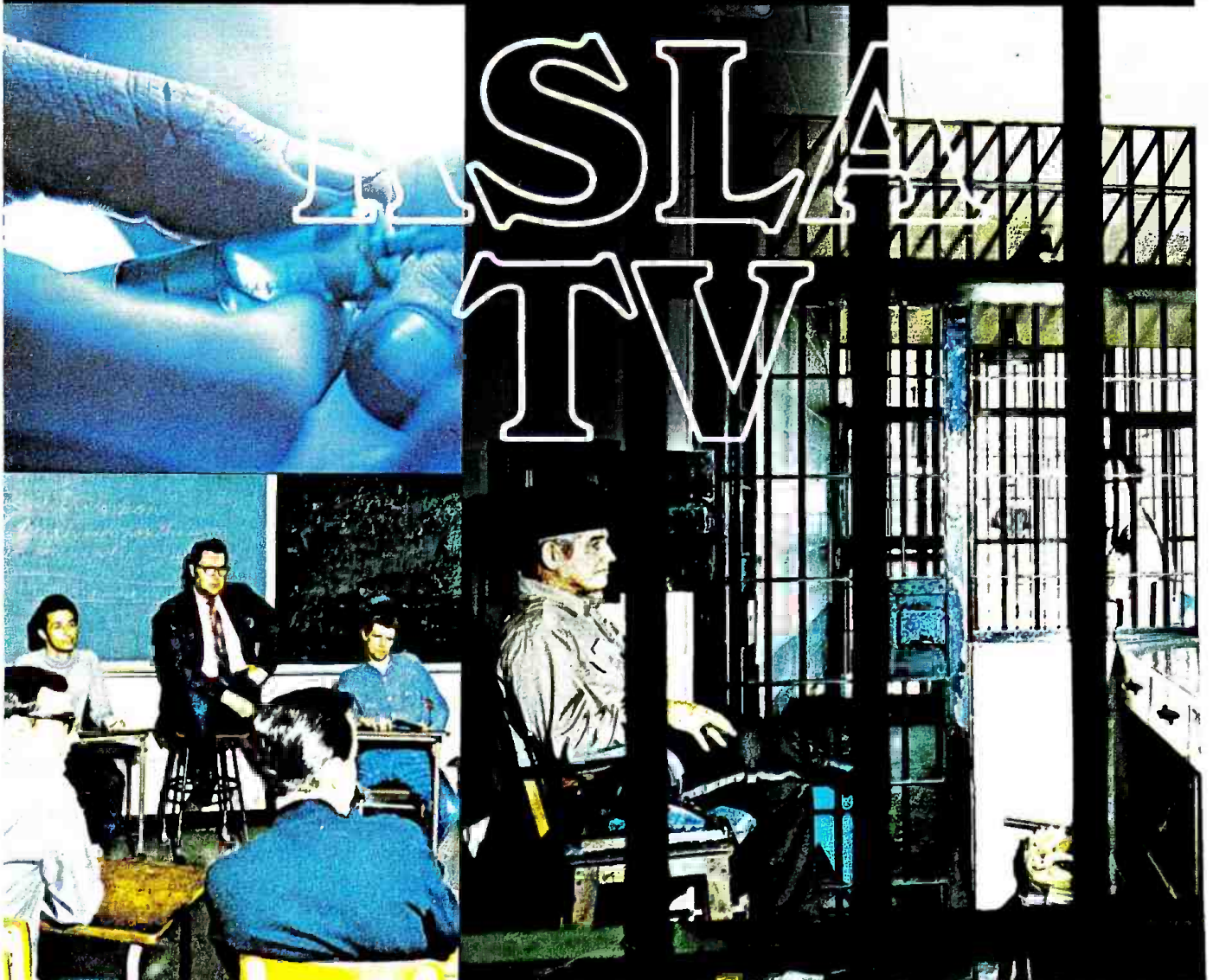
Republicsteel

SHREVEPORT KIDS KNOW MORE ABOUT NARCOTICS AND KSLA-TV TOLD THEM.

When KSLA-TV saw a drug problem beginning to build among Shreveport young people they decided to do something about it.

KSLA-TV News went to the Louisiana State Prison at Angola and talked with the prisoner-members of Angola's Narcotics Anonymous Chapter. From this was produced the first of two television programs. Then, with the cooperation of the warden, the Shreveport Police Department, and the public schools, the six "stars" of the television program came to Shreveport for a personal appearance before 1800 kids packed into Civic Theatre. Each prisoner told his own story—how he got hooked and what he was going through to kick the habit. The kids asked questions and got straight answers first-hand from men who know.

Now Shreveport kids know, too. And KSLA-TV is proud to have had a part in telling them. When Shreveport wants news or information, they turn to KSLA-TV first.



hrp

HARRINGTON, RIGHTER & PARSONS, INC.

TELEVISION INNOVATORS

hrp blue

WAPI-TV	Birmingham	NBC
WTPA	Harrisburg	ABC
WTIC-TV	Hartford	CBS
KHOU-TV	Houston	CBS
WJAC-TV	Johnstown	NBC
WHAS-TV	Louisville	CBS
WCKT	Miami	NBC
WSIX-TV	Nashville	ABC
KSLA-TV	Shreveport	CBS
KTVI	St. Louis	ABC
KOTV	Tulsa	CBS

hrp gold

WRGB-TV	Albany/Schenectady/ Troy	NBC
WBEN-TV	Buffalo	CBS
WANE-TV	Fort Wayne	CBS
WFMY-TV	Greensboro/High Point/Winston-Salem	CBS
WATE-TV	Knoxville	NBC
WJIM-TV	Lansing/Flint/Jackson	CBS
WTMJ-TV	Milwaukee	NBC
WTAR-TV	Norfolk	CBS
KOIN-TV	Portland	CBS
WSYR-TV	Syracuse	NBC
WMAL-TV	Washington, D.C.	ABC

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 BUSINESS WEEKLY OF TELEVISION AND RADIO

TELEVISION

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

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

EDITORIAL

Edwin H. James, *vice president and executive editor*,
Rufus Crater, *editorial director* (New York).
Art King, *managing editor*,
Frederick M. Fitzgerald, Earl B. Abrams, Leonard Zeldenberg, *senior editors*,
Joseph A. Esser, William R. Loch, Robert A. Malone, *associate editors*,
Alan Steele Jarvis, Mehrl Martin, Timothy M. McLean, Steve Millard, J. Daniel Rudy, Robert Sellers, *staff writers*; Tommy Noonan, Deborah May Nordh, Antoinette W. Roades, *editorial assistants*. Bernice Hase, *secretary to the publisher*.
Erwin Ephron (vice president, director of media, programing and media research, Carl Ally), *research adviser*.

SALES

Maury Long, *vice president-general manager*,
George L. Dant, *production manager*;
Harry Stevens, *traffic manager*; Bob Sandor, *assistant production-traffic manager*; Claudine Camrada, *classified advertising*; Doris Kelly, *secretary to the vice president-general manager*.

CIRCULATION

David N. Whitcombe, *circulation director*,
Bill Criger, *subscription manager*,
Michael Carrig, Kwentin Keenan, Lucy Kim, Mary Ann Lucki, Jean Powers, Shirley Taylor.

BUSINESS

Irving C. Miller, *comptroller*,
Sheila Thacker, Pamela Bradley, Laura Berman, *secretary to executive vice president*.

BUREAUS

New York: 444 Madison Avenue, 10022.
Phone: 212-755-0610.
Rufus Crater, *editorial director*; David Berlyn, Rocco Famighetti, *senior editors*,
Norman H. Oshrin, *associate editor*;
Helen Manasian, Caroline H. Meyer, *staff writers*; Warren W. Middleton, *sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masfield, *Eastern sales manager*; Harriette Weinberg, *advertising assistant*

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

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

Rose Adragna, *assistant*.

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

Morris Gelman, *senior editor*.
Stephen Glassman, *staff writer*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932. Broadcast Reporter in 1933. Telecast* in 1953 and Television* in 1961. Broadcasting-Telecasting* was introduced in 1948.

*Reg. U.S. Patent Office.

© 1970 by BROADCASTING Publications Inc.

Datebook®

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

May

May 4—Hearing on renewal and competing applications for WFAN-TV and WOOK(AM), both Washington, FCC, Washington.

May 4—Announcement of *Emmy* nominees.

May 4—Evidentiary hearing in competitive proceeding for WPIX(TV) New York, channel-11 facilities. FCC, location to be announced.

May 5—RCA stockholders meeting at Feit Forum of Madison Square Garden Center, New York, 10:30 a.m.

May 5-6: CBS-TV Network affiliates' conference. Century Plaza hotel, Los Angeles.

May 5-6 — Television techniques institute sponsored by *University of Wisconsin*. Wisconsin Center, Madison.

May 5-7—Spring meeting of *Pennsylvania Community Antenna Television Association*. Host Farms, Lancaster.

May 5-8—Conference of *Catholic Broadcasters Association of America*. Jung hotel, New Orleans.

May 6—New deadline for filing comments on FCC's proposed "Annual Report of CATV Systems." Previous deadline was April 6.

May 6—Broadcast day sponsored by *Missouri Broadcasters Association*. Luncheon speaker will be Marvin Kalb, CBS correspondent. Also, MBA's first awards program winners will be announced. University of Missouri, Columbia.

May 7 — Annual stockholders meeting, *Scripps-Howard Broadcasting Co.* WCPO-TV Cincinnati.

May 7—Hermes Awards banquet, *Chicago Advertising Club*, grand ballroom, Conrad Hilton, Chicago.

May 7-9—Convention of *Kansas Association of Radio Broadcasters*. Ramada Inn, Topeka. Speakers will include FCC Commissioner Robert Wells.

May 8-9—Meeting of *Virginia AP Broadcasters Association*. Executive motor hotel, Richmond.

■ May 8-10—Meeting of *Florida AP Broadcasters Association*. Hilton inn, Orlando.

May 9—Annual radio-TV awards banquet of *Alpha Epsilon Rho* (Alpha Tau chapter), radio-TV fraternity. Guest speaker is FCC Commissioner Kenneth A. Cox. Washington State University, Pullman.

May 9-17—Annual meeting of *Association of Federal Communications Consulting Engineers*. Royal Lancaster hotel, London.

May 10-13—ABC-TV affiliates convention. Century Plaza hotel, Los Angeles.

■ May 10-13—Convention of *Illinois-Indiana Cable Television Association*, Springfield.

May 10-14—Sales-promotion seminar sponsored by *Association of National Advertisers*

Radio Advertising Bureau's regional sales clinics

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.

Television Bureau of Advertising regional sales clinics

May 7—Marriott motel, Boston.

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

May 12—New Tower, Omaha, Neb.

May 14—Downtown 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—Northstar Inn, Minneapolis-St. Paul.

May 28—Merchants & Manufacturers club, Chicago.

Inc. Abbey hotel, Fontana, Wis.

May 11-12—Spring meeting of *Washington State Association of Broadcasters*. Red Lion Inn, Pasco.

May 11-14—Annual convention of the *Canadian Cable Television Association*. Hotel Vancouver, Vancouver, B. C.

May 11-16—International instrument, electronics and automation exhibition, London.

May 12—Annual stockholders meeting, *John Blair & Co.* Dorset hotel, New York.

May 12 — Annual stockholders meeting, *Communications Satellite Corp.* L'Enfant Theater, Washington.

May 13-15 — Electronic components conference, sponsored by the *Electronic Industries Association* and the *Institute of Electrical and Electronic Engineers*. Herman Kahn, director of Hudson Institute, and Vladimir Scripkin, minister of electronics industry, USSR, among featured speakers. Statler-Hilton hotel, Washington.

■ May 14—Fourth annual conference on research and methodology sponsored by *New York chapter of American Marketing Association*. Keynote speaker will be Dr. George Brown, director of Bureau of Census. Americana hotel, New York.

May 14—*International Radio and Television Society* annual meeting and luncheon. Waldorf-Astoria, New York.

May 14 — Annual stockholders meeting, *Reeves Telecom Corp.* Manufacturers Hanover Trust Co., New York.

May 14-15—Spring convention of *Kentucky Broadcasters Association*. Executive Inn, Louisville.

May 14-16—Annual *Oregon Association of Broadcasters* conference. Sunriver Lodge, Bend.

May 15 — New York chapter of *Broadcast Pioneers' "Fun and Fellowship Festival"* at Luchows.

May 15 — Deadline for entries in annual public-service awards program for distinguished service to accident prevention during 1969 sponsored by *National Safety Council* for broadcast and print media. Entries should be addressed to public information department of National Safety Council, 425 North Michigan Avenue, Chicago.

May 16—Meeting of *California-Nevada AP Television and Radio Association*. Fairmont hotel, San Francisco.

■ May 17-19—Spring meeting of *Virginia CATV Association*. Mariner motel, Virginia Beach.

■ Indicates first or revised listing.

IN TERRE HAUTE

It's the same great, continuing story...

**YOUR
BEST
BUY...**



- ⑩ Still rolling over all competition with largest audiences every hour of the day, 9 a.m. to sign-off.
- ⑩ 75% more homes per average quarter-hour, total day.
- ⑩ Early Evening News audience over four times larger than the competition's early news.
- ⑩ Since 1961, largest Growth in Retail Sales per Household among all Indiana Metro Areas.
- ⑩ With Terre Haute A.D.I. Retail Sales equal to 20% of Indianapolis', you owe it to your product and to your dealers in western Indiana-eastern Illinois to cash in on this mighty buy—WTHI-TV.

Sources: ARB, Feb.-Mar. '70 subject to limitations therein. Sales Management Survey of Buying Power.

**IN NEW YORK, CHICAGO, DETROIT, ST. LOUIS,
ATLANTA, DALLAS, SAN FRANCISCO, LOS ANGELES**

It's a brand new story...



is now represented by

EVERY-KNODEL, INC. 



Altogether now. The best color camera is...

“The TK-44A makes very sharp pictures. Reaction to a recent live ball game was ‘It’s the finest video ever seen.’”

—LeRoy Bellwood, Director of Engineering
KOGO-TV, San Diego, California
Time-Life Broadcast, Inc.

“The camera has met with excellent reaction from viewers and sponsors...No question whatsoever—it beats the day-lights out of other cameras. Sharpness of picture, by the enhancer...means another generation of quality tapes.”

—Wayne Barrington, Chief Engineer
WISN-TV, Milwaukee, Wisconsin

“...picture quality is outstanding... Quality pictures one minute after turn on.”

—Eugene R. Hill, Vice-President, Engineering
Kaiser Broadcasting Corp.
Oakland, California

“Many people have remarked how much better our pictures look. Not simply the color, but how much sharper. It’s a better picture.”

—C. E. Miller,
V.P., Engineering
Fisher’s Blend Station,
Inc.
KOMO-TV, Seattle,
Washington

“Our folks like the way the picture looks and the way the camera handles...We get requests to go on location...agencies from out of town come to us...We are doing a lot of this work.”

—Rupert Bogan, Director of Engineering
Carter Publications, Inc.
WBAP-TV, Fort Worth, Texas

“We have been impressed with the construction, the dependability and the quality of pictures...The pictures are great and the lack of noise in the black is beyond belief.”

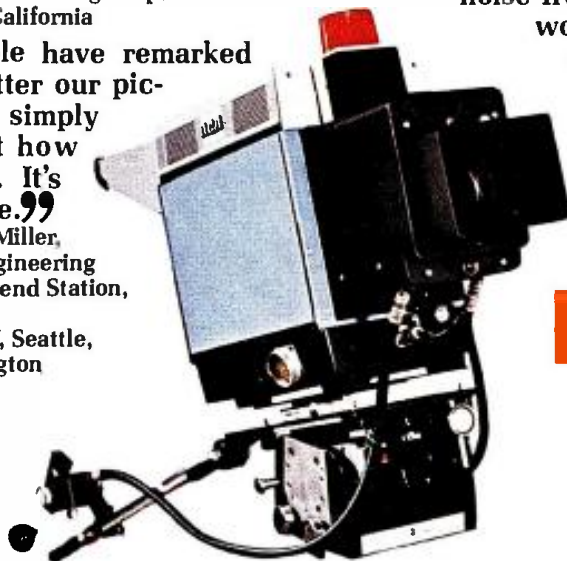
—Vincent E. Clayton, Director of Engineering
Bonneville International Corporation
KSL-TV, Salt Lake City, Utah

“They have been used with as little as 25 foot candles of light...and give us noise free color pictures...We have worked with all other makes and models of cameras, but none compare to the TK-44A.”

—Larry R. Eskridge, Chief Engineer
WTOG-TV, St. Petersburg,
Florida

Thank you, gentlemen.

RCA



M&H

"WE KNOW THIS YEAR, WHAT NEXT YEAR'S RATINGS WILL BE LIKE"

We didn't say that, but one of our clients did and several others confirmed it. The truth is that facts accumulated in our depth studies, are usually strong indicators of rating trends as far as a year away.

Ratings lag behind actual behavior when a market is in transition. Even though audiences are in the process of changing attitudes, when faced with a diary, they often tend to "vote" the way they used to behave, or still usually behave.

This phenomenon is much more evident in attitudes toward programs under the station's control, i.e., news, weather, sports, children's and women's programs, than toward network programs.

If you want to learn more about next year's ratings, or why this year's ratings turned out the way they did, give us a call for a no obligation presentation.

By the way, we still work with you for a whole year beyond a study—because we are more than just a research company. There is a lot more to making successful improvements than just having a research document handy. Don't write—call!

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

490 N. Woodward Avenue

Birmingham, Mich. 48011

Area Code 313

644-9200

OpenMike®

'Not caught off-guard'

EDITOR: We appreciate the mention of the ABC television coverage in your April 20 article: "Networks Caught Off-Guard with Apollo." That headline gave us pause—although (as recent events indicate) ABC News is not in the habit of pausing.

"Networks" is plural. ABC News is singular. Certainly our coverage of the flight of Apollo 13 beginning with our "beat" on Monday night, April 13, has received singular praise.

ABC News, alone of the three network news operations, was not caught off-guard. It has been standard operating procedure for our special-events unit to maintain a 24-hour monitoring staff without regard to our on-air programming. At all hours, every minute of a space mission, a newsman monitors and logs every air-to-ground communication, every report from mission control. At the same time and at another location, every such communication is recorded on audio tape for informational or air replay. Both of these operations are in addition to our normal news staffing.—*Elmer Lower, president, ABC News, New York.*

(If omitted from the headline, ABC News was credited in BROADCASTING's story with "quick recognition" of the space emergency and its airing of reports was accurately summarized.)

Does militancy pay?

EDITOR: The articles, "Pitch for More Minority Hiring" and "Constructive Militant gets NAB Platform," in your April 13 issue are very disturbing in that they underline the theme that coercion and militancy pay off in broadcast employment.

I agree broadcasters have often been discriminatory in their hiring practices and indifferent to minority needs. It has taken protests from minorities and federal intervention to soften this situation.

But the reaction by many broadcasters to this prodding is in some ways magnifying the problem. Before coming to my current employment, I was told by an interviewer, "We don't need Chinese or Japanese on-the-air personalities. The demand is for blacks and Mexican-Americans."

As perhaps the only Oriental television and radio newsmen in the United States, I felt this was a slap not only to my personal pride but to my heritage.

In none of the major Oriental population centers in this country—San Francisco, Los Angeles, Honolulu, New York, Chicago, Seattle, or Houston, do I know of an Oriental working as a

television or radio field reporter or as an anchorman.

The quiet man from the Far East has awakened to this new form of discrimination—the pitting of one minority against another, the development of hiring practices based on unwritten quotas, and the answering of needs from those who offer the greatest threat.

The Orientals in such areas as San Francisco are relying on the editorial as a sensible means of seeking a change. Let's hope they and others don't have to resort to stronger methods.—*Samuel Chu Lin, KOOL-AM-FM-TV Phoenix, Ariz.*

Comparing Time's quarters

EDITOR: I'm afraid your reporter and headline writer had the right figures but a faulty interpretation of them in BROADCASTING's April 20 story about Time Inc.'s first-quarter earnings.

He was right to say that we earned 15 cents per share during the first quarter of this year, and he would have been right to compare this with a loss of four cents per share in the first quarter of 1969. Both those figures are ordinary income—the usual base for comparison. Instead, your reporter compared ordinary income for 1970 with combined income for 1969—which just happened to include extraordinary income of 72 cents per share.

The real news then is that Time Inc. earnings from operations rose by 19 cents a share in the first quarter of this year compared to last.—*Donald M. Wilson, vice president, corporate and public affairs, Time Inc., New York.* (BROADCASTING's story correctly identified the abnormality of earnings in 1969, but prints Mr. Wilson's letter for added emphasis.)

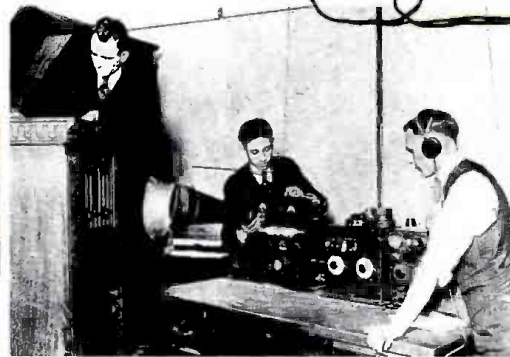
Records for Holland

EDITOR: Our secretary general plans to be in New York in mid-May to negotiate the purchase of American recordings for deposit in our new library in Holland. While the library is international, a major portion of it has been reserved for Americana to reflect the major contributions made by the States to 20th-century music.

Our budget will not permit the purchase of new recordings. Radio stations wishing to offer collections of recordings may submit details and asking prices to the International Broadcasters Society's New York office at 22 East 42nd Street, care of Eugene Bernald. We are interested in all types of American instrumental music.—*T. D. R. Thomason, executive director, International Broadcasters Society, Bussum, The Netherlands.*

Here's what the squeak from an oatmeal box is doing in Detroit today!

Fifty years ago, a mere handful of wireless enthusiasts picked up WWJ's first program on homemade "oatmeal box" receivers. Since then, WWJ has been the potent sound of southeastern Michigan, serving millions with carefully planned programming, front-ranking personalities, the best of popular music, award-winning news and sports, and special community service presentations — all reflecting the continuing vitality of WWJ Radio ONE.



Broadcasting was born on August 20, 1920 when WWJ presented the world's first regular daily programming.



"Block Builders" with Jerry Blocker (right) helps solve neighborhood problems, typifies WWJ's many weekly community service presentations, including "Peak Out," "High School Bowl," "Detroit Close-Up."



George Kendall
News

Vince Doyle
Sports



Sonny Eliot
Weather

Mark Stuart
News



Driving home, on-the-go Detroiters keep right up-to-the-minute with 3 solid hours of "Newstime," anchored by Les Martens.



Allen James
News

Norm Plumer
Sports



Newstime, Morning and Afternoon, is prepared and edited in the busy WWJ Newsroom. "Morning Newstime" at 6:00, 7:00 and 8:00 with George Kendall, Vince Doyle, others is Detroit's only complete half-hour early report on news, business, weather, sports. From 4:00 to 7:00, "Newstime" with anchorman Les Martens features Mark Stuart, Allen James, Norm Plumer, Sonny Eliot, eight more top information specialists.

Sportscaster Don Kremer interviews Tiger slugger Willie Horton for the 6:15 PM "Newstime" sports report.



36b Beasley takes charge, 12:30-4:00 PM, with music and pranks. Listeners never know what he'll do next, but they do know it's a lot of fun finding out.



Detroiters find a funny thing happens on their way to work — Morrie Carlson, 5:30-9:00 AM, who mixes hip humor with hit music. Complete "Morning Newstime" starts off each hour.



"Ask Your Neighbor," 9:15 AM-Noon, has everyone talking, as listeners phone in problems, solutions to host Bob Allison. Detroit's undisputed number one ladies' man, Allison attracts thousands of loyal listeners whenever he makes a personal appearance.



WWJ RADIO ONE

WHERE IT ALL BEGAN

OWNED AND OPERATED BY THE DETROIT NEWS • NBC AFFILIATE
REPRESENTATIVE: MCGAVREN-GUILD-PGW RADIO, INC.

Local flavor enhances a store opening

How do you improve upon the J. C. Penney Co. department-store image, one that's hard to beat in any region where the store opens its doors? That's what we were faced with last January when a new Penney's opened in Norfolk, Va.

Penney stores have a reputation for merchandise that is big on quality, but too often the product is aimed more toward farmers than swingers. So how do you let people know that the "all new Penney" Norfolk store is not only the biggest department store in the Tidewater region with everything from canoes to kooky clothes, but also the same quality store people have come to expect? You use saturation broadcast—a heavy mix of radio and television—particularly when the deadline for store opening is two short weeks away and the advertising budget is limited. And you use local production talent to give your commercials the aura of honesty reflected in the Penney operation. By most counts, the unveiling of the new Penney's was a tremendous success, due in large measure to the pre-opening broadcast campaign.

The radio spots were big and brassy and filled with the excitement that one could only find in this Penney store. The copy spelled out the "bright new look of Penney's" and emphasized "200,000 square feet of bigness!" A new sound was used to convey young ideas; upbeat tempos and highly animated disk jockeys spread the word over five top Norfolk radio stations.

In the radio copy the Penney's auto center became a place to "check the wheels" and find the latest swinging chrome-trim accessories. The special "Inn Shoppe" for young men unveiled its semi-mod clothes to the sound of a rocking beat. Mary Quant designs in the "Juniors Shoppe" sent an appeal to the "young chicks". And in the clear, soft voice aimed at the tried and true Penney's customers, there was a special appeal on work clothes and home furnishings for mom and pop, who still expect to find Mr. Penney behind the counter.

Production scheduling and broadcasting of these commercials—an average of 25 spots a day on each of the five stations—could have been a repetitious, boring nightmare. But a selective system of airing these commercials provided, instead, maximum impact.

In all, 20 different commercials were used on different aspects of the new store. A schedule was devised with specific commercials assigned to different stations on each broadcast day. Each station ran at least two separate commercials daily.

Whenever a radio-station format was imitated, the commercial copy reflected the jargon of the station's disk jockeys. Radio commercials were produced at each station for use by that station only. Therefore, the country-and-western station appealed to their listeners with a "you-all-come" sound, while the rockers "dug" and "manned" their listeners with Penney copy. Mom-and-pop appeals were delivered by soothing middle-of-the-road voices.

It was with this schedule that we learned a lesson. We found an unlimited amount of broadcast production and talent waiting to be mined in local broadcast markets. This was true with radio and television stations in the Norfolk area as well as other markets in which we have produced local commercials. Too often advertising agencies overlook local production talent in the regional market place and continue to produce spots in far-off New York or Chicago. The results of these commercials create an impersonal image for the client.

Production of radio spots bore none of the problems attending the TV commercials. How do you convey the excitement of a store opening when it is only half-stocked with merchandise and has more painters and carpenters behind the counters than sales personnel?

Well, you don't fake it totally, that's

for certain! One basic tenet of the J. C. Penney Co. calls for unrestricted honesty in everything connected with its store operations, from merchandise quality to honesty in advertising. So what do you do with an unfinished store of unreproducible dimensions? You have to shoot film with existing display areas and adapt the filming schedule as you go along.

Trick camera shots are ruled out, but when you need a dolly shot, you put the cameraman on a clothes-rack and have the carpenters pull it slowly down the bright new aisle. You simply attempt to show the big, beautiful new store as adroitly and convincingly—and honestly—as possible.

It was also our experience that when the film footage was edited, scored and voiced-over by local talent, the result was professionally and inexpensively produced commercials—all well within the advertising budget, which, of course, means maximum dollars for TV exposure.

Sure, there is a little less gloss on the exterior shot of the new store in the TV commercial, because it happened to be snowing the only available day for filming the front of the building when the iron-workers weren't in the frame. And maybe the hurriedly pressed-into-service personnel looked self-conscious as they attempted to act out their salesman roles just learned in the school upstairs. But all contributed an aura of honesty that couldn't be duplicated in New York and Hollywood—and it still maintained the simple, honest and tasteful flavor to be found at J. C. Penney.



Sean X. Ward is a vice president of Ward Associates Inc., Washington-based advertising agency. Prior to 1967, he was in broadcasting for 15 years. His positions included those of radio-TV director and a stint as regional sales manager for WTOP-TV Washington. Mr. Ward holds a masters degree in marketing management from Georgetown University. Ward clients, other than J. C. Penney Co., include Occoquan Forest Real Estate Development Corp., Manassas, Va., and Schupps Bakery, Washington.

IN MARYLAND MOST PEOPLE WATCH
WMAR-TV CHANNEL 2

... still true after 22 years of telecasting as a
CBS affiliate! Convince yourself — check
the latest ARB or Nielsen Reports for net weekly
circulation and other audience estimates.

WMAR-TV 

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

Rating information subject to inherent
limitations as stated in applicable reports.



This little girl is about to experience a course in sex education she will never forget.

He was really very nice looking. Well dressed. Well mannered. Soft spoken.

Who would have ever guessed? Certainly not a six-year-old.

Child molesting is a constant threat to our children. Anybody's child might be next.

That is why WTVJ/Miami, under the supervision of Vice President Bill Brazzil and Producer Chuck Zink, created the film *The Friendly Menace*.

It's a simple guide for children to follow when dealing with strangers.

Using the techniques of dramatized case histories and audience participation, children learn how to recognize, avoid, and combat a potential molester.

WTVJ cooperated with the local school boards and Public Safety Department to broadcast this program which won the Ohio State Award. Parental response was so favorable that we repeated the program.

If you wish to view this, or any of the other community-minded programs produced by WTVJ, please drop us a line.

It won't cost you anything. It may save your children.

WTVJ/Miami

WTVJ will make these programs available for examination by any station in the country. Just send us a blank tape for dubbing.

Programs available are: *The Friendly Menace*. *Is the Grass Greener?* (the story of drug abuse). *Four Anti-Narcotics public service spots* (being telecast on 24 Florida stations). *Art Linkletter Talks About Drugs*. *A Dirty Shame* (on pollution). \$44.80 (the plight of the aged). *Two Drawers Full* (juvenile violent crime). *Susan's Pregnant* (the trauma of an unwed mother).

For further information we urge you to write Bill Brazzil, Vice President, WTVJ, Miami, Florida 33128. We also invite exchanges of public service programs.

A Wometco Enterprises, Inc. station.

CATV headed for ad-supported network?

That's promise one venturer makes to cable convention, but most operators talk glumly about burden of programing

The shape of program origination on cable-television systems began to emerge last week in Chicago, when cable operators all but cheered at the suggestion that the only answer for the sale of national advertising to help pay for local programing must be a national interconnected CATV network.

The suggestion, greeted by the longest and loudest applause at the two-day conference on programing, the first sponsored by the National Cable Television Association, was made by Ed Gray, a former McCann-Erickson agency executive.

But, if the 150 cable operators present at the conference are characteristic of the industry as a whole, most CATV owners are extremely reluctant to get into program origination. Their principal objection is that it costs money. Most of them are resigned, however, to the fate decreed by the FCC order that all CATV systems with 3,500 or more subscribers must begin local origination by next Jan. 1.

The reluctance stems from the economics of origination. Cable operators must lay out money for equipment, for programs, for staff—and most of them don't see how they are going to recoup those expenses.

On the other hand there is general agreement that some time in the future there is a place for CATV programing.

Some 300 cable systems out of approximately 2,500 in operation are under the FCC directive to commence local programing. The commission also said they can sell advertising to pay their way—and that was an important element in the back of the minds of those attending the conference in Chicago last week.

The conference, ballooning beyond the expectations of NCTA, had a registration of 300. But half were program packagers and syndicators. Of the 150-cable system representatives, two-

thirds represented multiple-system owners.

The high point of the Thursday sessions came during the panel on advertising when Mr. Gray said that the future of national advertising for CATV lay in a national, interconnected "network" of cable systems.

Mr. Gray is associated with Monitel, a service of the *Reader's Digest* which is not only offering a package of public-service and information programs for cable-TV systems, but is also holding itself out as the national advertising sales representative for the television

industry.

Mr. Gray energized the generally passive cable-TV participants with his statement that CATV subscribers offer better potential for national advertisers than over-the-air TV. He also said that major national advertisers are becoming disenchanted with broadcast TV, and that it is time for the CATV industry to establish an industry-wide research office to sell advertisers on using cable TV.

Despite the upbeat occasioned by success stories from the advertising panel (the Ottawa, Ill., system has Montgomery Ward which produces its own commercials as one of its advertisers, according to Manager X. W. Mitchell, and an Illinois system is making money on its originations [see page 24]), many cable operators remained dubious.

For example, Don Andersson, Television Communications Corp., New York, put it perhaps most succinctly: "You're spending money you weren't spending before and if you can't get it back up goes your cost of doing business."

Mr. Andersson detailed his company's four-year experience in originating programs in Pittsfield, Mass., and Winter Haven, Fla. The cost of providing 90 minutes of programing daily, five days a week, in each of those two cities, he said, runs \$4,000 monthly. To recover that sum, each system must sell 14 spot advertisements at an average of \$20 a spot. This adds up to \$5,600 monthly, but trying to sell 100% of the advertising potential is unrealistic, he noted, particularly where the CATV is in competition with local radio stations that charge from \$1 to \$5 per spot.

TVC plans to begin this fall its Gridtronics program service. This scheme offers a four-channel package to CATV systems, ranging through movies, information, instruction and professional



Dr. Clay T. Whitehead, principal speaker at last week's cable-programing conference, gave CATV operators a way to escape the restrictions imposed by government policy protecting broadcasters: Add to the diversity of programing available to the public, he advised (see page 25).

programs. But subscribers who take any of these programs are expected to pay extra for them. From \$5 extra per month for movies to \$2.50 monthly for the others. TVC claims it has more than 100 systems signed up for the service, with a combined 655,000 customers.

The promotional value of origination in adding subscribers to a system has many adherents—in fact Teleprompter's Great Falls, Mont., cable system is said to have added 600 new customers in nine months after it began local originations. But it was also noted that this move was undertaken after the Great Falls system was forced by FCC action to drop three distant signals after local TV stations complained.

Nevertheless, many CATV operators at the Chicago meeting were quick to point out that most, if not all, of the 300 cable systems that are under the commission charge to begin local origination are mature systems; there are few potential subscribers left to attract. Saturation in CATV commonly means that 50% of the homes that the cable passes are signed as customers.

Perhaps the tone of the two-day conference was best expressed by Barry Stigers, manager of advertising and sales promotion of Athena Communications Inc., a Gulf & Western multiple-systems owner. He warned cable operators: "Remember, you're going from a service business into broadcasting."

Not all cable operators had their eye on the national picture. George Barco, Meadville, Pa., cable pioneer, commented privately that local involvement was a significant portion of a CATV's reason for existence, and that program origination is a responsibility that meets this goal. In Meadville, Mr. Barco said, three hours daily of local origination has been in existence for the last three years. And, he said, he is on the verge of selling advertisements, as well as some of his local programs to other CATV systems.

Origination, he said, must be another "service" to the community by the cable operator.

Mr. Barco, who often bucks the course followed by others in the cable industry, had little sympathy for CATV operators concerned with costs. CATV, he said, "must invest now, reap later."

The program sellers, who spent the first day making formal presentations of their wares at the conference and the second manning their exhibit booths, offered not only programs, but packages, some of them incorporating advertising sold by the vendor.

Monitel, for example, offered a 24-hour package of daily public-service features that included not only time, weather and temperature, but also such editorial features as household hints,

cartoons, safety tips, horoscopes, sports, recipes and games.

It also is offering advertisers a weekly package of 504 10-second spots, or a daily package of 72 10-second spots. As part of this pre-sold commercial content, Monitel has established a national advertising sales division to make representations to national advertisers on behalf of its CATV clients.

National Telesystems Corp., the recently organized program syndicator for CATV founded by entertainer Dick Clark and equipment manufacturer International Video Corp., had a similar proposal. Its cablecasting sales division has been established, it said, to represent CATV systems to national and regional advertisers. NTC foresees \$1 billion in advertising revenues for CATV by 1980—with \$15 million being spent in 1971, and \$190 million by 1975.

Other program purveyors had similar proposals as ties to their program offerings.

Of immediate concern to cable operators, however, was costs of the programing. This varied, from as little as half-a-cent to as much as five cents per subscriber. All the salesmen tried hard not to frighten nervous operators.

In addition to Monitel, which makes its headquarters in New York, and National Telesystems Corp., in Sunnyside, Calif., others exhibiting were CBS Enterprises Inc., New York; Cable Channels Inc., West Webster, N.Y.; Cable

Origination profitable for one CATV operator

The operator of a modest-sized CATV system that serves four communities in Illinois electrified cable operators at the Chicago programing conference last week when he smugly reported that he was spending \$40,000 a year on local origination, but was taking in \$50,000 yearly. Most CATV operators at the conference generally expressed a bearish attitude about local programing paying for itself (see story this page).

Jim Trent, manager of what is called "TV Channel 13" serving 9,000 customers in La Salle, Peru, Spring Valley and Oglesby, all Illinois, told the conference that his billings regularly were running from \$500 to \$1,000 weekly. He conceded, however, that he had no local TV station competition in his area but that he does compete with two local radio stations and one newspaper.

Mr. Trent said he charges \$12 a spot one-time rate, plus a video-tape recording charge and a production fee. He said he has one full-time salesman, and that he sells advertising himself.

Communication Service, Los Angeles; Computer Image Corp., Denver; Creative Cine-Tel Inc., New York; Department of Health, Education and Welfare, Washington; Independent Television Corp., New York; International Tele-Cable Productions Inc., Towson, Md.; J. R. Hampton & Associates, Englewood, Colo., and Kap V Films Ltd., New York; Kepler Television Productions Inc., Pittsburgh; Leviathan Communications Inc., New York; Local Origination TV Systems Inc., San Jose, Calif.; Markit Communications Inc., Los Angeles; National CATV Library Inc., Dallas; National Educational Television, New York; National Instructional Television Center, Bloomington, Ind.; Press Association Inc., New York; Sandy Frank Program Sales, New York; Telemation Program Services Inc., New York; Television Presentations Inc., New York, and Trans American Film Corp., Kingsport, Tenn.

NAB would dispense with fees for small CATV's

The National Association of Broadcasters' special subcommittee on CATV, historically opposed to CATV in sophisticated form, has decided to concentrate its present efforts on getting changes in certain regulatory aspects of the copyright bill pending in the Senate Judiciary Committee.

Specifically the NAB group last Wednesday (April 29) agreed to seek exemption from copyright payment for CATV systems with no more than 2,000 subscribers. NAB estimates that some 1,600 of the more than 2,300 CATV systems have fewer than 2,000 subscribers. How many of these are group-owned, NAB says, it cannot determine. For group ownership systems, NAB would exempt only those whose total subscribers number fewer than 10,000.

Section 111 of the copyright bill now before the Judiciary Committee should be revised, in NAB's view, to protect exclusive rights to broadcast programs, to preserve the authority of the FCC under guidelines to be enacted in a regulatory section or separate bill, and to exempt from copyright payment the small CATV systems that do not import distant signals. This summary of the NAB position, essentially adopted by the subcommittee, was outlined last week for the conference of state association presidents by Paul Comstock, NAB general counsel and vice president for government relations (see page 38).

Members of the subcommittee present at last week's meeting were:

Chairman William Fox, KFMB-TV San Diego; Richard Beesmyer, ABC, New

Programing called key to cable future

White House aide sees no shelter for broadcasting if CATV's innovate

Dr. Clay T. Whitehead, White House specialist in telecommunications, gave Cable-TV operators a lift last week when he as much as told them that they have a friend in Washington. But CATV, he said must do something in the public interest—beyond siphoning signals off the air—to merit the friend's smile. Dr. Whitehead spoke at a banquet Thursday (April 30) during a two-day programing conference in Chicago sponsored by the National Cable Television Association.

Cable TV, Dr. Whitehead said, must consider itself part of "the program-generating-and-distributing industry." The future of CATV, he added, lies

in operating "to increase the diverse sources of programing."

The time may come, he said, when the newly organized Office of Telecommunication Policy (BROADCASTING, April 27) may decide to take a look at CATV, not as a mini-FCC interested in detailed regulation, but interested in broad issues, such as spectrum management, media ownership and the right of access.

Cable operators gave him a rousing ovation at his conclusion.

"We can only dimly see how CATV may develop and what services the public may want," said Dr. Whitehead. "But it is clear it would be dangerous indeed to try in 1970 to fix the dimension and scope of an industry that may be entirely different in 1980, or even 1975.

"Competition is an integral part of our public regulatory policy, not only historically and by virtue of several Supreme Court decisions, but by necessity. But it must be competition that will further rather than obstruct the

public interest."

The presidential aide gave little comfort to broadcasters who hope to restrict CATV growth.

"It strikes me that at heart it is not a preference for one technology over another," he said. Nor is it even a question of who pays for what rights, important as the copyright issues are.

"The real public interest is in the availability of diverse sources of programing."

CATV, he said, must strike out on its own. "I suspect the FCC and the Congress will not look favorably on a CATV industry that is content to siphon signals off the air, to make its profits off the limited availability of TV station assignments," said Mr. Whitehead.

"But given a truly innovative CATV industry, I similarly suspect the commission will not arbitrarily foster marginal UHF stations, or protect the revenues of any TV station, if cable offers stable and diverse and responsible program sources that the public interest requires."

York; William Grant, KOAA-TV Pueblo, Colo.; Jack Harris, KPRC-TV Houston, and Robert McKinsey, WJRJ-TV Atlanta.

Study of CATV potential slated by United Artists

United Artists Television will conduct an in-depth programing and marketing study of community antenna TV throughout the U.S., it was announced last week by Erwin H. Ezzes, chairman and chief executive officer of UA-TV.

Mr. Ezzes said that Pierre Weis, president of UA-TV, will direct the study to determine the potential of the CATV market and will have the responsibility of formulating a program and sales procedure to "best serve the proliferating CATV market." Mr. Ezzes noted that UA-TV has available a library of more than 2,000 features, including both United Artists and Warner Brothers releases, as well as a supply of 60 TV series and numerous cartoon programs.

Illinois bill seeks uniformity in CATV

Proposals for standardizing cable television technical performance, channel allocations, franchising and other facets of CATV operation in Illinois at the state level are contained in new legislative proposals introduced there. The pending bills would take regulation away from the cities.

The bills, offered by state Repre-

sentative George M. Burditt (R-La-Grange), would place control of CATV under the Illinois Commerce Commission and repeal a portion of the Illinois municipal code which presently gives CATV franchising power to the various towns and cities in the state. A number of CATV systems already are operating in Illinois, and Chicago has more than a dozen CATV franchise bids under consideration.

Mr. Burditt is chairman of the Illinois House Committee on Higher Education. He also is considering amendments to the bills that would return all or part of the franchise fees the state might collect to the cities where the CATV firms are located.

Two translator firms are bought by Cypress

Cypress Communications, Pacific Palisades, Calif., last week received FCC approval to purchase two translator companies with Cypress stock.

The commission granted the application of Malibu Communications Corp. (doing business as Malibu Translator Co.) for transfer of control to Cypress and a similar application of Harriscope Cable Corp. to transfer control of its H&B Translator Corp. to Cypress. The transfer grants were conditioned on assurance that the five TV translators involved in the transaction would continue to be operated in competition with the CATV systems owned by the licensees. The grants were also made subject to the outcome of the commis-

sion's rulemaking proceeding relating to cross-ownership of CATV systems and broadcast facilities.

Malibu, owner of a CATV system in the Trancas, Calif. area, is license of UHF translators K70CJ and K74BI, both in Trancas. H&B, whose parent Harriscope Cable is a group CATV owner, is licensee of UHF translators K70AL, K73AD and K77AV, all Palm Springs and Desert Hot Springs, Calif.

Vote on the transfers was 5-to-0 with Commissioner H. Rex Lee not participating and Commissioner Robert T. Bartley absent.

Cypress Communications is a multiple CATV owner and has interest in KTXL-TV Sacramento-Stockton, Calif. Earlier this year it reached an agreement to merge with Harriscope Cable (a division of Harriscope Broadcasting Corp.) in a stock transaction valued at \$12 million (BROADCASTING, Jan. 19). Cypress would be the surviving company.

Cooking show for CATV

R Associates, Cincinnati and New York, plans to produce new programing exclusively for CATV systems across the country. Carl F. Trunk Jr., president of the company, said its first CATV series will be a daily half-hour show, *Parsley, Sage, Jani and Love*, a cooking-talk show with Jani Gardner as host.

Distribution will be by the Key Group, a company organized by CATV operators and headed by George J. and Yolanda Barco, owners of cable systems in Meadville and Titusville, both Pennsylvania.

FCC rejects censor role on TV

It tells Galbraith's little band of critics that law prevents its ruling on taste

John Kenneth Galbraith, Harvard economist and former ambassador to India, and five like-minded critics of broadcast programming have been advised by the FCC that the Communications Act and the Constitution stand between it and a determination as to whether programming is vulgar or lacks "sensitivity."

The six critics, five of them present or former members of the National Citizens Committee for Broadcasting, had petitioned the commission to conduct "a stringent review of television and radio station licensees," starting with the affiliates of ABC, CBS and NBC and the independent stations in the top 150 markets. The purpose would be to determine if the licenses should be revoked.

The petitioners besides Mr. Galbraith who are NCCB board members were Charles Benton, son of former Senator William Benton, the principal financial backer of NCCB, and author Ralph Ellison. The former board members are one-time TV producer Robert Montgomery, who is expected to return to NCCB as vice chairman, and Marya Mannes, author and television critic. The sixth petitioner was Oliver R. Grace, of New York, an investment banker.

The six had charged that broadcast programming was devoted principally to "vulgarity and violence" and lacked "due regard for sensitivity, intelligence and taste." They also said radio and television programming "undermines our society."

The commission, in its reply, said that as for violence, the networks have asserted that they were reducing the

amount of it in their programs and would be responsive to any need for further reduction pointed up in studies now being made by a committee established by the U.S. surgeon general.

But the commission stressed that, except in equal-time-law and fairness-doctrine matters, it does not require broadcasters to present any particular program. It said that the no-censorship provision of the Communications Act and the First Amendment bar it from censoring broadcast matter.

Accordingly, it said, the complaint as to the quality of the programming received "is not properly cognizable by this government agency. . . . You will agree that there can be no governmental arbiter of taste in the broadcast field."

The commission's letter had been written Jan. 21, but its release was held up until last week—because, a commission spokesman said, of uncertainty as to how many commissioners would issue separate statements. The only one that was issued was written by Commissioner Kenneth A. Cox, who did not specify whether he concurred or dissented. The only one of the seven commissioners who was listed as dissenting was Nicholas Johnson.

Commissioner Cox expressed sympathy for the "thrust" of the petitioners' message but said the commission lacked the resources to make the kind of review the petitioners sought.

However, he noted that he and Commissioner Johnson have long urged the commission to adopt standards that could be used in processing renewal applications. He said such standards would enable the commission to enforce stand-

ards as to the amount of service stations are providing in various categories—including subclassifications of entertainment for serious drama, classical music, ballet and others.

But even those procedures, he added, would not enable the commission "to enforce standards of taste or quality in view of the statutory and constitutional limitations on our authority with respect to programming. . . ."

Sister FM's follow WCBS-FM's format

CBS-owned FM stations announced plans to reorganize the formats of three CBS FM stations, along the lines of WCBS-FM New York (BROADCASTING, Feb. 23). WBBM-FM Chicago will continue to use the automated young-sound format, but it will integrate live voices. San Francisco's KCBS-FM and Los Angeles's KNX-FM will also give up their totally automated formats in 1971. Whether the West Coast stations will continue to subscribe to the young sound after the change-over is undetermined.

Station Manager Herb McCord of WCBS-FM commented last week on the progress of that station since its format change six months ago. The WCBS-FM cume audience has increased by 200,000 listeners in the six-month period since the station adopted a competitive live format, according to Mr. McCord.

Afternoon "housewife time" is the strongest period, and 7 p.m., "the prime time of FM" is their weakest, said Mr. McCord. The weakness in prime evening time, he said, was due in large measure to changes in the on-air personnel.

Among hurdles yet to be cleared by the FM industry Mr. McCord mentioned unrealistic pricing of FM receivers and lack of auto-set penetration.

Johnson fears attacks by Agnew on news media

FCC Commissioner Nicholas Johnson asserted last week that the Nixon administration is trying to control and intimidate the news media and characterized these efforts as "extraordinarily dangerous."

Commissioner Johnson's remarks were voiced on WMCA(AM) New York's late evening *Barry Gray Show*. At one point, he compared Vice President Agnew's attacks on the media with the Soviet government's explanation of its 1968 takeover of Czechoslovakia.

"The Russians were very careful to say that they were not, of course, im-

posing censorship, just as Vice President Agnew repeated many times that he was not, of course, in favor of censorship." Mr. Johnson stated.

He claimed that the Russians and the Vice President have used similar words in explanation of criticism published about the government. Mr. Johnson then added:

"The pattern is very much the same whether it's a fascist country or a communist country or the United States. When the government starts to move in and try to control the information the people get, it's a dangerous and frightening thing to me."

Commissioner Johnson acknowledged he has been a critic of the news media, but "I would like to believe I have

been an even-handed critic." He said he has been mainly concerned with concentration of media ownership, irrespective of the political views of the owners.

"So that the difference between what [Mr.] Agnew is saying and what I have been saying, really, is that the Vice President seems to be concerned principally about those who do not agree with the administration, rather than a genuine concern in the patterns of mass media ownership in the U.S.," he continued.

Mr. Johnson said that President Nixon is "doing the same kind of thing that other Presidents have tried to do" but that Mr. Nixon "is doing it with more success."

Texas and Louisiana first

You other states, please be patient.

IBC Radio News Network will have specialized state and area newscasts for your stations soon.

Interstate Broadcasting Company is the new news network.

Monday, June 1, we'll be going down the line to radio stations in Texas and Louisiana with a highly-saleable audio news package.

110 five-minute newscasts each week.

Each IBC newscast will contain your state's important news. Topped off by area and national news as our seasoned

radio newsmen gather it and report it. Stories that are significant to your station's listeners.

In return, we'll ask for a few commercial clearances daily—but not during network programming.

The clincher is this:

Every one of IBC's 110 newscasts will be the station's to sell.

Affiliates carry only as much

of IBC's network programming as they choose. They aren't obligated to carry every newscast.

IBC's closed-circuit transmission guarantees instant communication with affiliates for important news bulletins, continuous coverage of major events and programming information.

You other 46 continental states, get ready for IBC. Very soon we'll be reporting *your* news where it matters.

IBC AUDIO SERVICE This separate IBC network package is designed primarily for stations with fully-staffed news departments. The service consists of four daily transmissions of state oriented actualities and voice reports, daily sports shows and special programming of interest to your local listeners.



INTERSTATE BROADCASTING COMPANY

Reporting news where it matters.

10755 Preston Road, Dallas, Texas 75230 PHONE: (214) 369-9271 / James T. Johns, President Jim Bevers, Vice-President/General Manager

Sevareid comes out for hour-long news

Could time adequate for letters to editor head off the Agnews?

CBS News correspondent Eric Sevareid said last week that an hour of network evening news is necessary for "a balanced presentation of the day's events." But, pointing to the FCC's move to reduce programming by the networks (see page 34), he held out little hope for the expansion of the standard half-hour of network news programming.

Mr. Sevareid, delivering the fourth Elmer Davis memorial lecture Wednesday (April 29) at Columbia University in New York, observed: "In that hour, we could do what we should be always doing, in my long-sustained opinion; we could provide room for rebuttals to our practices from ordinary listeners, letters to the editor, if you wish. For years the situation has cried for this and had we been doing it for these years, perhaps much of the accumulating gas of resentment would have escaped from the boiler in a normal fashion.

"It remains a question whether a press form that is not fully free can long endure," continued Mr. Sevareid.

He recalled that, in "those Joe Mc-

Carthy days in Washington . . . some people in our business were intimidated." The situation, he said, was "rougher than now, though not quite so ominous. A senator is not a Vice President or even an attorney general."

In reflecting on how Elmer Davis would be reacting to the latest antinews-media assaults, Mr. Sevareid said: "It goes without saying he would refuse to be intimidated. Elmer might have had a little dry fun with this assault from the right wing to the effect that broadcast journalism is much too preoccupied with minorities and conflict, after years of assault from the left wing to the effect that broadcasting is simply a reflecting mirror for comfortable, established, middle-class values and interests. He might have concluded that maybe we weren't doing so badly, after all."

Remembering that Mr. Davis, his former colleague, "had a skeptical, not a suspicious nature," Mr. Sevareid observed: "Mine is less virtuous. I profoundly suspect that the reason for the sudden assault by the Vice President last fall was not merely to right what he was entitled to believe were imbalances in the news, not merely to mute the antiwar criticism. . . . I deeply suspect that the deepest reason for the assault on the press had to do with this: What better way to forestall your own credibility gap than to assign it elsewhere in advance?

"And Elmer might have added some-



Mr. Sevareid

thing which, because he is gone, will hereafter be known as the Sevareid stipulation: We will consider alteration of our adversary relationship when two things begin to happen—when political leaders complain when they are over praised and when they admit policy mistakes of a serious nature. That will be the day."

Rule on clearance is opposed

Even the independent U's have now deserted old proposal to force alternatives on networks

The passing years have done nothing to enhance the appeal of the FCC's proposal to require networks to offer to other stations in the market programs their affiliates don't clear.

The proposal received virtually no support when initially issued for comment in June 1965. And last week, only six parties showed up at an oral argument the commission held to update its information on the proposals. None urged its adoption.

ABC, CBS and NBC and the CBS Television Affiliates Association opposed it. But what appeared to impress the commissioners more was the view of two representatives of UHF broadcasters that, if there ever was a time for the rule, it has passed.

Neither did the proceeding provide any support for the view that the proposed rule would be a useful adjunct

to the rule the commission is in the process of adopting to prohibit top-50-market affiliates from taking more than three hours of network programming between the hours of 7 and 11 p.m. (6-10 p.m. central time). It was in anticipation of its adoption of that so-called Westinghouse rule (after Westinghouse Broadcasting Co., which suggested it) that the commission dusted off its old rule-making dealing with network programming not cleared by affiliated stations.

The spokesmen for UHF independents last week were Leonard Stevens, vice president of U.S. Communications, which owns five UHF stations in major markets, and Martin Firestone, counsel for All Channel Television Society, comprising UHF stations.

Both said that obtaining programming pre-empted by affiliates is no longer a

problem—comments which lent weight to the networks' assertions that efforts are routinely made to offer uncleared programs to independent stations. Even smaller-market independents are getting network programs, Mr. Firestone said.

The independents' problem, both said, was in making network programming pay. Mr. Stevens expressed concern over the "pittance" he said the networks pay independents for carrying pre-empted programs. He said the compensation was hardly enough to cover the AT&T line charges for picking them up—particularly since those charges were raised—and suggested that his stations carried them almost solely to promote their image and provide a public service.

They are "loss leaders," he said. However, he expressed doubt that the commission has authority to involve it-

self in the question of network compensation.

Mr. Firestone, who described the proposed rule as "diversionary and irrelevant," also cited the problem of meeting the higher interconnection costs (from 50% to 150% higher for ACTS members, he said), but he offered a solution. He suggested that the commission require AT&T to deal with commercial independents—at least UHF's—as the commission is proposing that it deal with noncommercial television—that is, offer them free or reduced interconnection rates.

This treatment, he said, would encourage the development of "a true fourth network" and would provide the kind of diversification of programing the commission has as its goal. But "if present tariff continues," he said, "there'll be a declining interest [on the part of UHF independents] in taking network programs."

Commissioner Kenneth A. Cox, for one, however, appeared to doubt the plan's feasibility. "There's a difference between commercial and noncommercial broadcasting," he noted.

Mr. Firestone was also one of those who saw no broadcaster benefits resulting from the Westinghouse rule. The commission hopes that the networks will continue to program three-and-one-half hours in prime time for the benefit of stations in markets below the top 50; if they were forced to make uncleared programing available to other stations in the market, independents in the top 50 markets would pick up one or more half hours of network programing nightly. But Mr. Firestone doesn't see things working out that way.

The networks, he said, will program only three hours in prime time. Accordingly, he said, small-market affiliates will be adversely affected. And in the major markets, he said, "the absence of network programing will bring affiliates into the program market, and drive up prices for syndicated material"—to the detriment of the independents.

The counsel for CBS, Roger Wollenberg, confirmed Mr. Firestone's prediction, at least as to CBS's intended reaction to the Westinghouse rule. "CBS," he said, "has decided it would not be feasible to provide more than three hours" of prime-time programing. NBC and ABC are assumed to have reached similar conclusions.

Accordingly, Mr. Wollenberg told the commission, "What you're doing [in approving the Westinghouse rule], in the interest of encouraging new program development, is to cut down the number of programs you are now encouraging us, in this proceeding, to offer to independent stations."

Along with Thomas Frohock, repre-

senting ABC, and Jerome Shestack, representing NBC, Mr. Wollenberg urged the commission to permit networks and independents to work out their arrangements for the use of pre-empted programing as they have in the past. Rigid rules would eliminate the flexibility both sides now have, they said, and involve the commission in a morass of administrative detail.

They also suggested the rules might be illegal. They noted that any commission concern over the reasonableness of compensation they pay stations might lead the commission into rate regulation which, they say, is barred by law.

Mr. Shestack, in addition, said the proposed rule might be confiscatory. He noted that networks would not only be required to provide programs to independent stations—but also to pay the stations for carrying them.

And Ernest Jennes, attorney for the CBS affiliates, saw the proposed rule as having other unlooked for results. "If you want to lock affiliates into the network, finalize this rule," he said. But, he added, this would be an "odd" goal for a commission which "preaches independence for affiliates." He said the proposed rule would put affiliates in a "straitjacket" in their dealings with networks.

Despite the absence of support for the proposed rule, the commission could take heart from some of Mr. Wollenberg's comments that its rule-making proceeding has not been in vain. "The networks are very responsive to storm clouds from the commission," he said, and he attributed the lack of complaints the commission received about the networks in the rulemaking in 1965 to the "nudge" it had given them two years earlier, when it asked for reports on their willingness to make programs available to UHF stations. "Whatever effects might have been achieved by the proceeding," he said, "have already been felt."

Race set for Clark's ARI

A 160-station network has been cleared for broadcast of the 1970 Golden State 400 Grand National Stock Car Race from Riverside, Calif. International Raceway according to Fritz Duda, vice president and general manager of American Racecasters Inc. The only NASCAR race set for June 14, it will be the first national broadcast for ARI, a division of Dick Clark Enterprises that had been airing regional coverage of auto races on the West Coast. The four-hour, 45-minute broadcast is being half sponsored by STP Corp., through Media Buyers Inc., Des Plaines, Ill., with the other half being made available for local sale. Ralph Lawler will anchor the announcing team.

Creeping piety on 'Romper Room'

Atheist wants reply time because kids' program makes references to God

Is *Romper Room* anti-atheistic?

Robert H. Scott, of Saratoga, Calif., thinks so. An atheist himself, Mr. Scott maintains that the "God" references in the children's program are in effect saying that "there is a God and therefore the atheist is mistaken."

Specifically, Mr. Scott points to references to the deity contained in the Pledge of Allegiance to the flag recited by children on the show ("under God") and in a grace said before a snack ("God is great. God is good. Let us thank Him for our food. Amen.").

Mr. Scott has "appealed" to the FCC a staff denial of his request that KTVU-TV San Francisco be required to give him free time for "atheistic talks" as long as the station carried *Romper Room* and its "anti-atheistic" references.

Last October William B. Ray, chief of the FCC's Complaints and Compliance Division, told Mr. Scott that KTVU-TV was not "unreasonable" in determining that, in context, the *Romper Room* references to God did not constitute broadcast of a particular viewpoint on a controversial issue of public importance, and thus were not subject to fairness-doctrine rules.

Nearly 24 years ago, Mr. Scott asked the FCC to revoke the licenses of San Francisco stations KFRC(AM), KPO (now KNBR(AM)), and KQW (now KCBS(AM)), on the grounds that they denied him time for atheistic talks but carried anti-atheistic religious programing (BROADCASTING, July 22, 1946). The commission denied his petition but upheld atheists' rights to air time.

Characterizing the decision as an "historic milestone on the highway of equal freedom of speech," Mr. Scott castigated the commission for dismissing subsequent petitions filed by him calling for revocation of license or denial of renewal for other stations refusing him time for atheistic talks. The "regulatory dicta" of the 1946 decision "leave no room for the barring of atheism from broadcasting stations which accept religion-containing programs," Mr. Scott contended.

Noting that under the fairness doctrine licensees themselves determine whether an issue is one of public importance, Mr. Scott argued that the "exclusion feature" is designed "principally to nullify, in effect, the commission's regulatory statements of 1946 in behalf of atheists. . . ."

**ON SEPTEMBER 18,
INTERNS WILL
START MAKING
HOUSE CALLS.**





It's our feeling that *The Interns* will be lighting up a lot of living rooms this fall.

Because *The Interns* isn't just another doctor series.

It's a series about a group of intelligent, attractive, concerned young people who also happen to be doctors. There's all the difference in the world.

Doctors take care of sick people.

But young people who also happen to be doctors fall in love, fight injustices, drive motor-scooters, wash dishes, face the same problems that all young people face.

These are the adventures of very different contemporary people. Their lives inside and, in a way, more importantly, outside the hospital. So that this is a series built around the medical profession. Not about it.

And the thread that holds it all together is people, **CBS** not sutures.



"THE INTERNS" PREMIERES SEPTEMBER 18, WITH BRODERICK CRAWFORD, STEPHEN BROOKS, CHRIS STONE, HAL FREDERICK, MIKE FARRELL AND SANDRA SMITH.

Boston mothers buy some research

They say surveys find too few children's shows, mothers' hostility to commercials aimed at young

Action for Children's Television, a Boston-based coalition of mothers and educators, last week buttressed its case for an FCC rulemaking to set quotas for children's programming and restrict commercial practices.

In conjunction with reply comments filed with the commission, ACT submitted reports of two studies it commissioned. The first, by Ralph M. Jennings, is entitled "Programming and Advertising Practices Directed to Children," and is based on data compiled on 54 stations—39 network affiliates and 15 independents—in 13 major markets.

According to the report, in general 33 of the 54 stations did not carry as many as 14 hours of children's programming during the sample week. Twenty-seven of 39 network affiliates (69%) did not present 14 hours and six of the 15 independents did not.

Network-affiliated stations were found to present relatively few local and recorded children's programs, and to rely almost entirely on network offerings. But many independent stations carried relatively large quantities of recorded and local programs intended for children.

Among other findings:

- Most local children's productions

include large blocks of recorded material such as cartoons.

- Syndicated format local productions accounted for a majority of local material in most markets and few stations carried entirely local, live productions for children.

- CBS being the only network offering a week-day children's show (*Captain Kangaroo*).

The second study, by Daniel Yankelovich Inc., deals with "Mothers' Attitudes toward Children's Television Programs and Commercials." Based on interviews in several states, it purports to have found "a great deal of hostility and resentment toward most commercials" on children's programs, with most complaints centering around misrepresentation of products and strains imposed on mothers having to say "yes" or "no" to children clamoring for products advertised on television.

Mothers accept advertising on children's programs as a "necessary evil" according to the report, discriminating against a minority of commercials which "teach" children something constructive and a majority which have an alleged harmful effect.

The study reported many mothers as saying they would welcome a rating code similar to that employed by the motion-picture industry, indicating the

suitability of programs for children.

The ACT proposal accepted by the FCC as a petition for rulemaking, would require stations to devote a minimum of 14 hours weekly to children's programming. It would also bar sponsorship of, and commercials from, children's programs and prohibit performers on such programs from using or mentioning products, services or stores by name.

In its reply comments, ACT admitted that its proposal "might well reduce the high profitability of children's programming," but said it was not certain that profits would be eliminated.

"There is good reason to believe that subsidizing (rather than sponsoring) high-quality children's programs would bring prestige and economic benefits to the underwriter," ACTS suggested, adding that the present cost structure for children's programming leaves "ample margin" for increased costs and reduced revenues.

The "crucial difference" between underwriting announcements and ordinary commercials is that the commercial underwriter does not seek to sell a particular product, ACT observed, adding, "the effectiveness of the expenditure depends upon the parents' approval of the program."

"The television industry can certain-

Changing Formats

The following modifications in program schedules and formats were reported last week:

- **WDVH(AM)** Gainesville, Fla. WDVH Inc., effective May 1, switched from 80% contemporary rock and 20% country-and-western to full time country-and-western format termed "country-politan" by Larry Edwards, general manager.

- **WREM(AM)** Jenkins, Ky. — Cardinal Broadcasting Co., effective Feb. 1, began operations by programming a mixture of country-and-western and popular-contemporary music.

- **WPOR-FM** Portland, Me. — Hildreth Broadcasting Co., effective April 13, switched from progressive rock music to country-and-western music by simulcasting **WPOR(AM)** from 5:30 a.m. to 12 noon from Monday through Saturday and from 7 a.m. to 12 noon on Sunday. Robert Caron, operations man-

ager, said he found listenership thinner in the morning and by simulcasting during these early hours the station "sacrificed little."

- **WKOX(AM)** Framingham, Mass.—WKOX Inc., effective April 5, added a weekly 15-minute program directed at Spanish speaking community. The public-affairs program is scheduled from 2 to 2:15 p.m. and features news, announcements and music. The new feature came about because the station was advised by community council members that there was difficulty in communicating with Puerto Rican citizens. WKOX Program Director Dick Stephens assists in the production of the program, which is conducted by Cesar Coloma, director of the Community Center, established to promote social and language help for Puerto Ricans.

- **WCTO(FM)** Smithtown, N. Y.—WGSN Radio Inc., effective March 16 began

programming a "guaranteed 52 minutes of contemporary middle-of-the-road music each hour from 6 a.m. to 12 midnight," operations manager Joe Michaels said. On program-test authority since Feb. 7, the new FM formerly WGSN-FM, uses a fully automated tape service.

- **WNOB(FM)** Cleveland — Northern Ohio Broadcasting Inc., effective March 28, dropped the ABC "Love" syndicated tape service and is now programming 24 hours of middle-of-the-road music per day. Philip M. Kerwin, president and general manager said he canceled the progressive-rock tape service because the station is being sold.

- **WWSR-FM** St. Albans, Vt.—Robert I. Kimel, effective April 4, began program operations with an "up-tempo easy-listening" format, according to John Kimel, program director. The new FM programs separately from **WWSR(AM)** a daytimer in St. Albans.

- **KPEG(AM)** Spokane, Wash.—Bellevue

ly absorb any reduction of profits inherent in the ACT proposal," the group told the commission, citing 1969 profit figures for networks and their owned-and-operated stations.

Commenting on numerous suggestions by broadcasters to the effect that it is difficult to distinguish children's programming from general fare, ACT observed that "most of the broadcasters who claim that it is impossible to define children's programs go on to list the children's programs which they have presented" and the NAB had argued that its television code rules for "children's" programs are adequate.

ACT also denied that any constitutional impediment existed to its proposed rule, noting that "all that would be prevented is selling merchandise to children on television." As to the proposed requirement that broadcasters carry a specified minimum of children's programming, ACT asserted: "Certainly, since the Red Lion case it has been clear that reasonable rules designed to require broadcasters to present programming to meet various needs, tastes and views is compatible with the Constitution and the Communications Act."

In other reply comments, CBS said the "ultimate flaw" in the ACT proposal was that "no consideration is given to the financing of program production in the absence of commercial sponsorship." Contending that the proposal was "unnecessary," CBS said broadcasters had already "demonstrated a responsiveness to the expressed concerns of public groups such as the petitioners in this proceeding," and

Broadcasters, effective Feb. 22, changed format from top 40 rock to easy listening middle-of-the-road. Dennis Collins, program director, said the new format is semi-automated with a 3-to-1 ratio of instrumentals to vocals. Mr. Collins said top 40 was dropped because of billings and demographics: Most of KPEG's audience is 35 years of age or older.

■ KTVW(TV) Takoma, Wash.—KTVW Inc., effective April 1, reduced hours of operation on channel 13 from 24 hours per day, seven days per week, to eight hours per day on Saturday and Sunday, and went silent from 1 p.m. to 5 p.m. and from 1:30 a.m. to 7 a.m., Monday through Friday. Don Courtney, general manager, said the reduction was mainly caused by "economic considerations." Mr. Courtney told the FCC the station has been losing substantial sums for a period of several years and that efforts to avoid continuing losses have not succeeded.

cited its own efforts in that vein.

Bonneville International Corp. concurred with comments filed earlier by the NAB asserting that the absence of commercial sponsorship of children's programs would diminish rather than increase the quality of such programs. Bonneville also charged that the ACT proposal would violate the Communications Act's prohibition on censorship and would substitute the programming judgment of the FCC for that of individual licensees.

LBJ edits himself on third CBS special

The third TV segment of former President Johnson's memoirs unexpectedly made the news last week, days before its scheduled telecast on CBS May 2.

The show, "LBJ: Tragedy and Transition," dealt with events in Dallas on Nov. 22, 1963, when President John F. Kennedy was assassinated.

Apparently as a second thought and exercising his contractual prerogative to "delete" comments involving the national security, Mr. Johnson asked CBS to cut certain portions of his interview with correspondent Walter Cronkite. There was no official confirmation late last week—as all CBS officials involved in the program were unavailable for comment—but indications were that the deleted remarks concerned Mr. Johnson's lingering doubts on conclusions of the Warren Commission.

Mr. Johnson, at the close of the previous CBS-TV interview on Feb. 6, had commented: "Getting back to the Texas trip, I say much was written about that trip to Texas, Walter, and from my personal knowledge, most of what's been written was wrong. And I think most of it was deliberate."

There also was speculation that CBS News President Richard S. Salant had led an internal battle against the decision to abridge the interview. On that Burton Benjamin, executive producer of the LBJ series, commented: "I know of no battle."

Mr. Salant, meanwhile, issued a formal statement Tuesday (April 28) "clarifying conflicting reports" about the broadcast, explaining the agreement of CBS with Mr. Johnson, and noting that the deletion decision was the former President's.

Mr. Salant stated: "Certain material has been deleted from this broadcast at President Johnson's request, made on the grounds of national security. The decision to comply with Mr. Johnson's request for the deletion was made by me. Further comment from CBS News obviously would compromise the security of the material which Mr. Johnson chose to withhold at this time."

Reduced wire rate for press cut off

FCC backs examiner that services would not be impaired

The FCC last week ordered an end to preferential private line rates for press users, including broadcasters. The commission directed AT&T and Western Union to terminate the rates within 50 days of the release of its decision April 28.

The commission concurred in an initial decision handed down last June by Hearing Examiner Forest L. McClenning. It said that existing evidence failed to show that elimination of current preferential press rates and conditions will "adversely impair the widespread dissemination of the news."

AT&T and Western Union have realized "unreasonably low earnings" from private line-telegraph services, the commission observed, adding, that there were no service or cost differences justifying either lower press rates or preferential press conditions, such as part-time leasing privileges, lower night rates, or other clock-hour rate differences.

The two carriers were directed by the commission to file any new rate schedules necessary to implement its decision within 30 days.

On what it called the "crucial" question of whether regular commercial rates would significantly impair news dissemination, the commission agreed with Examiner McClenning that since the little "probative" evidence to that effect had been introduced, the extent of possible curtailment could not be determined.

For "supplemental" news services (all those except AP and UPI), the commission—again agreeing with Examiner McClenning's decision—said the increase in wire service costs would represent an "insignificant" part of over-all operating expenses of parent companies (such as networks), and "the record clearly establishes the corporate parents could absorb the increase if they were so inclined."

The National Association of Broadcasters, which participated in the proceeding, last year said it was difficult to estimate the impact on broadcasters of an elimination of the preferential rates.

The decision was prepared under the supervision of Commissioner Robert T. Bartley.

Vote on the order was 6-to-1, with Commissioner Nicholas Johnson dissenting with a statement to be issued later.

FCC moves to prime-time rule

Spurns mounting pressure from many unions, film producers fearing market loss

Despite pressure that wouldn't let up, the FCC late last week was moving toward final adoption of its controversial rule aimed at reducing the networks' dominance of prime-time programming.

The rule, which was being circulated among the commissioners for their votes, was being approved by a margin of 5-to-2, with Commissioner H. Rex Lee concurring in the result and Chairman Dean Burch and Commissioner Robert Wells dissenting.

The final order was expected to be released this week, along with at least two separate statements, by Chairman Burch and Commissioner H. Rex Lee.

Commission officials have complained about the intense pressure to which they have been subjected in connection with the proceeding in the past month. And last week was no exception.

More than a score of Hollywood television producers and unions representing film-production workers wired the commission, expressing alarm over the "disastrous" impact some saw the rule having on their already depressed industry.

Among the messages was one from California Governor Ronald Reagan, who in a "Dear Dean" wire to the chairman urged the commission to delay action until the industry could plead its case. The request for an opportunity to present testimony on the economic-impact issue was made in many of the wires.

The impending action was deplored also from a completely different source—Fred Friendly, former president of CBS News who is professor of journalism at Columbia University and television adviser to the Ford Foundation.

The rule's intent "may be to punish the networks," he said, "but in reality the regulation will punish and emasculate the news division whose work represents broadcasting's only saving grace and is a vital link in the nation's struggle to understand itself."

He saw the rule as damaging efforts to achieve the "imperative goal of the one-hour nightly network news broadcast" and of imposing "a destructive economic hardship on any network that schedules prime-time documentaries." He asked the commission to "permit those with serious professional reservations to be heard" before it acted.

The rule, designed to provide greater diversity in program sources, would prohibit stations in the top-50 markets from taking more than three hours of programming from networks between the

hours of 7 and 11 p.m. (6 and 10 p.m. central time). Virtually the only exceptions would be special news programs and on-the-spot coverage of news events.

It would also bar networks from domestic syndication, permit them to syndicate abroad only those programs they produce and prevent them from acquiring financial or proprietary rights in independently produced programs.

The commission sees its rule as promoting a healthy syndication market by making an additional half hour of prime time available for major market stations. However, the wires from the West Coast last week make it clear the producers and workers are anything but sanguine about the rule's chances of helping them.

Since many of the producers provide films for the networks, they see their market being shrunk, not expanded. Sheldon Leonard said the reduction in network programming "would result in a tremendous blow" to independent television producers. And officials of the International Alliance of Theatrical Stage Employees, local 728, said stations cannot afford the product "no longer available to networks."

The commission's order incorporating the rule reportedly will contain language aimed at assuaging such fears. It states that the commission will keep the proceeding open so that it may follow developments in the industry and, if necessary, modify the rule. In this connection the commission says it will require networks and licensees to file information on a regular basis to aid in administering the new rule.

The commission is said to be holding open the possibility of proceedings in which interested parties may express their views orally. Officials say the com-

mission will decide whether to permit oral presentations on the basis of the petitions for reconsideration it expects to receive.

Although the commissioners were still casting their votes on the order late last week, Commissioner Nicholas Johnson has already announced the action as having been taken.

His forum for the informal announcement was the unlikely one of the CBS-TV *Merv Griffin Show*, on which he appeared Tuesday night. Mr. Griffin, who had been questioning him about the rule, asked, "How are you going to do it?"

"We have done it," the commissioner said.

Commission officials last week said the commissioner probably based the statement on the fact that four commissioners had already cast their votes for the proposal.

Metromedia TV outlets will air 'Black News'

Three Metromedia Inc. television stations and possibly two others will begin regularly scheduled half-hour news programs produced entirely by blacks within the next few months. Metromedia's WNEW-TV New York and WTTG-TV Washington plan for start dates of May 23 from 1 to 1:30 p.m. and June 6 from 3:30 to 4 p.m., respectively, with the KTTV-TV Los Angeles beginning date still uncertain.

No reports are as yet available from KNEW-TV San Francisco and KMBC-TV Kansas City, Mo., but it can be expected that they will be producing similar black-oriented news programs.

The programs, all entitled *Black News*, will present news related exclusively to each area's Negro population. Plans also call for an exchange of news items as needed. A KTTV spokesman said the original idea was to test market the program in New York, and if all went well, use it in all markets. But indications now are for an all market presentation without waiting for a test-market reaction.

1. Magination' returns

Beckwith Presentations Inc., New York, plans to produce a new version of the pioneer children's program series, *Mr. I. Magination*, which was on CBS-TV from 1949 through 1952.

Aaron Beckwith, president of the production firm, said last week that actor-writer Paul Tripp has agreed to recreate his original role as Mr. Magination in the new series.

One network is now considering the series as a weekly, half-hour program and a syndication company is discussing the possibility of a half-hour, daily strip presentation.

May 9 is drug day on WPIX

WPIX-TV New York will cancel all its regularly scheduled programs and commercial announcements for 24 hours, starting on May 9 at 7 a.m. to present a continuous in-depth study of the drug problem in the New York area. The program is titled *D D Day* ("Drugs Don't") and will consist of six one-hour segments of discussions with experts and noted personages and telephone callers, repeated four times during the 24-hour period.

At UPI

we use razor blades, Editalls,
351's, 601's, Uhers, Sonys, faders, mixers,
boards, equalizers, XL's Hubbells,
mini-plugs, multi-adapters, pads, filters....

At UPI

There are all sorts of things
some news services never heard of.

At UPI

We broadcast.
It's a little different than just selling
stations a rehash of a newspaper.

Are you

capturing the magic of sound
in your newscasts????

UPI Audio

the sound of news everywhere

United Press International
220 East 42nd Street, New York, N.Y. 10017
(212) MU 2-0400

Woestendiek firing explained to Hill

WETA-TV manager says there was no outside pressure; Friendly claims Ford Foundation was merely advised

Representatives of noncommercial WETA-TV Washington told the House Communications Subcommittee last week that their decision to fire news editor William Woestendiek was not prompted by pressure from the Ford Foundation or other major contributors.

General Manager William J. McCarter said the action was taken to protect the "credibility" of the station and its fledgling news program, *Newsroom*, and not for partisan political reasons. Mr. Woestendiek was dismissed after his wife took a job as press secretary to the attorney general's wife, Martha Mitchell (BROADCASTING, April 27).

And Fred W. Friendly, television adviser to the Ford Foundation, said in a statement that he and another high foundation official were "informed, not consulted" about the firing. "Our advice on this course of action was not solicited, and it was not given," according to Mr. Friendly, who was present but did not testify.

The subcommittee got into the matter solely to determine whether "public broadcasting, as the Congress intended, is sufficiently insulated from funding pressures," as Chairman Torbet H. Macdonald (D-Mass.) put it. The intent was to determine whether there had been outside pressure on the station, not to decide whether the station's decision was right or wrong.

"That," Mr. Macdonald said more than once, "is none of the subcommittee's business."

Whether or not it was "the subcom-

mittee's business," the members found it difficult to hold down their questions and comments on the validity of the decision. Representative Robert O. Tierman (D-R.I.) told Mr. McCarter: "I frankly feel that you over-reacted in this situation." Representatives Tierman, Donald Brotzman (R-Colo.) and Clarence Brown (R-Ohio) all were curious about why the station was not similarly concerned about the political cast of Board Chairman Dr. Max Kampelman, a long-time associate of former Vice President Hubert Humphrey and moderator of the program *Washington Week in Review*. Mr. McCarter answered that Dr. Kampelman was solely a moderator and had no control over what was discussed, whereas Mr. Woestendiek was very much in charge of *Newsroom* at WETA-TV.

On the question of "pressure," Mr. McCarter said he had telephoned David Davis, a foundation official in charge of noncommercial broadcasting activities, to tell him of the decision to fire Mr. Woestendiek. Mr. McCarter said the call was "informational" and not a solicitation of advice. "We didn't think he should have to read about it in the newspapers," Mr. McCarter said.

"I explained the nature of our predicament," Mr. McCarter said. "He said 'thank you' and we hung up."

Later, he said, Mr. Davis called back and suggested that Mr. Friendly be told of the decision.

Subcommittee members were curious about the apparent brevity of the calls, but all those involved stuck by their

statements.

The members also wondered about early newspaper reports that Mr. McCarter had cited "outside pressure" as a reason for the decision. The words were those of a station newsman who said he was quoting the general manager.

Mr. McCarter said he did not recall the exact words used during the "emotional" evening when Mr. Woestendiek was dismissed. He did not question the reporter's recollection of the quote, but added: "In this case, the words carry a suspicious connotation. But I was speaking of the overall public response and reaction that we felt was developing, the news stories that had developed throughout the week, making the connection," and the reactions of a few subscribers and station personnel.

Representative Macdonald responded: "If you merely meant outside pressures as a reference to the public and other things, you chose very awkward words to describe the predicament you were in." The other subcommittee members agreed. So did Mr. McCarter.

In justifying the firing, Mr. McCarter said the station had wanted to find an editor for its new program "who was not only a qualified journalist, but who was also a man with no potentially compromising affiliations." He said they chose Mr. Woestendiek—former managing editor of the *Houston Post*, executive editor of Long Island's *Newsday*, and editor of *This Week*—with those criteria in mind. Then, when station personnel heard of his wife's new job as press secretary to the controversial Mrs. Mitchell, their reaction was "one of deep concern over how this relationship might affect the credibility of our fledgling news program," Mr. McCarter said.

For example, he said, "in covering stories dealing with the wife of the attorney general, our reporters would have had to deal with Mr. Woestendiek at one end of the story and Mrs. Woestendiek at the other end." Those stories and many others would automatically be "suspect," he said.

WETA-TV Board Chairman Kampelman, who resigned as moderator of *Washington Week in Review* until the questions raised by the Woestendiek case are resolved, told the subcommittee that he accepted Mr. McCarter's account of the incident although he disagreed with the dismissal of Mr. Woestendiek. Mr. Kampelman said it seemed quite "logical" to him that Mr. McCarter would make a courtesy informational call to Ford Foundation officials, rather than have them find out from someone else.

The subcommittee scheduled a further hearing for last Friday (May 1).



Mr. McCarter



Mr. Woestendiek

SDX deplors firing of ETV news editor

The board of directors of Sigma Delta Chi last week passed a resolution criticizing the discharge of William Woestendiek by noncommercial WETA-TV Washington (see page 36) as "an action which, at best, must be regarded as precipitate and taken for a reason over which honest men may differ."

The leaders of the national journalism fraternity acknowledged that conflicts of interests between a journalist's work and his family's activities may arise. Such an alleged conflict led to the removal of Mr. Woestendiek as news editor after his wife accepted a job as press secretary to Martha Mitchell, wife of the attorney general. However, the directors added, "it is Sigma Delta Chi's belief that the major criterion for a person's right to hold a job is his own qualifications."

The statement also took note of last week's House Communications Subcommittee hearings on the Woestendiek case. The directors commented: "We would caution that if public broadcasting is to have significance and vitality, it must be free of congressional inhibition. Even if one finds public broadcasters making honest mistakes, it is better to permit occasional error than to stifle free expression."

In a separate resolution, the SDX directors served notice that they are looking for an appropriate test case in which to challenge the government's power to subpoena information from newsmen. The resolution directed SDX's general counsel to "be prepared" to file a friend-of-the-court brief in support of some future application to quash an unreasonable subpoena, whenever SDX leaders feel they have found a good test case.

Dismissed newsman was pacesetter in ETV pay

The general manager of noncommercial WETA-TV Washington acknowledged last week that the \$50,000 salary paid to ousted news editor William Woestendiek was "precedent-settingly high" for non-commercial broadcasting. William McCarter told the House Communications Subcommittee (see above story) that WETA-TV wanted to pay its important news editor a salary comparable to those offered for similar jobs in commercial broadcasting.

Representative Clarence J. Brown (R-Ohio) replied that figures available to him showed that only one newsman presently working for a commercial station in Washington is paid anything like Mr. Woestendiek's salary. The con-

gressman was reportedly referring to Martin Agronsky of WTOP-TV Washington.

Mr. McCarter also commented that his own salary is "slightly more than half" of Mr. Woestendiek's.

Klein sees news in silent majority

The Nixon administration is continuing to lecture the news media. The most recent text: the underreporting of the silent majority. The lecturer: Herbert G. Klein, President Nixon's director of communications.

It is easy to explain away the underreporting of the silent majority by saying its very silence "means no news," Mr. Klein said at an awards banquet of Sigma Delta Chi, the national professional journalism society, in Oklahoma City, on April 25.

"The argument is also made that the

views of this group are pallid and thus will not attract readers or viewers," he added. "This point of view is valid only if the reporting is unimaginative. But, it need not be."

He said that the news media "should examine the question of whether it is taking the easy way out too often, reporting the obvious instead of digging beneath the surface. Are we really chronicling what goes on in the nation if we fail to report and probe the thoughts of the majority in either the black or the white community?"

For if the media ignore the silent majority, he said, they are not providing balance in their reporting. "When there is a demonstration or a riot on campus, those normally quoted are from the minority who have led the disorder. We should know also about the students who made the decision not to participate. They are intelligent, they are articulate. What are their views?"

Program notes:

Now official ■ MGM's board of directors last Tuesday (April 28) approved the long-predicted relocation of MGM's corporate headquarters from New York to Culver City, Calif. In explaining the plan last January at the annual stockholders meeting, (BROADCASTING, Jan. 19), James T. Aubrey Jr., MGM president and chief executive officer, called it a step toward "consolidation of our overall operation."

Post-production facility ■ Tele-Tape Productions Inc., New York, reports that its new video-tape and film post-production center under construction at its West 44th Street headquarters will be "fully operational" before the end of May. The 5,000 square-foot complex is sound-proofed and includes separate editing rooms, a film-to-tape transfer section, an audio-mixing studio, a duping center and an isolated control room.

Young rebels signed ■ Rick Ely, Alex Henteloff and Lou Gossett have been signed to play *The Young Rebels* in a new series dealing with the Revolutionary War on ABC-TV this fall. The three have appeared as guests in several TV programs but this is the first continuing role for the three. The series deals with a partisan underground group in the year following the Declaration of Independence.

Back over the hill ■ A 90-minute comedy-western sequel to *The Over-the-Hill Gang*, presented on ABC-TV's "Movie of the Week," Oct. 7, 1969, will be shown during the 1970-71 season. Titled *The Over-The-Hill-Gang Rides Again*, it will feature Fred Astaire in addition to the original cast.

Maverick victory examined ■ Westing-

house Broadcasting Co. will present a one-hour documentary, "New Politics, or the Same Old . . . ?" on its five TV stations during the week of May 3. Program, produced by WBC's Urban America Unit, focuses on problems of the cities, and deals specifically with the national significance of the November 1969 victory of Peter Flaherty, a Democrat, who won the mayoralty of Pittsburgh as an independent. Paul Altmeyer wrote and produced the special.

Animated comic book ■ A half-hour animated comedy series based on the comic-book characters of "Josie and the Pussy Cats" is being produced for CBS-TV by Hanna-Barbera Productions. Debut is planned for 1970-71 season.

Williams summer replacement ■ Entertainer Ray Stevens will host *The Andy Williams Show* summer replacement variety series, *Andy Williams Presents Everything Is Beautiful With Ray Stevens*, on NBC-TV beginning Saturday, June 13.

Bridges is back ■ NBC-TV has signed Lloyd Bridges, star of the former TV syndicated show, *Sea Hunt*, in a leading role in the "San Francisco International" series in its *Four-In-One* show next fall (Wednesday, 10-11 p.m. NYT).

Adds new firm ■ Cine-Vox Productions Inc., New York, producer-distributor of radio programs, has acquired Dimension Productions, New York, producer of TV film commercials and industrial motion pictures, in an exchange of stock. Dimensions will become a division of Cine-Vox and will be headed by Leonard Olsheim, a vice president of Cine-Vox who has been appointed executive vice president in charge of the new division.

A break on radio tariffs?

Government-oriented state presidents' meeting hears NAB counsel raise that possibility

The focus was on government relations last week when the presidents of state broadcaster associations held their annual convention in Washington—and the news wasn't all bad. Amid all the panel discussions, workshops and speeches on Washington problems and how to cope with them, radio broadcasters got a small hint that they may get some relief from AT&T's proposed line rate increases—at least to the extent that the tariff rise might be trimmed and could be delayed until October 1.

The word came from National Association of Broadcasters' chief counsel, John Summers, who said during a panel discussion that there are indications "AT&T is disposed to file a new schedule for radio" lower than the rates that are scheduled to go into effect July 1.

In any case, Mr. Summers said, NAB plans to make its case at an FCC hearing, which has been ordered but not scheduled for a particular date. He said the indications of a possible rate reduction were reported by attorney Douglas Anello, NAB's special counsel on the

rate issue. Mr. Anello, contacted later, indicated the new rate schedule might involve a general 20% increase for radio rather than the 36% contained in the rates now on file. Mr. Anello has been involved in continuing talks with AT&T representatives on the rate issue. Another meeting is scheduled May 19.

The new audio rates were to go into effect Feb. 1, but the effective date was postponed until July 1 at the request of the FCC. The commission acted in response to expressions of concern by NAB and individual small broadcasters (BROADCASTING, April 20). AT&T has indicated, however, that it plans to file even higher rates for television transmission.

The news on AT&T rates came during a conference that was dominated by messages from broadcast spokesmen on the need for better industry-government communication, and by words from government officials on the issues that currently dominate that communication.

Mr. Summers moderated a panel discussion involving FCC proposals and

orders. The issue eliciting the most questions from the audience was the FCC's one-to-a-customer rule, adopted March 25 (BROADCASTING March 30) and its proposed rules aimed at divestiture of stations owned by newspapers. The one-to-a-customer rule goes into effect May 15.

Arthur Bernstone, senior attorney of the FCC's Rules and Standards Division of the Broadcast Bureau and writer (at FCC direction) of the one-to-a-customer rule, said a lot of confusion exists regarding it and the proposed divestiture rule. However, the questioning later from the floor indicated more perplexity than confusion. One questioner wanted to know what evidence had been found by the commission to cause it to take the action and propose further rules.

Mr. Bernstone said that various studies of media ownership had been followed but declared that the commission had not contended that abuses existed in present multiple ownership. He stressed that the rule adopted affected only prospective purchases or construction. He said the commission's primary aim is to achieve as much diversity and local programming as possible through regulation of ownership. Mr. Bernstone stressed that the divestiture rules were only proposals and would be subject to hearings. He invited broadcasters to send comments to the commission.

Mr. Summers outlined NAB's objections to the FCC's primer for license renewals (BROADCASTING, Dec. 22, 1969), saying the document might be valuable for new license applicants or builders of new stations but was far too complicated, in NAB's view, for present station operations.

Wallace Johnson, assistant chief of the FCC's Broadcast Bureau, reviewed commission response to NAB's request for relaxation of rules regarding technical staff qualifications (BROADCASTING, March 23). He said the commission was sympathetic to the problems of small stations but that it hoped to write new rules along the line suggested by NAB. He said the FCC wants at least one technically qualified person in



State broadcaster associations that increase membership in the National Association of Broadcasters' radio code during the past year by 10% or more. Stockton Helffrich, director of the NAB Code Authority, presented the awards to the presidents of three associations

last Friday (May 1) at the annual meeting of state association presidents in Washington. They are (l to r): Mr. Helffrich, David E. Parnigoni, WKVT(AM) Brattleboro, Vt.; Jerold Poulos, KOB1-TV Medford, Ore., and Lauren Haacke, KDIX-TV Dickinson, N.D.

charge of operations at every station.

William Ray, chief of the Complaints and Compliance Division of the Broadcast Bureau, talked of the commission's concern over the increasing suggestiveness of record lyrics and the use of obscenities over the air. He said the commission needed a court ruling on the issue and referred to the \$100 fine proposed for WUHY-FM Philadelphia (BROADCASTING, April 6). He said the commission receives many complaints about what are called "indecent" lyrics on records but noted that usually the stations involved are not represented at meetings of broadcasters. One member of the audience commented that definitions of indecency are difficult and "some people could find 'Mary had a Little Lamb' suggestive."

The thrust of the two-day sessions of state broadcaster association presidents and executive secretaries was toward closer co-operation with NAB and better liaison with state congressional delegations.

Vincent T. Wasilewski, NAB president, said in his remarks opening the conference: "The principle thrust of this meeting will be government relations and the principle objective of this meeting will be to keep open or perhaps open further the two-way channel of communications between the NAB and the state associations." Every one of the 50 states and the Commonwealth of Puerto Rico were represented at the meetings.

The Thursday morning sessions began with a panel presentation of the success several state broadcasters associations have had with their practice of holding annual meetings in Washington with their congressional delegations. NAB emphasis, expounded by NAB staff member Hollis Seavey, has been on this type of activity. Mr. Seavey noted that less than 50% of the state associations have such programs but that the few that do report excellent results. The impression was definite that many in the Congress appreciate and value visits from local delegations concerning problems vital to them.

Paul Comstock, NAB's general counsel and vice president for government affairs stressed the value of grass roots opinion on broadcaster related issues. He emphasized that the right of citizens to petition their government is a part of the Bill of Rights. He reviewed NAB efforts with Congress, particularly the Pastore bill on license renewals, and noted that although the bill had not been enacted activity in support of it had "salutary results" in the issuance of an FCC policy statement that guarantees license holders against the threat of competing applications "if they are offering substantial public service."

Mr. Comstock reviewed the NAB



Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) spoke last week to a luncheon gathering during the 15th annual conference of presidents of state broadcaster associations. The senator presented a plaque honoring broadcasting's 50th anniversary on behalf of Goodwill Industries, of which he is a national director. Senator Magnuson praised broadcasters for "becoming more community-minded and producing more local programs" in recent years.

position on the copyright bill expected soon to be considered by the Senate Judiciary Committee and then by the full Senate. Because this measure has "certain regulatory effects on communications it is of concern to the Senate Commerce Committee" and NAB objects to these, he said. One section confers special benefits upon CATV systems and pre-empts the authority of the FCC to regulate them. "NAB," Mr. Comstock said, "believes this section (Section 111) should be revised completely to protect exclusive rights to broadcast programs." NAB again emphasizes," he said, "that CATV systems that are small, less than 2,000 subscribers, and do not import distant signals should be exempt."

He also said that NAB believes that Section 114 of the bill as now written should be stricken. It provides for payment of fees for performers in addition to those already paid. "This concept has no place in a copyright law. Manufacturers, performers, arrangers and recording studio personnel have always been compensated under contractual arrangements, not copyright," he said. The proposal would "require radio stations to pay some \$20,000,000 per year

in fees in addition to those now paid to ASCAP, BMI and SESAC. . . ." "The money would flow to the record companies and to the most popular, and therefore the wealthiest, performers," Mr. Comstock said.

Relating their experiences in arranging congressional liaison meetings in Washington were: Al Rock, president of the New Hampshire Broadcasters Association; Robert E. Krueger, president of the Idaho Broadcasters Association and Carl V. Venters Jr., president of the North Carolina Broadcasters Association. All stressed what they felt was the urgent need for closer communication between broadcasters and their congressmen.

Concluding the Thursday morning meeting, Richard Schmidt, Washington attorney for the American Society of Newspaper Editors, urged the formulation of state and local agreements to protect the rights of free press and fair trial. Mr. Schmidt noted that in 21 states fair trial guidelines have been adopted and urged that the others follow the practice. "If you don't somebody will do it for you," he warned.

The afternoon sessions Thursday were occupied with state association problems in the legal issues, finances and special projects.

The conference was to wind up Friday with a talk and question-and-answer period featuring FCC Chairman Dean Burch, and moderated by Al King, NAB director of station relations.

KRON hearing grinds to an end

Still to be settled: complaint by complainants that they were spied on

Thirty-one-and-a-half days, 6,300 transcript pages and 100 witnesses after it began, the hearing on the license renewal of KRON-FM-TV San Francisco ended last Wednesday at noon. In the final week, as in the weeks that went before, the stations were painted in extremes of black and white.

The station called such witnesses as:

Civic leader Don Fazackerley, who said he found KRON-TV news to be "accurate" and the station "most cooperative" in producing programs on public issues; Rabbi Alvin I. Fine, who said the station's attitude was "excellent" and that it produced interfaith and Jewish programs; Dora Perry, former public-relations woman for Goodwill Industries, who said KRON-TV "is accessible to people with civic-minded interests";

and state senator George R. Moscone who refuted contentions the station steered away from controversy. He said he had appeared on telecasts dealing with such controversial subjects as the Golden Gate Park freeway, the Bay area rapid-transit system and Governor Ronald Reagan's tax program.

On the other side were such witnesses as these:

Ling Chi-Wang, claiming to represent Chinatown in San Francisco, who said KRON-TV should telecast 15-minute English lessons for Chinese and also social security, educational opportunities and employment; Manuel Larez, spokesman for a Spanish-American organization, who said the 747 plane has been "given more coverage in one month than Cesar Chavez has had in five years of the grape strike," Anthony Joseph Salamanca, of the Mexican-American Political Alliance, who said whites "have to be educated on the problems of the Spanish-American people," and Walter Thompson, a black reporter for non-commercial KQED(TV) San Francisco, who said KRON-TV had inadequate programming for blacks and the parent San Francisco *Chronicle* had hired too few blacks.

Not all the critics of the *Chronicle* and the stations got to air their views.

Stephen Barnett, an acting law professor at the University of California, wanted to submit a study of how the television station and newspaper had covered the license-renewal hearings since their inception March 17.

But FCC Hearing Examiner Chester F. Naumowicz Jr. cut him off short.

"I have very specific instructions from the commission that we do not sit in judgment on news and television coverage of our own activities," Mr. Naumowicz said.

"I can think of no more pernicious an action by an agency of the federal government than to say to the press or the broadcasting industry: 'For some reason or any reason we don't like the way you covered our proceedings; we think you were inadequate in your coverage, or didn't express our view . . . and on the basis of that take action against you.'

"I can conceive of nothing more in derogation of the spirit of the First Amendment."

Though the hearings ended, the end of the case is not in sight.

One issue is on appeal and still outstanding. That is the charge that the stations and their parent publishing company invaded the privacy of the two complainants against KRON-FM-TV by having their private lives examined by a detective firm.

The two are former KRON-TV cameraman Albert Kihn, 39, and Mrs. Blanche

Streeter, 32, former *Chronicle* classified advertising saleswoman. In addition to bringing the charges of invasion of privacy to the attention of the FCC, they have sued for damages in Marin county, Calif., superior court, Mr. Kihn asking \$200,000 in general and punitive damages and Mrs. Streeter asking \$150,000.

The station has appealed this issue to the FCC. If the commission denies the appeal, further hearings will be necessary, probably in San Francisco either this summer or next fall. Mr. Naumowicz assured the attorneys on both sides that no future hearing could be scheduled before mid-June as his schedule will not permit this.

The record of the hearing is being kept open until the FCC decides on the appeal.

The hearing dealt with four issues:

1. Whether the Chronicle Publishing Company has an undue concentration of control of the media of mass communications in the San Francisco Bay area.

2. Whether the Chronicle Publishing Company has engaged in anti-competitive or monopolistic practices in the newspaper field in the Bay area.

3. Whether KRON-FM-TV have been used to "manage or slant news and public-affairs broadcasts to advance the interests of the Chronicle Publishing Company."

4. Whether, in the light of evidence submitted on the first three issues and the past performance of the stations, license renewals would serve the public interest, convenience and necessity.

FCC aide defends commission's rights

No White House authority for reorganization seen under present law

President Nixon's plan to reorganize the executive branch's telecommunications-management machinery has come under public attack from the offices of the FCC as a "usurpation of legislative powers" already delegated to the commission.

The charge is not made by the commission, however, but by a commission aide, Edwin B. Spievack, in the lead article of the current issue of the *Federal Communications Bar Journal*. The article is entitled "Presidential Assault on Telecommunications."

Mr. Spievack, who is legal assistant to FCC Commissioner H. Rex Lee, stresses in a footnote that the article reflects only his own views, not those of the commission, individual commis-

sioners or any other staff member.

The commission itself appears to be experiencing some uneasiness about the President's plan, which went into effect two weeks ago (BROADCASTING, April 27). In comments filed with the Bureau of the Budget on a proposed executive order the bureau drafted for implementing the plan, the commission suggested that several provisions, as drafted, would pre-empt some of its policy-making responsibilities as regulator of the private sector in telecommunications matters.

Mr. Spievack, who does not refer to the draft order in his article, finds no fault with the plan to provide—in a new Office of Telecommunications Policy, to be established in the White House—machinery for formulating policies and regulating operations for the federal government's own sprawling communications system.

But he described as a "radical departure from existing presidential authority" the expansion of the OTP's role to include responsibility for formulating government policies covering what the reorganization plan describes as "a wide range of domestic and international issues." Perhaps most important, he said, was the White House's assertion that the new office is to speak with "a clearer voice" in representing the executive branch in dealing with Congress and the FCC.

Mr. Spievack sees such a wider White House role in telecommunications matters as threatening "improper political encroachment upon the independence of regulatory responsibilities." He said that, so far as rulemaking proceedings are concerned, "administrative law is too fragile.

"While intended to preserve and protect public participation in the regulatory process of reaching decisions," he said, "it is easily overwhelmed by the power, prestige and influence of the President."

As a case in point, he cited the commission's change of direction on domestic communications-satellite policy. He noted the commission had abandoned plans for a pilot project in which the Communications Satellite Corp. would have a dominant role, as President Johnson's Task Force on Communications Policy had suggested, after receiving the Nixon administration's recommendations in January (BROADCASTING, Jan. 26).

However, the commission has not yet adopted those recommendations, under which it would permit virtually anyone with the necessary technical and financial qualifications to own and operate his own space system. It has opened the door to all applications—but it will not decide on the kind of domestic system it will authorize until after reviewing

At a time like this, Bob Lynch isn't thinking about the balance of payments.



Bob Lynch and his wife, from Walla Walla, Washington, are getting a big kick out of spending their \$200 duty-free allowance in London.

With Mrs. Lynch in a smashing evening gown, the furthest thing from her husband's mind is the U.S. balance of payments. And who can blame him?

What he probably doesn't know is that many of the Londoners they dealt with are customers of ours.

The owner of the boutique on King's Road in Chelsea, for instance, drives a rented Avis car on weekends.

The maitre d' of their favorite restaurant spent his last summer vacation at the Sheraton-Malta Hotel in St. Julian's on the Mediterranean, and the manager of their hotel owns a

color TV set made by ITT KB, one of our British companies.

Contributions—at home and abroad

Last year U.S. companies operating abroad contributed over \$5 billion to the balance of payments.

But it's not a one-way street by any means.

Companies like ours make a direct contribution to economic strength abroad through foreign payrolls, taxes, exports, new construction and purchases of parts and raw material. And by decreasing costs through more efficient production, by stabilizing employment and by paying a fair return to investors.

What's more, foreign direct invest-

ment in the U.S. now comes to more than \$10 billion. And a number of countries—especially Great Britain, France, West Germany, Italy, Switzerland and Japan—now compete aggressively with the U.S. in world markets. The large U.S. balance of payments deficit for last year makes this obvious.

Key is growth

The key to U.S. success in world markets is growth. No company can stand still for very long today, especially in a world that demands application of advanced technology and modern business management techniques for survival.

To help ensure our continued growth abroad, we have built a strong base in the U.S. From this base—and the ones we have established in other major countries over the years—we are helping companies like Levitt, Avis and Sheraton expand internationally.

Soon other of our companies, like ITT Educational Services, Continental Baking and Rayonier (producer of cellulose), will increase their international activities.

ITT and you

In foreign countries where we do business—as in the U.S.—our resources and skills have resulted in stepped-up competition in the fields we enter. That means more efficient use of manpower and material—and better products and services for your dollars whether you spend them in London, São Paulo, Wakayama or Walla Walla.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

SERVING PEOPLE AND NATIONS EVERYWHERE

ITT

the applications and supporting comments it receives (BROADCASTING, March 30).

He said nothing in the Executive Reorganization Act, under which the President acted, implies "an authority over the independent regulatory commissions." And the Communications Act, he added, vests in the commission authority over interstate and foreign commerce and the responsibility for formulating policy in the nongovernmental use of communications.

He noted that Congress can shift some or all of those powers to the President—but that it hasn't yet, and added: "On balance, therefore, the Reorganization Plan, without such legislation, tends to look like usurpation of legislative powers already delegated to the independent regulatory sphere."

Corinthian says merger is in public interest

In joint comments filed with the FCC last week, Corinthian Broadcasting Corp. and Dun & Bradstreet Inc. rejected charges that their proposed merger, which is pending FCC approval, would not be in the public interest.

RJN Broadcasting Corp., licensee of WFLI-TV Lafayette, Ind., and Anthony

R. Martin-Trigona, a persistent broadcasting gadfly, had opposed the merger on the ground that it would prove anti-competitive.

Corinthian and D&B pointed out that Corinthian would retain its present management structure following the proposed merger and that no competitive advantages would accrue to it from access to D&B's business information data or other resources since all services are and would be available to any Corinthian competitor desiring them.

The two groups also denied that the merger would deal a "death blow" to WFLI-TV and said RJN had presented no specific factual allegations . . . even to show that WFLI-TV and Corinthian's nearest station [WISH-TV Indianapolis] are actually in competition with each other. . . ."

Corinthian and D&B accused Mr. Martin-Trigona of "grasping at straws" and of having no standing as a party in interest before the commission.

The groups said both RJN and Mr. Martin-Trigona had failed to make any "factually supported showing that grant of the [merger] application . . . would not serve the public interest, convenience, and necessity."

Dun and Bradstreet is a broadly based data and business information

service company. Corinthian, in addition to WISH-TV, owns KHOU-TV Houston; KOTV(TV) Tulsa; KXTV(TV) Sacramento, Calif., and WANE-TV Fort Wayne, Ind. The proposed merger was announced late last year (BROADCASTING, Dec. 8, 1969).

Cable Vision plans \$1-million expansion

Cable Vision Inc., a multiple-CATV owner with headquarters in Lewiston, Me., has announced a \$1-million construction program for its cable facilities for Lewiston and Auburn, also Maine.

Paul M. Hancock, Cable Vision Inc. president, said that about 140 miles of new trunk and distribution lines will be built during the next three years, making cable-TV available to most of the homes in the two cities. At present there are 22 miles of cable.

Cable Vision also plans to install, on its entire system, two-way capability which will permit origination, live or taped, from any point on one of the system's major distribution cables.

Small market group gets four new members

Membership of the Small Market Radio Committee of the National Association of Broadcasters has been filled with the appointment last week of four new members to two-year terms.

NAB President Vincent T. Wasilewski made the appointments and named a present member, Clint Formby, KPAN-AM-FM, Hereford, Tex., as chairman.

The new members are: Ross E. Case, KWAT-AM-FM, Watertown, S.D.; George Crouchet Jr., KPEL-AM-FM, Lafayette, La.; Dean Miller, WMVR-AM-FM, Sidney, Ohio, and Walter L. Rubens, KOBE(AM), Las Cruces, N.M.

Other present members of the committee are: J. R. Livesay, WLBH-AM-FM, Mattoon, Ill., and Norton E. Warner, KIMB(AM) Kimball, Neb.

Outstanding Values in Radio-TV Properties

NEW ENGLAND \$97,500

Fulltimer in single station market covering market area of over 40,000. Showing small profit for absentee owner. Includes transmitter site and studio building at combined location. Require substantial cash down payment plus assumption of existing mortgage. Exclusive.

SOUTHEAST \$290,000

Low frequency full-timer in progressive medium-sized market. Excellent potential. Valuable real estate included. Liberal terms on balance, after down payment of \$100,000.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. CHICAGO

James W. Blackburn
Jack V. Harvey
Joseph M. Strick
Frank Nowaczek
1725 K St. N.W.
333-9270

Hub Jackson
William B. Ryan
Eugene Carr
Wendell W. Doss
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
Robert A. Marshall
Harold Walker
MONY Building
1655 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Colin M. Selph
Roy Rowan
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

70-13

Changing Hands

Announced:

The following station sales were reported last week and will be subject to FCC approval.

- WAFT(AM) Grand Rapids, Mich.: Sold by E. J. Hill to Daniel S. Follis, James J. Gaskin and Gerald F. Fitzgerald Jr. for \$110,000. Mr. Follis is with Blair Radio, station representation firm, in Detroit. Mr. Gaskin is account executive for wxyz(AM) Detroit and Mr. Fitzgerald is an attorney in that city. WAFT is a daytimer on 1480 kc

with 5 kw. Broker: Chapman Associates.

▪ **KRAQ(TV)** Sacramento, Calif.: Construction permit sold by Manning Slater and others to Hugh A. Evans, Mrs. Della Grayson, Morris Lavine and others for \$26,800. Sellers own **KRAK(AM)** Sacramento, Calif., and have controlling interest in **KKUA(AM)** Honolulu. Mr. Evans is a Sacramento attorney; Mrs. Grayson owns **KUBA(AM)** Yuba City, Calif., jointly with her husband. Mr. Lavine is a Los Angeles attorney. **KRAQ**, which will be an independent, has a CP for operation on channel 15 with 490 kw visual and an antenna 1,120 feet above average terrain. 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 74).

▪ **KIRT(AM)** Mission, Tex.: Sold by Ray V. Jensen and L. O. Austin to Edward L. Gomez, David Garcia, Eduardo Izaguirre and others for \$225,000. Buyers own **KQXX(FM)** McAllen, Tex. **KIRT** is a daytimer on 1580 kc with 1 kw.

▪ **WAKN-AM-FM** Aiken, S.C.: Sold by Joseph A. Warren and others to Michael L. Laughlin for \$200,000. Mr. Laughlin is South Carolina state senator. **WAKN** is a daytimer on 990 kc with 1 kw; **WAKN-FM** is on 99.9 mc with 3 kw and an antenna 300 feet above average terrain.

▪ **WUHF-TV** Hartford, Conn.: Construction permit sold by Kappa Television Corp. (Albert G. Hartigan and others) to Thomas M. Evans for \$48,821 (see page 50).

Night extension denied for black programming

A request by **WCCR(AM)** Urbana, Ill., to add nighttime operation on a different frequency to provide "black programming" was denied last week by the FCC, which said the proposal "would have the effect of subverting our AM allocations structure."

Champaign National Bank, licensee of the daytimer on 1580 kc, requested the addition of nighttime operation from a different site on 1590 kc. It contended that programming of existing stations in the Champaign-Urbana area does not adequately serve the needs of the black community and that unlimited operation of **WCCR** would meet that need.

The licensee contended to the commission that **WCCR** is now the only source of black programming in the area and submitted a survey and letters from the black community purporting to

show that nighttime operation would alleviate racial tension in the community and serve as an outlet for black expression.

The FCC pointed out, however, that grant of Champaign National's request would require a waiver of the AM "freeze" order and the nighttime "unserved area" requirement of the rules. The "freeze" amended rules to bring a limited halt to acceptance of AM applications pending rulemaking. The "unserved area" requirements provide that a new nighttime operation will be authorized only after it can be shown that the proposal will bring primary service to either 25% of the area or 25% of the population within the proposed interference-free nighttime contour.

The commission added that grant of the proposal would also be contrary to an amendment to its multiple ownership rules, adopted a month ago, prohibiting two or more commonly owned full-time stations in the same market.

"While we are sympathetic to the stated intentions of the applicant," the commission said, "we believe that a grant of this application would have the effect of subverting our AM allocations structure and . . . constitute an unwarranted departure from commission policies and rules.

The vote was 6-to-0 with Commissioner Robert T. Bartley absent.

FCC's proposed fee hike denounced by AWRT

The American Women in Radio and Television, at its 19th annual convention and first international convention in London (**BROADCASTING**, April 27), registered opposition to the FCC's proposed steep increase in its fee schedule for processing applications, designed to make the commission self-sustaining (**BROADCASTING**, Feb. 24, et seq).

AWRT adopted a formal resolution protesting the proposed fee hikes, reading in part:

" . . . The proposed schedule is so far out of proportion to the present nominal fees it constitutes a real threat to the survival of many broadcasting stations . . . We are not convinced that more money will solve the FCC's problem."

Complaints to FCC rise

The FCC last week reported 2,884 complaints from the public during March, an increase of 1,293 over February. However, the number of comments and inquiries dropped 644 from the previous month, totalling 2,477 for March. A considerable number of complaints and inquiries concerned equal-time provisions and the fairness doctrine, attributed to the occurrence of local and state primary elections.

EXCLUSIVE LISTINGS!

SOUTHEAST—Fulltime AM with network affiliation, serving growing area. This is a profitable operation, and is priced at less than two times gross billings. Price \$165,000—on terms.

Contact Cecil L. "Lud" Richards in our Washington office.

CALIFORNIA—Daytimer and class B FM programmed separately from AM in growing market. Equipment new and plentiful. Absolutely a "showcase" facility. Real estate included. Cash flow will handle debt service. Price \$550,000—29% down, balance 10 years.

Contact Don C. Reeves in our San Francisco office.

Hamilton-Landis
AND ASSOCIATES, INC.

Brokers of Radio, TV & Newspaper Properties
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

WASHINGTON, D.C.
1100 Connecticut Ave., N.W.
20036 202/393-3456

CHICAGO
1507 Tribune Tower 60611
312/337-2754

DALLAS
1234 Fidelity Union Life Bldg.
75201
214/748-0345

SAN FRANCISCO
111 Sutter St. 94104
415/392-5671

ABC-TV affiliates set Los Angeles agenda

Speeches, star entertainment and a wide view of programing plans will be among the highpoints of the annual ABC-TV affiliates meeting to be held next week (May 10-12) at the Century Plaza hotel, Los Angeles.

A cocktail reception will welcome delegates on Sunday evening (May 10) and formal activities will begin Monday morning with an opening address by James E. Duffy, ABC-TV network president. He will be followed by Frederick Pierce, vice president in charge of planning, who will report on the state of the network, and by Martin Starger, ABC-TV's vice president in charge of programing, who will lead a programing presentation, in which Edwin T. Vane, vice president, nighttime program production, and Marshall H. Karp, vice president, daytime programing, will have roles.

Elton H. Rule, ABC president, will also address the affiliates on Monday, and a presentation will be made by Boone Arledge, president of ABC Sports.

Elmer Lower, ABC News president, will open a Tuesday session devoted to news and special events, and Marvin Antonowsky, vice president, research

services, will also address the affiliates. A sales seminar will be conducted by James T. Shaw, vice president in charge of sales for ABC-TV. Also taking active parts are Richard L. Beesmyer, vice president in charge of affiliate relations for ABC-TV, and George A. Koehler, Triangle Stations, chairman of the board of governors of the ABC-TV Network Affiliates Association.

A banquet will close out the meeting, at which more than 500 station and network executives are expected to be in attendance. Entertainment at dinner Tuesday will be a variety show hosted by Danny Thomas and featuring Johnny Cash and his TV show talent, Petula Clark and the Young Americans.

Federal mediators try to settle WBOC strike

The Federal Mediation and Conciliation Service has begun arranging negotiating sessions aimed at resolving issues that have prolonged a strike of announcers and newsmen at WBOC-AM-FM-TV Salisbury, Md. The walkout began April 18 at the stations in the Eastern Shore community and union spokesmen say 14 striking employes have been manning the picket line.

Federal Mediator Nicholas Fidandis called the first meeting of the two sides, between representatives of the American Federation of Television and Radio Artists and station management, last Wednesday in Salisbury. Mr. Finandis reported the talks "mostly exploratory." The next meeting is scheduled May 14.

The strike began after five months of negotiations, Sam Carey, general manager of WBOC, said. He declined to comment on the issues except to say that the entire contract was unresolved. AFTRA is seeking its first contract with the stations, which are owned by the Baltimore Sunpapers.

AFTRA representatives said the key issue at stake was a union security clause, a part of virtually all AFTRA contracts, although the entire contract was at issue.

Technicians at the stations are represented by the International Brotherhood of Electrical Workers and have a collective bargaining contract with the station, Mr. Fidandis said.

Examiner's opinion asked in WCCO renewal plan

The FCC last week requested Hearing Examiner Herbert Sharfman to submit a "recommended report" on a request by Midwest Radio-Television Inc. that the commission grant without hearing its renewal application for WCCO-AM-TV Minneapolis.

Midwest's application was set for

hearing in March 1969 on issues including concentration-of-control-of-media. Last August the licensee submitted a voluminous petition purporting to refute all charges made against it and requesting reconsideration of the hearing order and an oral argument on the allegations.

The petition was opposed by the commission's Broadcast Bureau and by Hubbard Broadcasting Inc., who contended that Midwest had failed to satisfactorily answer all questions of fact. Charges leading to the hearing order were made by the manager of Hubbard's KSTP(AM) St. Paul; Hubbard was subsequently made a party to the hearing.

Examiner Sharfman was directed to prepare a report analyzing filings by the parties relating to each of the specified hearing issues and to state "with particularity" whether material questions of fact remain unresolved.

Midwest's petition for oral argument will be held in abeyance, the commission said.

NAB kit pitches broadcasting careers

The National Association of Broadcasters' special-projects unit is trying to encourage students to look to broadcasting for careers by means of a kit offered to NAB members.

"Careers in Broadcasting," designed to be used in conjunction with professional production facilities was produced by J. W. (Bill) Mansfield, NAB's special projects director. It includes a stereophonic record with special sound cuts, which may be transferred to tape; scripts for narrator and engineer are provided. The tape-narrator presentation is designed for use before service-club and student-group audiences by station executives. The kit is reportedly being used by a number of college and university broadcast departments that have proper taping facilities. NAB reports that more than 1,000 of the 2,000 kits produced have already been distributed.

FM time limit dropped

An unsuccessful applicant for an FM channel in a comparative hearing may now apply for another channel immediately, the FCC ruled last week.

Formerly, an FM applicant whose application for new or modified facilities was denied or dismissed with prejudice was barred from reapplying within 12 months of FCC action.

The new procedure, which already applies to television applicants, is in line with the commission's policy of diverting most radio service growth into the FM band.

The rules amendment is effective May 8.

We Can Provide
Qualified Personnel



FOR EXECUTIVES, SALESMEN & TALENT
AT SALARIES ABOVE \$12,000.00.

CALL (312) 337-5318



Nationwide Broadcast
Personnel, Inc.

645 North Michigan Avenue
Chicago, Illinois 60611

How to make a movie 460 feet underwater.

Last year, Humble sent 15 geologists in a mini submarine to the bottom of the Gulf of Mexico for a firsthand look at what's down there. Natural resources—oil, for instance—are being depleted on land and we constantly look for new sources.

Our scientists went 100 miles offshore and as deep as 460 feet to take what are believed to be the first videotapes ever recorded—successfully—from a submarine.

This experiment showed that tiny submersibles can help Humble find oil. And they can help others. From them men can map the ocean floor, test water pressures, study marine life. They can help find and develop new sources of food, fresh

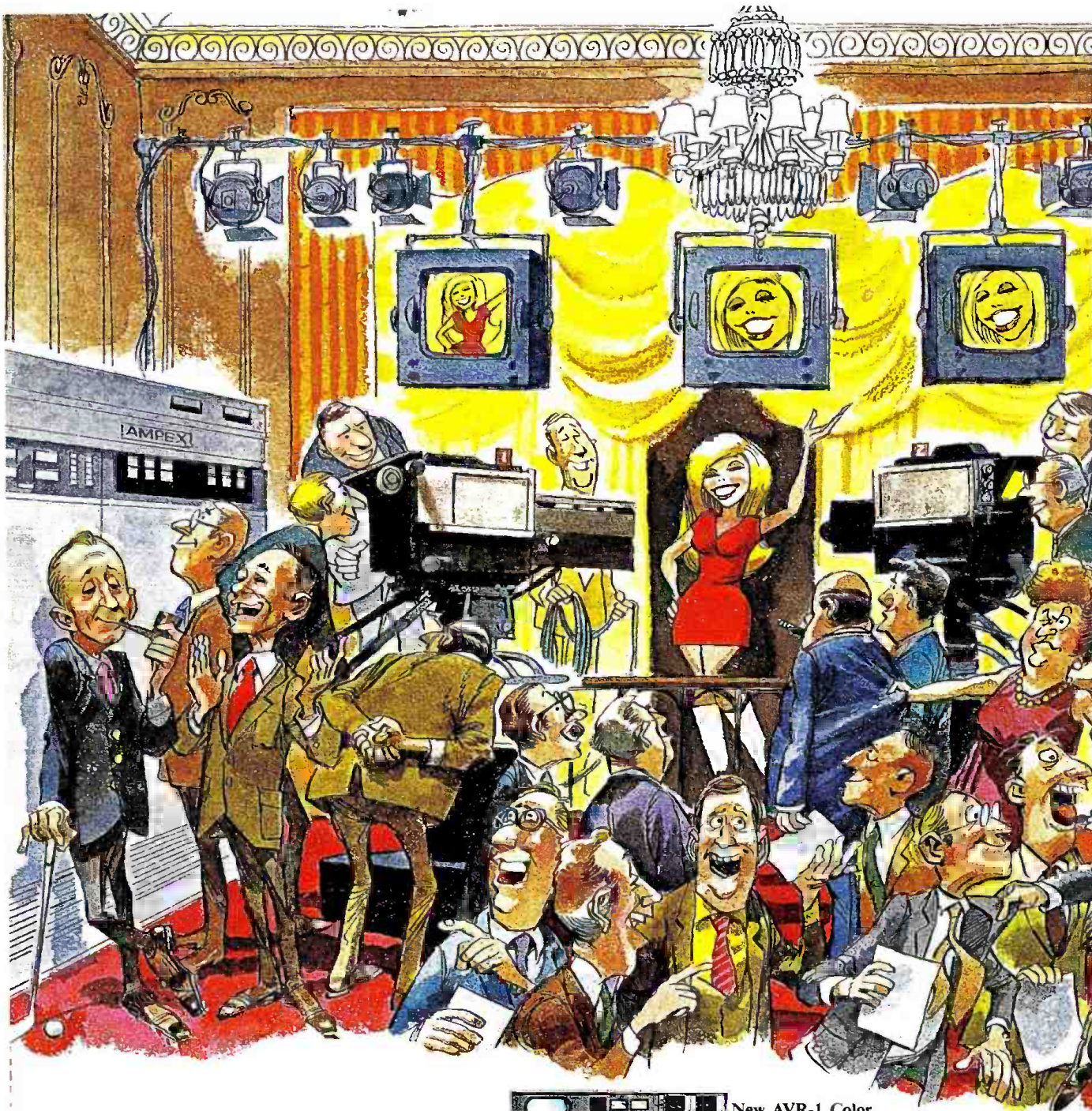
water and minerals that lie beneath the sea. Some day, as a result, man may live, work and play on the bottom of the sea as easily as he does on land.

We're glad Humble could provide some of the first pictures of this frontier of the future. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something extra for people.

Humble is doing something extra.

HUMBLE

Oil & Refining Company . . . Where you get all the extras.



They're here!... Automated scene stealers from Ampex!

Introducing the new, completely automatic generation to the television scene.

The revolutionary AVR-1 recorder. A totally new concept in videotape recording. Designed from the ground up for the automation age!

And here's another scene stealer—the most stable, hands-off color camera. The new Ampex BC-230, with the sharpest, most brilliant picture in television. Fewer controls, greater simplicity.

Ampex is the first to unveil the totally automatic TV scene from camera to antenna. To get the complete picture, just call your Ampex Sales Representative, or write: Ampex Corporation, 401 Broadway, Redwood City, California 94063.

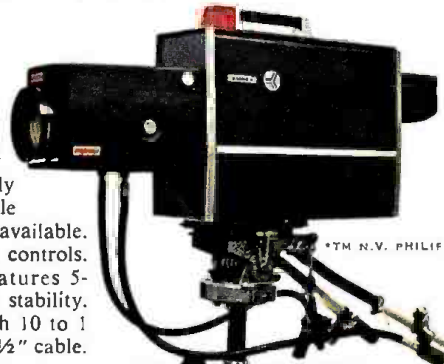


New AVR-1 Color Videotape Recorder

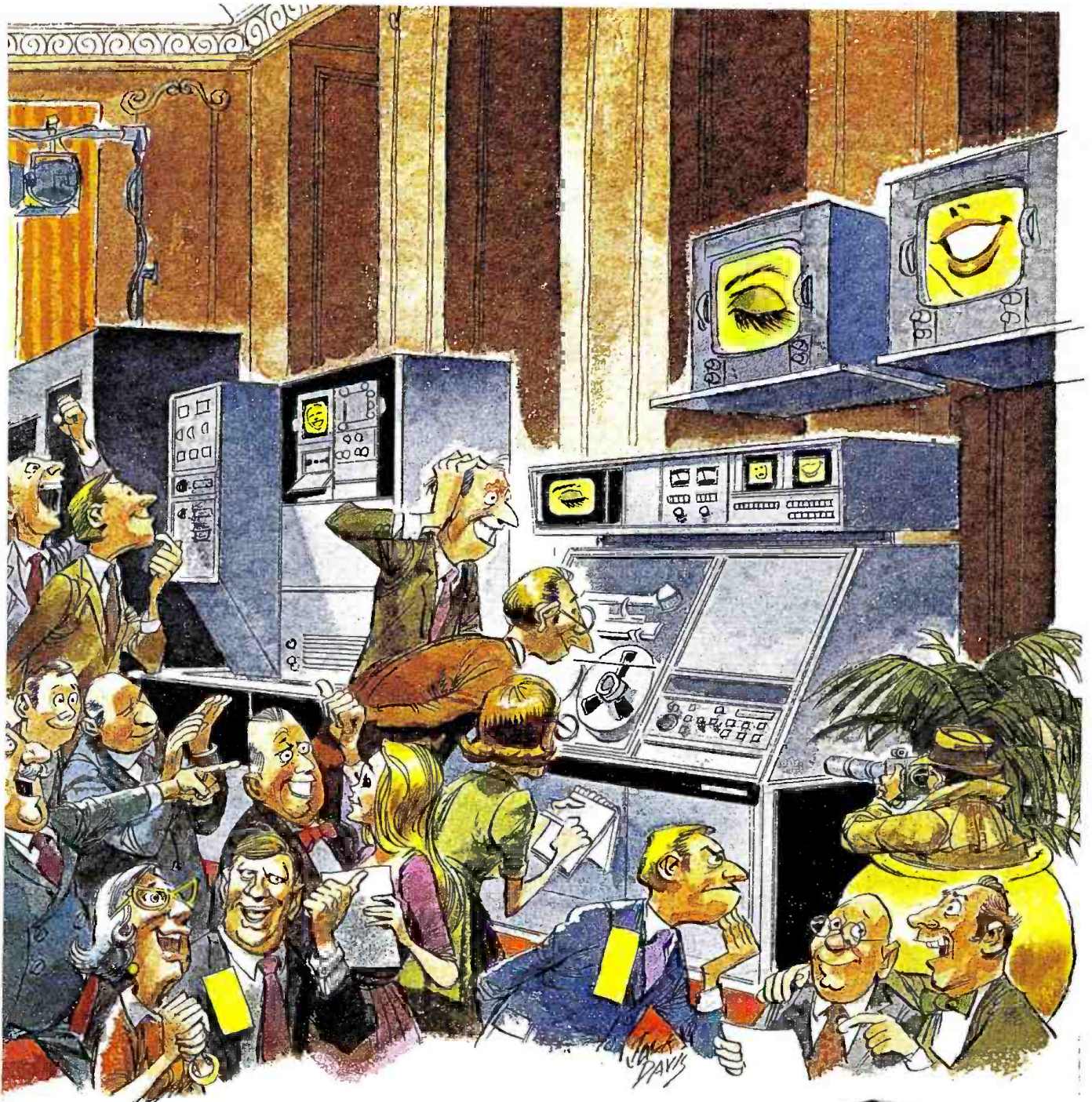
Designed for automation—delivers "instant video" (just like a camera). The ultimate in reliability. Easy threading with precision vacuum tape control. Automatic standard selection on playback. Editor, band-by-band and line-by-line autochroma, auto tracking, velocity compensator and other automatic functions available as simple plug-in options.

New BC-230 Color Studio Camera

Gives brilliant, sharp color at only 25 foot-candles. The most versatile three-tube Plumbicon® camera available. Allows faster setup with fewer controls. Requires less adjustment. Features 5-minute warmup and long-term stability. Weighs only 60 lbs.; 77 lbs. with 10 to 1 zoom lens, and uses lightweight 1/2" cable.



TM N.V. PHILIP



New ACR-25 Cassette Recorder and ADR-150 Contact Duplicator



New video cassette recorder features exclusive Ampex 6-minute refillable cassette. Adds unmatched versatility to your broadcasting operation. New high speed duplicator copies 30-minute program in only *three* minutes! Provides economical, mass duplication of spots and programs for national syndication and fast distribution.

VS-600 Production Video Switcher

Top performance for studio, master control, or network control. Modularized switch matrix and control logic, amplifier, tally control and power supply. Serially-coded control system requires only a single small connecting cable. Control panel can be located up to 1500 ft. away. Available in standard and custom designs.



Complete line of VHF and UHF Transmitters

Latest state-of-the-art design in modular transmitters and translators with solid state circuits. Low level modulation and low level sideband filtering. Available with hot standby, parallel operation or exotic system control. New, complete "Director" line of antenna systems including all transmission line components from one manufacturer.



The total TV scene.

AMPEX

**“Salty, come over.
We have a boy
who lost his leg.”**

When Salty Brine isn't on the air at WPRO,
he's on call at a local hospital.
At the age of 10, Salty lost a leg.
Now he helps amputees find a future.
Alone in their hospital room, or as a member
of the President's Committee for Hiring the Handicapped.
Involved people is an important reason why
there's more to WPRO than meets the ear.



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

Putting the lid back on pay TV

That's aim of bill passed by House committee to queer release promised by the FCC's rules

The House Commerce Committee last week approved a pay-TV bill restrictive enough to dampen the ardor of the bravest subscription advocate.

The bill is virtually identical to draft legislation circulated by Representative John D. Dingell (D-Mich.) several weeks ago (BROADCASTING, March 30; "Closed Circuit," March 23). Mr. Dingell, whose name is nearly synonymous with the fight against pay TV, proposed severe restrictions on pay TV after it became clear that a flat ban would never get through Congress.

The new bill (H. R. 16418) takes as its starting point the kinds of limitations set forth in FCC rules but goes far beyond them in specific restrictions. Here are its basic provisions:

- It would prohibit subscription stations from devoting more than 45% of their total air time and more than 60% of their prime-time hours to feature films and sports. FCC rules would permit pay-TV operators to air feature films and sports as much as 90% of the time.

- It would, in effect, bar pay-TV stations from taking any program of any kind from standard television. It would prohibit them from airing any series-type program; it would bar them from broadcasting any program "which is part of a regularly broadcast series of programs which are related in content" (such as *The Dean Martin Show*) if more than one program in the series had been broadcast on conventional television during the preceding five years; and it would prohibit them from broadcasting any sports event that has been shown on conventional television during the preceding five years. FCC rules presently bar series from pay TV and place a two-year embargo on sports events.

- It would ban all commercials on pay-TV stations, so that the subscription operators would have to rely solely on subscription fees for revenue. Under FCC rules, pay-TV stations would be required to broadcast at least 28 hours of conventionally sponsored programming each week.

- It would bar pay-TV operation on any station licensed by the FCC prior to enactment of the bill. The FCC would be permitted to grant waivers of this provision if it determined that the public interest would be enhanced.

- It would prohibit the broadcast on

pay TV of any feature film that has had general release for more than one year on a nonreserved-seat basis. FCC rules contain a two-year limit; they also permit subscription stations to broadcast, once a month during any one-week period, a film that is 10 years old or older.

- It would require subscription stations to broadcast at least eight hours per day.

The bill passed by a vote of 17-to-10 last Wednesday (April 29). A motion to reconsider was defeated the following day by a vote of 17-to-14.

Prospective pay-TV operators have so far reserved public judgment on the bill, but Hill observers acknowledge that it would be difficult for a subscription station to get off the ground under these restrictions. However, the bill is still a long way from final passage, and the Senate is generally regarded as far less hospitable territory for pay-TV opponents.

This fact had much to do with determining the character of the Commerce Committee's bill. Its backers reportedly anticipate that, at best, the measure will be watered down as it travels through Congress. They therefore chose to begin with the toughest bill possible, in the hope that the Senate will take a look at it—which is far

from certain. The pay-TV issue has been so predominantly a House issue for so many years that no one was quite sure last week what might happen if the bill passes House scrutiny.

Joint hearing set for ch. 3 Jackson

Three of five applicants want interim authority on consolidated basis

Five mutually exclusive applications for channel 3 in Jackson, Miss.—facilities now temporarily occupied by WLBT-TV—were last week designated for a consolidated hearing by the FCC.

Also last week, three of the applicants, who had also been individually seeking interim authority to operate the station pending a hearing, consolidated their resources and applied for joint interim operation of the channel.

Lamar Life Broadcasting Co., temporary operator of WLBT and one of the five CP applicants, had its license renewal for the station rejected by the commission following a June 1969 ruling by the U.S. Court of Appeals for the District of Columbia, which directed the commission to invite new applicants for channel 3, not excluding Lamar. Lamar's renewal had been opposed since 1964 by Jackson Negro leaders.

Lamar, which contends it has the status of a "pending renewal applicant," has been operating WLBT-TV pending the establishment by the commission of an interim operation. Lamar, under protest, also last week filed for interim custodianship of the station it now operates.

A nonprofit group known as Communications Improvement Inc. applied for interim operation of channel 3 last February (BROADCASTING, Feb. 24), with all profits earmarked for other "nonprofit organizations engaged in activities relating to broadcasting, primarily in Mississippi."

In its order last week, the commission set for hearing the CP applications of Lamar, Civic Communications Corp., Dixie National Broadcasting Corp., Jackson Television Inc. and Channel 3 Inc.

The last three applicants are those



Mr. Dingell

also seeking to consolidate their applications for interim operating authority as "Channel 3 of Jackson—a Joint Venture." All three are biracial groups who applied for CP's for channel 3 last February (BROADCASTING, Feb. 9).

Hearing issues designated by the commission include a question of whether the respective tower heights and locations proposed by the three applicants present a menace to air navigation. The Federal Aviation Administration was made a party to the hearing.

Lamar's parent corporation also owns WJDX-AM-FM Jackson. However, since it has agreed to sell the radio stations if the television application is granted, the commission agreed that Lamar was not disqualified because of its new one-to-a-customer rule, which bars the owner of any broadcast station from acquiring another in the same market. The commission stipulated that if Lamar's application were granted, the corporate parent must divest itself of the radio properties no later than six months after the grant becomes final.

Noting that one of Jackson Tele-

vision's principals has indirect interests in various CATV systems, the commission said that any grant to Jackson would be subject to pending commission inquiries into ownership of cable systems and broadcast stations.

Channel 3 of Jackson—a joint venture, said it was asking Lamar and Civic Communications to join its "opened" venture. As presently constituted, the agreement between the applicants stipulates that, if their application is successful, net income from the interim operation will be distributed among the participating corporations, with a portion set aside for the Mississippi Authority for Educational Television, permittee of noncommercial WMAA(TV) (ch. 29) Jackson.

The joint venture, claiming total assets of \$405,000, said it would negotiate with Lamar for the lease of its physical plant and would retain the present non-executive WLBT(TV) staff.

Under terms of the agreement, upon final grant on a permanent basis by the FCC of channel 3 to one or a combination of two or more of the joint ven-

ture's constituent corporations, such applicant shall purchase all of the book value joint assets collectively owned by the groups.

The joint venture said it would initially retain the present programing schedule of WLBT(TV) "so as not to unduly disrupt the viewing habits of the existing audience and to facilitate the transition." The format would be supplemented by public-affairs programing, with 10.6% of the weekly schedule devoted to news.

In its application for interim custodianship of channel 3, Lamar last week again asserted its position that it is a pending renewal applicant and that "no interim operation may lawfully be established in this case."

Pointing to its efforts to upgrade WLBT(TV)'s public-affairs programing and place Negroes on its staff, Lamar noted: "Even if the recent record were considered as created 'under the gun,' it is nevertheless there, it is nevertheless excellent, and Lamar hereby earnestly represents that it will, in fact, continue its meritorious operation."

FCC acts to resolve WUHF-TV sale

Final approval may depend on courts; sale reminds Johnson of Overmyer case

The FCC last week announced its approval of the assignment of the construction permit for WUHF-TV (ch. 61) Hartford, Conn., from Kappa Television to Evans Broadcasting Corp. But whether the assignment sticks or not may be a matter for the courts to decide.

The commission approved the assignment, by a 5-to-1 vote, on April 1, and informed the parties. But the public announcement was delayed while Commissioner Nicholas Johnson wrote a dissent and Commissioner Kenneth A. Cox a detailed answer in a concurring statement.

In the meantime, on April 3, counsel for Evans notified the commission that the sales agreement had "terminated at midnight, March 31" and that Evans was withdrawing from it. The application was filed in December 1968.

Kappa's attorney responded with a letter asserting that if the commission acted "on or before April 1 Evans is legally and ethically bound to perform the agreement." Kappa subsequently announced its intention to proceed with the closing, on or about May 15.

Last week, that's where the matter rested. Kappa's board of directors is considering its next move—which could include a court suit seeking to compel Evans to consummate the sale.

The snarled sale is another unhappy chapter in the story of a group of 12

individuals and one corporation who sought to establish a UHF broadcasting business. The CP for WUHF-TV is one of four granted to corporations that the group, headed by Albert G. Hartigan created by Mercury to apply for UHF authorizations. (In all, six applications were filed, but two were dropped.) Two of the CP's have been dismissed—one, for Orlando, Fla., by the commission; the other, for Norfolk, Va., at the applicant's request.

A third CP, for a Buffalo, N.Y., station, was to have been assigned to WPIX(TV) New York. But WPIX has announced its intention to withdraw from the agreement, pending since September 1968 (BROADCASTING, April 20).

Three years ago, the Hartigan group proposed transferring three CP's, including those to Hartford, Buffalo and Norfolk to Evans, but that deal was cancelled.

Evans, owned 100% by Thomas Mellon Evans, owns KDNL-TV (ch. 30) St. Louis and KMEC-TV (ch. 33) Dallas.

Commissioner Johnson cited the background of the Hartigan group's applications in dissenting to the assignment of WUHF-TV to Evans without a hearing. He said the background suggests an analogy to the Overmyer case, in which five CP's were transferred to a single buyer.

The commission's handling of that case was sharply rebuked by the House

Commerce Committee. Commissioner Johnson recalled that the committee said the commission's failure to hold a hearing on the transfers demonstrated a "shocking abdication of regulatory responsibility and disregard of the public interest. . . ."

Commissioner Cox, who had joined Commissioners Johnson and Robert T. Bartley in dissenting to the Overmyer transfers, said there are not enough parallels between the cases to require the commission to prevent a group that incurred expenses "in a good faith but unsuccessful effort to put a UHF station on the air in Hartford from recouping a part of their expenses" through a transfer.

He noted that one transfer was under consideration, not five. He also said there was no parallel to D. H. Overmyer's effort to claim \$1.2 million in out-of-pocket expenses to justify the price he was to receive for 80% of his interest in the permits.

Kappa would not retain any interest in the Hartford CP under the agreement with Evans and, in fact, is not being "made whole." The commission approved out-of-pocket expenses—which is all CP holders can recover in assigning their authorizations—of \$48,821.26.

Commissioner Cox noted that Kappa is left with \$21,846.77 in expenses for which it is not being compensated.

Funds pour in for Pioneers' drive

The Broadcast Pioneers educational fund's drive to raise \$750,000 to establish and maintain a broadcast historical library and reference center is more than 85% of the way toward its goal.

Officials reported that contributions had reached approximately \$650,000. Recent contributors were said to include Meredith Broadcasting, \$10,000; WBAP-AM-FM-TV Fort Worth, \$5,000; Hearst Corp., \$10,000, and Newhouse Broadcasting, \$15,000.

The library and reference center is to be established in the National Association of Broadcasters headquarters building in Washington. Ward Quaal of WGN Continental stations and Roger W. Clipp, broadcast consultant, are co-chairmen of the fund drive.

FM group up in air over Nixon's antidope plan

The National Association of FM Broadcasters last week reported that the Nixon administration has replied favorably but not conclusively to the NAFMB's request that FM radio stations participate in the government's antidrug abuse campaign (BROADCASTING, April 20).

The association had wired Herbert Klein, the President's director of communications, earlier this month pointing out that the administration's plans appeared to include only the television segment of the broadcast industry in the projected effort. It requested that FM stations also participate in the educational campaign.

Mr. Klein replied in a letter received by the NAFMB last Wednesday (April 29) that the White House staff "is actively considering calling upon the radio media, as it did on television, to support this important effort." Frederick Allen, NAFMB's director of development, said the White House's "active consideration" of the radio media was interesting but not very specific. He added that radio will be "happy to join in" if a definitive decision is made.

Color-TV homes up again in quarterly calculation

The number of color television households rose to 24.3 million as of April 1, according to NBC's quarterly estimate released last week by Allen R. Cooper, vice president, planning, NBC. The figures indicated a net increase of 900,000 color homes since Jan. 1, 1970.

Mr. Cooper noted that the quarterly sales were below those of a year ago when the number of color households jumped by more than 1.4 million. But

he added that more than \$500 million in color set sales has been achieved from January 1 to April 1, "indicative of the continuing high level of interest in viewing television programs in color."

Media notes:

On the air in Orleans ■ WVLC(AM) Orleans, Mass., licensed to Seashore Broadcasting Inc., commenced broadcasting on April 10. Ralph B. Hunter is the general manager of the station, which is located on 1170 kc, 1 kw, DA-D.

New phones ■ The Los Angeles offices of Blair Television and Radio have

switched to new telephone numbers: Blair Television, (213) 937-5020; Blair Radio, (213) 937-4620. Office locations remain the same.

STV system ■ Representatives of Subscription Television Inc., Los Angeles, visited New York last week, in the words of STV president Kenneth F. Julin, "to find out what CATV people would like to have before we enter into production." He brought with him STV's two-way communications system designed to provide home clients of STV with special services—such as shop-at-home, stock quotations and hotel reservations.



The WJEF Countrywise buyers ...they know what they want and can afford it!

Today's WJEF Countrywise buyers are very particular families.

Typically, they're under thirty, own their own homes, have two cars and three children. If they live in Kent County they have a family income of about \$10,117. Ottawa County families have an average income of \$9,193. They're solid citizens with buying power to get what they want. And they learn about products from WJEF.

WJEF-ers may be bankers, businessmen or farmers. But more likely, they're among the 70 thousand or so working in the area's 880 manufacturing plants — part of an expanding economy already accounting for \$902,087,000 in retail sales. Their particular like is WJEF. If you'd like these particular people, contact Avery-Knodel. They'll give you some wise advice on our Countrywise buyers.



The Folger Stations

RADIO
WJEF GRAND RAPIDS/MITCHELL CENTER
WJEF GRAND RAPIDS
WJEF GRAND RAPIDS/ALMAZAR
WJEF/WHTV FM CASSELAC
TELEVISION
WJEF-TV GRAND RAPIDS/ALMAZAR
WHTV / CASSELAC / GRAND RAPIDS CITY
WHTV-TV / GRAND RAPIDS
WHTV-TV / GRAND RAPIDS
WHTV-TV / GRAND RAPIDS
WHTV-TV / GRAND RAPIDS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knodel, Inc., Exclusive National Representative

Metromedia earnings gain in first quarter

Metromedia Inc. reported last week that while gross revenues in the first quarter of 1970 declined slightly, net income was higher than in the comparable 1969 period.

John W. Kluge, chairman of the board and president of Metromedia, said "the improvement in earnings for

the first quarter of 1970 compared with last year is due primarily to improved operating efficiencies." He added that the company's first-quarter earnings are "traditionally lower than succeeding quarters and are not necessarily indicative of the full year."

For the 13 weeks ended April 5:

	1970	1969
Earned per share	\$0.05	\$0.01
Gross revenues	42,498,593	43,118,717
Net income	308,982	60,973

Zenith dip attributed to imports, business lag

Japanese competition, plus the domestic economic slow-down, were cited last week by Joseph S. Wright, chairman and president of Zenith Radio Corp., Chicago, as among reasons for lower sales and profit performance so far this year.

Speaking at Zenith's annual stock-

The Broadcasting stock index

A weekly summary of market activity in the shares of 99 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing April 30	Closing April 23	Closing April 16	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	25 1/2	26	27 1/2	39 1/2	25	7,271	242,623
ASI Communications	O	O	5	4 1/2	5	7	4 1/2	1,789	10,287
Capital Cities	CCB	N	27	27 1/2	29 1/2	36 1/2	24 1/2	5,804	204,591
CBS	N	N	32 1/2	34	37 1/2	49 1/2	30 1/2	26,250	1,161,583
Corinthian	CRB	N	22 1/2	26 1/2	26 1/2	33 1/2	21 1/2	3,384	101,080
Cox	COX	N	16	19	19 1/2	24 1/2	16	5,789	118,675
Gross Telecasting	GGG	A	13 1/2	13 1/2	14 1/2	17 1/2	13 1/2	805	12,172
Metromedia	MET	N	15 1/2	16 1/2	18 1/2	22 1/2	15 1/2	5,603	116,262
Pacific & Southern	O	O	13	13	14	23	13	1,627	23,592
Reeves Telecom	RBT	A	4 1/2	5	5 1/2	15 1/2	4 1/2	2,163	14,060
Scripps-Howard	O	O	17 1/2	21	21 1/2	24	17 1/2	2,589	57,605
Sonderling	SDB	A	18 1/2	20	21 1/2	34 1/2	18 1/2	985	25,236
Starr Broadcasting	O	O	10 1/2	13	13 1/2	18	10 1/2	338	4,141
Taft	TFB	N	19 1/2	20 1/2	22 1/2	29 1/2	18 1/2	3,585	79,300
							Total	67,982	\$ 2,171,217
Broadcasting with other major interests									
Avco	AV	N	15 1/2	18 1/2	19 1/2	25 1/2	14 1/2	11,469	260,920
Bartell Media	BMC	A	7 1/2	7 1/2	9 1/2	14	6 1/2	2,292	26,358
Boston Herald-Traveler	O	O	28	30	33	43	28	574	20,090
Chris-Craft	CCN	N	7 1/2	7	8 1/2	11 1/2	6 1/2	3,500	30,625
Combined Communications	O	O	9 1/2	10	11 1/2	16 1/2	9 1/2	1,798	21,127
Cowles Communications	CWL	N	6	6	7 1/2	10 1/2	5 1/2	3,969	32,228
Fuqua	FQA	N	13 1/2	14	14 1/2	31 1/2	13	5,541	94,197
Gannett	GCI	N	23	23 1/2	22	29 1/2	22	7,117	181,484
General Tire	GY	N	16 1/2	17 1/2	18	20 1/2	16 1/2	18,122	353,379
Gray Communications	O	O	5 1/2	5 1/2	5 1/2	7 1/2	5 1/2	475	2,613
Lamb Communications	O	O	3	3 1/2	3 1/2	6	3	2,650	11,925
Lea Enterprises	A	A	14 1/2	15 1/2	18	20 1/2	14 1/2	1,957	38,651
Liberty Corp.	LC	N	17 1/2	18	19 1/2	21 1/2	16 1/2	6,743	139,041
LIN	O	O	5 1/2	7 1/2	7 1/2	11	5 1/2	2,174	17,653
Meredith Corp.	MDP	N	26	27 1/2	28 1/2	44 1/2	26	2,779	85,454
Outlet Co.	OTU	N	14 1/2	15 1/2	16 1/2	17 1/2	14	1,336	22,378
Plough Inc.	PLO	N	69	70 1/2	71 1/2	85	69 1/2	6,788	584,555
Post Corp.	O	O	11 1/2	12	13	17 1/2	11 1/2	713	9,982
Rollins	ROL	N	27 1/2	28	29 1/2	40 1/2	26 1/2	8,029	260,943
Rust Craft	RUS	A	20 1/2	23 1/2	24 1/2	32 1/2	20 1/2	1,168	29,784
Storer	SBK	N	18 1/2	19 1/2	21 1/2	30 1/2	18	4,221	103,921
Time Inc.	TL	N	30 1/2	32	35 1/2	43 1/2	27 1/2	7,241	271,538
Trans-National Comm.	O	O	2 1/2	3 1/2	3 1/2	4 1/2	1 1/2	1,000	3,370
Wometco	WOM	N	18 1/2	19	19	20 1/2	18 1/2	5,812	106,708
							Total	107,459	\$ 2,658,924
CATV									
Ameco	ACO	A	5 1/2	5	7	16	4 1/2	1,200	10,500
American TV & Comm.	O	O	13	14 1/2	16 1/2	22 1/2	13	1,775	50,144
Cablecom-General	CCG	A	8 1/2	8	8 1/2	23 1/2	7 1/2	1,605	17,655
Cable Information Systems	O	O	1 1/2	1 1/2	1 1/2	2 1/2	1 1/2	955	2,025
Citizens Finance Corp.	CPN	A	11 1/2	12 1/2	13 1/2	17 1/2	11	1,094	16,137
Columbia Cable	O	O	9 1/2	10 1/2	12	15 1/2	9 1/2	900	12,600
Communications Properties	O	O	7 1/2	8	8 1/2	10 1/2	7	644	5,313
Cox Cable Communications	O	O	13 1/2	14 1/2	15 1/2	24	13 1/2	3,550	63,900
Cypress Communications	O	O	8	10	11 1/2	17 1/2	8	854	11,529
Entron	A	A	3 1/2	3 1/2	3 1/2	8 1/2	3 1/2	1,320	6,930
General Instrument Corp.	GRL	N	15 1/2	15 1/2	15 1/2	30 1/2	15 1/2	6,111	122,220
H & B American	HBA	A	16 1/2	15	18 1/2	30 1/2	14 1/2	4,973	108,760
Sterling Communications	O	O	3	3 1/2	4 1/2	7 1/2	3	500	2,375
Tele-Communications	O	O	9 1/2	10 1/2	11 1/2	20 1/2	9 1/2	2,704	35,152
Teleprompter	TP	A	65	59 1/2	73 1/2	133 1/2	58	1,007	92,896
Television Communications	O	O	7	7 1/2	8 1/2	18 1/2	7	2,816	32,384
Vikoa	VIK	A	8 1/2	9	9 1/2	27 1/2	7 1/2	2,232	26,784
							Total	34,240	\$ 617,304

holders meeting there Tuesday (April 28), Mr. Wright charged the American electronics industry has been the object of an "organized assault" by Japanese electronics firms and government. "We are convinced by the evidence that a great deal of this merchandise has been dumped into the U.S. market at prices far below the Japanese home market price," he said.

Zenith as a result plans to establish a new plant in the Far East, probably at Taiwan, to make lower-cost TV sets for the U.S. market, Mr. Wright announced.

Mr. Wright added that the Chicago trucking strike probably also will affect

second-quarter performance, but he was optimistic for a pickup in the second half of 1970.

For the three months ended March 31:

	1970	1969
Earned per share	\$0.32	\$0.63
Sales	128,500,000	185,400,000
Net income	6,000,000	11,900,000

Cost-profit squeeze pinches cable company

Vikoa Inc., Hoboken, N. J., owner and operator of and supplier of cable systems and supplier of CATV electrical equipment and coaxial cable, reported last week a 9% increase in revenue in the first quarter of this year over the

same period in 1969. But earnings dropped, Vikoa said, from 21 cents to eight cents per share.

Theodore Baum, president of Vikoa, said that the lower profits reflected increased costs of copper and of labor as well as the softening of the economy. Vikoa currently operates nine cable systems with about 40,600 subscribers compared with eight systems and about 28,000 subscribers a year ago.

Revenues of CATV operations, Vikoa said, were up from \$304,000 in the first quarter of 1969 to \$592,000 in the same period this year, but the company continues to show a loss operating CATV systems—\$41,000 in the 1970 period

	Stock symbol	Ex-change	Closing April 30	Closing April 23	Closing April 16	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	14 $\frac{1}{2}$	16 $\frac{1}{2}$	18 $\frac{1}{2}$	31 $\frac{1}{2}$	14 $\frac{1}{2}$	5,942	141,836
Disney	DIS	N	129	127 $\frac{1}{2}$	134 $\frac{1}{2}$	158	117	5,133	771,849
Filmways	FWY	A	8 $\frac{1}{2}$	9 $\frac{1}{2}$	11 $\frac{1}{2}$	18 $\frac{1}{2}$	8 $\frac{1}{2}$	1,700	20,825
Four Star International		O	1 $\frac{1}{2}$	1 $\frac{1}{2}$	2 $\frac{1}{2}$	4	1 $\frac{1}{2}$	666	1,832
Gulf and Western	GW	N	14 $\frac{1}{2}$	14 $\frac{1}{2}$	15 $\frac{1}{2}$	20 $\frac{1}{2}$	13	16,310	273,193
Kinney National	KNS	N	28 $\frac{1}{2}$	30	33	36	27	7,738	265,027
MCA	MCA	N	18 $\frac{1}{2}$	21 $\frac{1}{2}$	22 $\frac{1}{2}$	25 $\frac{1}{2}$	18 $\frac{1}{2}$	8,297	195,975
MGM	MGM	N	21	25	27 $\frac{1}{2}$	28 $\frac{1}{2}$	20 $\frac{1}{2}$	5,843	151,918
Music Makers Group		O	4 $\frac{1}{2}$	4 $\frac{1}{2}$	5	9	4 $\frac{1}{2}$	589	3,534
National General	NGC	N	13 $\frac{1}{2}$	14 $\frac{1}{2}$	14 $\frac{1}{2}$	20 $\frac{1}{2}$	13	4,515	80,141
Transamerica	TA	N	17 $\frac{1}{2}$	18 $\frac{1}{2}$	20 $\frac{1}{2}$	26 $\frac{1}{2}$	17 $\frac{1}{2}$	61,869	1,329,053
Trans-Lux	TLX	A	13 $\frac{1}{2}$	13 $\frac{1}{2}$	13	23 $\frac{1}{2}$	12 $\frac{1}{2}$	1,020	17,717
20th Century-Fox	TF	N	12 $\frac{1}{2}$	13 $\frac{1}{2}$	14 $\frac{1}{2}$	20 $\frac{1}{2}$	11 $\frac{1}{2}$	8,169	145,980
Walter Reade Organization		O	5	6 $\frac{1}{2}$	7	13 $\frac{1}{2}$	5	2,342	16,980
Wrather Corp.	WCO	A	6 $\frac{1}{2}$	6 $\frac{1}{2}$	7 $\frac{1}{2}$	10 $\frac{1}{2}$	6 $\frac{1}{2}$	2,161	17,828
							Total	132,294	\$ 3,496,688
Service									
John Blair	BJ	N	14 $\frac{1}{2}$	16 $\frac{1}{2}$		23 $\frac{1}{2}$	13	3,006	61,984
Cosat	CQ	N	35 $\frac{1}{2}$	33 $\frac{1}{2}$	32	57 $\frac{1}{2}$	31 $\frac{1}{2}$	10,000	367,500
Creative Management		O	8 $\frac{1}{2}$	9 $\frac{1}{2}$	11	14 $\frac{1}{2}$	8 $\frac{1}{2}$	918	11,475
Doyle Dane Bernbach		O	18	20 $\frac{1}{2}$	20 $\frac{1}{2}$	24 $\frac{1}{2}$	18	1,924	47,138
Foote, Cone & Belding	FCB	N	9 $\frac{1}{2}$	10 $\frac{1}{2}$	10 $\frac{1}{2}$	12 $\frac{1}{2}$	9 $\frac{1}{2}$	2,156	22,358
Grey Advertising		O	8 $\frac{1}{2}$	10 $\frac{1}{2}$	11 $\frac{1}{2}$	13 $\frac{1}{2}$	8 $\frac{1}{2}$	1,140	14,820
Movielab	MOV	A	4	4 $\frac{1}{2}$	5	7 $\frac{1}{2}$	4	1,407	7,556
MPO Videoelectronics	MPO	A	6 $\frac{1}{2}$	7	7 $\frac{1}{2}$	9 $\frac{1}{2}$	6 $\frac{1}{2}$	548	4,742
Nielsen		O	32 $\frac{1}{2}$	36 $\frac{1}{2}$	38 $\frac{1}{2}$	42	32 $\frac{1}{2}$	5,299	209,310
Ogilvy & Mather		O	18 $\frac{1}{2}$	21 $\frac{1}{2}$	20 $\frac{1}{2}$	22 $\frac{1}{2}$	18 $\frac{1}{2}$	1,090	24,798
PKL Co.	PKL	A	4 $\frac{1}{2}$	4 $\frac{1}{2}$	5 $\frac{1}{2}$	12 $\frac{1}{2}$	4	739	5,358
J. Walter Thompson	JWT	N	29	29 $\frac{1}{2}$	30 $\frac{1}{2}$	36	28 $\frac{1}{2}$	2,778	86,813
Wells, Rich, Greene		O	7 $\frac{1}{2}$	7 $\frac{1}{2}$	9 $\frac{1}{2}$	13 $\frac{1}{2}$	7 $\frac{1}{2}$	1,601	18,603
							Total	32,606	\$ 882,455
Manufacturing									
Admiral	ADL	N	8 $\frac{1}{2}$	9	9 $\frac{1}{2}$	14 $\frac{1}{2}$	8 $\frac{1}{2}$	5,150	57,268
Ampex	APX	N	22 $\frac{1}{2}$	23 $\frac{1}{2}$	22 $\frac{1}{2}$	48 $\frac{1}{2}$	21 $\frac{1}{2}$	10,825	404,530
CCA Electronics		O	3 $\frac{1}{2}$	4 $\frac{1}{2}$	4 $\frac{1}{2}$	5	3 $\frac{1}{2}$	800	4,000
Collins Radio*	CRI	N	20 $\frac{1}{2}$	20 $\frac{1}{2}$	22 $\frac{1}{2}$	37 $\frac{1}{2}$	19 $\frac{1}{2}$		
Conrac	CAX	N	16 $\frac{1}{2}$	16 $\frac{1}{2}$	20 $\frac{1}{2}$	32 $\frac{1}{2}$	15	1,249	30,600
General Electric	GE	N	71 $\frac{1}{2}$	73 $\frac{1}{2}$	75 $\frac{1}{2}$	77 $\frac{1}{2}$	67 $\frac{1}{2}$	91,025	6,781,363
Harris-Intertype	HI	N	50	52 $\frac{1}{2}$	57 $\frac{1}{2}$	75	50	6,351	425,517
Magnavox	MAG	N	31 $\frac{1}{2}$	32 $\frac{1}{2}$	33 $\frac{1}{2}$	38 $\frac{1}{2}$	29 $\frac{1}{2}$	16,485	603,681
3M	MMM	N	93 $\frac{1}{2}$	95 $\frac{1}{2}$	100 $\frac{1}{2}$	114 $\frac{1}{2}$	93 $\frac{1}{2}$	56,093	5,980,636
Motorola	MOT	N	91	92 $\frac{1}{2}$	96	141 $\frac{1}{2}$	85 $\frac{1}{2}$	6,649	787,907
RCA	RCA	N	24 $\frac{1}{2}$	25 $\frac{1}{2}$	25 $\frac{1}{2}$	34 $\frac{1}{2}$	23 $\frac{1}{2}$	62,773	1,930,270
Reeves Industries	RSC	A	3 $\frac{1}{2}$	3 $\frac{1}{2}$	3 $\frac{1}{2}$	5 $\frac{1}{2}$	3 $\frac{1}{2}$	3,443	13,772
Telemation		O	10 $\frac{1}{2}$	11 $\frac{1}{2}$	13 $\frac{1}{2}$	24	10 $\frac{1}{2}$	1,080	15,660
Visual Electronics	VIS	A	3 $\frac{1}{2}$	3 $\frac{1}{2}$	4 $\frac{1}{2}$	10 $\frac{1}{2}$	3 $\frac{1}{2}$	1,357	5,930
Westinghouse	WX	N	65 $\frac{1}{2}$	63 $\frac{1}{2}$	68 $\frac{1}{2}$	68 $\frac{1}{2}$	53 $\frac{1}{2}$	39,521	2,628,147
Zenith Radio	ZE	N	28 $\frac{1}{2}$	30 $\frac{1}{2}$	31 $\frac{1}{2}$	37 $\frac{1}{2}$	28 $\frac{1}{2}$	19,020	663,287
							Total	321,821	\$20,332,568
							Grand total	696,402	\$30,159,156
Standard & Poor Industrial Average			81.52	83.04	85.88				

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

Shares outstanding and capitalization as of April 2.
* New addition to Index.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

compared to a \$51,000 loss in first quarter 1969.

For the period ended March 31:

	1970	1969
Earned per share	\$0.08	\$0.21
Revenues	6,659,000	6,108,000
Net income	175,000	378,000
Average shares outstanding	2,227,000	1,809,000

Notes: 1970 net income after deduction of \$15,000 or approximately one cent per share representing the pro-rata portion of an extraordinary charge of \$60,000 or approximately three cents per share on the termination of the acquisition of WCIN(AM) Cincinnati (BROADCASTING, Feb. 16). Figures for 1969 are restated to include results of Telaction Phone Corp. acquisition on a pooling-of-interests basis in 1969.

Broadcast holds own in Storer report

Storer Broadcasting Co., Miami Beach, last week reported a dip in over-all first-quarter earnings while revenues and pre-tax profits from its broadcast operations remained virtually unchanged.

Net income in the first quarter of 1970 was \$2.27 million or 54 cents per share, compared with \$2.85 million or 68 cents per share for the first quarter of 1969.

Revenues for the broadcast properties were \$14,545,000 for the first quarter of 1970 versus \$14,876,000 in the comparable 1969 period, however the 1969 figures included the revenue of WIBG(AM) Philadelphia, which was sold to Buckley Broadcasting last October. Profit from broadcast-related operations in the first quarter of this year amounted to \$3,722,798 versus \$3,710,736 in 1969.

Northeast Airlines, Storer's 86.1%-owned subsidiary, produced net earnings of \$788,100 in the 1970 first quarter—a decline from \$1,479,500 last year.

Storer also declared a dividend of 12½ cents per share on its common stock, payable June 10 to stockholders of record May 22.

For the three months ended March 31:

	1970	1969
Earned per share	\$0.54	\$0.68
Gross broadcasting revenues	14,545,000	14,876,000
Net income	2,274,243	2,852,049
Average shares outstanding	4,223,002	4,218,123

WRG profits are up 47% in first quarter

Wells, Rich, Greene Inc., New York, reported a 47% first-quarter increase in net income for the fiscal period ended Jan. 31. The agency continues to bill at the annual rate of \$100 million.

WRG is traded over-the-counter but expects listing on the American Stock Exchange shortly.

For the first quarter ended Jan. 31:

	1970	1969
Earned per share	\$0.13	\$0.09
Gross billings	20,065,000	15,964,600
Net revenues	3,034,900	2,400,000
Net income	200,318	136,417
Shares outstanding	1,582,200	1,539,633

Cohu claims muscle despite earnings dip

Despite reporting a one-cent per-share loss for the first quarter, Cohu Electronics Inc., San Diego broadcast-equipment manufacturer, announced it was operating "at profitable levels at the moment" according to William S. Ivans, president and chief executive officer. Expansion of manufacturing divisions in San Diego were noted by Mr. Ivans, specifically in the area of video-switching equipment and in closed-circuit television. Mr. Ivans said that if the general economy turned gloomier, Cohu was in a good position since the company "has no debts, a strong cash position and no great liability." Only 40% of the company's business comes from the government with much of that from federal departments other than Defense.

For the first quarter ended March 31:

	1970	1969
Earned per share	(\$0.01)	\$0.07
Revenues	1,975,402	2,298,036
Net income	(13,512)	95,752
Shares outstanding	1,400,952	1,395,257

Company reports:

Cablecom General Inc., Colorado Springs, operator of 38 CATV systems in ten states and subsidiary of group broadcaster RKO General Inc., reported increased revenues but a decline in net income for the six months ended March 31:

	1970	1969
Earned per share	\$0.07	\$0.20
Revenues	2,958,319	2,432,289
Net income	109,738	286,968
Average shares outstanding	1,604,660	1,467,093

Gross Telecasting Inc., Lansing, Mich. group station owner, reported slight declines in revenues and net income for the three months ended March 31:

	1970	1969
Earned per share	\$0.24	\$0.24
Gross revenues	744,577	789,413
Net income	19,587	196,198

Note: Figures for 1970 include income beginning Jan. 15, 1970, on operation of WKBT(TV) La Crosse, Wis., which was acquired by the company effective that date.

Motorola Inc., Chicago, despite consumer products division losses, reported sales gains from other diversified operations in the first quarter ended March 31:

	1970	1969
Earned per share	\$0.88	\$1.04
Sales	204,245,624	192,465,023
Net income	5,874,174	6,379,817
Shares outstanding	6,655,246	6,150,998

Memorex Corp., Santa Clara, Calif. producers of magnetic media products including video tape, reported a 35% increase in sales and a 44% increase in earnings for the first quarter of March 31:

	1970	1969
Earned per share	\$0.54	\$0.38
Sales	24,448,000	18,152,000
Net income	2,008,000	1,397,000
Shares outstanding	3,729,677	3,682,998

Electrographic Corp., Chicago television commercial producer and owner of industrial film motion picture and

film processing laboratories, has reported an increase in net sales but a decrease in net income for the first quarter ended March 31:

	1970	1969
Earned per share	\$0.43	\$0.58
Net sales	9,887,100	9,688,700
Net income	237,300	321,700
Average shares outstanding	545,608	555,880

Combined Communications Corp., Phoenix-based group broadcaster, reported substantial increases in revenues and net income for the three months ended March 31:

	1970	1969
Earned per share	\$0.10	\$0.06
Gross revenues	5,517,864	3,285,736
Net income	184,905	93,828
Average shares outstanding	1,941,386	1,538,164

Note: 1970 figures include extraordinary income of one cent per share from sale of real estate.

Post Corp., Appleton, Wis. publisher and group broadcaster, reported increased revenues but a decline in net income for the three months ended March 31:

	1970	1969
Earned per share	\$0.17	\$0.19
Revenues	2,670,255	2,466,891
Net income	124,179	138,208

Entron Inc., Glendale, N.Y. electronics manufacturer and multiple-CATV owner, reported declines in over-all sales and net income for 1969. CATV subscription revenues, however, increased from \$584,611 in 1968 to \$713,805 last year. For the year ended Dec. 31:

	1969	1968
Earned per share	(\$0.83)	(\$0.32)
Sales	8,263,161	9,362,444
Net income	(1,197,999)	(471,840)

Note: Acquisition of Spedcor Electronics Inc. in 1969 is treated as pooling of interests.

Capital Cities Broadcasting Corp., New York, reported a 14% increase in net revenues and an 8% gain in net income for the three months ended March 31:

	1970	1969
Earned per share	\$0.36	\$0.34
Net revenues	20,912,000	18,276,000
Net income	2,493,000	2,313,000

Note: 1970 figures include results of Pontiac Press Co., which was purchased May 20, 1969.

Meredith Corp., Des Moines, Iowa publisher and group broadcaster, reported a 9.7% increase in revenues but a 16.5% decline in net income for the three months ended March 31:

	1970	1969
Earned per share	\$2.08	\$3.12
Revenues	109,296,204	99,652,555
Net income	5,774,580	8,628,993

Grass Valley Group Inc., Grass Valley, Calif. manufacturer of TV equipment, reported a 26% gain in sales and a 12% gain in net income for the three months ended March 31:

	1970	1969
Earned per share	\$0.10	\$0.09
Sales	807,000	641,000
Net income	152,000	136,000

Financial notes:

▪ Publishers Broadcasting Corp.'s subsidiary, Camptown Industries Inc., has agreed to purchase 396.5 acres of land on East Lake Tohopekaliga near Disney World in Osceola county, Fla., to construct its first privately-owned campground facility. Camptown Industries in-

tends to build about 50 of the campgrounds in the next five years.

▪ Gray Communications Systems Inc., Albany, Ga., group broadcaster, newspaper publisher and CATV operator, reported net income of \$143,692 or 30 cents per share on revenues of \$3.9 million for the nine months ended March 31. Net income for the nine months ended March 31, 1969, was \$243,717. The company also declared a quarterly dividend of 7½ cents per share, payable May 18 to stockholders of record April 30.

▪ Foote, Cone & Belding Communications Inc., Chicago, has declared a regular quarterly dividend of 20 cents per share of common stock, payable June

10 to stockholders of record May 20.

▪ Group owner Scripps-Howard Broadcasting Co., New York, reported \$1,139,491 in net income on \$5,319,412 in net operating revenues, or 44 cents per share for the three-months period ended March 31. The company said it would not disclose comparative figures, because it had changed its financial reporting from a 13-week period to a monthly basis in 1969.

▪ Taft Broadcasting Co., Cincinnati, has declared a quarterly dividend of 15 cents per share, payable June 15 to stockholders of record May 15.

▪ Grant Advertising, international advertising agency with headquarters in Chicago, last week reported record bill-

ings in 1969 of \$36.1 million compared to \$31 million the previous year. Net income was \$335,835 (74 cents per share) in 1969, \$315,112 (70 cents) in 1968. Grant added offices in Tokyo, Copenhagen, Denmark; Lagos, Nigeria; Sydney, Melbourne and Brisbane, all Australia, last year.

▪ Television Communications Corp., New York, owner of CATV systems, reported last week it intends to purchase about 120,000 shares of its own stock in the open market because the current price represents "excellent value" and is "a judicious investment." TVC stock, which is traded over-the-counter, has been quoted recently at 5½ bid.

Equipment&Engineering

SMPTE hears color-control blues

Standardized color quality for film seen as answer to changing hues on home sets

An urgency to unify technical standards in color TV film commercial production and broadcast practices so as to reduce the problems of changing color quality at the home receiver held much of the attention of the 107th technical conference of the Society of Motion Picture and Television Engineers in Chicago last week.

Agency and sponsor participants (some appearing by film or tape) accented the seriousness of the subject. They also admitted they too will have to cooperate with the technicians and curb any casual practice that leaves the engineer with less than the best film to transmit.

Some steps such as the switching of 16mm TV film color temperatures to the same standard as 35 mm film (5,400 degrees Kelvin) may come by mid-June, it was indicated. Gail Smith, general director, advertising and marketing section, General Motors Corp., indicated the sponsor is throwing his money away if the apparent color quality of a spot is so distorted in comparison with surrounding programs and commercials that the viewer's attention is distracted from the message. He urged a joint attack on the problem by all elements of the industry.

"Let's face this problem squarely," Mr. Smith said, "any advertiser cannot and will not spend money for commercials on television unless they deliver

proper returns. If poor color, color inconsistencies or color incompatibilities between film and the television system cause any audience distraction which limits the commercial's effectiveness, then corrective action had better be taken at once and by all concerned."

That agencies are aware of the problem was affirmed by Carl Sturges, vice president of TV commercial production, Young & Rubicam, New York. Because color tolerances are so critical, he indicated, the day is over for the agency producer who makes his decisions on the color quality of commercial prints by screening the work print on the white painted wall of his office.

He noted an agency trend to install the best preview screening facilities possible, but the reaction to his painted

Year is enough, says FCC

The FCC last week denied a request to make provisional certificates for radiotelephone third-class operators' permits renewable. KLFM(FM) Ames, Iowa, had requested the rulemaking, arguing that the 12-month unrenovable learner-type permit gave the provisional third-class operator "to short a time . . . to qualify." The FCC, denying the petition, said nearly all applicants who wish to continue as licensed operators have been able to qualify with in one year.

wall remark suggested the habit may not have been entirely eliminated along Madison Avenue.

The multiple intricacies of the color quality control problems were summarized by two Eastman Kodak representatives, John Stott, who demonstrated by special films how highly subjective and adaptive the human eye is when it comes to "seeing" color, and E. C. Genock, who explained how limited the technical tools are in this respect.

Mr. Genock, of Eastman Kodak's broadcast advertising division, cited the many variables in the chain of interlocking sequences from filming a scene to displaying it on the tube in the living room. He called for a uniform change in all 16mm television film handling to a color light temperature of 5,400 degrees Kelvin rather than the 3,200 K which has been traditional since the early days of TV.

This would cover all preview 16mm projection work (projectors must use Xenon or arc lights) as well as color timings in the laboratory, he said, and would put 16mm on a par with 35mm. Since much original commercial shooting is 35mm and release prints are 16mm, another variable would be eliminated and delivery of prints would be speeded up, he said.

Mr. Genock, who also is chairman of the TV committee of the Association

of National Advertisers, reported that during investigation of local station practices for the ANA "we found that many local stations were using the SMPTE 35mm color slide to balance their telecine equipment in multiplex mode. But this slide was originally intended for laboratories for 35mm film timing—and is itself timed for 5,400 K! This means that many local stations using this means of adjusting their equipment have been electronically phased for 16mm film transmission of 5,400 K color-film input—yet the films and commercials in many cases are balanced at 3,200 K."

Mr. Genock further reported that as a result of contacts with the three TV networks, the American Association of Advertising Agencies and the Film Producers Association in both New York and Los Angeles, that after June 15 they would order all 16mm prints be timed in the laboratory for 5,400 K color temperature.

"The proposal has been accepted by all parties," he said, "and it is expected that standardization for the benefit of advertising TV stations and for the comfort of the viewer will be established, by mid-year."

Fred Scobey, vice president, Deluxe General Inc., New York, cautioned against over-reliance upon the film laboratory to correct production mistakes. The processor can make some slight corrections, he agreed, but original prints must be as near perfect as possible if the quality of second and third generation prints is to be maintained.

Adherence to all SMPTE reference films and production standards—for such factors as brightness levels and contrast range as well as color fidelity—must be maintained from the production level on through to airing, a panel including network and production representatives agreed.

The speakers included Steve Elliot, president, Elliot, Unger & Elliot (division of Columbia Pictures-Screen Gems); K. Blair Benson, CBS-TV, and vice president of TV affairs, SMPTE; Ed Reingold, ABC-TV; Edward Bertero, NBC-TV; Murray Goldstein, CBS-TV and E. Carleton Winckler, CBS-TV.

The panel also stressed the importance of uniform conditions in the preview room facilities where work prints are screened and decisions are made on color quality. Speakers in other sessions echoed the seriousness of the preview screening variations that prevent uniform color control.

They urged an adoption of the 5400-Kelvin standard for 16mm projection and also suggested side-by-side comparisons with SMPTE reference slides and a projected panel of the "surround

light" from the projector itself so the quality of the projection light can be kept uniform, a practice now used in Europe.

Joseph A. Flaherty Jr., CBS-TV, predicted a continuing strong future for the use of film in television even though video tape is making gains. Tape's weakest point compared to film, he said, is still the "primitive" nature of its editing system despite recent progress in electronic editing. He felt film raw stock and processing charges are too high, however, and could speed changes to tape.

Asked if television news will one day switch to the more economical super 8mm format, Mr. Flaherty thought this might eventually come, considering the advances in film and equipment quality, especially the random access flexibility made possible by super 8 cartridges. However, the re-equipping problem of stations and of worldwide news crews may be the stumbling block, he explained, even though big-city stations could do it now without difficulty.

Both Hazeltine Corp. and Eastman-Kodak demonstrated their new electronic color film analyzers (\$37,500 and \$33,000, respectively) at the SMPTE, indicative of the scientific sophistication now possible to substitute for subjective judgment in color-film production and processing. Eastman-Kodak said ABC is studying use of its model for quality control of tape dubbings from film.

Ampex, RCA and industry engineers presented a range of technical papers on progress in video-tape equipment and operating practices, electronic editing, holography, educational systems, theater film systems and related subjects. Demonstrations of the CBS Electronic Video Recording system and the RCA holographic playback system were scheduled Friday.

Council to coordinate consumer activities

Formation of a consumer affairs council has been announced by the Consumer Products Division of the Electronic Industries Association. Armin E. Allen, vice president for consumer affairs, Philco-Ford, is chairman, and Albert H. Kritzer, GE, vice chairman.

The new group will coordinate activities of individual companies in such consumer fields as radiation, fireproofing, warranties and other such matters.

The council will prepare a comprehensive consumer program for submission to the CPD's executive meeting next month.

Memorex develops new thermal process

Firm's duplicating system, which uses chromium tapes, is due on market in 1971

A thermal contact method for duplicating video tapes that the company is calling "a breakthrough in color television," has been announced by the Memorex Corp., Santa Clara, Calif. The firm also introduced a chromium-based tape for the new duplicator.

According to Memorex, the new tape allows twice as much information to be put on tape compared to the presently used ferric oxide base. The chromium tape will also deliver a more "brilliant" picture than conventional dubs can now provide. As presently envisaged, the new machine will be able to reproduce six or seven duplicate tapes at one time, with four minutes needed to dub a one hour master. It will be possible, according to Memorex, to use present ferric oxide tapes as masters but duplicates will have to be on the chromium base. The new tape can also be used as a master dubbing onto other chromium tapes.

Although the exact process is being closely guarded, the operating temperatures of the machine were said to be several hundred degrees Fahrenheit. In spite of this, no additional shielding equipment other than that built into the machine would be necessary. Immediate production on the duplicator is not being planned nor are orders being accepted by Memorex.

One of the problems pointed out by Memorex was that the new chromium tape would cause recorder "heads" to wear down more rapidly when played on conventional machines. However, as far as the cost of duplication was concerned, the new process would save stations money over present methods. The duplicators are expected to be on the market "in 1971" according to Memorex.

Ampex Corp., Redwood City, Calif., has also developed a high-speed duplicator for color and monochrome video tape. A prototype of the Model ADR-150 was shown last month at the National Association of Broadcasters convention in Chicago (BROADCASTING, April 13). The system, priced at \$90,000, works on a reel-to-reel basis at one-tenth the time ordinarily taken to make copies. The ADR-150 will be ready for delivery early next year.

Last March 3M Co., St. Paul, announced it was developing a process for duplicating video-tape programs at high-speed through simultaneously producing multiple copies (BROADCASTING, March 30).

Where UHF penetration is deepest

Market-by-market rundown shows how all-channel law has spurred circulation of high-band television sets

More than 60% of all the TV households in the U.S. are equipped with UHF receivers. This underscores the six-year success of the legislation that decreed sets manufactured should be capable of receiving both VHF and UHF.

With the increase in sets, the number of markets with UHF stations has grown to 84.

The following American Research Bureau data report UHF penetration in UHF-"active" television markets and the trend from November 1967 through November 1969. No data are reported for markets without an active UHF station.

Markets are grouped by region of country to show where UHF has become important. In general, these are the areas of concentrated population where the addition of VHF facilities is limited by interference problems.

In some markets, the UHF-penetration trend shows a decrease across time. These reversals are within the range of

sampling error and do not indicate an actual decrease.

"Telestatus" appears in the first issue of BROADCASTING each month. It is prepared in cooperation with Carl Ally Inc. A "Telestatus" report on market-by-market CATV activity is to appear in the June 1 issue.

Regional analysis of UHF-markets

ARB, November 1969

Region	Total		UHF-Active		UHF-Active Market Homes as % of Total Homes
	ADI TV Markets #	Homes	ADI TV Markets #	Homes	
New England	8	3,234,700	4	2,407,300	74.4
Middle Atlantic	15	12,825,900	9	11,546,500	90.0
East Central	26	9,089,200	18	7,642,700	84.1
West Central	50	10,739,300	13	6,515,800	60.6
Southeast	45	9,779,600	21	6,402,560	65.5
Southwest	32	6,059,500	9	3,268,700	53.9
Pacific	28	9,834,000	10	7,603,100	77.3
Total U.S.	204	61,562,200	84	45,386,660	73.7

ADI UHF penetration

(— indicates no active UHF station in market at time of survey)

Market	1969/70 ADI TV Households	November 1967 %	February/ March 1968 %	November 1968 %	March 1969 %	November 1969 %
NEW ENGLAND						
Bangor, Me.	80,400	—	—	—	—	—
Boston	1,498,400	53	58	62	67	68
Burlington, Vt.-Plattsburgh, N.Y.	134,800	—	—	—	56	62
Hartford-New Haven, Conn.	584,300	75	78	78	82	88
Portland-Poland Springs, Me.	233,500	—	—	—	—	—
Presque Isle, Me.	26,800	—	—	—	—	—
Providence, R.I.	486,700	—	—	—	—	—
Springfield, Mass.	189,800	97	98	96	98	96
UHF-active markets	—	3	3	3	4	4
MIDDLE ATLANTIC						
Albany-Schenectady-Troy, N.Y.	413,400	—	—	—	—	—
Baltimore	672,000	53	57	56	60	72
Binghamton, N.Y.	141,000	88	88	91	90	92
Buffalo, N.Y.	579,800	55	61	60	62	74
Harrisburg-Lancaster-Lebanon-York, Pa.	358,600	86	88	85	86	92
Johnstown-Altoona, Pa.	236,600	52	59	60	58	64
New York	6,033,900	48	52	54	59	67
Philadelphia	2,168,300	67	72	75	78	48
Rochester, N.Y.	275,900	—	—	—	—	—
Salisbury, Md.	30,900	—	—	—	—	—
Syracuse, N.Y.	386,000	—	—	—	—	—
Utica, N.Y.	102,800	—	—	—	—	—
Washington	1,057,200	61	64	67	70	78
Watertown-Carthage, N.Y.	70,400	—	—	—	—	—
Wilkes Barre-Scranton, Pa.	299,100	93	94	97	97	97
UHF-active markets	—	9	9	9	9	9
EAST CENTRAL						
Bluefield, W. Va.	56,100	—	—	—	—	—
Charlestown-Huntington, W. Va.	454,100	—	—	—	—	—
Cincinnati	593,500	56	57	65	68	80
Clarksburg-Weston, W. Va.	72,600	—	—	—	—	—
Cleveland	1,215,800	60	64	71	77	81
Columbus, Ohio	460,400	59	65	—	—	38
Dayton, Ohio	384,500	68	72	73	76	85
Detroit	1,423,000	65	67	75	76	82
Erie, Pa.	102,700	90	93	93	94	—
Evansville, Ind.	162,300	95	95	94	92	95
Flint-Saginaw-Bay City, Mich.	252,300	59	69	70	72	80
Fort Wayne, Ind.	159,600	97	94	98	97	98

(Continued on next page)

Market	1969/70 ADI TV Households	November 1967 %	February/ March 1968 %	November 1968 %	March 1969 %	November 1969 %
Grand Rapids-Kalamazoo, Mich.	414,000	—	—	—	—	—
Indianapolis	639,000	63	61	64	68	74
Lansing, Mich.	153,200	—	—	—	—	—
Lexington, Ky.	135,200	94	91	97	97	96
Lima, Ohio	34,000	—	—	—	—	99
Louisville, Ky.	411,700	77	79	80	85	84
Marquette, Mich.	52,300	—	—	—	—	—
Pittsburgh	985,200	50	54	55	63	66
South Bend-Elkhart, Ind.	165,800	99	97	98	99	99
Terre Haute, Ind.	143,300	—	—	—	—	—
Toledo, Ohio	291,200	61	63	70	69	83
Traverse City-Cadillac, Mich.	100,900	97	—	—	—	—
Youngstown, Ohio	202,700	97	98	98	95	96
Zanesville, Ohio	23,800	—	—	—	—	95
UHF-active markets	—	16	16	15	15	17
WEST CENTRAL						
Alexandria, Minn.	76,800	—	—	—	—	—
Billings, Mont.	58,900	—	—	—	—	—
Butte, Mont.	40,300	—	—	—	—	—
Cape Girardeau, Mo.-Paduca, Ky.-Harrisburg, Ill.	NON ADI	—	—	—	—	—
Casper-Riverton, Wyo.	46,700	—	—	—	—	—
Cedar Rapids-Waterloo, Iowa	246,400	—	—	—	—	—
Champaign-Springfield-Decatur, Ill.	252,600	90	95	93	94	95
Cheyenne, Wyo.	62,400	—	—	—	—	—
Chicago	2,580,700	63	63	72	76	85
Colorado Springs-Pueblo, Colo.	137,800	—	—	—	—	—
Columbia-Jefferson City, Mo.	117,700	—	—	—	—	—
Davenport, Iowa-Rock Island-Moline, Ill.	266,700	—	—	—	—	—
Denver	465,300	—	—	—	—	—
Des Moines, Iowa	265,900	—	—	—	—	—
Duluth-Superior, Wis.	158,700	—	—	—	—	—
Ensign, Kan.	NON ADI	—	—	—	—	—
Fargo, N.D.	158,700	—	—	—	—	—
Glendive, Mont.	4,600	—	—	—	—	—
Grand Junction, Colo.	34,200	—	—	—	—	—
Great Falls, Mont.	53,700	—	—	—	—	—
Green Bay, Wis.	240,000	—	—	—	—	—
Helena, Mont.	10,000	—	—	—	—	—
Joplin-Pittsburgh, Mo.	131,400	38	49	58	61	65
Kansas City, Mo.	545,300	40	43	47	53	67
Lacrosse-Eau Claire, Wis.	110,800	—	—	—	—	—
Lincoln-Hastings-Kearney, Neb.	197,000	—	—	—	—	—
Madison, Wis.	136,200	90	91	94	95	96
Mankato, Minn.	56,100	—	—	—	—	—
Milwaukee	565,800	78	82	77	82	89
Minneapolis-St. Paul	732,500	44	48	52	56	61
Minot-Bismarck, N.D.	117,900	—	—	—	—	—
Missoula, Mont.	35,100	—	—	—	—	—
North Platte, Neb.	14,800	—	—	—	—	—
Omaha	271,300	—	—	—	—	—
Ottumwa, Iowa-Kirksville, Mo.	42,100	—	—	—	—	—
Pembina, N.D.	7,300	—	—	—	—	—
Peoria, Ill.	173,000	95	98	99	100	96
Quincy, Ill.-Hannibal, Mo.	122,700	—	—	—	—	—
Rapid City, S.D.	49,700	—	—	—	—	—
Rochester, Minn.-Mason City, Iowa-Austin, Minn.	99,700	—	—	—	—	—
Rockford, Ill.	151,900	94	97	96	97	98
Sioux City, Iowa	133,800	—	58	60	64	69
Sioux Falls-Aberdeen, S.D.	173,900	—	—	—	—	—
Springfield, Mo.	145,900	—	—	—	49	51
St. Louis	854,000	55	55	57	58	64
St. Joseph, Mo.	43,900	—	—	—	—	—
Topeka, Kans.	112,700	36	44	49	61	66
Wausau-Rhineland, Wis.	94,400	—	—	—	—	—
Wichita, Kans.	342,000	—	—	—	—	—
UHF-active markets	—	11	12	12	13	13
SOUTHEAST						
Albany, Ga.	78,300	—	—	—	—	—
Atlanta	674,100	44	46	58	63	67
Augusta, Ga.	149,700	—	—	—	—	63
Biloxi, Miss.	40,100	—	—	—	—	—
Birmingham, Ala.	455,900	57	58	61	66	75
Bristol-Johnson City, Tenn.	179,300	—	—	—	—	54
Charleston, S.C.	135,900	—	—	—	—	—
Charlotte, N.C.	412,800	49	54	61	65	69
Chattanooga	214,800	—	—	—	—	—
Columbia, S.C.	144,300	75	76	78	80	87
Columbus, Ga.	147,200	—	—	—	—	—
Columbus, Miss.	53,400	—	—	—	—	—
Dothan, Ala.	66,800	—	—	—	—	—
Florence, S.C.	77,400	—	—	—	—	—
Fort Meyers, Fla.	31,000	—	—	—	—	89
Greensboro-Winston Salem-High Point, N.C.	345,000	—	40	47	50	65
Greenville-New Bern-Washington, N.C.	235,500	—	—	—	—	—
Greenville-Spartanburg, S.C.-Ashville, N.C.	406,500	47	44	52	53	58
Greenwood, Miss.	43,300	—	—	—	—	—
Harrisonburg, Va.	22,600	—	—	—	—	—
Huntsville-Decatur-Florence, Ala.	141,200	—	—	—	—	97
Jackson, Miss.	256,200	—	—	—	—	—
Jackson, Tenn.	5,500	—	—	—	—	—
Jacksonville, Fla.	271,700	62	65	71	74	80

Market	1969/70 ADI TV Households	November 1967 %	February/ March 1968 %	November 1968 %	March 1969 %	November 1969 %
Knoxville, Tenn.	290,600	61	62	62	78	74
Laurel-Hattiesburg, Miss.	43,300	—	—	—	—	—
Macon, Ga.	113,100	—	—	—	61	76
Memphis	536,400	—	—	—	—	—
Meridian, Miss.	72,000	—	—	43	61	51
Miami	618,700	56	58	67	69	78
Mobile, Ala.-Pensacola, Fla.	274,300	—	—	—	—	—
Montgomery, Ala.	148,400	68	72	79	76	76
Nashville	502,600	—	—	—	54	60
Norfolk-Portsmouth-Newport News-Hampton, Va.	368,700	—	—	—	54	58
Orlando-Daytona Beach, Fla.	336,000	—	—	—	—	—
Panama City, Fla.	29,700	—	—	—	—	—
Raleigh-Durham, N.C.	257,800	—	—	—	58	56
Richmond, Va.	289,600	—	—	—	—	—
Roanoke-Lynchburg, Va.	284,800	34	43	43	50	50
Savannah, Ga.	119,400	—	—	—	—	—
Tallahassee, Fla.-Thomasville, Ga.	97,100	—	—	—	—	—
Tampa-St. Petersburg, Fla.	534,300	75	74	71	72	83
Tupeo, Miss.	18,600	—	—	—	—	—
West Palm Beach, Fla.	156,700	—	—	—	—	—
Wilmington, N.C.	99,000	—	—	—	—	—
UHF-active markets	—	11	12	13	17	21
SOUTHWEST						
Abilene-Sweetwater, Tex.	118,000	—	—	—	—	—
Albuquerque, N.M.	197,100	—	—	—	—	—
Alexandria, La.	55,200	—	—	—	—	—
Amarillo, Tex.	160,800	—	—	—	—	—
Ardmore-Ada, Okla.	46,300	—	—	—	—	—
Austin, Tex.	111,800	65	71	77	82	93
Baton Rouge	153,700	—	—	—	—	—
Beaumont-Port Arthur, Tex.	135,200	—	—	—	—	—
Corpus Christi, Tex.	125,900	—	—	—	—	—
Dallas-Ft. Worth	862,300	53	53	60	66	75
El Paso, Tex.	141,900	—	—	—	—	—
Fort Smith, Ark.	56,500	—	—	—	—	—
Houston	696,300	57	60	72	71	81
Lafayette, La.	133,900	—	—	—	—	57
Lake Charles, La.	50,300	—	—	—	—	—
Laredo, Tex.	20,500	—	—	—	—	—
Little Rock, Ark.	318,300	—	—	—	—	—
Lubbock, Tex.	125,400	—	58	61	70	80
Lufkin, Tex.	—	—	—	—	—	—
McAllen-Brownville, Tex.	97,700	—	—	—	—	—
Monroe, La.-El Dorado, Ark.	139,800	27	36	—	—	—
New Orleans	440,200	60	61	65	70	73
Odessa-Midland, Tex.	105,300	—	—	—	—	—
Oklahoma City	394,900	44	46	—	—	—
Roswell, N.M.	40,100	—	—	—	—	—
San Angelo, Tex.	26,700	—	—	—	—	—
San Antonio, Tex.	364,100	57	57	58	64	73
Shreveport, La.-Texarkana, Tex.	319,200	—	—	—	—	—
Tulsa, Okla.	335,000	—	—	—	—	—
Tyler, Tex.	—	—	—	—	—	—
Waco-Temple, Tex.	142,400	—	—	—	—	—
Wichita Falls, Tex.-Lawton, Okla.	144,700	—	—	—	—	—
UHF-active markets	—	7	8	6	6	7
PACIFIC						
Bakersfield, Calif.	91,500	95	98	97	96	—
Bellingham, Wash.	24,400	—	—	—	—	—
Boise, Idaho	93,500	—	—	—	—	—
Chico-Redding, Calif.	97,700	—	—	—	—	—
Eugene, Ore.	108,200	—	—	—	—	—
Eureka, Calif.	45,500	—	—	—	—	—
Fresno-Visalia, Calif.	260,700	97	98	99	99	97
Honolulu	191,100	—	—	—	—	—
Idaho Falls-Pocatello, Idaho	60,800	—	—	—	—	—
Klamath Falls, Ore.	19,000	—	—	—	—	—
Las Vegas	92,600	—	—	—	—	—
Los Angeles	3,458,900	63	65	65	67	79
Medford, Ore.	45,900	—	—	—	—	—
Phoenix	380,500	—	54	59	64	73
Portland, Ore.	533,400	—	—	—	—	—
Reno	69,300	—	—	—	—	—
Sacramento-Stockton, Calif.	562,500	—	—	63	66	70
Salinas-Monterey, Calif.	155,400	—	50	52	65	67
Salt Lake City	334,700	—	—	—	—	—
San Diego	412,500	61	64	60	66	80
San Francisco	1,522,800	53	54	65	65	78
Santa Barbara, Calif.	86,600	—	—	—	—	—
Seattle-Tacoma, Wash.	642,200	56	51	59	61	72
Spokane, Wash.	219,100	—	—	—	—	—
Tucson, Ariz.	138,900	—	—	—	—	—
Twin Falls, Idaho	34,400	—	—	—	—	—
Yakima, Wash.	116,100	82	89	95	95	95
Yuma, Ariz.	35,800	—	—	—	—	—
UHF-active markets	—	7	9	10	10	9

(— indicates no active UHF station in market at time of survey)

Ad study gets another bad review

Antonowsky of ABC says purpose of study may have been to 'drive down' price of TV time

ABC-TV last week charged that General Foods Corp.—which in a study with *Life* and two other magazines concluded magazine advertising was “generally comparable” to TV advertising in effectiveness—“bent over backwards to favor magazines” in its findings. Marvin Antonowsky, vice president, research services, ABC-TV claimed they may have done it to “drive down” prices of TV commercial time.

General Foods officials denied the allegation, calling it “incorrect”. Said an official: “The research was entirely valid, entirely on the level. We are not engaged in rate-busting or other pressure tactics. The survey was part of a long-range research program started in 1963 to help us better utilize TV. . . .”

At a news conference held at ABC on Wednesday (April 29), Mr. Antonowsky called the survey by GF with *Life*, *Look* and *Reader's Digest* (BROADCASTING, March 16, 9) “inconclusive and arbitrary”. He also branded *Life's* independent survey, which purported to prove that recall of *Life's* ads “averages almost twice as high as commercials” on TV (BROADCASTING, April 27,

20), “completely specious” and a “biased example of research.”

The first survey involved advertising for five GF products and was conducted on a regional basis with two markets selected for examination in each of three regions—East, Central, West. Budget allocations, formerly all in TV, were shifted on a regional basis so that in each city the advertising for some brands remained all in TV, but for the others was either one-third in the three magazines or two-thirds in TV. Or, in the case of one brand, entirely in magazines. GF's analysis of data resulted in the “comparability” conclusion.

Life separated its independent survey into three parts: in the Yuma, Ariz., area; in suburban Pittsburgh; and in four cities—Sacramento, Calif., Youngstown, Ohio; Washington; and Buffalo, N.Y. Surveyed in two of the studies were CATV subscribers and non-subscribers to *Life*. In the third (four-city) study, *Life* evaluated recall among viewers of regular TV programing and *Life* subscribers. Data evaluation of data, compiled by Grudin/Appel/Haley researchers, led the magazine to derive

the 2-1 recall ratio of magazines versus TV.

NBC earlier this month dissected this recall survey and left it for dead, citing two key weaknesses: “presence of grossly noncomparable creative elements” and a questionable exposure factor (BROADCASTING, April 27, 20). CBS has also detailed its rebuttal to the survey (see page 61).

Mr. Antonowsky, in reviewing ABC's findings, offered no supporting statistic acknowledging that his analyses came only from the portions of the two surveys released to the public. These, he maintained, “don't prove anything and what there is is inconsistent.”

Mr. Antonowsky did praise the “theoretical framework” of the *Life* study, but added, “the execution was lacking.” He particularly cited what he termed the lack of correlation among the evaluative criteria—sales, trial and usage. He claimed “the techniques used for evaluating results of this test were not sensitive enough to determine whether varying the media mix in fact produced any difference. . . .” And, he added, “there seems to be no objective criterion for measuring success or failure.”

As to the design of the test, Mr. Antonowsky said, “since these General Foods brands were new to heavy schedules in magazines, we infer that new print advertising was created for the test period. If this is so, then fresh and

The top-100 TV advertisers in '69

TV's biggest customers last year, as reported April 24, by the Television Bureau of Advertising (BROADCASTING, April 27) lists the spot and network expenditures as follows:

	Total TV	Spot TV**	Network TV
1. Procter & Gamble	\$176,333,000	\$55,792,300	\$120,540,700
2. General Foods	88,179,300	38,537,000	49,642,300
3. Colgate-Palmolive	82,698,600	28,989,600	53,709,000
4. Bristol-Myers	76,955,100	18,322,200	58,632,900
5. R. J. Reynolds Industries	63,024,000	12,268,000	50,756,000
6. American Home Products	62,310,400	20,165,600	42,144,800
7. General Motors	53,625,100	12,626,100	40,999,000
8. Warner-Lambert Pharm.	51,359,400	13,602,500	37,756,900
9. Lever Brothers	50,487,300	23,640,800	26,846,500
10. Sterling Drug	48,695,700	10,499,700	38,196,000
11. American Brands	47,203,100	9,925,000	37,278,100
12. Gillette Co.	44,558,200	13,036,900	31,521,300
13. General Mills	44,459,900	15,287,900	29,172,000
14. Phillip Morris	40,172,600	7,681,500	32,491,100
15. Ford Motor	38,644,300	8,008,000	30,636,300
16. Miles Laboratories	38,134,000	7,873,000	30,261,000
17. British-American Tobacco Co.	34,341,700	5,927,700	28,414,000
18. Kellogg Co.	33,095,400	10,751,900	22,343,500
19. Chrysler Corp.	31,619,200	5,594,100	26,025,100
20. S. C. Johnson & Son	30,545,500	5,096,100	25,449,400
21. Loews Theatres	29,160,600	3,338,900	25,821,700
22. Coca-Cola Co.	27,568,700	21,458,600	6,110,100
23. Kraftco Corp.	26,967,700	11,440,800	15,527,100
24. PepsiCo Inc.	26,780,000	12,963,000	13,817,000
25. J. B. Williams Co.	26,422,500	120,000	26,302,500
26. Alberto-Culver Co.	23,742,600	12,979,700	10,762,900
27. Sears, Roebuck & Co.	23,170,100	13,931,700	9,238,400
28. Carnation Co.	22,432,100	5,462,100	16,970,000
29. Chas. Pfizer & Co.	21,252,300	4,808,700	15,443,600
30. Quaker Oats Co.	20,108,900	9,721,700	10,387,200
31. Norton Simon Inc.	19,037,900	11,016,800	8,021,100
32. Greyhound Corp.	18,157,000	4,241,500	13,915,500
33. Campbell Soup	18,034,600	6,006,900	12,027,700
34. Shell Oil	17,572,300	10,465,400	7,106,900
35. Rapid-American Corp.	17,534,300	776,200	16,758,100
36. Block Drug Co.	17,111,900	2,136,500	14,975,400
37. Morton-Norwich Products	16,999,800	3,551,600	13,448,200
38. Plough Inc.	16,318,100	3,454,000	12,864,100
39. Johnson & Johnson	15,666,800	9,820,200	5,846,600
40. International Tel. & Tel.	15,654,500	9,130,600	6,523,900
41. Smith, Kline & French Labs.	15,348,600	3,754,300	11,594,300
42. William Wrigley, Jr., Co.	15,327,300	15,327,300	—
43. Liggett & Myers Tobacco	15,296,500	4,237,400	11,059,100
44. Ralston-Purina	15,213,300	4,399,700	10,813,600
45. Pillsbury Co.	14,929,500	5,972,900	8,956,600
46. Nestle Co.	14,454,900	10,620,100	3,834,800

new television advertising should have been created for these markets to minimize any effects on television campaign wear out that may have been going on for these brands."

Mr. Antonowsky dismissed *Life's* "recall" survey, commenting: "We find the study design was flagrant in these ways:

- "The *Life* study purported to represent TV as an advertising medium. Yet they choose only variety and situation-comedy shows as vehicles for test commercials, while in our experience, movies and dramatic shows induce even greater viewer attention and commercial recall;

- "The quality of the creative effort represented in the advertising examples chosen for the study unquestionably favored *Life* to the disadvantage of TV;

- "The magazine portion of the study was conducted only among *Life* subscriber households, while the TV portion was conducted among anyone who happened to see the program, instead of among regular viewers of each program;

- "The pairs of print and TV ads did not always reflect the same campaign strategy;

- "The study (in three of the six cases) compared full page with 30-second commercials without regard to cost;

- "The study attempted to measure recall for two commercials for the same product in the same program without, as is accepted procedure, giving respondents specific cues that would identify each separate commercial for them."

Noted the ABC study: "When the two TV commercials, which were probably not designed to produce recall are

disregarded, the *Life* study results lead us to the following conclusions—the average TV commercial delivered higher related recall scores than the average *Life* ad, . . . and the TV commercials delivered more impact or greater sales point playback to each person who recalled the advertising. . . ."

The ABC-TV study probably won't be the last, with at least two others in the thinking stage. One, according to Mr. Antonowsky, may involve a joint effort among the three networks.

The other may be undertaken by General Foods with the Television Bureau of Advertising. A GF spokesman explained last week that "commercial clutter" would be the crux of any survey. "We're somewhat concerned about the upswing of commercial clutter and its effects on programing," he said.

CBS finds more flaws in print vs. TV ad study

CBS has characterized *Life's* survey, (see page 60) which claims that recall of *Life* ads "averages almost twice as high as commercials" on TV as "completely without merit."

CBS researchers focused on several major flaws which, a report said, "invalidate the findings." Among them, CBS said, were:

- "Use of the 24-hour recall technique to measure advertising effectiveness. This technique is not held in high regard by serious researchers. First, naming the brand serves as a suggestion to the respondent and causes inflated scores for well-known brands. Second, relatively long periods of time between exposure and questioning causes confusion as to the medium in which

the ad was seen;

- "Use of recruited samples from a CATV universe. This undoubtedly introduces a bias into the study since only those people willing to cooperate were used as the respondents for the study;

- "Atypical reaction of magazine and TV audiences because the respondents knew that they were going to be tested the following day and they became much more aware of what was on each page of *Life* and what transpired during the movie (during which test commercials were aired). Hence, the respondents' behavior was not representative of the normal way that people view television or read magazines."

Concluded CBS in the analysis made available last week: the recall measure in and of itself has to be considered the most ineffective of all measurement techniques . . . and this alone invalidates the results of the three studies . . . the data contained in the *Life* studies cannot be considered to be valid measurements and should be rejected.

"If *Life* magazine had used the money spent promoting the recall results to do better research, perhaps we would have a more meaningful comparison between the impact of TV commercials and magazine ads."

Study finds TV image carries over on radio

A study by C. E. Hooper Inc., New York, has documented the long-suspected phenomenon that the image of a TV commercial returns to the mind of a viewer when the audio portion alone is replayed. Metromedia Radio and Metro Radio Sales are distributing the results

	Total TV	Spot TV**	Network TV		Total TV	Spot TV**	Network TV
47. Richardson-Merrell	14,906,600	5,051,800	9,854,800	77. Goodyear Tire & Rubber	8,038,600	1,562,100	6,476,500
48. Eastman Kodak	13,914,100	1,194,400	12,719,700	78. Volkswagenwerk A. G.	7,891,000	2,873,500	5,017,500
49. American Tel. & Tel.	13,838,900	2,968,900	10,870,000	79. Anheuser-Busch	7,875,100	2,211,700	5,663,400
50. Noxell Corp.	12,802,900	4,262,000	8,540,900	*80. Toyota Motor Distributors	7,776,900	7,776,900	—
51. Carter-Wallace	12,797,100	5,489,900	7,307,200	81. Chesebrough Ponds	7,523,700	3,375,300	4,148,400
52. McDonalds Corp.	12,424,900	7,666,700	4,758,200	82. Beatrice Foods Co.	7,370,700	4,164,400	3,206,300
53. Standard Brands	12,272,300	9,008,200	3,264,100	83. Westinghouse Electric	7,325,400	1,461,900	5,863,500
54. RCA	12,234,600	5,746,300	6,488,300	*84. Triangle Publications	7,261,300	7,261,300	—
55. Mattel Inc.	12,112,700	2,502,900	9,609,800	*85. Kentucky Fried Chicken Corp.	7,113,300	4,697,400	2,415,900
56. Gulf Oil Corp.	11,865,900	846,400	11,019,500	86. Trans World Airlines	7,082,700	3,176,300	3,906,400
57. American Cyanamid	10,790,500	3,490,400	7,300,100	87. Standard Oil Co. of Ind.	7,019,800	4,239,600	2,780,200
58. Seven-Up Co.	10,482,200	7,541,900	2,940,300	88. Royal Crown Cola Co.	6,858,300	5,963,900	894,400
59. Jos. Schlitz Brewing	10,377,600	6,401,900	3,975,700	88. Singer Co.	6,753,100	323,600	6,429,500
60. Mars Inc.	10,328,400	5,829,100	4,499,300	90. Standard Oil Co. of N.J.	6,641,800	4,335,500	2,306,300
61. C. P. C. International	10,301,700	5,256,000	5,045,700	91. Textron Inc.	6,629,000	840,100	5,788,900
62. Union Carbide Corp.	10,287,600	318,600	9,969,000	*92. Faberge Inc.	6,609,900	3,766,100	2,843,800
63. H. J. Heinz Co.	10,066,600	5,742,800	4,323,800	93. Merck & Co.	6,589,000	600,200	5,988,800
64. Borden Co.	9,855,000	5,530,500	4,324,500	94. Swift & Co.	6,130,100	1,932,500	4,197,600
65. National Biscuit Co.	9,777,300	3,719,400	6,057,900	*95. Zenith Radio Corp.	5,972,000	2,005,600	3,966,400
66. United Air Lines	9,679,700	4,208,000	5,471,700	96. American Can Co.	5,967,400	5,731,100	236,300
67. DeLuxe Topper Corp.	9,566,400	6,761,100	2,805,300	97. American Airlines	5,955,800	3,460,200	2,495,600
68. American Motors	9,290,100	2,771,900	6,518,200	98. General Cigar Co.	5,861,700	1,068,300	4,793,400
69. General Electric	9,130,300	2,221,800	6,908,500	*99. Sun Oil Corp.	5,814,500	3,711,700	2,102,800
70. E. I. DuPont de Nemours	8,909,300	2,820,500	6,088,800	100. Firestone Tire & Rubber	5,729,500	1,898,200	3,831,300
71. Polaroid Corp.	8,896,000	217,200	8,678,800				
72. Heublein Inc.	8,795,800	4,816,700	3,979,100				
*73. Eastern Air Lines	8,719,000	4,311,300	4,407,700				
74. Beecham Group Ltd.	8,631,300	1,253,300	7,378,000				
75. Scott Paper Co.	8,408,400	7,125,500	1,282,900				
*76. Eversharp	8,225,100	4,005,200	4,219,900				

* New to the top 100 in 1969.

** Spot-TV figures for 1969 from BAR not comparable to past spot-TV data supplied by LNA.

Sources: Network—BAR; Spot TV—BAR, 75 markets.

of the study.

Hooper calls its study "broadcast synergism" and the thesis of the marketing research is best supplied by a conclusion it reaches: "An average of 73% of the people who have been repeatedly exposed to a television commercial will mentally replay the video upon hearing the sound track."

The process, at times known variously as "Image Radio," "Imagination Radio" or "Imagery Transfer," bases the replay effectiveness on repetition of the commercial that builds up a mental association. Once this occurs, a radio message, using the audio of the TV commercial, has the added impact of a listener completing the image association in his mind.

The Hooper study was conducted last fall (first week in October 1969) in New York. The sound tracks of five TV commercials were played and listeners asked to describe in interviews what they thought was happening on the TV screen during the commercial.

The "average" ability to recall visual elements of a commercial upon hearing the audio portion, held roughly steady with a toothpaste ad, slightly lower for both a household cleanser and a cold remedy, and slightly higher for a shave-cream commercial.

Hooper interviewed at random 200 people, split 98 male and 102 women but irrespective of their TV-viewing habits. All persons were 18 or over. Interviews were conducted over the phone.

Metromedia noted that Hooper found listening (radio) brought back the video for more than one spot for the same product when thematic commercials were tested. And, Metromedia summed up: "The conclusions are inescapable. Radio and TV, working together, can maximize impact . . . increase reach and frequency, amortize the cost of TV production and increase awareness on heavy shopping days. . ."

Metromedia reported last week that it is circulating the study to agency executives.

Easing of radio code this week is unlikely

The National Association of Broadcasters radio code board is expected to continue firm on two issues facing broadcasters when it meets in Washington this week. The board appears certain to repeat its recommendation that broadcasters audition record lyrics and reject those found objectionable and to hold to present code rules barring advertising of hard liquor.

Code staff members report most broadcasters follow guidelines of taste in airing records of singers and that the code board at its meeting in Sarasota, Fla., in January (BROADCASTING, Jan. 12) alerted subscribers to be wary of questionable lyrics.

On the beverage issue, at least one advertiser is seeking approval of a liqueur spot but the product, staffers say, is "hard" liquor by U.S. Alcoholic Tax Division definition and is not likely to be approved.

Much of the Tuesday session at NAB headquarters is expected to be devoted to bringing eight new board members up to date on issues before the board. The new members, appointed in January, took office following the NAB convention in Chicago last month.

Among other topics on the agenda will be a report on the code board's scholarship grant campaign. In this program, the board gives \$250 grants to state associations that increase their membership during the previous year by specified amounts. Scholarship grants were to be awarded last Friday at the convention of state association presidents.

Free new-car spots are ruled commercials

The FCC has agreed with the Radio Advertising Bureau Inc. that radio spots furnished free to stations promoting new car sales should be logged as commercials. The campaign to give a boost to

the auto-market economy began a month ago when top Detroit advertising agencies banded together in a special committee to create the broadcast promotion (BROADCASTING, March 28).

In a letter last week to RAB's Washington counsel, the FCC approved RAB's interpretation of commission rules that "in the absence of a ruling these announcements are noncommercial in matter, RAB will advise participating stations that, out of an abundance of caution, any such announcements . . . should be logged as commercial announcements." The commission added that the spots should be accompanied by disclosure that they were furnished by the automotive industry.

The new-car promotion spots do not name any particular make of car or manufacturer, and are made available to RAB by the automobile industry without charge. RAB said the spots are being distributed to radio stations free of charge, that no consideration will be given stations for broadcasting the announcements and that no lists of such stations will be made available to anyone representing the auto industry.

Public service ads set record in time, space

Advertising media in 1969 contributed a record \$462,218,044 in time and space to the nationwide public service advertising campaigns of the Advertising Council.

The council's annual report issued April 27 said that the various media, including radio, television, newspapers and other, improved their reporting systems, contributing "significantly to this higher figure." The council said that more than 20 billion home impressions were attributed to campaign messages carried by ABC-TV, CBS-TV and NBC-TV and more than 15 billion listener impressions to messages donated by ABC, CBS, Mutual and NBC. If local radio and TV support were to be added, these estimated circulation figures would be easily doubled, the report said.

Chrysler agrees to FTC ad provisos

The Federal Trade Commission last week provisionally accepted its first consent order under the Truth-in-Lending Act. The agreement, reached with Chrysler Corp. and its agency, Young & Rubicam, prohibits the stating of any amount of monthly installment payments in advertisements unless dealers regularly arrange for payments in that amount.

The order grew out of an FTC complaint charging that Chrysler advertised

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, James J. Espy, Ted Hepburn
Fourth & Walnut Bldg., phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 5131, phone (602) 622-3336

monthly installment payments of \$35 for Simca automobiles and \$49.98 for Sunbeam, although dealers do not customarily offer such installment plans. The complaint also alleged that the advertisements failed to disclose the annual percentage rate, which is required by the Truth-in-Lending Act in all cases where an installment amount is advertised.

Under the consent order, Chrysler and its agency agree to the following stipulations: If their advertisements mention a monthly installment amount or other specific credit terms, they must also disclose the cash price, the required down-payment, the number of payments, the annual percentage rate, and the deferred payment rate.

Toy maker shows interest in youth vehicle

Topper Corp., Elizabeth, N. J., will sponsor the three-hour *Wonderama* children's program initially in 50 markets throughout the country, starting in the fall, it was announced last week.

The program is produced by Metro-media Television in New York and has been carried on the company's WNEWTN New York for 13 years and more recently has been on four other Metro-media stations. Metromedia Program Sales arranged for the syndication in other markets with Topper's agency, Dancer-Fitzgerald-Sample, New York. The agency will place the program on stations, offering them the program free in exchange for a specified number of spots and enabling the outlets to sell the remainder.

The Topper products to be included in the fall campaign are various dolls and accessories; race track sets, and appliances for children.

Hasbro puts modest budget in cable

Hasbro Industries, Pawtucket, R.I., toy company, is accelerating its activities in cable TV through an advertising allocation of \$50,000 on various systems, as of Sept. 1.

The toy manufacturing firm recently announced its entry into the field of producing programs for cable systems through International Tele-Cable Productions Inc., Towson, Md., of which Hasbro is a major stockholder. Hasbro reported last week Bert Claster Productions, Towson, a subsidiary of the toy firm, will produce material for local presentations on cable. Bert Claster, president, who is the originator of the *Romper Room* TV series, gave a presentation of 10 show formats during the National Cable Television Association Programming Exhibition in Chicago last week (see page 23).

Missing viewers: victims of methodology?

PGW's Thayer disputes ARB weekly calculations, says HUT levels aren't 'as low' as indicated

A "white paper" circulated by Peters, Griffin, Woodward to the TV stations it represents suggests that at least part, but perhaps a significant part, of the decline in the American Research Bureau's homes-using-television (HUT) levels comes from changes in ARB methodology.

The study, by Dr. John R. Thayer, vice president and director of research for PGW, concludes that ARB's sample sizes are "pathetically insufficient" in many cases. It is particularly critical of ARB's substitution of individual weekly calculations for the four-week averages formerly used. An ARB spokesman last week contested Dr. Thayer's findings.

The study is based on ARB's market reports for November 1969, which aroused a storm of protest about "incredible" viewing losses when they first appeared (BROADCASTING, Feb. 9, et seq.). But Dr. Thayer says the methodological changes could equally account for similar HUT declines apparent in subsequent ARB reports.

The "white paper," titled "Are Viewing Levels Really Down?" concludes that even if viewing has declined to some extent, it is "by no means as low as ARB's data would indicate."

Dr. Thayer's study notes that in over 200 markets, ARB figures showed an average 4% decline in HUT between November 1968 and November 1969, while Nielsen Station Index (NSI) figures showed an average 1% gain. Because total TV homes increased 3% in the same period, the study continues, ARB's viewing loss becomes 7% and Nielsen's 1% gain becomes a 2% decline.

"Considering that the NSI survey period started two weeks earlier this past year (Oct. 23, 1969) than it did in 1968 (Nov. 7), a 2% drop seems quite reasonable," the PGW report asserts. "Since ARB's survey was only one week earlier this year (Oct. 29) than it was in 1968 (Nov. 6), a corresponding 7% drop appears unrealistic. . . .

"This is not meant to infer that the Nielsen data are more accurate than the ARB data—but it certainly raises questions, particularly since ARB made methodology changes and Nielsen did not."

Dr. Thayer is especially critical of changes in the way ARB treats diaries collected over the four weeks of the survey period. Instead of using all diaries as the base for the market involved and thus producing a four-week average, the PGW report notes, ARB now treats each week's diaries separately. Dr. Thayer explains it this way:

"Say that a given county has 6,000 TV homes and that the ARB figures are based on two diaries from this county the first week, two the second week, no diaries the third week and two diaries the fourth week. In the past, all six diaries would have been treated as a single unit representing 'an average week' during the four-week period. The 'blank' third week would not affect any of the base calculations. There were six diaries, and each one represented 1,000 TV homes (6,000 homes divided by six diaries).

"Under the new system, however, homes-per-diary values are calculated on a weekly basis—6,000 TV homes divided by four weeks gives a total value of 1,500 TV homes per week. If there are two diaries in a given week, each represents 750 homes instead of the 1,000 homes a diary formerly represented in the same situation. And in the week in which there was no diary, ARB records no viewing.

"In this case, then, over the four-week period only 4,500 of the 6,000 TV homes in the county had an opportunity to be credited with viewing. ARB is saying, in effect, that the remaining

Your Blair Man Knows . . .

WHEELING'S MOUNDSVILLE! Tourists visit Moundsville to see the World's largest Indian burial mound but the to-and-fro activity of energetic people employed in diversified industries of the area are what comprise part of the earning-spending WTRF-TV audience. Over 500 employees produce Fostoria Glass, thousands of others are the work force of such chemical giants as Allied Chemical, PPG Industries and Mobay Chemical . . . more are involved in the manufacturing of Louis Marx Toys, U. S. Stamping, Triangle Industries . . . Wheeling-Pittsburgh Steel, Consolidation Coal, Valley Camp Coal and AEP's Kammer and Mitchell Power Plants all contribute to the economy and growth of the area. Glassware, chemicals, plastics, toys, wire and cable, steel, coal and electric power are the major products that make Moundsville an important part of the Wheeling-Steubenville Market TV audiences tuned-in to WTRF-TV, Channel Seven, from Wheeling. Are they getting your message?

BLAIR TELEVISION *Representing*

WTRF-TV 7

FORWARD GROUP STATION

Color Channel 7—NBC
Wheeling, West Virginia

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended April 19, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended April 19	Total dollars week ended April 19	1970 total minutes	1970 total dollars
	Week ended April 19	Cume Jan. 1-April 19	Week ended April 19	Cume Jan. 1-April 19	Week ended April 19	Cume Jan. 1-April 19				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ —	\$ 104.3	\$ 1,987.5	\$ 406.0	\$ 5,120.5	95	\$ 510.3	1,336	\$ 7,108.0
Monday-Friday 10 a.m.-6 p.m.	1,503.4	27,891.0	2,846.2	51,046.9	1,860.9	28,882.5	799	6,210.5	12,843	107,820.4
Saturday-Sunday Sign-on-6 p.m.	1,062.3	18,913.6	968.4	25,441.2	671.8	11,428.8	295	2,702.5	4,563	55,783.6
Monday-Saturday 6 p.m.-7:30 p.m.	191.6	3,818.6	731.8	13,763.1	590.5	10,167.9	83	1,513.9	1,190	27,749.6
Sunday 6 p.m.-7:30 p.m.	58.2	2,019.6	235.1	5,097.4	187.9	4,577.1	22	481.2	340	11,694.1
Monday-Sunday 7:30-11 p.m.	4,771.0	90,102.2	6,469.1	120,524.7	7,017.0	118,631.8	425	18,257.1	6,776	329,258.7
Monday-Sunday 11 p.m.-Sign-off	422.2	4,664.6	439.8	5,404.4	1,356.8	10,487.3	128	2,218.8	1,616	20,556.3
Total	\$8,008.7	\$147,409.6	\$11,794.7	\$223,265.2	\$12,090.9	\$189,295.9	1,847	\$31,894.3	28,664	\$ 559,970.7

1,500 homes did no viewing whatsoever."

Dr. Thayer says in his analysis that "we do not suggest that this is always the main reason for a drop in HUT levels. However, it definitely could be a contributing factor in some markets, namely those markets with many counties in their ADI [area of dominant influence] and, more precisely, in those counties where there are fewer than seven or eight in-tab diaries. Markets like San Diego, with one county in its ADI, would not be affected—and, indeed, the viewing levels over-all did not drop in that market."

In Atlanta, which has 53 counties in its ADI, Dr. Thayer reported quite a different situation, however. Examining ARB records, he found 16 weeks in 15 counties in which there were no in-tab diaries (one county was blank for two weeks). The resulting potential loss in viewing added up to 17,575 homes, or almost 3% of the TV homes in the Atlanta ADI.

"If it is logically assumed that these 'lost homes' view television at the same level as the remaining 97%," the white paper concludes, "then at least 3% of Atlanta's depressed viewing levels can be directly attributed to this ARB-created phenomenon."

In five other markets, out of 11 whose ARB data was examined by Dr. Thayer, viewing levels were found to have been "artificially depressed from 1% to 3% as a result of the corresponding blank-week cells." These markets were Roanoke, Va.; Greenville-Spartanburg, S.C.-Asheville, N.C.; Jacksonville, Fla.; Minneapolis-St. Paul, and Champaign-Decatur-Springfield, Ill.

In the five other markets examined by PGW, "all but one had a blank-week cell . . . in all fairness, not a significant

factor . . . but still an unfair reduction in potential viewing homes."

But in all 11 markets Dr. Thayer found "disproportionate sample distribution in several counties." In one county, for example, weekly in-tab samples ranged from three to 11; in another, from two to eight, in others, from zero to three or more.

"Because of small sample sizes in any given week in the majority of counties," the white paper continues, "weighting by age of head-of-household becomes impossible. There are simply not enough diaries to fill the three basic cells: 'under 35,' '35-54' and '55-plus.'"

"In the case of Jacksonville, there were 47 instances where there were fewer than three diaries in any given week. Out of 88 cells used for audience projections (22 counties times four weeks), we can be certain that no head-of-household [HOH] weights were used in 53% of the total cases.

"This figure is on the low side, too, since many additional counties with three or more diaries were void of at least one of the three HOH age-breaks. . . .

"According to the November 1969 ARB report for Jacksonville, nine counties are eligible for CATV control [a method of assuring proportionate representation of CATV homes in the sample]. At least one diary from a CATV home and one diary from a non-CATV home must be present in each week of each 'controlled' county to guarantee a control. Because of the low sample sizes, however, it becomes quite apparent that these controls, too, are often impossible to institute. This problem could be of paramount importance in small markets where CATV controls are not only desirable but entirely necessary in order for the small-market sta-

tion to survive.

"We believe it would be appropriate to ask ARB to note in each report not only those counties which qualify for CATV controls, but also a week-by-week rundown of those counties which were controlled and those counties which were not controlled."

As an example of the effects of "the extremely disproportionate diary distribution by week," the PGW study notes that in a given county a single diary represented as many as 2,092 TV homes one week and as few as 570 homes another—or zero homes one week and 1,275 another—or, in another case, 413 homes one week and 1,650 homes another.

"Some of the wild rating fluctuations (week-by-week) which we have experienced in some markets for identical programs over the four weeks might conceivably be traced to radical differences in diary values from one week to the next," the report asserts.

Dr. Thayer and associates took a look at ARB data in one county where diary distribution over the four weeks was 11-10-5-3 and found that the three diaries in the fourth week consisted of one reporting no viewing, one reporting 177 quarter-hours of viewing and one whose family had notified ARB it would not be watching TV that week.

"These three families, then, viewed a total of 177 quarter-hours," the report continues. "The average of these families was 59 quarter-hours, which is 63% less than the viewing level of the true Jacksonville average."

Random examination of nine other Jacksonville counties where the same problem might exist showed that it did in each case, according to Dr. Thayer's report. It showed that viewing in each of the nine counties for the week in

question was below the Jacksonville average by anywhere from 24% to 100%.

"We are well aware that these diaries could also have come from 'above-average' viewing families," the report says. "But the point is that they didn't in this particular market."

ARB, which was given a copy of the "white paper," said it had examined the paper with interest. An ARB spokesman said that, "while it further demonstrates what we have known, the fact remains that the adjusted measures confirm the drop in viewing which was first reported in the October 1969 survey. The Thayer criticism could not have been applicable to that survey since the old system was then in use."

ARB used the term zero cell in referring to a county in a market area where no diary was received for a given week. ARB said that the zero cells occur more frequently in the new system than in the old because the samples are split into four weekly segments in the new system. "This is done in order to recombine the data as pure program averages," ARB explained. "This measurement has not previously been available."

In ARB's view Dr. Thayer has selected one of the extreme examples of the effect of the occurrence of zero cells in choosing the Atlanta and Jacksonville, Fla., markets for examination in his paper. "Of the more than 220 November markets, only eight could have more exaggerated the effect of the zero-cell phenomenon," ARB said.

ARB explained why it thought the drop in viewing was not the result of changes in methodology. It said the 9 a.m. to midnight HUT level had dropped from 34 in 1968 to 30 in 1969. "While the drop is four points, only 0.8 of one point could be accounted for by the statistical procedure. This means that the actual audience decline was 3.2 HUT points, or 80% of the reported figure.

"An analysis of the February/March sweep indicates that of 206 ADI markets, 95 experienced no zero-cell occurrences. In these markets, unaffected by the methodology, the viewing levels continue significantly below last year."

Rep appointments:

- WKAP(AM) Allentown, Pa.; WWRN(AM) Beckley, W. Va.; WLCY(AM) St. Petersburg, Fla., and WLSL-AM-FM Roanoke, Va.: Katz Radio, New York.
- WGBG(AM) Greensboro, N.C.: PRO Time Sales Inc., New York.
- KWBB(AM) Wichita, Kan.; WMOO(AM) Mobile, Ala. and WGLF-FM Tallahassee, Fla.: Bernard Howard & Co., New York.
- KNAC(FM) Long Beach, KGNU(FM) Fresno, KNNU(FM) Tulare, all Cali-

fornia; KADX(FM) Denver and WKVU(AM) Morgantown, W. Va.: Gert Bunchez & Associates, St. Louis.

▪ WXLW(AM) Indianapolis and WPET(AM) Greensboro, N.C.: Mort Bassett & Co., New York.

Retailer's role in selling and service

Sales-promotion group in Houston gets pointers on ads and public service

Cooperation of broadcasters and retailers for mutual profit and community service was a theme of last week's convention of the sales-promotion division of the National Retail Merchants Association in Houston.

Among those advocating this objective, with varying emphases, were Nathan S. Lanning, Station Representatives Association; Joseph Ostrow, senior vice president and director of media relations and planning, Young & Rubicam; Allen Hundley, Dallas regional sales manager, Radio Advertising Bureau; and Harold L. Neal Jr., president, ABC-owned radio stations.

Mr. Lanning urged retailers to encourage manufacturers to divert more money to TV spots in individual markets. Ticking off the names of competitive national chains using TV profitably, Mr. Lanning admonished his audience to "send an S O S to branded manufacturers for their support" in this battle of the "new TV ball game."

"During the past two years," he noted, "branded manufacturers and fiber producers have proved to their own satisfaction that they can make their own spot broadcast with store-identification payoff for retailers as well as themselves.

"The realities of the situation are that he [the branded manufacturer] can do a better job for you on specific merchandise than you can afford to do for yourself . . . [he] can produce and place spots which bring customers to your departments and your counters. He is in a position to buy sufficient spots to bring in customers, enough customers to make you happy you have the brand."

Mr. Lanning reviewed the successes of several large department stores which are "retrenching on their own spot production and time purchases" in favor of manufacturer-prepared and placed commercials.

The mentioned Carson's in Chicago, Woodward and Lothrop, Washington, and Hudson's, Detroit.

Young & Rubicam's Joe Ostrow focused his attention on the agency role in retailer advertising, explaining how his agency evaluates the best media for

a client.

He also cited what he felt were the pluses and minuses of radio and TV as retail advertising vehicles. On the plus side, Mr. Ostrow noted that radio offers "more flexibility than any of the major media and the greatest opportunity to segment local audiences through the great variety of programing formats. . . ." But, he noted, there is "an unevenness in listening, with peaks during drive times and valleys during the day and night." And, he added, "Radio has no visual impact and provides a short-lived message."

RAB's Allen Hundley stressed radio's positive advertising aspects.

"Radio's mobility makes it the perfect medium to reach suburban customers on their way to shop via auto radio, to penetrate suburban homes where newspaper circulation is spotty," he told the retailers.

Mr. Hundley recalled a survey conducted by RAB among radio stations. Using Sears as an example, he reported that the top-50 market study showed that Sears' radio spending was up 789% in the 1966-69 period and that all Sears stores spent 290% more on radio in the three-year period.

Analyzing the strengths and weaknesses of TV, Y&R's Ostrow stressed the "advantage of sight, sound and motion."

Suzan K. Couch, director, retail development of CBS-owned TV stations, appraised what she said were TV's advantages in the advertising of fashion which she called "sizzle." If you're selling sizzle, she said, "color is another exciting plus for television." TV, she continued, is a medium "that has sound, color, motion—all the electronic wizardry you and your imagination can conjure. . . ."

ABC's Mr. Neal detailed his proposal by which local retailers and media leaders would form "community advertising coalitions" ("Closed Circuit," April 27) which would "screen requests for help from worthy local organizations and match accepted projects with store-media teams who would develop appropriate campaigns" aimed at resolving community problems.

"Outside of the obvious similar desire to prosper, broadcasting and retailing have several common goals," observed Mr. Neal, "one of which is to reach and responsibly serve the community and its citizens. The reasons for this go beyond FCC regulations in broadcasting's case or the Better Business Bureau in retailing's case."

He suggested that the community advertising coalitions be patterned after The Advertising Council which, he said, is "one of the most successful and effective examples of business engaged in the public good." He cited such concepts under ad council auspices as "Smokey the Bear," "Don't be a Litter-

bug" and "Buckle Up for Safety."

Mr. Neal reported that, in the next two weeks, officials of ABC stations in New York, Chicago, Los Angeles, San Francisco, Detroit, Pittsburgh, and Houston, will invite major area retailers and media representatives to meet to explore ways to establish a local community advertising coalition. "It seems to me," he said, "that a more urgent sense of local awareness and endeavor must come forth" to cope with the "multiplicity of problems competing for national priority."

Showdown shapes up on cancer study

Tobacco group's challenge leads cancer society to seek government review

The American Cancer Society asked the surgeon general of the U.S. last Thursday (April 30) to analyze data collected by Dr. Oscar Auerbach of the Veterans Administration and Dr. E. Cuyler Hammond of the cancer society which indicated that beagles exposed to cigarette smoke contracted lung cancer.

The ACS asked for the study following a charge earlier in the day by John F. Cullman III, chairman of the Tobacco Institute's executive committee and board chairman of Philip Morris Inc., that the ACS is withholding from scientific review significant data on the experiment.

Mr. Cullman, at a news conference in New York, said the society had rejected an institute offer to appoint a panel of scientists to review the findings. Clifton R. Read, a spokesman for ACS, explained Thursday night that the society "didn't want to open its records to a group of experts selected by the cigarette industry." Besides, he added, "an original paper" on development of cancer in beagles had been released at an official scientific meeting held by the society in conjunction with its board of directors meeting Feb. 5.

Mr. Read, senior editor and a consultant to ACS, commented that the cigarette industry felt that the discovery of development of lung cancer in beagles from cigarette smoke was "much more important than we did. The most important evidence in the whole problem," said Mr. Read, "is what happens to *man* when he smokes cigarettes." Added Mr. Read: "It's interesting that cigarette smoke can produce lung cancer in beagles, but we already were convinced that cigarettes were the main cause of lung cancer in people and convinced about what happened to people."

Mr. Read also said the ACS found it

ironic that the Tobacco Institute had attacked the American Cancer Society for using publicity techniques. He said: "This came very strangely from the cigarette industry that for years has used advertising and publicity techniques to obscure what seems to us a basic fact that cigarette smoke causes most of lung cancer."

And, said Mr. Reed, referring to the data in question: "It would have been quite possible for any individual scientist in good standing to go out to East Orange (N. J.) and talk to Drs. Auerbach and Hammond to review their findings."

The American Cancer Society statement issued on the matter was signed by William B. Lewis, chairman of the ACS board of directors, and Jonathan Roberts, president of ACS, both of whom stressed their confidence in the data compiled by Drs. Auerbach and Hammond. Mr. Read explained that the request for the surgeon general's review was intended to prove that the ACS was not trying to conceal anything.

Political consultants open Washington shop

Bailey, Deardourff and Bowen, a new advertising agency and political consulting firm, opened for business last week in Washington. The firm will specialize in political, government and corporate advertising, and political campaign planning.

Based upon contracts already negotiated, the company says it expects 1970 advertising billings to exceed \$2.5 million, plus additional consulting fees.

Officers at Bailey, Deardourff and Bowen are: John D. Deardourff, chairman of the board; John E. Bowen III, president, and Douglas L. Bailey, chief executive officer. All three have prior media consulting experience.

Offices are located at 733 15th Street, N.W., Washington.

Also in advertising:

Split in two ■ Henderson Advertising Agency Inc., Greenville, S.C., has split its media department into two units consisting of a planning and strategy group in Greenville and a buying section in Atlanta, site of the agency's branch office. David W. Champion, Sally Luttrell and Robert Reuschle will direct planning and strategy, and Ray Walsh will supervise the Atlanta buying unit.

New products ■ Two Chicago firms added new products last week that will help keep their multi-million dollar network and spot-television campaigns rolling consistently. Alberto-Culver Co. introduced a new one-hour blonding product, American Revolution in Blonding, through J. Walter Thompson Co., Chicago, while Quaker Oats Co. introduced

King Vitamin, a pre-sweetened cereal for children that includes vitamins and iron. Quaker buys are through its new house agency, AdCom Inc.

Auditions by phone ■ Chicago advertising agencies and advertising talent may meet under less trying circumstances than the "cattle call" audition through the use of Talentphone, a service of Jewell Radio & Television Productions, 612 North Michigan Avenue, Chicago. Subscribers to Talentphone are performers who for a fee are included in an updated three-minute telephone audition of Chicago-area talent. The service is available at no charge to advertising agencies, film studios, radio and television stations.

Women's liberation from demeaning spots planned

"Moronic, insulting advertising"—especially television advertising—that is demeaning to women is the target of the woman president of a New York ad agency. The Cadwell Davis Co., headed by Franchellie Cadwell, is taking a strong position against "the notion that women are hysterical creatures with inferior intellects" and is urging other members of the advertising community to follow suit.

The agency released the results of a study, conducted by an independent research organization, which names the 10 brands whose TV advertising "women hate most." Those brands, in descending order of disaffection, are: Gillette's Right Guard deodorant, Colgate-Palmolive's Axion pre-soak and Ultra Brite toothpaste, Procter & Gamble's Crest toothpaste and Bold Detergent, Lever Brothers's Dove dishwashing liquid, Colgate's 100 mouthwash, Punch detergent and Ajax liquid cleaner and P&G's Scope mouthwash.

Jon Greenleaf, the Cadwell Davis vice president heading the campaign, said that of all media, TV advertising was "very definitely" the worst offender. "Television advertising today pictures the American woman as being a non-person," he said.

Most Cadwell Davis clients make products marketed to women, but the agency has never been known as a TV or package-goods agency. Mr. Greenleaf said the agency is frankly seeking some of that business through this campaign: "We hope that some client types will agree with it."

Computer Image expands

Computer Image Corp., Denver, a computer-animation firm, has acquired Dolphin Productions Inc., New York, a commercial and industrial-production company, for an undisclosed amount of stock. Dolphin will operate as a division of Computer Image. Bruce Birchard, president of CI, said the merger with

Business briefly:

Charles Pfizer & Co., through Delehanty, Kurnit & Eller, both New York, will advertise Itsun-burn, sun-tan lotion on ABC Radio's American Contemporary Radio Network. **General Foods Corp.**, White Plains, N.Y., through Young & Rubicam Inc., New York, for Jello on news and feature broadcasts on ABC Radio's American Contemporary, Information and Entertainment Networks.

Hunt-Wesson Foods Inc., Fullerton, Calif., will spend more than \$2.5 million in a series of one-minute commercials on *Marcus Welby, M.D.*, seen on ABC-TV. The company cosponsored the program during the past season. This will be part of an expanded TV campaign that will have an additional 10 to 15 spots per week airing in the top-25 markets plus some selected areas in other parts of the country. Hunt-Wesson has added extra 30 second commercials to a promotion used in the syndicated *Galloping Gourmet* program.

Young American Enterprises Inc., through Kingen Feleppa O'Dell Inc.,

both New York, will promote "The Kit," set of body paint sticks, in 17 Eastern and Midwestern radio markets beginning May 11.

Levi Strauss & Co., through Honig, Cooper & Harrington, both San Francisco, will sponsor coverage of the 48th annual Red Bluff Round-Up, two-day rodeo, in 200 markets around June 1. Triangle Television is filming the event. **R. J. Reynolds Tobacco Co.**, Winston-Salem, N.C., through William Esty Co., New York, will advertise its Winston and Salem cigarettes on ABC Radio's American Information, Entertainment and Contemporary networks.

duPont Inc., Wilmington, Del., through BBDO, New York, will advertise its Rally Wax on NBC Radio's *News-on-the-Hour* and *Monitor*.

Purchases on CBS Radio include **General Motors**, Guardian Maintenance Division, through D. P. Brother & Co., both Detroit, on news and sports programs; **Seiberling Tire & Rubber Co.**, Akron, Ohio, through Lang, Fisher & Stashower Advertising, Cleveland, on

Worldwide Sports and **Anheuser-Busch Inc.**, St. Louis, through D'Arcy Advertising Co., New York, for Budweiser beer on *The Triple Crown* special.

Purchases on NBC Radio include **General Motors Corp.**, Detroit, through MacManus, John & Adams Inc., Bloomfield Hills, Mich., for its automobiles, on *Emphasis*, *Ed Newman Reports* and *Chet Huntley's Perspective on the News*; **GMC**, Guardian Maintenance Division, through D. P. Brother & Co., both Detroit, on *Emphasis*, *Monitor* and *News on the Hour*; **GMC**, Oldsmobile Division, through D. P. Brother & Co., both Detroit, on *Monitor*, *Emphasis*, *News on the Hour* and *Chet Huntley's Perspective on the News*; **Celanese Corp. of America**, New York, through Doe-Anderson Advertising Agency, Louisville, Ky., on *Monitor*; **duPont Inc.**, Wilmington, Del., through BBDO, New York, for Stren fishing line, on *Monitor Goes Fishing* segment; and **Irwin-Willert Co.**, St. Louis, through Hall, Haerr, Peterson & Harney Inc., Jefferson City, Mo., on *Monitor*.

Dolphin now provides computer-animation operations in New York, Denver and Los Angeles, with other centers planned in Toronto, Tokyo and several European cities.

Avco gives citizens chance to sound off

In massive ad campaign it offers national TV time to 50 public comments

Avco Corp. is turning over broadcast time regularly earmarked for a corporate ad campaign to provide a public forum for the "individual American with something to say." A full-page ad in 50 newspapers April 28 and the May 1 issue of *Life* magazine detailed the plan.

"There is a tendency, as life in America becomes more complex and our population keeps growing," the ad read, "for the individual to feel his voice is too small, is lost, that his opinions no longer count."

The opportunity to express their views on network TV will be made available to 50 Americans, said Avco, and "if you are chosen we will send camera crews to where ever you live. We'll film you while you say what's on your mind, in your own words, in your own way." The ad ended with the address to which entries should be

submitted.

An estimated \$3 million is budgeted for the project, which will completely displace Avco Corp. corporate and institutional advertising for the year. This compares to parent Avco's \$452,600 in network and spot last year, according to Television Bureau of Advertising. In 1969, Avco sponsored a two-day NBC-TV golf classic and bought into six football games, also on NBC-TV. Avco's divisions will continue this year to use additional television on an individual basis.

The Avco golf classic on NBC-TV, Aug. 22 and 23 will mark the start of the campaign. Subsequent buys will all be network specials and sports, and it is likely that the 50 messages will be used more than once, according to an Avco spokesman. It is expected that the five television stations of the Avco Broadcasting Corp. will figure in the project with a probable special schedule of spots.

The criteria for selecting individuals and opinions for airing are that the viewpoint must be interesting and must deal with "the human aspect rather than an issue itself," said the Avco spokesman. The spots, he continued, are not designed to make public the views of organized groups.

The spots will include an identification line designed to promote "an awareness for the name Avco," said the spokesman. As with Avco TV advertising in the past, this campaign will be directed toward investors and mem-

bers of the business community.

Geer, Dubois, New York, the agency that created the print ad, will also buy the broadcast time for Avco Corp., Greenwich, Conn.

ACS withholds verdict on Tony Curtis spots

Actor Tony Curtis, avowed opponent of tobacco and star spokesman for the "I Quit Smoking" campaign of the American Cancer Society, became a touchy subject last week for the ACS and media that had been heavily promoting the star's sentiments. Mr. Curtis was arrested and convicted of possession of marijuana. Broadcasters hastily canceled the six "I Quit" TV spots, replacing them with other anticigarette messages.

The drug was found in Mr. Curtis's baggage by a customs inspector at a London airport April 26. He was fined \$120.

A spokesman for the American Cancer Society said the organization had no plans to withdraw the I.Q. spots, and he had no comment on Mr. Curtis's future as a spokesman for the antismoking program. A total of 21 alternative antismoking spots currently are in circulation, according to the cancer society, and two new spots are in production.

Both NBC-owned stations and the network dropped the spots immediately as a result of the marijuana incident. ABC-TV withdrew the spots "for reasons unspecified," a spokesman for that

network said. ABC-owned stations announced they would follow the decision of the network. A CBS-TV spokesman said the Curtis spots had not been carried by that network as of March 20 because other antismoking spots had been preferred. CBS-owned stations are reconsidering on an individual basis, and each station in the group will form its own policy.

Metromedia stations and Westing-

house stations have abandoned the I.Q. spots and are substituting other ACS messages. Corinthian, which has taken no group position, will leave the decision to individual stations.

Mr. Curtis has been a vocal opponent of cigarette smoking both on and off the air. In one of the now controversial spots he was shown congratulating a long line of ex-smokers and pinning I.Q. buttons on lapels and shirt-

fronts. A well-endowed young lady at the end of the line provides an awkward moment, and Mr. Curtis says, "I quit. Cigarettes, that is."

Of the two antismoking spots now in preparation by the American Cancer Society, one relates popular concern over pollution of the environment to the antismoking crusade, and another is an animated spot aimed at grade-school youngsters.

Promotion

NAB sets pattern for PR reassessment

Surveys, interviews to elicit opinions on radio-TV image; multiplicity of problems seen as reason for split operations

Broadcasting's somewhat tarnished public image needs refurbishing, in the opinion of many in management, and, not surprisingly, the job is going to cost more than the \$900,000-plus that which the National Association of Broadcasters now puts into the job of public relations.

Concrete steps to alleviate the situation appeared certain after the NAB ad hoc study committee that has been evaluating NAB efforts and goals wound up two days of sessions last week in Washington. Willard T. Walbridge, chairman of the NAB board and acting chairman of the study committee, said the committee hopes to come up with a 10-year program for the industry that probably would cost considerably more than the present effort.

One goal is unification of present NAB public-relations activities although conclusions as to what this involves in

new administrators is still to be determined.

Mr. Walbridge praised the committee and the various subcommittees. "There was a sense of urgency about this committee I have seldom seen in the organization," he said.

"Broadcasting has a vital role yet it is in a great deal of trouble. We must find effective means to let the public and government know its value in the total sense," Mr. Walbridge said.

It appeared obvious that original plans to hold hearing-type sessions will be greatly modified. Alternative procedures will be to use questionnaires and personal interviews to acquire opinions from within and outside the industry.

The hearing plan got out of hand, Mr. Walbridge explained.

"Starting with a list of 25 to 30 possible witnesses, the committee had expanded it to 100 to 150 names. Hear-

ings on that scale obviously are not practical," Mr. Walbridge noted.

Opinions about broadcasting will be solicited from persons in 12 general categories: NAB members, group owners, networks, related agencies and associations, religious organizations, trade publications, educators, public relations and advertising agencies, government, communication attorneys, radio-television columnists and state broadcast associations.

Mr. Walbridge said the structure subcommittee attempted to find out "where we now are in public relations" and the research subcommittee "developed a great deal of information on what means are available for a study of attitudes regarding broadcasting."

Mr. Walbridge said: "The objective [of the committee] is a strong public-relations activity that will anticipate problems and move to combat them before they arise. One thing definitely decided," Mr. Walbridge emphasized, "is that the best use of media is to use our own air." "We must involve broadcasters in the project of selling the importance of commercial broadcasting in a free society," he added.

Don Dailey, KGBX(AM) Springfield, Mo., chairman of NAB's public-relations committee and a member of the study committee, had additional comments following the meetings.

"I am convinced the membership has dropped the ball too many times," he said. "We need to ask the members what they are doing, not what NAB is doing. Too many NAB members do not keep up with actions and trends in the FCC, the public thinking and the government. . . . Few broadcasters are able to talk to their own congressmen. We have a job educating our own members."

Mr. Dailey, enthusiastic about these first sessions said: "We explored in depth what we have done in the past and how it has been arranged."

The committee heard presentations from John Couric, NAB vice president for public relations, and Roy Danish,



One big question facing the NAB's committee on public-relations evaluation is what to do about the Television Information Office, which was set up a decade ago to operate with heavy support from the NAB but with near autonomy. TIO now is budgeted at about \$700,000 a year. Discussing the

future of the organization last week were (l-r) Willard E. Walbridge, of KTRK-TV Houston, chairman of the NAB board and of its evaluation committee; A. Louis Read, of WDSU-AM-FM-TV New Orleans, chairman of the Television Information Committee, and Roy Danish, president of TIO.

director of the NAB-supported Television Information Office. Mr. Couric's operation, largely confined to radio, and related public-relations activities being done outside of NAB are estimated to cost about \$200,000 yearly. The TIO budget is in the \$700,000 range. NAB has an outside public relations firm, Phil Dean Associates, under contract to handle NAB's actions relative to CATV. The cost is reported to be \$2,000 a month plus expenses for this last operation that uses the name of "Free Television News Bureau."

Paul Comstock, NAB general counsel and vice president for government relations, also appeared before the committee to describe his duties, particularly as they involve presenting NAB positions before Congress.

The fragmentation of the NAB's public-relations effort has produced much controversy within NAB and led to the formation of the study committee at January's board of directors meeting in Hawaii (BROADCASTING, Jan. 26, March 30).

Part of the criticism leveled by the membership is due to the multiplicity of problems facing the industry, Mr. Walbridge said. "But," he said, "broadcasters are unified better than I have ever seen them before. The committee agreed the present public relations system is too fragmented. But the committee's efforts should be seen more in the evolutionary sense and less as criticism of the present," he said.

Mr. Walbridge observed that although any new setup in public relations could be expected to cost considerably more than the present system, it was believed it would relieve staff people in various

other departments who are now doing work that is essentially public relations. He said continued use of outside agencies was not ruled out although the need should be lessened.

The four subcommittees — hearings, research, structure and use of media — met on Monday or earlier to prepare material. They met as the full committee on Tuesday (April 27).

Mr. Walbridge said he would collate all of the material from the meetings and supply it to the members and the board. He hopes to have another committee session prior to the June board meeting.

Eight stations cited by fire fighters

Top broadcast honors in the International Association of Fire Fighters' media awards competition have been given to WHEC-TV Rochester, N.Y., and KPNW(AM) Eugene, Ore., for depicting the nature of fire fighting during 1969.

In the best television news or feature category the winners are: First prize — WHEC-TV for "Ridge Lumber Fire"; second prize — WHDH-TV Boston for "Advance and Retreat"; honorable mentions — WLWI-TV Indianapolis and WITI-TV Milwaukee.

Best radio news or feature coverage winners are: First prize — KPNW(AM) for two editorials; second prize — WIOW(AM) Kokomo, Ind., for description of fire; honorable mention — WMCA(AM) New York for *WMCA Reports*.

First-prize winners in each category received \$500 and a plaque. Second-prize winners received \$250 and a certificate. Honorable mention winners received a certificate.

Walter Cronkite named for civil-liberty award

CBS Correspondent Walter Cronkite will be cited by the American Civil Liberties Union next Monday (May 11) at a "Salute to the Media" dinner in New York, marking the 50th anniversary of the defense of civil liberties.

Mr. Cronkite, ACLU officials report, will be given an award for "the integrity with which he has exercised the First Amendment freedom." The ACLU also will honor CBS correspondent Harry Reasoner, ABC Commentator Howard K. Smith and NBC Correspondent John Chancellor. Hosting the dinner will be Arthur Goldberg, candidate for the Democratic nomination for governor of New York, former UN ambassador and former Justice of the Supreme Court. Speaking will be former Attorney General Ramsey Clark.

Promotion tips:

A pioneer's story ■ In conjunction with radio's 50th anniversary this year, WWJ Detroit is distributing an illustrated booklet tracing its colorful history since it went on the air from the *Detroit News* headquarters on Aug. 20, 1920. A profuse array of pictures from the station's archives are used to illustrate some of the accomplishments of pioneer 8MK, later WBL, then WWJ, as well as the advent of WWJ-FM and WWJ-TV.

Films available ■ WHIC-TV Pittsburgh has advised area organizations that they can borrow without charge any of the station's 28 locally produced documentaries for private screenings

International

Stanton, BBC's Curran review media

AWRT's convention delegates oppose FCC's proposed fee plan, take in London sights

A discussion of the role of the broadcast journalist in the U.S., viewed from different sides of the Atlantic, was featured at the April 23-26 annual convention in London of the American Women in Radio and Television.

The discussion was provided by Charles Curran, director general British Broadcasting Corp., and by CBS President Frank Stanton.

Addressing the opening session April 24, Mr. Curran said he accepted the "legal position" of first amendment protection, which, as expressed by U. S. broadcasters, gives "an unfettered right

of free speech and a free press," but, he suggested, there is a fundamental difference in the relationship of government and the news media in his country.

He said in Britain "the residual power of government to protect its citizens in total emergency" suggests this "can be applied in such conditions to any of the media of communication." He acknowledged that such a view does not sit well with U. S. broadcasters: "In their world, so it seems, such governmental intervention would be unthinkable because of the First Amendment,

which is sacred."

Mr. Curran said he has his doubts "this is the true condition in which all newsmen work at all times, even in the U. S. I cannot believe that in any emergency any newsman would be prepared to subordinate the interests of his country to the interests of his story . . . in this country we are quite ready to acknowledge explicitly that there are situations in which the government ought to restrain the media."

But, he said, these instances are rare and he reminded the audience that BBC operates similarly as do broadcasters in the U. S. by not responding to political pressures nor of acting "through fear" while respecting the right of others, including politicians, to present "particular criticisms."

Dr. Stanton lauded the safe return of

the Apollo 13 astronauts as "more impressive" than a flawless mission, and he detailed the international broadcast coverage of the space event.

"In our open society, television focused attention on both successful and unsuccessful assaults upon the moon," said Dr. Stanton, adding "it has and must continue to focus attention of the more relevant issue of how to create a healthy social and physical environment."

Dr. Stanton went on to admonish broadcasters not to "confuse our role as journalist with that of the philosopher, the legislator, the psychologist or the voter." The medium does not determine the priorities, he said, but rather brings them into focus.

Early in the week, the U.S. delegates in attendance voted to formally oppose the FCC's proposed fee schedule for broadcasters as "a real threat" to the survival of many broadcasting operations (see page 43).

Outgoing president Marion Corwell Shertzer's "state of the organization" address, April 24, noted that the year's accomplishments included relocation of national headquarters from New York to Washington, establishment of a speaker's bureau, completion of a study on international development, the establishment of college women in broadcasting and the appointment of a black woman member as a special liaison to the black community.

Virginia Forwood Pate, president and general manager of WASA-AM-FM Havre De Grace, Md., was elected AWRT president for 1970-71 and installed on the final day of the conference (BROADCASTING, April 27).

AWRT awarded its annual Silver Satellite Award for accomplishment in the field of broadcast communications to Richard Cawston of the BBC for *The Royal Family*, a documentary on Queen Elizabeth and her family produced this past year by a BBC-ITV consortium. The trophy, presented at the opening night banquet by AWRT's outgoing president, was the third Silver Satellite conferred by that organization.

Petry to rep pirate TV

New airborne station seeks U.S. advertisers for British audience

Caroline Television will take to the British airwaves July 1 when it begins programing to the British Isles from Super Constellations flying 20,000 feet over the North Sea.

Caroline Television is an offshoot of Radio Caroline, the so-called "pirate" station that broadcast to Britain from a ship three-and-a-half miles off the coast from 1964 to 1968. It ceased operations when Parliament enacted in 1967 a bill that "made it extremely difficult to obtain advertising support within Britain," according to Terry Bate, a principal in both the off-shore radio and television organizations.

"There is nothing in the bill that says we cannot broadcast from outside Britain or that we cannot take advertising from outside the British Isles," Mr. Bate said last week in the New York office of Edward Petry & Co., which will represent Caroline Television in the U.S. "Technically we are not telecasting to Britain; it just so happens that our signals can be received there on various unused UHF and VHF channels. We have tested our signal and it's excellent for both black and white and color."

Caroline Television plans to provide six hours of programing on Sunday through Thursday (6-11 P.M.) and eight hours on Friday and Saturday (6 P.M.-2 A.M.). Mr. Bate said it will aim at the "neglected under-35 age group." The projected programing includes a two-hour pop music show with video cassettes, a talk and discussion program and American and international syndicated programs and feature films.

Mr. Bate reported that 75% of Caroline advertisers are expected to be Amer-

ican companies with the remainder from Canada and other parts of the world (excluding Britain). At the outset, he said, rates will be about 80% below those of the comparable charges on British commercial TV.

Mr. Bate, 36, said the other principals in Caroline Television are Ronan O'Rahilly, 29, and George Drummond, 27, both of whom he said are "very wealthy." Mr. Bate is Canadian; Mr. O'Rahilly an Irishman and Mr. Drummond a native of Barbados.

Abroad in brief:

Huntley honored ■ Veteran NBC News correspondent Chet Huntley, who has announced his retirement from NBC later this year, has been voted "Broadcaster of the Year" by the International Radio and Television Society and will be honored during the IRTS annual meeting at a May 20 luncheon in New York. Mr. Huntley will leave NBC after 15 years to head a recreation and resort project in his native Montana.

B&B everywhere ■ Benton & Bowles' four international partners have been assigned the following new accounts: B&B Ltd., London, will handle the Development Areas and Services to Industry campaigns of the Central Office of Informations Ministry of Technology there, and H. B. Ice Cream, Ireland; McKim/B&B Ltd., Montreal, has been assigned Hasbro Industries (Canada) Ltd.; Carl Gabler Werbegesellschaft mbH, Munich, will handle Robert Leicht AG, Stuttgart, Germany, Schwabenbrau beer account; and Publiccontrol/B&B, S. A., Brussels will handle Dole Co., San Jose, Calif., pineapple producers.

FC&B gets Biscuits ■ Foote, Cone & Belding, Toronto office, will handle United Biscuits (Canada) Ltd. account, effective May 1. Company, a joint subsidiary of United Biscuits Ltd., Great Britain and Corporate Foods of Canada, was formerly handled by Kenyon & Eckhardt Ltd., Toronto.

Fates&Fortunes®

Broadcast advertising

Frank J. Wemhoff, senior VP who established PR division of Caldwell-Van Riper, Indianapolis-based advertising and PR agency, named agency president. He succeeds Edward L. Van Riper who becomes chairman of board. Howard C. Caldwell, former chairman of board, named to newly created position of chairman emeritus.

John Grace, general account executive, ABC-TV, Chicago, appointed sales manager for ABC-TV central division there.

Thomas H. Ogdon, VP and management supervisor, Benton & Bowles, New York, named senior VP. Dr. Harry S. Heller, executive VP of Grudin, Appel, Haley Research Corp., New York, joins Benton & Bowles there as

VP, associate research director of agency's newly formed communication sciences group.

Henry L. Buccello, director of corporate communications, Gulf & Western Industries Inc., New York, and Charles Carpenter, account supervisor, BBDO, there, join Compton Advertising there as VP-management supervisor and VP-account supervisor, respectively.

Bill Moylan, station and sales manager, WMBD-TV Peoria, Ill., appointed general sales manager.

George Cooney of EUE/Screen Gems elected president of Film Producers Association of New York for 1970, succeeding **Sanford Greenberg** of DFI Communications Inc. Other new officers are **George Ticho**, Fred A. Niles Communications Centers, VP; **Irving Hecht**, Cineffects, secretary, and **Robert Gross**, American Film Co., treasurer.

Larry O. Garrett, general sales manager, KQV-AM-FM Pittsburgh, joins WPEN-AM-FM Philadelphia in same capacity.

Armand J. Belli, with WPGH-TV Pittsburgh, joins WLAP-AM-FM Lexington, Ky., as sales manager.

J. Fraser Tindall joins The Media Department, New York, independent media service, as executive VP. Mr. Tindall was formerly associate media director of Rumrill-Hoyt, there.

Nancy Lawrence, copy chief, Mathison Ress agency, New York, named VP.

Jerome Brown, with Shaller-Rubin, New York agency, joins marketing services department of Sudler & Hennessey, there, as marketing supervisor. **Ronald Papageorge**, with William Douglas McAdams agency there, joins S&H marketing services department as marketing analyst.

Finlay W. Morrow, **Joseph Oliveri** and **Martin I. Weinberger**, VP's with Riedl Associates, Saddle Brook, N.J., made principals in agency.

Lee F. Marsh, with production staff of New York-based Foote, Cone & Belding, joins Chicago division of Needham, Harper & Steers as executive producer.

Arthur Savitt, assistant project director, Motivational Programmers, New York, joins Kenyon & Eckhardt Advertising there as research project supervisor.

Charles A. Ellia, from Parkson Advertising Agency, New York, joins Firestone & Associates there as production manager.

John Kavalkovich, media supervisor, Reach, McClintock & Co., New York, appointed media director.

Albert R. Munn, assistant director of sales, wsoc-TV Charlotte, N.C., appointed director of sales.

Robert Bourquard, sales analyst with CBS-TV, New York, joins media department of Cunningham & Walsh there as supervisor of network programming.

Thom Rhodes, director of client services, Smith-Gent, Toronto-based agency, named VP and branch manager of agency's New York office.

Paul Keller, associate research director, Ted Bates & Company Division, New

Comsat to name McConnell

Joseph H. McConnell, president of Reynolds Metals Co., Richmond, Va., and one-time president of NBC, is scheduled to be elected chairman of the Communications Satellite Corp. at board's organization meeting following annual stockholders meeting May 12. Mr. McConnell will remain, however, as president of the Reynolds firm.

The board chose Mr. McConnell at a special meeting in New York April 27, following the request of **James McCormack**, present chairman and chief executive officer that he be relieved of both posts on doctor's advice ("Closed Circuit", April 27). Mr. McCormack, former vice president of Massachusetts Institute of Technology and retired Air Force major general, is paid \$130,000 yearly. He will continue, however, as a member of the board.

Comsat board also said it intended to drop the title and post of chief executive officer. **Joseph V. Charyk** is president of Comsat.

York, named VP.

Sheldon Kahn, VP, Mandabach & Simms, Chicago agency, named executive VP.

Media



Mr. Davis

Harold J. Davis, senior VP in charge of radio stations for Doubleday Broadcasting Co. and general manager of KHOW(AM) Denver, named president of John B. Walton Jr. Stations, El Paso, Tex. John Walton assumes duties as chairman of the board. Walton stations include KERP-AM-FM Fort Worth, KDJW-AM-FM Amarillo, KBUY-AM-FM Fort Worth, all Texas; KVOD(AM) Albuquerque, KAVE-TV Carlsbad, both New Mexico, and KIKX(AM) Tucson, Ariz.

Robert B. Mitchell, local sales manager, WTOP(AM) Washington, appointed general manager of WCKY(AM) Cincinnati. Mr. Mitchell fills vacancy open since February 1970 retirement of **Jeanette Heinze**. **Paul Miller**, assistant general manager of WCKY, continues with station as area VP of Post-Newsweek, owner of both WTOP and WCKY.

Victor L. Stamm, from Triangle Publications and before that with WTTV-TV Indianapolis, appointed general manager of WLXT-TV Aurora, Ill.

Robert Klein resigns as VP and general

manager of KNEW(AM) Oakland-San Francisco to take position outside broadcast business. He'll be VP in charge of marketing and business development for Central Valley National Bank, banking chain in Bay Area. Successor at KNEW has not been announced.

Lauren R. Grannis, administrative assistant to VP and general manager, KWIZ-AM-FM Santa Ana, Calif., appointed station manager KWIZ-FM.

Charles M. McAbee, general sales manager with KMOX-TV St. Louis, joins KCMO-TV Kansas City, Mo., as station manager.



Mr. Grignon

with KOOL-AM-FM Phoenix, joins KMEO-AM-FM there as general manager.

Jerry Michaels, general manager, WJMD-FM Bethesda, Md., named VP and general manager for radio broadcasting properties of San Juan Communications, owner of WJMD. Other property is WKLS(FM) Atlanta. Mr. Michaels has responsibility for expansion of San Juan Communications in FM field.

James McGowan, manager of research and cost planning in business affairs, CBS-TV, New York, appointed to newly created position of director of administration and research for business affairs department. **Alan Levin**, assistant director with CBS News business affairs department, appointed talent and program negotiator, also with CBS-TV network business affairs.



Mr. Stanford

of directors of **Connie B. Gay Broadcasting Corp.**, Silver Spring, Md.-based group owner. Group includes WQMR(AM) Silver Spring, Md., WGAY(FM) Washington, WVQM(FM) Huntington, W. Va. and WTCR(AM) Ashland, Ky.

Dr. Jerome B. Wiesner, provost of Massachusetts Institute of Technology and science aide to late President Ken-

nedy, and **Dr. Clifton R. Wharton Jr.**, president of Michigan State University, elected to board of Public Broadcasting Service, unit that runs educational radio and TV networks. Eight other board members are from noncommercial broadcasting circles.

Arnold Weinstein, manager of accounting, CBS-TV stations, New York, appointed director of accounting.

Edward David Williams, VP, Faim Information Services Inc., New York, joins ABC as director of systems and data processing.

Rosalind W. Wyman, director of public affairs, Columbia Pictures-Screen Gems, Los Angeles, joins National General Corp. there as administrative assistant to chairman of board.

Bill Fox, station manager, KFMB-TV San Diego, appointed executive assistant to VP.

Programing



Mr. Bush

Warren Bush, VP and executive producer, Metro-media Producers Corp., Hollywood, joins Wolper Productions there as president of independent film and television production company.

Arnold Shane, with legal department of MCA, Hollywood, appointed director of business affairs for network programing for MCA TV there. He will conduct network negotiations for series and specials produced for or in association with Universal Television. His new assignments are in addition to current responsibilities in business affairs area of distribution and production of network programs.

Nat Cavaluzzi, regional manager in Southwest responsible for station relations, ABC-TV, joins Chicago office of Century Broadcast Communications, New York-based program syndicator, as VP-sales manager.



Mr. Rook

Drake jingle package.

Joe Shaffer, film supervisor with KTVU-TV Oakland-San Francisco, appointed

film director.

John F. Gault, former president of Commonwealth Cable Television, New York, joins American Television & Communications Corp., publicly owned CATV company there, as VP-market-

Bud Connell, former operations manager and program director of KXOK-(AM) St. Louis, appointed to program staff of Programming db, Hollywood. He will also be assistant to president.

Eric Rush, with KBAD-AM-FM Carlsbad, N.M., appointed program director.

Rob Edwards, program director, KIXL-AM-FM Dallas, appointed national program director, Strauss Broadcasting Co. there. Strauss stations include KIXL-AM-FM, WGKA-AM-FM Atlanta and KCEE-AM-FM Tucson, Ariz.

Milt Hoffman, assistant to president, creative services and marketing, National General Television Productions, New York, also named VP.

Mort Roberts, news director and public affairs director, WXPO-TV Manchester, N.H., joins WCAP(AM) Lowell, Mass., as program director.

News

Michael Keating, on-air editorial spokesman for WCBS-TV New York, appointed director of news. He succeeds Lee Hanna who resigned (BROADCASTING, April 27).

John Grimes, newsman, WHN(AM) New York, joins WCBS(AM) there as anchorman-reporter.

Ruth Dixon, former director of women's community affairs, KRON-TV San Francisco, appointed news director, KWUN(AM) Concord, Calif.

Donn Tibbetts, news director, WGIR-AM-FM Manchester, N.H., elected president of New Hampshire AP Broadcasters Association.

Allen King, former reporter with WPGH-TV Pittsburgh, joins WIXZ(AM) McKeesport, Pa., as newsman.

Charles M. Riley, editor and president, City News Service, Los Angeles, appointed news director, KTTV-TV there. He succeeds Marty Haag, who resigns.

Charles Burd, with KTNT-AM-FM Tacoma, Wash., appointed assistant news editor, KTNT-TV Tacoma-Seattle.

Sam Minor, with WCFT-TV Tuscaloosa, named president, Alabama AP Broadcasters Association. **Art Keeney**, news

director, WKRQ-TV Mobile, named VP.

Anne Kaestner, reporter, NBC-TV News Los Angeles, Burbank, Calif., joins WPIX-TV New York, in same capacity.

Diane Kalas, in radio-TV in Phoenix area, joins KTAR-TV Phoenix as reporter.

Promotion

Enid Moore, New York press representative, Paramount Television, joins MGM Television in New York, in newly created position of manager of advertising, publicity and promotion. She will handle studio's network series and specials as well as domestic and internationally syndicated programs.

Harvey Cooper, field promotion representative in Los Angeles area for RCA Records, appointed national promotion manager and **Fred Ruppert**, New York field promotion representative, appointed administrator, promotion for RCA Records.

Don La Mont, promotion manager, WAST-TV Albany, N.Y., joins KMJ-TV Fresno, Calif., in same capacity.

Equipment & engineering

Edwin S. Raymond, assistant director of engineering services, CBS-TV stations division, New York, named director of engineering. He succeeds **Daniel R. Wells**, who has resigned to join the Public Broadcast Service Network, Washington.

Charles W. Kepler, manager of personal electronics products and auto sound products, consumer products division of Motorola, Franklin Park, Ill., appointed director of product management for division. Mr. Kepler becomes top product management executive for Motorola home electronics products, personal electronics products and auto sound products. **C. Vernon Phillips**, manager of home electronics products, resigns.

Samuel W. Gelfman, previously eastern production executive and executive assistant to president, United Artists Corp., New York, named VP, programing and production, Cartridge Television Inc., home-video system company, New York, subsidiary of Avco Corp.

Wilmer Borneman, station engineer, WPBS(FM) Philadelphia, joins WBYO-FM Boyertown, Pa., as chief engineer.

Donald S. Culp, engineering supervisor, WWDC-AM-FM Washington, appointed chief engineer.

Larry E. Nelson, regional TV sales manager, western states, Century Strand, Clifton, N.J., manufacturer of lighting equipment and controls, appointed national TV sales manager.

Philip J. Curtis, secretary and counsel, Zenith Radio Corp., Chicago, elected VP and general counsel. **Edward McCausland**, assistant general counsel, appointed associate general counsel. **Edwin M. Schroeder** promoted to secretary, succeeding Mr. Curtis.

Allied fields

Gerald Lukeman, VP of Inmarco, Hollywood-based international marketing research company, and executive VP of advertising research firm Audience Studies Inc., Inmarco subsidiary, named president of Audience Studies, **Pierre Marquis**, who has held dual positions of president of ASI and Inmarco, will devote more time to expansion and development of Inmarco, wholly owned but independently operated subsidiary of Columbia Pictures Industries.

Leonard H. Goldenson, president of ABC Inc., New York, re-elected chairman of board of United Cerebral Palsy Associations.

Deaths

Ed Begley, 69, television, radio, movie and stage character actor, died April 28 in Hollywood following apparent heart attack at home of publicist Jay Bernstein. Mr. Begley began in radio as announcer with WTIC(AM) Hartford, Conn. and stayed in medium until 1947, appearing as actor in more than 12,000 programs. He was radio's original Charlie Chan. Mr. Begley appeared on more than 250 TV shows, including *My Three Sons*, *The Defenders*, *Wagon Train*, *Dick Van Dyke* and *Invaders*. He had completed a *Name of the Game* show several weeks before his death. He is survived by his third wife, Helen, one daughter, and two sons and one daughter by previous marriage.

Gypsy Rose Lee, 56, died April 26 of cancer in University of California Medical Center, Los Angeles. Miss Lee, famed stripper, was hostess of syndicated television talk show begun in 1966. She is survived by sister, actress June Havoc, and son, Eric Kirkland, assistant to producer Otto Preminger.

Joseph S. Parker, 57, retired TV and movie writer, died April 28 of heart attack in his home near Phoenix. He joined NBC in Hollywood in 1936 and worked on such programs as *Fibber McGee and Molly*, *Amos and Andy*, *Bing Crosby Music Hall* and *The Great Gildersleeve*. He later produced first live TV comedy show in Hollywood, *The Buster Keaton Show*. He also wrote, directed and produced TV and feature films for Universal-International.

Anita Louise, 53, television and movie actress, died April 25 in Los Angeles. She had starred in series *My Friend*

Flicka and had been signed to continuing role in ABC-TV's *Mod Squad*. She is survived by her husband, one son and one daughter.

Harold McWhorter, in his 60's, with WMMN(AM) Fairmont, W. Va. in 1930's and later a founder of West Virginia stations WPAR(AM) Parkersburg and WHAW(AM) Weston, both later sold to local groups, died April 22 in Stonewall Jackson Memorial hospital in Weston, of apparently self-inflicted gunshot wounds.

Frank H. Babcock, 45, owner of WAAM(AM) Ann Arbor, Mich., and Chicago free-lance TV-radio commercial announcer, died April 27 at Passavant hospital, Chicago, from pulmonary congestion following spleen operation earlier. He had been newscaster and announcer at WGN Chicago during 1950's, was voice for many brand commercials in recent years such as Marlboro and Green Giant. Mr. Babcock also owned Spur Productions and Management Communications Ltd., Chicago, production firms. He is survived by wife, Janet, three sons and two daughters.

George Blair, 64, assistant director on *Hogan's Heroes*, died of cancer April 20 in Los Angeles. He is survived by two daughters.

Joe Girand, 49, on announcing staff of WTIC-AM-FM Hartford, Conn., died April 24 at Hartford hospital where he had undergone open-heart surgery. He is survived by his wife, Margaret, two sons and four daughters.

Henry M. McClaskey Jr., 51, chairman of board of Zimmer-McClaskey-Lewis, Louisville, Ky., died April 18 there after prolonged illness. Mr. McClaskey, one of principal founders of agency, served as president of firm from 1954 until October 1969 when he became board chairman.

E. T. (Griff) Griffith, 61, retired manager of customer relations and sales services for RCA Commercial Electronic Systems, Camden, N.J., died April 24 at his home in Broomall, Pa., Mr. Griffith was with RCA for 39 years before retiring in October 1968.

Alva D. Messinger, 60, account executive for WEEU(AM) Reading, Pa., died April 22 in St Joseph's hospital there. He is survived by his wife, Ruth.

Lee Vogel, 42, account executive and former talk show host, WKAT(AM) Miami Beach, Fla., died April 21 there of Hodgkin's Disease. Illness forced him to curtail talk show activities and late in 1969 he became an account executive. He is survived by his wife, Marion, and five children.

DeForest T. Layton, 52, chief engineer for WKTU(TV) Utica, N.Y., died April 24 in Utica. He is survived by his wife, Mary, two sons and one daughter.

PERSONALIZED BINGO CARDS

FOR CABLE TV
AND RADIO
PROGRAMING

Game name can be
Any 5 letter word, etc.

CARD SIZE
4 1/2 X 5 3/4

Front & back side
Price per M—\$3.00

AD SPACE FOR YOUR
SPONSORS MESSAGE.

BINGO PALACE

4423 Dodge St.

Omaha, Nebraska 68102
(402) 553-9986 / 551-4815

THIS SPACE CONTRIBUTED BY THE PUBLISHER

Discover cancer. Early enough to do something about it.

The seven warning signals
are:

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Change in size or color of a wart or mole.

If you have a warning signal, it doesn't necessarily mean you have cancer. You probably don't. But if your symptoms last longer than two weeks it pays to do the smart thing and see your doctor.

American Cancer Society
Fight cancer with a checkup and a check. 

As compiled by BROADCASTING, April 21 through April 28 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

Starts authorized

- KOAI(TV) Flagstaff, Ariz. — Authorized program operation on ch. 2, ERP 24.5 kw vis., ant. height above average terrain 1,540 ft. Action April 14.
- WMGZ(TV) Mayaguez, P. R.—Authorized program operation on ch. 16, ERP 1.95 kw-DA-U vis., ant. height above average terrain 1,000 ft. Action April 21.

Other actions

- Review board in Hartford, Conn., TV proceeding, Doc. 18821, granted motion for extension of time to file pleadings in response to petition to enlarge issues, filed April 24 by RKO General Inc. Action April 28.
- Review board in Panama City, Fla., TV proceeding, Doc. 18301, scheduled oral argument before review board for May 14 in Washington. Action April 23.
- Review board in Norfolk, Va., TV proceeding, Docs. 18791-92, granted petition for extension of time filed April 22 by Hampton Roads Television Corp. Action April 23.

Call letter applications

- Atlantic Video Corp., Newark, N. J. Requests WRTV(TV).
- University of North Carolina, Winston-Salem, N. C. Requests *WUNL-TV.

Call letter action

- Community TV Foundation of South Florida, Miami. Granted *WPBT(TV).

Existing TV stations

Final actions

- KHJ-TV Los Angeles—FCC denied petition by chief, Broadcast Bureau, to reopen record, enlarge issues and remand for

further hearing comparative TV proceeding involving RKO General Inc. application for renewal of license for KHJ-TV ch. 9 and application for CP for new TV on same channel in Norwalk, Calif., filed by Fidelity Television Inc. (Docs. 16679, 16680). Action April 22.

- *WTHS-TV Miami — Broadcast Bureau granted mod. of license changing hours of operation from unlimited time to share time with proposed new station on ch. 2 in Miami. Action April 20.

- WCFL-TV Chicago — Broadcast Bureau granted mod. of CP to extend completion date to Oct. 23. Action April 23.

- KGLD(TV) Garden City, Kan.—Broadcast Bureau granted mod. of license covering ERP change to 24.5 kw and specify type trans. Action April 23.

- *KPTS(TV) Hutchinson, Kan. — FCC granted application by Sunflower Educational Television Corp. to change main studio location to downtown Wichita, Kan., and granted request for waiver of station identification rules to allow *KPTS(TV) to identify itself as "Hutchinson-Wichita" station. Action April 22.

- WPIX(TV) New York—Hearing Examiner James F. Tierney overruled objections filed April 17 by WPIX Inc. to certain of Broadcast Bureau's interrogatories of March 26. WPIX is applicant in competitive proceeding with Forum Communications Inc. for license of ch. 11 at New York. Action April 22.

- WANC-TV Asheville, N. C.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 23; granted mod. of CP to change ERP to 9.12 kw, vis., 1.66 kw, aur.; make changes in ant. structure and ant. system. Action April 23.

- *WITV(TV) Charleston, S. C.—Broadcast Bureau granted mod. of CP to change ERP to 132 kw vis., 26.3 kw aur.; change type ant. Action April 23.

- WTVC(TV) Chattanooga — Broadcast Bureau granted mod. of license to reduce ERP to 31.6 kw aur. Action April 23.

- KVRL(TV) Houston—Broadcast Bureau granted CP to change ERP to 1660 kw vis., 331 kw aur.; trans. location to one Shell Plaza Building, Smith and McKinney streets, Houston; change type trans.; increase ant. heights to 940 ft.; granted mod. of CP to extend completion date to Oct. 17. Action April 17.

Actions on motions

- Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WVAC-TV], Community Broadcasting of Boston Inc. and Dudley Station Corp.) TV proceeding, granted motion by Community Broadcasting of Boston Inc. and extended to May 8 date for commencement of inspection and copying of documents; further ordered that counsel may hereafter, by mutual agreement, change place and time of inspection without further authorization subject, however, to adherence to scheduled procedural dates; denied motion by Community Broad-

casting of Boston Inc. for production of documents (Docs. 18759-61). Action April 21.

- Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, ordered Theo Kamp to answer certain questions regarding his employment and its termination (Docs. 18711-2). Action April 20.

- Hearing Examiner James F. Tierney in Charleston, S. C. (South Carolina Educational Television Commission [WTV(TV)]), TV proceeding, ordered commencement of rebuttal presentations to take place at further hearing scheduled for May 21 (Docs. 18569-72). Action April 19.

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.

- KINY-TV Juneau, Alaska (Midnight Sun Broadcasters Inc.), Contract dated March 16, 1970, replaces one dated May 5, 1968; effective May 5, 1970, to Oct. 1, 1970. First call right. Network rate, \$75; compensation paid at 30% prime time, multiplied by 106.667%.

- KTVK(TV) Phoenix (Arizona Television Co.), Contract dated July 6, 1967, replaces one dated Feb. 14, 1967; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to station. Network rate, \$600 (\$650 as of Sept. 1, 1970); compensation paid at 30% prime time.

- KJEO(TV) Fresno, Calif. (Retlaw Enterprises Inc.), Contract dated June 29, 1967; effective July 2, 1969, to July 2, 1971. First call right. Programs delivered to station. Network rate, \$575 (\$600 as of Sept. 1, 1970); compensation paid at 30% prime time.

- KEYT(TV) Santa Barbara, Calif. (Key Television Inc.), Contract dated Oct. 24, 1969, replaces one dated Aug. 16, 1967; effective Oct. 15, 1969, to Dec. 31, 1969. First call right. Programs delivered to KABC-TV Los Angeles and picked up by KEYT at its expense. Network rate, \$330; compensation paid at 30% prime time, multiplied by 37 5/30%.

- KTVB(TV) Boise, Idaho (KTVB Inc.), Contract dated March 6, 1969, replaces one dated March 8, 1967; effective May 1, 1969, to May 1, 1971. First call right; programs delivered to station or to KCPX(TV) Salt Lake City (in which case KTVB will be reimbursed for off-air pickup). Network rate, \$425; compensation paid at 30% prime time.

- KDUB-TV Dubuque, Iowa (Dubuque Communication Corp.), Contract dated Aug. 8, 1969; effective from date station begins operation for two years. No first call right. Program delivery, network rate and compensation not indicated.

- KAUS-TV Austin, Minn. (Minnesota-Iowa Television Co.), Amendment dated March 1, 1970, amends current contract by increasing network rate from \$325 to \$350 as of Sept. 1, 1970.


- KFBB-TV Great Falls, Mont. (Harriscop Broadcasting Corp.), Contract dated March 13, 1970, replaces one dated Sept. 26, 1967; effective Feb. 15, 1970, to Oct. 1, 1970. First call right. Programs delivered to KCPX-TV Salt Lake City. Network rate, \$425; compensation paid at 30% prime time, multiplied by 141.667%.

- KCFW-TV Kalspell, Mont. (KMSO-TV Inc.), Contract dated July 3, 1968; effective June 10, 1968, to June 10, 1970. First call right. Programs delivered to KCVO-TV Missoula, Mont. Network rate, \$100; compensation paid at 30% prime time, multiplied by 133.333%.

- KGOV-TV Missoula, Mont. (KMSO-TV Inc.), Contract dated April 6, 1965; effective July 1, 1965, to July 1, 1967. No first call right. Programs delivered to station. Net-

EDWIN TORNBERG

& COMPANY, INC.



**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164

work rate, \$200; compensation paid at 25% prime time.

■ **KHOL-TV** Kearney-Holdrege, Neb. (BI-States Co.). Amendment dated March 11, 1970, extends current contract from Dec. 31, 1969, to Oct. 1, 1970.

■ **KETV(TV)** Omaha (Herald Corp.). Amendment dated March 1, 1970, amends current contract to increase network rate from \$1,050 to \$1,100 as of Sept. 1, 1970.

■ **WLOS-TV** Asheville, N. C. (Wometco Skyway Broadcasting Co.). Contract dated March 6, 1968, replaces one dated July 7, 1966; effective Sept. 1, 1968, to Sept. 1, 1970. First call right. Programs delivered to station. Network rate, \$900; compensation paid at 30% prime time.

■ **KOCO-TV** Oklahoma City (Cimarron Television Corp.). Contract dated July 1, 1968, replaces one dated Sept. 1, 1966; effective Jan. 1, 1969, to Jan. 1, 1971. First call right. Programs delivered to station. Network rate, \$875; compensation paid at 30% prime time.

■ **KEZI-TV** Eugene, Ore. (Liberty Television Inc.). Contract dated May 8, 1968, replaces one dated Aug. 23, 1966; effective Nov. 1, 1968, to Nov. 1, 1970. First call right. Programs delivered to station. Network rate, \$325; compensation paid at 30% prime time.

■ **KBTX-TV** Bryan, Tex. (Brazos Broadcasting Co.). Contract dated March 3, 1970, replaces one dated Nov. 29, 1967; effective Jan. 2, 1970, to Oct. 1, 1970. First call right. Programs delivered to station. Network rate, \$130; compensation paid at 30% prime time.

■ **KWTX-TV** Waco, Tex. (KWTX Broadcasting Co.). Contract dated March 3, 1970; effective Jan. 2, 1970, to Oct. 1, 1970. First call right. Programs delivered to station with network paying its proportionate share of interconnection charges. Network rate, \$450 (\$475 as of July 5, 1970). Compensation paid at 30% prime time.

■ **KOMO-TV** Seattle (Fisher's Blend Stations Inc.). Contract dated May 25, 1967; effective July 2, 1967, to July 2, 1969. First call right. Programs delivered to station. Network rate, \$1,600; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ **KMST(TV)** Monterey-Salinas, Calif. (Monterey-Salinas Television Inc.). Contract dated Sept. 20, 1968; effective from date station began operation for two years. First call right. Programs delivered to station. Network rate, \$82; compensation paid at 32% prime time. Deduction is equal to 60% network rate.

■ **KLZ-TV** Denver (Time-Life Broadcast Inc.). Contract dated Nov. 10, 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, \$982; compensation paid at 32% prime time.

■ **WCTV(TV)** Thomasville, Ga. (John H. Phipps Broadcasting Stations Inc.). Contract dated Oct. 22, 1966; effective Oct. 2, 1966, to Sept. 20, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$538; compensation paid at 32% prime time. Deduction equal to 60% network rate.

■ **WCCO-TV** Minneapolis (Midwest Radio-Television Inc.). Contract dated Nov. 15, 1966; effective Sept. 11, 1966, to April 3, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,590; compensation paid at 32% prime time.

■ **WTOK-TV** Meridian, Miss. (Southern Television Co.). Amendment dated March 30, 1970, amends current contract to increase network rate from \$468 to \$493 as of Oct. 4, 1970.

■ **KHQA-TV** Hannibal, Mo.-Quincy, Ill. (Lee Enterprises Inc.). Amendment dated March 30, 1970, amends current contract by increasing network rate from \$538 to \$563 as of Oct. 4, 1970.

■ **WBNS-TV** Columbus, Ohio (WBNS-TV Inc.). Amendment dated March 30, 1970, amends current contract to increase network rate from \$1,239 to \$1,289 as of Oct. 4, 1970.

■ **WBIR-TV** Knoxville, Tenn. (Multimedia Inc.). Amendment dated March 30, 1970, amends current contract to increase network rate from \$748 to \$798 as of Oct. 4, 1970.

■ **KWTX-TV** Waco, Tex. (KWTX Broadcasting Co.). Contract dated Nov. 15, 1966; effective Sept. 11, 1966, to Dec. 22, 1967,

and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$514 (\$564 as of July 5, 1970). Compensation paid at 32% prime time. Deduction is equal to 136% network rate.

■ **WTVR-TV** Richmond, Va. (Roy H. Park Broadcasting of Virginia Inc.). Amendment dated March 30, 1970, amends current contract to increase network rate from \$818 to \$843, as of Oct. 4, 1970.

■ **WKBT(TV)** La Crosse, Wis. (WKBH Television Inc.). Contract dated Nov. 7, 1966; effective Nov. 7, 1966, to Nov. 6, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$514 (\$564 as of Oct. 4, 1970); compensation paid at 32% prime time.

■ **WISC-TV** Madison, Wis. (Television Wisconsin Inc.). Contract dated Feb. 19, 1967; effective Feb. 19, 1967, to June 23, 1968. First call right. Programs delivered to station. Network rate, \$655 (\$705 as of Oct. 4, 1970). 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—minus, usually, 3.59% for ASCAP and BMI payments.

■ **KOA-TV** Denver (General Electric Broadcasting Co. of Colorado Inc.). Contract dated Dec. 1, 1967; effective Dec. 24, 1967, for two years and self-renewable for two year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,034; compensation paid at 33¼% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ **WYEA-TV** Columbus, Ga. (Eagle Broadcasting Co.). Contract dated Feb. 24, 1970; effective Aug. 1, 1970 (or as soon as station commences operation), to Aug. 23, 1970. No first call right. Programs delivered to AT&T testboard in Columbus and picked up by station at its expense. Network rate, \$150; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ **KTVB(TV)** Boise, Idaho (KTVB Inc.). Amendment dated March 2, 1970, amends current contract to specify compensation as 30% of all equivalent hours, multiplied by prime time rate (plus \$40 per equivalent hour for interconnection charges). Amendment dated Nov. 26, 1969, amends current contract to change network rate to \$398 as of March 1, 1970.

■ **KTSP(TV)** Topeka, Kan. (Studio Broadcasting System). Contract dated Sept. 26, 1967, replaces one dated March 8, 1967; effective Dec. 28, 1967, to March 25, 1968. First call right. Programs delivered to AT&T testboard in Kansas City, Mo., and picked up by station at its expense with network paying \$3,000 per month between Jan. 1, 1970, and Dec. 31, 1971, for interconnection and \$2,500 per month thereafter. Network rate, \$94; compensation paid at

30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ **WSBK-TV** Boston (New Boston Television Inc.). Contract dated March 30, 1970; effective May 1, 1970, to May 1, 1971. No first call right. Programs delivered to station. Network rate, \$250; compensation paid at 25% of all equivalent hours, multiplied by prime-time rate.

■ **WWJ-TV** Detroit (The Evening News Association). Contract dated Dec. 1, 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, \$3,273; compensation paid at 33¼% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ **WJMN-TV** Escanaba, Mich. (WFRV Inc.). Contract dated Aug. 20, 1969; effective Oct. 7, 1969, to Feb. 1, 1971, and self-renewable for two-year periods thereafter. First call right. Programs delivered to WFRV-TV Green Bay, Wis., and picked up by WJMN-TV. Network rate, \$141; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

■ **WHTV(TV)** Meridian, Miss. (Delta Communications Corp.). Amendment dated March 13, 1970, amends current contract to specify that programs are to be picked up from WLBT(TV) Jackson, Miss., at WHTV's expense as of March 3, 1970.

■ **KCFW-TV** Kalispell, Mont. (KMSO-TV Inc.). Contract dated June 14, 1968; effective June 10, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to KUTV(TV) Salt Lake City and picked up by KCFW-TV at its expense with network paying \$500 per month towards interconnection cost. Network rate, \$100; compensation paid at 32% of all equivalent hours, multiplied by prime-time rate.

■ **KGVO-TV** Missoula, Mont. (KMSO-TV Inc.). Contract dated Jan. 6, 1965; effective Feb. 1, 1965, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to KHQ-TV Spokane, Wash., and picked up by KGVO-TV at its expense. Network rate, \$400; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate. NBC will also pay \$500 per month towards interconnection cost.

■ **KSWs-TV** Roswell, N. M. (Bryant Radio and Television Inc.). Contract dated Dec. 1, 1967, to Oct. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to KCBQ-TV Lubbock, Tex., and picked up by KSWs-TV at its expense. Network rate, \$304; compensation paid at 32% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ **KFYR-TV** Bismarck, N. D. (Meyer Broadcasting Co.). Contract dated Dec. 15, 1967, replaces one dated March 29, 1965; effective Dec. 15, 1967, to Sept. 26, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to WDAY-TV Fargo, N. D., and picked up by KFYR-TV at its expense. Network rate, \$250; compensation paid at 25% of all equivalent hours, multiplied by prime-time rate. NBC will pay \$30 per month for each equivalent hour toward interconnection charges.

■ **WIMA-TV** Lima, Ohio (WLOK Inc.). Contract dated Dec. 1, 1967; effective Dec. 1,

Please send

Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Name _____	Position _____
Company _____	
<input type="checkbox"/> Business Address	
<input type="checkbox"/> Home Address	
City _____	State _____ Zip _____

SUBSCRIBER SERVICE

- 1 year \$10
 2 years \$17
 3 years \$25

Canada Add \$2 Per Year
 Foreign Add \$4 Per Year

1970 Yearbook \$11.50
 February Publication

- Payment enclosed
 Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

Summary of broadcasting

Compiled by FCC, April 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,260	2	17	4,280	70	4,351 ¹
Commercial FM	2,044	0	67	2,111	122	2,233
Commercial TV-VHF	493	2	15	509	15	524
Commercial TV-UHF	131	0	49	180	120 ²	300
Total commercial TV	624	2	64	689	135	824
Educational FM	382	0	24	406	49	455
Educational TV-VHF	75	0	5	80	5	85
Educational TV-UHF	96	0	12	108	11	119
Total educational TV	171	0	17	188	16	204

*Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

1967, to April 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$187; compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KVOO-TV Tulsa, Okla. (Central Plains Enterprises Inc.). Contract dated Dec. 1, 1968, replaces one dated Sept. 27, 1954; effective Dec. 1, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$865; compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WGAL-TV Lancaster, Pa. (WGAL Television Inc.). Contract dated Feb. 27, 1968; effective April 1, 1968, to Jan. 1, 1970, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,500; compensation paid at 33 1/3% of all equivalent hours, multiplied by prime-time rate.

■ WPHL-TV Philadelphia (U. S. Communications Corp.). Contract dated March 16, 1970, replaces one dated March 7, 1969; effective Dec. 31, 1969, for two years. No first call right. Programs delivered to station. Network rate, \$550; compensation paid at 25% of all equivalent hours, multiplied by prime-time rate.

■ KCOO-TV Aberdeen, S. D. (KSOO-TV Inc.). Contract dated March 12, 1970, replaces one dated Dec. 15, 1967; effective Feb. 6, 1970, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to KSOO-TV Sioux Falls, S. D., and picked up by KCOO-TV at its expense. Network rate, \$164; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate. NBC will pay \$500 per month for interconnection.

■ WRCB-TV Chattanooga (Rust Craft Broadcasting of Tennessee Inc.). Contract dated March 19, 1970, replaces one dated Dec. 1, 1967; effective March 1, 1970, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$608; compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KCBT-TV Lubbock, Tex. (Bryant Radio and Television Inc.). Contract dated Dec. 1, 1967, replaces one dated July 1, 1960; effective Dec. 1, 1967, to July 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$561; compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KING-TV Seattle (King Broadcasting Co.). Amendment dated March 12, 1970, amends current contract to change network rate to \$1,500 as of April 1, 1970.

New AM stations

Application

■ Bethel, Alaska—Bethel Broadcasting Inc. Seeks 700 kc, 10 kw-D. P.O. address: c/o Dr. Charles M. Northrip, University of Alaska, College, Alaska 99701. Estimated construction cost \$53,793.77; first-year operating cost \$30,000; revenue none. Principals: Ray Christiansen, temporary president of non-profit corporation. Mr. Christiansen is Alaska state senator. Ann. April 16.

Final action

■ Cameron, Mo.—Cameron Radio Inc. Broadcast Bureau granted 1360 kc; 500 w-DA-D P.O. address: Box 221 Cameron, Mo. 64429. Estimated construction cost \$27,978.30; first-year operating cost \$35,000. Revenue \$40,800. Principals: John B. Bowers, president of board of directors, et al. Mr. Bowers is elementary school principal. Action April 20.

Actions on motions

■ FCC added three Alabama station licenses—Piedmont Service Corporation (WRFS-AM-FM), Alexander City; Radio Alabama, Inc. (WNUZ-AM), Talladega; Elmore Service Corporation (WETU-AM), Wetumpka—and Radio Alabama Network, sales agency, as parties to hearing proceeding on AM application of Clanton Broadcasting Co., Clanton, Ala. Clanton application was designated for hearing Jan. 14 with application of Martin Lake Broadcasting Co., Alexander City, Alabama. Both applicants seek new daytime stations on 1590 kc with 1 kw (Docs. 18782-3). Action April 22.

■ Hearing Examiner Frederick W. Denniston in Las Cruces, N. M. (Marvin C. Hanz). AM proceeding, denied motion by Las Cruces Broadcasting Co. for dismissal of application; granted motion by Hanz for waiver or modification of publication requirements for limited purpose of considering Hanz' non-conforming publication in light of issues specified in order of review board released March 25; denied motion in all other respects (Doc. 18714). Action April 22.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp.). AM proceeding, set certain procedural dates and scheduled hearing for July 7 (Docs. 18640-1). Action April 21.

■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois (DuPage County Broadcasting Inc. and County Broadcasting Co.). AM proceeding, deferred ruling on motion to produce documents for inspection and copying by Central DuPage Broadcasting until after action on pending reconsideration motion of DuPage County; further ordered time for responding to interrogatories of Central DuPage extended to later date to be specified by subsequent order following action on reconsideration petition (Docs. 18695-6). Action April 24.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N. C. (Seaboard Broadcasting Corp. and Sennelund Broadcasting Systems Inc.). AM proceeding, ordered Broadcast Bureau, by April 24, to deliver to examiner letters from Lois M. Manion dated Aug. 29, Sept. 14, Oct. 8, Dec. 5, all 1968; letter dated May 16, 1969; and statement dated Sept. 26, 1968 (Docs. 18549 and 18813-4). Action April 20.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N. C. (Seaboard Broadcasting Corp. and Sennelund Broadcasting Systems Inc.). AM proceeding, granted request by Seaboard Broadcasting Corp. and extended to May 4 time to file responsive pleadings to motion for production of documents (Docs. 18549, 18813-4). Action April 21.

Other actions

■ Review board in Golden, Colo., AM proceeding, Doc. 18710, granted to extent indicated and denied in all other respects, petition to enlarge issues, filed March 18 by Broadcast Bureau. Action April 23.

■ Miami Bible College Inc., Miami—Broadcast Bureau granted request for SCA on 67 kc. Action April 21.

■ Sioux Falls, S. D.—FCC notified that initial decision released Feb. 27 proposing grant of application to Elder C. Stangland and Wallace L. Stangland as Sioux Empire Broadcasting Co. for CP for new AM at Sioux Falls became effective April 20. (Doc. 17174). Ann. April 27.

Call letter applications

■ Lee R. Schoblom, Lake Havasu City, Ariz. Requests KFWJ.

■ Lawrence County Broadcasting Corp., Louisa, Ky. Requests WKYK.

■ Total Radio Inc., Appleton, Wis. Requests WYNE.

Existing AM stations

Applications

■ KCSM San Mateo, Calif.—Seeks CP to change frequency from 90.9 mc., to 89.3 mc.; install new trans.; change TPO 10 kws; ERP 46.7 kw. Ann. April 22.

■ WLVI Hartford, Conn.—Seeks operation of trans. by remote control from 1241 Main Street, Bridgeport, Conn. Ann. April 21.

■ WWWC Wilkesboro, N. C.—Seeks CP to increase power from 1240 kc, 100 w-U to 1240 kc, 250 w, 1 kw-LS, U; install new trans. Ann. April 24.

Final actions

■ KAWW Heber Springs, Ark.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 10. Action April 17.

■ KREO Indio, Calif.—Broadcast Bureau granted license covering changes: specify type trans. Action April 20.

■ WLVI Hartford, Conn.—Broadcast Bureau permitted remote control. Action April 23.

■ WJBS Deland, Fla.—Broadcast Bureau granted renewal of license. Action April 23.

■ WAYR Orange Park, Fla.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action April 20.

■ WLAG Lagrange, Ga.—Broadcast Bureau granted CP to change ant.-trans. location to 406 Greenville Street, La Grange, Ga., and operate trans. by remote control from main studio location; condition. Action April 17.

■ KBOI Boise, Idaho—Broadcast Bureau granted license covering changes. Action April 20.

■ WKLO Louisville, Ky.—Broadcast Bureau granted license covering CP's to increase daytime power, install new day trans.; change daytime DA, add nighttime MEOW; specify type trans. Action April 20.

■ WTIK New Orleans—Broadcast Bureau granted mod. of license to operate trans. by remote control from 332 Carondelet street, New Orleans for daytime operation. Action April 21.

■ WCCM Lawrence, Mass.—Broadcast Bureau granted CP to increase tower height to support FM ant.; conditions. Action April 17.

■ WLAU Laurel, Miss.—Broadcast Bureau granted CP to change ant.-trans. location to 15th street extended west at Tallahoma Creek, Laurel. Action April 17.

■ KWK St. Louis—Broadcast Bureau granted mod. of CP to change ant.-trans. location to 0.5 miles south of US 40-66 on Chouteau Island, northwest of Granite City, Ill. Action April 21.

■ KOIL Omaha—Broadcast Bureau granted CP to change MEOW Action April 17.

■ KBUB Sparks, Nev.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 10. Action April 17.

■ KFUN Las Vegas, N. M.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action April 20.

■ WMSJ Sylva, N. C.—Broadcast Bureau granted CP to change from 1480 kc, 5 kw-D to 680 kc, 250 w, 1 kw-LS, DA-N, U; change ant.-trans. location to 0.1 miles west of Beta, N. C., and change type trans. conditions. Action April 16.

■ KBND Bend, Ore.—FCC granted application by KBND Inc., licensee, to change facilities on 1110 kc from 1 kw, 5 kw-LS, DA-2, U, Class II to 1 kw, 10 kw-LS, DA-N, U, Class II. Corrects previous entry. Action April 3.

■ WMBT Shenandoah, Pa.—Broadcast Bureau granted license covering changes; specify type trans. Action April 20.

■ WTRN Tyrone, Pa.—Broadcast Bureau

PROFESSIONAL CARDS

<p>JANSKY & BAILEY Consulting Engineers 1812 K St., N.W. Wash., D.C. 20006 296-6400 Member AFOCE</p>	<p>JAMES C. McNARY Consulting Engineer Suite 402, Park Building 6400 Goldsboro Road Bethesda, Md. 20034 (301) 229-6600 Member AFOCE</p>	<p>—Established 1926— PAUL GODLEY CO. CONSULTING ENGINEERS Box 798, Upper Montclair, N.J. 07043 Phone: (201) 746-3000 Member AFOCE</p>	<p>COHEN & DIPPELL CONSULTING ENGINEERS Formerly GEO. C. DAVIS 527 Munsey Bldg. 783-0111 Washington, D. C. 20004 Member AFOCE</p>
<p>COMMERCIAL RADIO EQUIPMENT CO. Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. PRUDENTIAL BLDG. 347-1319 WASHINGTON, D. C. 20005 Member AFOCE</p>	<p>A. D. Ring & Associates CONSULTING RADIO ENGINEERS 1771 N St., N.W. 296-2315 WASHINGTON, D. C. 20036 Member AFOCE</p>	<p>GAUTNEY & JONES CONSULTING RADIO ENGINEERS 2922 Telestar Ct. (703) 560-6800 Falls Church, Va. 22042 Member AFOCE</p>	<p>Lohnes & Culver Munsey Building District 7-8215 Washington, D. C. 20004 Member AFOCE</p>
<p>KEAR & KENNEDY 1302 18th St., N.W. Hudson 3-900C WASHINGTON, D. C. 20036 Member AFOCE</p>	<p>A. EARL CULLUM, JR. CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS, TEXAS 75209 (214) 631-8360 Member AFOCE</p>	<p>SILLIMAN, MOFFET & KOWALSKI 711 14th St., N.W. Republic 7-6646 Washington, D. C. 20005 Member AFOCE</p>	<p>STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS 2029 K Street N.W. Washington, D. C. 20006 (202) 223-4664 (301) 827-8725 Member AFOCE</p>
<p>HAMMETT & EDISON CONSULTING ENGINEERS Radio & Television Box 68, International Airport San Francisco, California 94128 (415) 342-5208 Member AFOCE</p>	<p>JOHN B. HEFFELFINGER 9208 Wyoming Pl. Hilland 4-7010 KANSAS CITY, MISSOURI 64114</p>	<p>JULES COHEN & ASSOCIATES Suite 716, Associations Bldg. 1145 19th St., N.W., 659-3707 Washington, D. C. 20036 Member AFOCE</p>	<p>CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland, Ohio 44141 Phone: 216-526-4386 Member AFOCE</p>
<p>VIR N. JAMES CONSULTING RADIO ENGINEERS Application and Field Engineering 345 Colorado Blvd.—80206 Phone: (Area Code 303) 333-5562 TWX 910-931-0514 DENVER, COLORADO Member AFOCE</p>	<p>A. E. Towne Assocs., Inc. TELEVISION and RADIO ENGINEERING CONSULTANTS 727 Industrial Road San Carlos, California 94070 (415) 592-1394</p>	<p>RAYMOND E. ROHRER Consulting Radio Engineers 427 Wyatt Bldg. Washington, D. C. 20005 Phone: 347-9061 Member AFOCE</p>	<p>E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan—49036 Phone: 517-278-6733</p>
<p>JOHN H. MULLANEY and ASSOCIATES Suite 71, 1150 Connecticut Ave., N.W. Washington, D. C. 20036 Phone 202-223-1180 Member AFOCE</p>	<p>ROSNER TELEVISION SYSTEMS ENGINEERS—CONTRACTORS 29 South Mall Plainview, N.Y. 11803 (516) 694-1903</p>	<p>ORRIN W. TOWNER Consulting Engineer 11008 Beech Road Anchorage, Kentucky 40223 (502) 245-4673</p>	<p>Associated Communications Consultants WALTER J. STILES Suite 1621, Tucson House Tucson, Arizona 85705 (602) 792-2108 LUKE O. HODGES (214) 351-3820</p>
<p>GUY C. HUTCHESON 817-261-8721 P. O. Box 808 1100 W. Abram Arlington, Texas 76010</p>	<p>SPOT YOUR FIRM'S NAME HERE To Be Seen by 100,000* Readers —among them, the decision making station owners and managers, chief engineers and technicians— applicants for am fm tv and facsimile facilities. *ARB Continuing Readership Study</p>	<p>contact BROADCASTING MAGAZINE 1735 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: (202) 638-1022</p>	<p>TELCOM, INC. Offering The Services Of Its Registered Structural Engineers 8027 Leesburg Pike McLean, Va. 22101 (703) 893-7700</p>
<p>SERVICE DIRECTORY</p>	<p>COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St. Lee's Summit, Mo. Phone Kansas City, Laclde 4-3777</p>	<p>CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave. Cambridge, Mass. 02138 Phone (617) 876-2810</p>	<p>RTV International, Inc. RADIO PROGRAM CONSULTATION Sheldon Singer Vice President 405 Park Avenue New York, N. Y. 10022 (212) 421-0680</p>

granted license covering changes. Action April 20.

■ WEYA Bayamon, P. R.—Broadcast Bureau granted license covering changes in FM; ant. height minus 49 ft.; remote control and studio location to 74 Mayaguez St., San Juan. Action April 20.

■ WQOK Greenville, S. C.—Broadcast Bureau granted CP to install new trans. for auxiliary use on 1 kw, non-DA-D and 1 kw DA-N. Action April 20.

■ WGOW Chattanooga — Broadcast Bureau granted license covering use of former main trans. as auxiliary trans.; granted license covering changes; change type trans.; re-describe trans. location and studio location as Pineville Rd., Pineville, Tenn. Action April 20.

■ Dallas-Fort Worth, Tex.—FCC granted applications by A. H. Belo Corp., licensee of WFAA(AM), Dallas, and Carter Publications Inc., licensee of WBAP(AM) Fort Worth for termination of dual channel sharing authorization on 820 kc and 570 kc, and for mod. of licenses to provide for exclusive use of 820 kc by WBAP and 570 kc by WFAA. Action April 22.

■ KBBO Yakima, Wash.—Broadcast Bureau granted CP to change ant.-trans. and main studio location to Route 1 on Riverside Road one-half mile south of Riverside Road and Moxee Highway, Yakima. Action April 17.

■ WPNS Hurricane, W. Va.—Broadcast Bureau granted mod. of CP to change ant.-trans. and main studio location to 0.3 mile east intersection Peach Ridge and Hurricane Creek Roads, Hurricane. Action April 21.

■ WISS Berlin, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1. Action April 23.

Actions on motions

■ Office of Opinions and Review in Henderson, Nev. (1400 Corp. [KBMI] and Joseph Julian Marandola), AM proceeding, granted request by Broadcast Bureau and extended through May 7 time to file exceptions to initial decision (Docs. 16813-4). Action April 22.

■ Hearing Examiner Charles J. Frederick in Carthage and Jackson, both Mississippi (Meredith Colon Johnston [WCEP] and Ford Broadcasting Co.) AM proceeding ordered further prehearing conference scheduled for April 22, cancelled and record closed (Docs. 18487-8). Action April 17.

■ Hearing Examiner Arthur A. Gladstone in Clare and West Branch, both Michigan (Bi-County Broadcasting Corp. [WCRM] and Dean W. Manley, Jack E. Kauffman and Robert S. Marshall, West Branch, Mich.), AM proceeding, designated Hearing Examiner Lenore G. Ehrig as presiding officer; scheduled prehearing conference for June 1 and hearing for June 29 (Docs. 18834-5). Action April 17.

■ Hearing Examiner Arthur A. Gladstone in Lounsburg and Mebane, both North Carolina (Franklin Broadcasting Inc. [WYRN] and Radio Mebane-Hillsborough Inc.), AM proceeding, designated Hearing Examiner David I. Kraushaar as presiding officer; scheduled prehearing conference for June 1 and hearing for June 29 (Docs. 18836-7). Action April 17.

■ Hearing Examiner Forest L. McClennig in Smyrna, Ga. (Laurence N. Polk Jr. [transferor] and Times Journal Inc. and M. W. Kinney Jr. [transferees]), transfer of control of Jonquil Broadcasting Co.'s WYNX, granted request by Times-Journal Inc. and M. W. Kinney Jr. to extent that certain procedural dates rescheduled and hearing continued to June 2 (Doc. 18784). Action April 23.

■ Hearing Examiner Herbert Sharfman in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO-AM-TV, scheduled oral argument for April 23 (Action April 20); rescheduled oral argument to April 27 (Doc. 18499). Action April 21.

Fines

■ WINT Winter Haven, Fla.—FCC ordered to forfeit \$200 for willful and repeated failure to observe equipment performance measurements requirement. Action April 23.

■ KIGO St. Anthony, Idaho—FCC ordered to forfeit \$500 for repeated failure to file copy of contract for services of operator within thirty days, failure to inspect trans. equipment at least five days each week and failure to have maintenance log available. Action April 22.

■ KWPR Claremore, Okla.—FCC notified of apparent liability forfeiture of \$500 for violation of logging rules. Action April 22.

■ WKVA Lewistown, Pa.—FCC directed Central Pennsylvania Broadcasting Co., li-

ensee, to forfeit \$700 for repeated failure to make or record field intensity measurements and for repeated over-modulation. Action April 22.

■ KDFL Sumner, Wash.—FCC ordered forfeit \$200 for willful and repeated violation in that station's application for license renewal was not filed until 93 days past due date of November 4, 1968. Action April 22.

■ WVRC Spencer, W. Va.—FCC reduced \$500 forfeiture and ordered to forfeit \$100 for repeated failure to maintain operating power within limits of 90 to 105 per cent of licensed power. Action April 22.

■ KGOS Torrington, Wyo.—FCC reduced \$600 forfeiture liability of Kermit G. Kath, licensee, to \$100. Action April 22.

Call letter application

■ KPOJ, KPOJ Inc., Portland, Ore. Requests KPOK.

Call letter action

■ WRJS, Southwestern Broadcasting Corp., San German, P.R. Granted WRSG.

New FM stations

Starts authorized

■ KYNO-FM Fresno, Calif.—Authorized program operation on 95.5 mc, ERP 50 kw, ant. height above average terrain 320 ft. Action April 17.

■ *WETA-FM Washington—Authorized program operation on 90.9 mc, ERP 75 kw, ant. height above average terrain 610 ft. Action April 16.

■ *KPGY(FM) Ames, Iowa—Authorized program operation on 91.9 mc, TPO 10 w. Action April 15.

■ KLOQ(FM) Lyons, Kan.—Authorized program operation on 105.5 mc, ERP 3 kw, ant. height above average terrain 175 ft. Action April 9.

■ *WUKP(FM) Prestonsburg, Ky.—Authorized program operation on 89.1 mc, TPO 10 w. Action April 17.

■ WVCC(FM) Llinesville, Pa. — Authorized program operation on 101.7 mc, ERP 3 kw, ant. height above average terrain 220 ft. Action April 22.

■ WESP(FM) Charlotte Amalee, V.I.—Authorized program operation on 101.1 mc, ERP 50 kw, ant. height above average terrain 1,500 ft. Action April 17.

Applications

■ Mobile, Ala.—Gospel Voice Inc. Seeks 92.9 mc, 100 kw. Ant. height above average terrain 348.6 ft. P.O. address: Route 6, Box 193, Eight Mile, Ala. 36613. Estimated construction cost \$9,135; first-year operating cost \$45,800; revenue not indicated. Principals: Dick Braswell, president of non-stock corporation, et al. Mr. Braswell is pastor of Eight Mile, Ala. Baptist Church. Ann. April 24.

■ Norway, Me.—Oxford Hills Radio Communications Inc. Seeks 105.5 mc, 2.5 kw. Ant. height above average terrain 324 ft. P.O. address: 13 Maple Street, Norway 04268. Estimated construction cost \$15,455; first-year operating cost \$16,280; revenue \$24,000. Principals: Arlene M. Knight, president (84.615%), Martha B. Nason, treasurer, and Clyde E. Nason, clerk-secretary (each 7.6925%). All principals are teachers in Maine. Ann. April 24.

■ Dillon, Mont.—Vigilante Broadcasting Co. Seeks 98.3 mc, 1 kw. Ant. height above average terrain 480 ft. P.O. address: Box 950, Dillon 59725. Estimated construction cost \$13,500; first-year operating cost \$16,500; revenue \$7,200. Principals: Burt H. Oliphant, president (70%), Peggy S. Oliphant, secretary, Leslie H. Smith, vice president, and Adella L. Smith, treasurer (each 10%). Principals own respective interests in KDBM(AM) Dillon and 45%, 45%, 10%, and 10%, respectively, of KANA(AM) Anaconda, both Montana. Ann. April 24.

■ *Columbia, S. C.—The Benedict College. Seeks 90.9 mc, 15.8 kw. Ant. height above average terrain 222.6 ft. P.O. address: Harden and Blanding Streets, Columbia 29204. Estimated construction cost \$43,120; first-year operating cost \$36,100; revenue none. Principals: Dr. Benjamin Mays, chairman of board of trustees, et al. Mr. Mays is president emeritus of Morehouse College. Ann. April 23.

■ *Longview, Wash.—Lower Columbia College. Seeks 89.9 mc, 10 w. P.O. address 1600 Maple Street, Longview 98632. Estimated construction cost \$9,477; first-year operating cost \$8,270; revenue none. Principals: Dr. David Story, president-secretary, board of trustees, et al. Ann. April 21.

Final action

■ *Berrien Springs, Mich.—Andrews Broadcasting Corp. Broadcast Bureau granted 90.9 mc, 17 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Mike H. Mottler, University Postal Station, Berrien Springs 49104. Estimated construction cost \$66,016; first-year operating cost \$30,000; revenue none. Principals: Robert H. Pierson, president, board of trustees of Andrews University, et al. Action April 16.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, granted petition by applicant for leave to amend application to show acquisition of WRVC(FM) Norfolk, Va. (Doc. 18529). Action April 24.

■ Hearing Examiner Millard F. French in Catlettsburg, Ky. (K & M Broadcasting Co.), FM proceeding, scheduled prehearing conference for April 24 (Doc. 18440). Action April 21.

■ Hearing Examiner Millard F. French in St. Johns and East Dewitt, both Michigan (Ditmmer Broadcasting Inc. and Carmine Broadcasting Co.), FM proceeding, granted joint motion by applicants and rescheduled certain procedural dates and continued hearing to Aug. 4 (Docs. 18708-9). Action April 22.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, rescheduled evidentiary hearing for May 18 (Docs. 18308 and 18793). Action April 17.

Other actions

■ Glendale, Ariz.—FCC notified that initial decision released March 4 proposing grant of application to Glendale Broadcasting Corp. for new Class C FM on 92.3 mc with ERP of 78.5 kw and ant. height of 286.5 ft. at Glendale became effective April 23 (Doc. 18486). Ann. April 27.

■ Review board in Las Vegas, FM proceeding, Docs. 18437-38, stayed until further notice action on memorandum opinion and order released March 24; scheduled informal conference for April 30 in Washington. Action April 22.

Call letter applications

■ Broken Arrow Broadcasting Co., Broken Arrow, Okla. Requests KBKN(FM).

■ Wayside Broadcasting Corp., Front Royal, Va. Requests WFFV(FM).

Call letter actions

■ Radio Gulf Inc., Panama City, Fla. Granted WGNE-FM.

■ Charlotte County Broadcasting Corp., Punta Gorda, Fla. Granted WCCF-FM.

■ Rice County Broadcasting Inc., Lyons, Kan. Granted KLOQ(FM).

■ Lincoln University, Lincoln University, Pa. Granted *WLIU(FM).

Existing FM stations

Application

■ WQIK-FM Jacksonville, Fla.—Seeks operation of trans. by remote control from 1295 Gulf Life Drive, Suite #2 of Mall, Jacksonville, Fla. Ann. April 21.

Final actions

■ KUZZ-FM Bakersfield, Calif. — Broadcast Bureau granted CP to change trans. location to Mount Adelaide, 16 miles east of Bakersfield; install trans.; change type ant.; make changes in ant. system; ERP 4.3 kw; ant. height 1340 ft.; remote control permitted. Action April 17.

■ *KVHS(FM) Concord, Calif. — Broadcast Bureau granted license covering new FM. Action April 20.

■ KPER(FM) Gilroy, Calif.—Broadcast Bureau granted license covering new FM. Action April 20.

■ KJML(FM) Sacramento, Calif. — FCC denied request by Town and Country Broadcasters Inc., licensee, to waive hearing and grant or deny station's application for license renewal (Doc. 18773). Action April 22.

■ WTYD(FM) New London, Conn.—Broadcast Bureau granted license covering new FM. Action April 20.

■ WQIK-FM Jacksonville, Fla. — Broadcast Bureau permitted remote control. Action April 22.

(Continued on page 85)

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

New Jersey suburban station seeks an experienced general manager. Must sell and direct others. Great opportunity for proven salesman who knows broadcasting. Box D-241, BROADCASTING.

Manager or sales manager who wants to get into management. Excellent opportunity, good financial return for producer—Eastern fulltimer. Please send resume to: Box E-26, BROADCASTING.

Work in Tampa Bay in beautiful sunny Florida. This top 30 market, number 1 rated, Drake type rocker needs a strong no-nonsense, shirt-sleeve sales manager capable of directing a five man sales department and handling local accounts and agencies. Liberal starting salary and fringe benefits. Call Mr. Karp, prepaid 813-733-6967.

Sales manager who can sell and create enthusiasm and hustle in the sales department. A growing young chain including both radio and television. If you like hard work and unlimited opportunity contact John Burgreen, Adler Broadcasting Corporation, 1111 Park Avenue, Baltimore, Maryland 21201.

Sales

Self starter needed to take over active account list in choice medium California market. Can produce five figure income. Need real radio man. Send complete resume to Box D-168, BROADCASTING.

Muzak is ripe and saleable. Clean, booming, eastern area needs self starter. Great opportunity. Box D-188, BROADCASTING.

Somewhere there's a sales manager and a salesman for our small market chain of stations. Must have management potential. Send full information with first reply to Box E-44, BROADCASTING.

North Carolina station expanding needs salesman for mostly regional work. Resort area. Salary, commission, travel, insurance. Excellent opportunity for man who is interested in growing with station. Write Box E-55, BROADCASTING.

Attention: Mississippi, Alabama, Georgia. Have immediate opening with good account list in strong North Florida market. CBS, MOR station. Resume and salary requirements—first letter. Box E-77, BROADCASTING.

Radio producer looking for West Coast sales pro. Established products and company track record. Salary plus expenses. Write in confidence—Box E-94, BROADCASTING.

Salesmen—with grass roots experience, come to the city. New station has openings for four salesmen to sell and service IM plus market. Get in on the ground floor of these new account lists. Contact: Bill MacIver, General Sales Manager, WELA, Elizabeth, New Jersey. 201-965-1530.

Madison, Wisc.—#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.

Work in Tampa Bay in beautiful sunny Florida. This top 30 market, number 1 rated, Drake type rocker, has opening for two strong salesmen. Liberal starting salary and fringe benefits. Call Mr. Karp, prepaid 813-733-6967.

New York northeast 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. All replies confidential.

Announcers

Experienced announcer in top 50 market, Northeast. MOR format. Immediate opening. Rush tape, resume. Box D-81, BROADCASTING.

Announcers

continued

Announcer-salesman for upper New England network station. Excellent opportunity. Box D-147, BROADCASTING.

Mid day personality sought by one of America's finest major market rockers. Exceptional opportunity for mature professional whose effort, commitment and dedication are consistently above average. Must be experienced and a fierce competitor. Send current tape, resume and pic to Box D-170, BROADCASTING.

East coast small market announcer, some sales. Send tape, photo and resume. Box D-264, BROADCASTING.

New Jersey easy listening station seeks announcer/newsman with at least one year experience. Send tape, resume to Box D-269, BROADCASTING.

Southern California AM-FM needs experienced DJ with first phone. Bright personality. \$500. Send resume, tape and returnable pic. Box E-7, BROADCASTING.

A real pro, with minimum five years experience. Outstanding opportunity. Metropolitan market. Your tape will be returned. Box E-27, BROADCASTING.

Chicago-land-experienced MOR morning man with first phone. Tape, resume to Box E-45, BROADCASTING.

Opportunity for bright, creative personality at top rated New England MOR—contemporary, Medium market. Strong commercial production. Tape, resume to Box E-53, BROADCASTING.

Farm Director with some experience wanted at KOLT, Scottsbluff, Nebraska. High school and some college necessary. Good salary. KOLT is a 5 kilowatt CBS affiliate.

Immediate opening, top wages to experienced top announcer. Send tape, picture and resume to Box 1300, KOLY, Mobridge, So. Dak.

Join the Saginaw Valley's leading MOR, 10-2 time slot opening soon. Good pay, good benefits. Writing experience helpful, on air experience a must. Send tape and resume to Jack Loehr, Program director, WBCM AM-FM, 8th Adams, Bay City, Mich.

Immediate opening, rock jock, first phone, #1 station Midwest market. Send resume, air check, photo. Manager, WITY, Danville, Illinois.

Lively, tight, D.J. wanted for successful, modern, MOR AM:FM station in Long Island's Hamptons. Send non-returnable tape and resume to: Paul Sidney, Program Director, Box 815, WLNQ, Sag Harbor, N.Y.

Salesman-announcer, experienced for good medium market AM-FM operation. Excellent working conditions, fringe benefits and salary. Send audition tape, snap shot and personal data in confidence. J. A. Gallimore, WSNW, Seneca, S.C.

Looking for bright and personable top 40 jock; 25ish with medium market experience who is ready to move up in desirable part of southern California. Resumes to: P.O. Box 5193, San Diego, California 92105.

Leading contemporary station in beautiful Grand Junction, Colo. interviewing for combination PD/dj/production pro sharp on detail. Current PD appointed manager. Company owned by famous entertainment personalities and is now seeking second radio station. Excellent opportunity for a dedicated broadcaster. Call Don Bittle, 303-243-1230.

Sharp, young rock jock for Colorado swinger. Tight board, no screamer. Contact Don Bittle, 303-243-1230.

Technical

Openings for first-class ticketholders for transmitter-studio maintenance. Excellent salary. Modern equipment. AM and FM. Send name and phone number to Box D-140, BROADCASTING.

Technical

continued

Combination directional AM and full power stereo FM in Northeast needs transmitter technician. Opportunity for beginner with first class ticket to learn all aspects of radio engineering. Send information and salary requirements to Box E-19, BROADCASTING.

Staff technician: Needed at once for an aggressive growing, top 40 radio station. Great Mid-Western City, number one station. Must have first phone, no announcing. Reply to Box E-67, BROADCASTING.

If you are mature, have a good background and in broadcast engineering; if you are a self-starter and take pride in your work; if you're qualified to handle 5kc D/500w DA night (remote control); if you are, you're worth five figures, a vehicle, plus fringe benefits to us, Rush resume with photo to Bernie Baker, Vice President-General Manager, WDAK Radio, Box 1640, Columbus, Georgia 31902.

5,000 watt AM and 50,000 watt FM has opening for experienced first class studio and transmitter engineer. No board work. Excellent equipment and pleasant working conditions. Starting salary commensurate with ability and experience. Write or call, John D. Davey, General Manager, WMIX, Mt. Vernon, Illinois, 618-242-3501.

Engineering position available. Please send resume and salary requirements to chief engineer, WTRX Radio, P.O. Box 1330, Flint, Mich. 48501. Or call collect (313) 743-1150.

NEWS

Experienced newsmen needed by one of the countries most highly respected rock stations. Must be able to gather, edit and present top flight newscasts with consistency. A fine opportunity for a dedicated news pro. If you have a mature voice and are a cut above the average, send current tape, resume and pic to Box D-176, BROADCASTING.

Large soul and MOR Midwestern AM-FM needs a top versatile newsmen. Write, announce, report. Pay good for young man with experience in smaller markets. Equal opportunity employer. Box D-221, BROADCASTING.

#1 contemporary, medium market, looking for experienced news director. Strong on local, net affiliate, good fringe benefits—an excellent family town and a friendly professional staff. Send resume, photo and tape to Box E-38, BROADCASTING.

Good newsmen wanted for top-rated AM-FM combination, Medium New England market. Must be digger, some feature work. Tape, resume to Box E-54, BROADCASTING.

Fulltime station in college community, N.C. needs experienced man for sports, news, some regular board work. Good opportunity. Write Box E-89, BROADCASTING.

Good midwestern newsmen wanted by management believing local news is programming backbone. Sports opportunity. Dale Low, KLSY/KSMN, Mason City, Iowa.

Need immediately an aggressive, experienced, enterprising, news director. Must be able to direct two other news men. Ability to write news specials, documentaries and assist management with editorials a must. Professionals only for this challenging position. Top salary and many fringe benefits. Want a man who wants to settle down and dedicate himself to this community of 60,000. Send picture, tape and resume or call Jack Cennaro, WFHR, Wisconsin Rapids, Wisconsin.

Northern Ohio station in city of 25,000 is looking for an experienced News Director. Send complete information including resume, tape, picture and salary requirements to WTTT, Tiffin, Ohio 44883.

News director for AM-FM small market affiliated with ABC. Include resume and 7 1/2 tape with reply. WVSC, Somerset, Pa.

NEWS continued

Aggressive station in small market radio in Kansas looking for experienced full time news man to build local news department. Limited board shift. 913-543-2151.

Programing, Production, Others

SAVE, save save! If this is your type of commercial continuity, save your time. Don't bother answering this ad. But if you are a talented and devoted copy and production freak who can handle the mundane administrative functions of a well-equipped continuity department in one of America's most progressive radio stations, send all now. Pros only. Box E-22, BROADCASTING.

Situations Wanted Management

Attention group owners. Need a young, experienced, sales oriented man? Presently co-owner GM small midwest market. Desire new challenge as head of your organization. Excellent industry references, 11 years experience. Reply Box D-186, BROADCASTING.

16 years in small to major market, as chief engineer, DJ, program director, now sales manager in medium market. Good record, family man, young. All inquiries answered. Reply Box D-193, BROADCASTING.

Pulse rated #1 in 12-station market. 7 years commercial experience, degree in broadcast management. Managed college station, ready for program directorship at station that believes in program integrity as the key to big sales. Box D-205, BROADCASTING.

General manager. Would prefer major adult oriented station with problems. Honest, hard working, responsible family man with good reputation. Fifteen years sales and management experience. Presently sales manager for leading station in top twenty markets. Eager to accept the challenge of General Manager. Box D-234, BROADCASTING.

New Hampshire, Upper New York, Vermont stations. Can you use the help of a veteran broadcaster who has managed, sold, programmed, promoted stations? If you will pay me a nominal living salary, plus incentive, write, Box E-6, BROADCASTING.

Manager, 20 years executive level seeks challenging administrative opportunity. Experienced all phases radio. Active civic affairs. Will relocate. (305) 238-7620. Box E-14, BROADCASTING.

Husband/wife team, 30 years combined experience in broadcasting, seeking management position in small station in southwest or southeast. Husband has experience in radio and television as announcer, director, writer and program director. Strong on production. Wife experienced in traffic continuity, "On air" work. Desirous of putting experience to work in the management field. Salaries negotiable. Moving expenses mandatory. Box E-16, BROADCASTING.

Broadcast executive age 48—extraordinary success in building stations. 20 years experience general manager (absentee ownership) 11 years 400,000 market. Increased billing five fold. Impeccable credentials. Why not invest in an interview? I can increase your billing by thousands. No high pressure operations please. Medium or large southeast, southwest or Pacific markets preferred. Box E-21, BROADCASTING.

Manager, South Florida. Currently manager major suburban NYC. Very strong sales. First ticket, family man. 15 year pro all phases. Box E-28, BROADCASTING.

Wondering what to do with that radio property having real potential and yet losing money due to lack of capable management? Thinking of selling because you know of no other way? Consider finding the right man who after his appraisal of your property will give you accurate projections as to its potential and can hit those projections on the nose. This man has highest recommendations, terrific success record, is an outstanding community leader and family man with present prestige position in radio management. Will discuss future in face to face meeting only, bringing full resume to that meeting. When you are sold on this top notch management, incentive will secure him. Instead of selling let this expert trouble shooter have suitable options to purchase over long period and in meantime make money for you. Interested? Write Box E-32, BROADCASTING.

Heavyweight sales manager. Organized planner and producer. Leader who lives and breathes selling. Real professional. Box E-47, BROADCASTING.

Metromedia; former vice president and general manager for this prestigious group. Want similar situation medium to large market. Excellent record. Box E-56, BROADCASTING.

Management continued

Broadcaster's broadcaster. Fully versed in programming, production, sales, FCC requirements, administration, agency relations, promotions, community affairs, etc. Able to perform in various executive positions at the same time. Currently general manager of station group and associated regional networks. I have a comfortable salary, many fringe benefits, but desire move because I have exhausted advancement possibilities in this market. \$25,000 plus security and opportunity to grow that my present employers offered me will give you reliable, dependable and responsible management. Box E-72, BROADCASTING.

General manager. Experienced in AM/FM cable TV. Strong sales. Presently employed, no hurry. Only those sincere need reply to Box E-84, BROADCASTING.

William Shaw, general manager, experienced in all phases, solid background, now available. Telephone 301-933-2350.

Nashville based broadcaster. 20 years experience. 10 years success major market programming. 2 1/2 years general and sales management. Blue chip references. Dick Buckley, 615-758-5419.

Sales

Medium market mid-western salesman, 1969 billing over \$100,000, wants sales and sports opportunity and/or sales management opportunity. Box E-4, BROADCASTING.

Need sales? I sell. 12 years experience, commission or ? Journalism graduate, 39. Can invest, manage. Rockies or midwest. P.O. Box 2, Cheyenne, Wyoming.

Announcers

Dentist, experienced, tight board, MOR, third endorsed, creative, versatile, broad background dentist, medicine, psychology, authoritative newscaster, writes selling copy. Available for fillers, spots, public service, science specials, etc. Manhattan, and N.J. area. Box D-127, BROADCASTING.

Ambitious young man, top 40, some experience, part/full time. Draft exempt. Box D-192, BROADCASTING.

Maintenance oriented first phone, good construction and troubleshooter wants chief or assistant-jock and news if necessary. Must be productive. Prefer Florida operation. Experienced AM-FM directionals and remote control. Employer knows this ad. Box D-181, BROADCASTING.

Beginner/3rd endorsed, BA, young married, some experience at college station. Want jock show at small north or southeast station. Special interest and knowledge of early jazz and blues, but will be happy with any type format. Box D-213, BROADCASTING.

Now #1, medium market MOR. Experience, strong production, college grad, 3rd endorsed. Available June 8 as jock or program director. Box D-216, BROADCASTING.

Square at liberty. Good carriage-trade talker, copywriter. 3rd endorsed. Phone code 408, 805, 415 locales preferred. Call 408-758-3097. Box D-232, BROADCASTING.

MOR personality—PD medium majors only. Contemporary, articulate. Management, production, copy, traffic, news, on-camera TV. Family man. References. Box D-248, BROADCASTING.

Personality, first phone. Looking for top 40 or FM rocker. Box D-249, BROADCASTING.

Versatile disc jockey with tight board/authoritative newscaster. Creative with commercials, radio/TV, third endorsed, best copywriter and best dramatic rendition awards, "Solo Combo Show" and Radio Broadcasting Certificates, experienced and college. Box E-10, BROADCASTING.

Beginner. Trained, but no experience. Determined and eager. Third endorsed. Can run tight board. Box E-13, BROADCASTING.

Contemporary top 40 DJ. Lively personality. Good experience, veteran. Box E-17, BROADCASTING.

"David Frost Type" announcer, disc jockey, newscaster, (English citizen) professionally trained in New York, bright, charming, intelligent performer. Box E-20, BROADCASTING.

Young announcer seeking position with rhythm and blues or FM station that programs the same. Available immediately. Box E-39, BROADCASTING.

Announcer, twenty-six, nine years experience, military completed. Desire to settle in Western United States. Will send tape, resume. Box E-51, BROADCASTING.

Announcers continued

Soul jock, limited experience, ambitious and good. 27, third endorsed. Will relocate anywhere. Professionally trained in N.Y.C. Box E-58, BROADCASTING.

Mature announcer, 12 years radio. Dependable, co-operative. Prefer small station. First phone. Box E-66, BROADCASTING.

CGW, first phone, last position, morning man at top 50, 5kw. Sales also. Box E-73, BROADCASTING.

DJ-contemporary format, 8 years experience, third, draft free, 27. Box E-78, BROADCASTING.

Top 40 personality, heavy voice, solid production, tight board, strong news. Third, married. Prefer East Coast. Consider all. Box E-79, BROADCASTING.

Experienced, three months. Professionally trained. Tight board, good news. Anywhere. 3rd, 213-463-7540. Box E-81, BROADCASTING.

22, BA, 3rd endorsed. Would like small to medium market. Some experience, need more. 312-627-2247. Will relocate. Box E-83, BROADCASTING.

First phone top 40 professional available. Young, articulate, experienced. Eight years with current power station near Chicago. Relocate anywhere in large market for reasonable salary. Box E-85, BROADCASTING.

Attention small markets, 3rd phone announcer wants first break . . . phone 218-681-5424, 8 am to 6 pm weekdays. Box E-88, BROADCASTING.

Calling Florida. Good voice, proven heavy commercial pull: Cars, homes, furniture, finance, clothes, food, beverages, sports, outdoors, services. Veteran broadcaster, tight MOR or country board. No floater, currently employed, excellent references. Need a big one a month. You'll make money. Box E-95, BROADCASTING.

Want back into sports. Experienced all play-by-play. Willing worker. 219-287-0842.

Top twenty market number one rated MOR afternoon drive. Available now. 513-825-5472.

Eastern metro PD thrives on creative adult-young adult personality air work and programming. Best references. Morgan St. Germain, 126 Huntington, Hartford, 203-547-0848.

AFRTS trained, looking to settle in northeast Ohio with family. Also worked in stereo FM. Third phone. CMR#1, Box 1438, APO Seattle 98742.

3rd ticket endorsed, 1 yr. experience, married, good production and air work, prefer Oregon or Northwest. Call 293-4900, Libby, Montana.

Over 10 years in the biz. Great production, dramatic news, crack copy, sparkling DJ/talk shows. And a first phone. Dial a winner. 216-385-3909.

First phone beginner, Don Martin graduate. Needs job in radio. Rock preferred. Kevin Stern, Box 4396, North Hollywood, California 91607.

First phone beginner. Married. Looking for first job. Big voice MOR. Military complete. Will relocate. Broadcasting School graduate. Call (714-442-4371) or write Jerry Squadrino, 1337 Windmill Rd., El Cajon, California 92020.

Experienced DJ with 3rd endorsed. Working full-time. Wish to relocate. Tight board, dependable, will travel. Phone Mike Snovitch, 609-345-1725.

1st phone, Bill Wade School graduate, veteran. George R. Zema, 17023 Burton, Van Nuys, Calif. 91406. (213) 344-1949.

1st phone music lover. Experience limited. 512-333-0737.

Several years experience in CGW announcing and programming. Position desired immediately in either or both capacity or will consider some sales. Call Scott Stephenson, 218-525-2818, Duluth, Minnesota.

1st phone, broadcast school grad. Service complete. Some experience but still new to the field. 23 years, single. Vance, 230 S. Orange Ave., Fallbrook, Calif. 92028.

Third phone beginner looking for first job. Professionally trained. Resume and tape on request. Call Robert Banks, 503-981-0692. Write Route 1, Box 312A, Woodburn, Oregon.

Technical

Construction, repair first phone wants chief or asst. Prefer Florida. Jock, news if necessary. Employer knows this ad. Box D-182, BROADCASTING.

Situations Wanted

Technical continued

Top notch engineer seeks chief engineer/director of engineering position with stable operation. Substantial experience all phases AM/FM, some TV. BSEE degree, \$18,000 minimum, permanent. Box D-210, BROADCASTING.

New England only. Experienced, reliable chief available. No announcing. Box E-8, BROADCASTING.

Tired of chief appliance operators? Want an experienced chief engineer? Box E-9, BROADCASTING.

Chief engineer-announcer. Negotiation by telephone, verification. 1-215-748-8640.

Qualified first phone engineer. Navy fire control school. Four years Navy fire control. Married-two children. Pre-med student looking for college or university job in radio or TV communications that will permit attending school. Presently chief engineer at FM radio station. Grew up in radio. My dad owns radio station. My employer knows about this ad. Must have salary equivalent to \$500, either in cash or fringe benefits. Contact Brice Palmer, 806-659-2529. Or write c/o Radio KBMF-FM, Spearman, Texas. Available June 1.

News

Attention South, Southwest, West Coast majors: newsman 12 years experience—dependable—college degree wants air shift or writer-editor slot. Box D-197, BROADCASTING.

I know how to write, edit, produce and deliver a creative, professional newscast. Now producing and anchoring major market #1 rated news show. If your station needs a news director-anchorman, write now. Box D-231, BROADCASTING.

College graduate with major market station seeks position in news or programming (R or TV). Available immediately. Box E-1, BROADCASTING.

News director with college level play-by-play background all sports. 10 years first phone with engineering experience. Strong in remotes; interviews; talk shows; production; copy; traffic; operations; mature family man. No debts. No problems. \$150 minimum plus talent. Interview your expense. Available on two weeks notice. Automation experience. Prefer full timer or AM-FM mid-west or southwest small or medium market. Box E-3, BROADCASTING.

Reliable, top-quality, all-around newsman from board to desk to tapes to air seeks summer-fall swing replacement AM-FM radio. N.Y.C. commuting area. Network experience and references. Box E-5, BROADCASTING.

News man with savvy. 10 years in major markets. Can dig/write and deliver with authority. Available immediately. Box E-15, BROADCASTING.

Experienced Newsman available, approx. \$200.00 week. 717-755-2743 or Box E-43, BROADCASTING.

Youth and experience. College grad with fresh ideas. Full experience all aspects news-gathering, writing, delivery, full use tape. Top field reporter. Last two years local news-oriented suburban NY City 10kw AM/FM. Seeking position where news counts. Top references. Box E-49, BROADCASTING.

Newsman wants major market position, midwest. Experienced. Broadcasting degree, thrives on legwork. Box E-61, BROADCASTING.

First phone wants news, sports. DJ, prefers California, Arizona, New Mexico. Box E-86, BROADCASTING.

Newsman, sportscaster, community-oriented programmer, Texas and New England news award winner, desires news or programing post West of Mississippi. 15 years experience. Available immediately. John Callarman, 15 York Ave., Watertown, Mass. 02172. 617-926-2677.

Newscaster-announcer seeking experience. College grad in speech, Broadcasting School grad, prior military service. William Lenox, 309 Circle Drive, Lake Bluff, Illinois 60044.

Programing, Production, Others

Male copywriter wishes relocate Connecticut. Request resume, samples 203-658-6196 or Box D-250, BROADCASTING.

Music director: Presently with outstandingly successful FM, seeks wider horizons. Has absolute faith in well-programed FM stations. Box E-33, BROADCASTING.

Programing, Production, Others

continued

Read the excellent article, "Looking Ahead to Radio in '70's", Broadcasting, April 13. I have a format incorporating the "Musts", expressed by those experts. Metropolitan South. Box E-34, BROADCASTING.

Majors only. Prior offers from top 10's and other majors. Now desire to move. Experienced PD, MD, DJ with college and references. Reply Box E-50, BROADCASTING.

Rating problems? Experienced professional broadcaster in top 10 market looking for program director-operations manager position in a large market. If you want big numbers and are willing to pay for top talent with a first phone let me hear from you. 413-442-1283.

Television Help Wanted Management

Corporate staff position open for ambitious, young man interested in accumulating group management background. Candidates should be 25 to 30 with college degree. Minimum 3 years sales experience in medium or large market necessary. Send resume and salary requirements to Box D-222, BROADCASTING.

Sales

Top 20 market VHF network affiliate, in midwest has great opportunity for a hard driving, strong closing salesman. Excellent immediate opportunity plus promotion potential for person who proves himself. Send short resume with telephone number to Box D-159, BROADCASTING. An equal opportunity employer M/F.

TV rep salesman. Leading independent TV station representative needs man for N.Y. sales staff. Either local/national, radio/TV sales background or solid experience in buying Spot TV essential. Salary plus commission. Profit sharing. Other benefits. Our men know of this ad. Send resume to Box E-91, BROADCASTING.

Upper midwest, medium market has immediate opening for experienced TV salesman. Excellent account list and growth potential. Group operation offering good pay and excellent fringe benefits including retirement program. Send complete resume to Larry M. Harris, General Sales Manager, KAUS TV, Box 577, Austin, Minnesota 55912.

Announcers

Opportunity open with progressive TV station in a top 30 mid-south market for youthful experienced on-camera announcer. Preferably with some weather reporting experience. Send resume and tape to Box D-242, BROADCASTING.

Technical

Two first class engineers for radio-TV operation in medium Wisconsin market. Experience desirable. Good salary and fringe benefits. Send resume and phone number. Box D-240, BROADCASTING.

Experienced engineer to accept responsibility for AM-FM-TV in Northeast medium sized market. Salary open. Excellent working conditions. Good benefits. Contact Box E-68, BROADCASTING immediately.

New York-Binghamton. Dependable person with first class license to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBJA-TV, 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.

New south Florida Public/TV station building engineering staff. First class engineers familiar with all phases studio and VHF transmitter operation. Excellent pay and benefits. Send complete resume to George Dooley, C.M., WPBT, 1410 N.E. 2nd Ave., Miami, Fla. 33132.

Studio maintenance supervisor for New York City UHF station. Must be thoroughly familiar with Ampex 1200 VTR's and Color Terminal equipment. Union scale with salary commensurate with experience. Send resume to: Fred M. Samuel, Chief Engineer, WXTV Channel 41, 641 Main St., Patterson, New Jersey 07503 or call (201) 345-0041. An equal opportunity employer.

Technical continued

Chief engineer: No 1st class needed. Need not be extremely creative. For opportunity in big time ETV. 2500 MC—N.Y.C. area. Salary not dependent on qualifications. Dick Lassey, 1 Burrows Place, Jamaica, N.Y.

NEWS

Come to California and join a great news team as co-host for noon news. Cal we are looking for is attractive, knowledgeable, good interviewer, fine reader, out going and friendly. She will join a top 25 market CBS affiliate that's moving up. Call collect. Cal Bollwinkler, program manager. 916-441-4041.

Programing, Production, Others

Art director for new midwest university. Applicant must have extensive experience in television graphics. Should also be acquainted with production graphics for film including animation and print. Salary \$11,000 +. Start July first. Box E-37, BROADCASTING.

Public relations/publicity director needed by major Eastern market group-owned VHF station. Personable, creative, self-starter. One year minimum broadcast or related experience. Send resume, salary requirements to Box E-57, BROADCASTING. An equal opportunity employer.

Graham Junior College, Boston, Massachusetts has openings for September, 1970 in the following areas: Chairman, Department of Communications—minimum requirements: Masters Degree; five years professional television-film experience; teaching and administrative experience. Television instructor—minimum requirements: Bachelors Degree (Masters preferred); five years professional broadcast experience. Instructor—Broadcast Journalism—minimum requirements: Bachelors Degree (Masters preferred); five years professional broadcast journalism experience, both radio and television. Send complete resume and financial requirements to: Edward L. Kerr, Jr., Dean of Faculty, Graham Junior College, 632 Beacon Street, Boston, Massachusetts 02215.

Television

Situations Wanted Management

Heavyweight. Local/regional/retail sales. Mature, personable, professional broadcaster. No place to grow in present top 50 market seeks change. Box E-11, BROADCASTING.

Sales oriented manager. Aggressive, creative and knowledgeable. Get full story. Box E-46, BROADCASTING.

Program manager-producer-director. Age 35, major market experience in setting up programing-producing news, public affairs. UHF/VHF will consider CATV programing slot in West. Box E-60, BROADCASTING.

Operations manager in medium market area wants advancement opportunity. 10 years experience. All phases of programing, promotion, production. Box E-65, BROADCASTING.

TV station manager with twenty years experience in TV sales, programing, and operations. Impressive references. Box E-74, BROADCASTING.

College television administrator desires association with developing community college, university or junior college television department. Commercial television and academic teaching experience in all facets of TV management, sales, programing, news, public affairs and production. Box E-76, BROADCASTING.

Former attorney. 17 years TV. Local/national sales management and station manager, top 25 market. Strong program oriented. Excellent reputation all phases of industry. President, State Broadcasters Association. Lee Marts, 3217 West 82nd Terr., Leawood, Kansas 66206. Phone 913-649-0342.

Announcers

Announcer with news, sports, weather, commercial experience wants to move into top 30 markets. Married, stable, reliable. Box D-163, BROADCASTING.

Top rated talent in top fifteen TV market. Heavy experience, very professional, very good. Host daily talk variety show, movie host, news, features, sports color. Resume and tape on request. Box E-69, BROADCASTING.

Technical

First phone, maintenance expert, strong on engineering, transmitters. Box D-199, BROADCASTING.

Chief engineer with ten years experience in all phases of broadcasting desires change. Box E-2, BROADCASTING.

Television Situations Wanted

Technical continued

Chief engineer, 17 years television experience. construction, proof, administration, operation, live, film highband VTR color, microwave, CATV, desires relocation. Box E-23, BROADCASTING.

NEWS

Weather man wants to relocate. Highly rated member of A.M.F. currently with station in top 5 major markets. Is interested in market of 750,000-1,000,000 east, west but preferably south. Box D-247, BROADCASTING.

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 a station which is seriously concerned with news. Box D-263, BROADCASTING.

Chief photographer, 15 years experience all phases TV news photography, desires position director of photography or documentary for TV group or station. Box E-24, BROADCASTING.

Chief cameraman, 15 years chasing fire trucks and police cars . . . time for change . . . desires position as news director or assistant in medium market. Box E-25, BROADCASTING.

Two man anchor team. Write, dig and produce as well as anchor news show. Buy both and get total 18 years broadcast experience. Young men with proven talent . . . Look good together and will move the same way. Will consider all worthwhile offers. Box E-36, BROADCASTING.

News-caster—excellent delivery and appearance. Experienced writer-reporter. Minimum \$20,000. Box E-40, BROADCASTING.

Number two man in top five market station looking for number one position. Over ten years experience as news director, anchorman, reporter. Box E-41, BROADCASTING.

Still photographer. 8 years experience (all phases still photography) desires starting position as TV newsreel photographer. Available July when military complete. Resume. Box E-62, BROADCASTING.

Experienced female newsman-reporter. MOC-SOF-features. College graduate. Presently employed—seek larger market. Box E-82, BROADCASTING.

Former Los Angeles Times staff writer with major market TV experience seeks on camera news position. I work exceptionally well from notes. I interview and write with style. As broadcaster and newspaperman I've ridden freights, driven a taxi, visited nudist camps, covered the Vietnam War and reported the city hall police beat. Will send VTR and writing samples. Box E-87, BROADCASTING.

Former NBC staff cameraman in Vietnam seeks position in news or documentary field. John Coates, 703—22nd St., Santa Monica, Calif. 90402.

Programing, Production, Others

5 years radio-television experience. Top 10 market, 4 years college. Seeking move up. Box D-119, BROADCASTING.

Director seeks position with fast paced production department. 4 years production experience; variety, commercials, news, documentaries. 3 years film experience. Resume and references. Box D-208, BROADCASTING.

Production East. Three years studio and remote experience, including directing. Vet. Degree. Married. Box D-254, BROADCASTING.

Film director currently employed by major group station in top 10 market, desires new challenge and additional responsibilities. Box E-12, BROADCASTING.

Experienced children's show host, or production assistant available. Box E-18, BROADCASTING.

Art & photo supervisor, 10 years in graphics, 5 years in TV. 15 years. Interested? Box E-29, BROADCASTING.

Production enthusiast with moral stability, trained & experienced in art, photography, TV & theatrical arts. Wish to join staff producing childrens shows. Box E-30, BROADCASTING.

Art dir. & photographer heavy in graphics & cinematography. Seeking Southern film & TV art studio. Box E-31, BROADCASTING.

Programing, Production, Others

continued

Film director—20 years experience in major market. Booking, scheduling, complete department supervision. Desires relocation in New York State or Northeast. References. Box E-52, BROADCASTING.

Television program manager with diversified affiliate and independent programing, film buying and production experience. Box E-75, BROADCASTING.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarante Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

16" Transcriptions. Want to buy Sonny Dunham/MacGregor 1166, 2444 and 2491. Also interested in odd lots or complete libraries of Langworth, Capitol, Associated, World, Standard, Thesaurus and AFRS, and their catalogues/indexes, with or without their libraries. Want also 16" acetate airchecks of dance band remotes, network radio shows, etc., back to 1930. Call collect Wally Heider, 213-465-8000 or write to 6373 Selma Ave., Hollywood, California 90028.

Transmitting equipment for UHF station including antennas, tuned to or tunable to channel 32, 43, 51 and used equipment suitable for small UHF stations. Box E-59, BROADCASTING.

Wanted to buy: Used tower—self supporting, 300-400 ft. Mobile unit, B&W. Box E-92, BROADCASTING.

Need a Nems Clarke or Wilkinson field strength meter. Call 415-685-1480.

Used 150'-200' Blawknex tower. Contact Jack DuShane, Gazette-News, P.O. Box 621, Texarkana, Texas 75501. 214-793-3151.

FOR SALE

Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused material—large stock—surplus prices. Write for price list S-W Elect Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Complete Collins 21A transmitter and phasing unit, now operating. Also large number of extra parts and other supplies. Can be seen in operation for a few days yet. Phone 803-246-2112 for appointment.

Tower fabrication, erection and maintenance. used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

CATV & ETV operations. Packard Bell model 9200 TV camera. All solid state circuitry. Vidicon with 4:1 electric zoom lens. Operated about 150 hours. Best offer accepted. D-267, BROADCASTING.

ITA type RC-1A remote control system: Complete with 20 position studio and transmitter units. Used in FM operation four (4) years. You need it, we got it, make us an offer. Box D-268, BROADCASTING.

Collins 10KW FM transmitter, 830F-1A. Complete with stereo generator, spare tubes. Also 6 bay 37M antenna and 250 feet of 1 1/2" Helix. Used one year. Box E-70, BROADCASTING.

H J, 7-50 Andrews Helix 1 1/2" Air coaxial transmission cable jacketed RG 319 MIL SPEC 12,000 feet available 6-2000' reels—perfect surplus—test reports available. 50% of factory price—can be cut and terminated to order at tremendous savings. Brokers invited. For FM broadcast—communications—microwave—radar—Action Electric Sales, 1633 N. Milwaukee, Chicago, 312-235-2830.

For sale. A pair of Schafer Model SA-100 spot locators equipped with Ampex 351 record and playback. Make offer, Frank Carman, KLUZ, Salt Lake City.

Angenieux—Zoom lens—F1.5-150 mm. 1:1.9. Type 10 x 15c. No. 1101922. WIMS, Michigan City, Indiana.

10—Conrac KCC-17R B&W 17" monitors w/3-pos switcher. Excellent. Little usage. \$200 ea. \$1700 all. 305-667-2767 or RM, 4350 SW 60 Pl., Miami, 33155.

Self-supporting 225 ft.—\$2,250.00; Cuyed 150 ft.—\$300.00. Bill Angle, 919-752-3040, Box 55, Greenville, N.C.

FOR SALE Equipment

continued

Immediately available, large quantity 3M 399 or Memorex 78V used tape. Low passes, 27 minutes usable tape per reel, price includes metal reel and shipping case. \$37.50 per reel in quantities of 10 reels or more, quantity discount over 50 reels. Many other bargains in used television equipment. Write, wire or phone Ed Ries and Associates, 414 No. Alfred St., Los Angeles 90048. (213) 651-5080.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Let major market personalities write for you. Fresh up-to-the minute hip comedy monthly. Free sample and comedy brochure—Contemporary Comedy, 726 Chestnut Street, Suite B, Philadelphia, Pa. 19106.

1970 tests—answers for FCC first class license. Plus Command's self study ability test. Proven. \$5.00. Command, Box 26348, San Francisco 94126.

D.J. one liners! Write for free samples, and also receive details on: California Aircheck Tapes, Voice Drop-ins, D.J. Source Guide, and much more! Command Productions, Box 26348, San Francisco 94126.

Prizes—Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Computerized FM frequency search. Engineering Associates, Inc., Post Office Box 510, Versailles, Kentucky 40383, Telephone: 606-873-8311.

Want to hear from aircheck collectors having station tapes from the 1950's and 1960's. Box E-42, BROADCASTING.

Music wanted. The music library of the "International Broadcasters Society" wishes to collect a comprehensive selection of American instrumental recordings ranging from jazz, country & western, MOR contemporary, and ever-greens to classical and semi-classical. The budget of the society is too limited to allow the purchase of new recordings, therefore the appeal is being made to American radio stations for second hand LPs and 45s in reasonably good condition. The IBS is not seeking charity, but regrets it can only offer nominal payment for these records. Preference will be given to large collections, such as complete or near complete music libraries from radio stations. Please submit your offer, with asking price, to the New York office of the International Broadcasters Society, 22 East 42nd Street, New York 10017—c/o Mr. Eugent Bernald. The Secretary General of the IBS will be flying to New York from Europe in mid-May to make final selections and arrange transfer to the Secretariat in Holland.

Rock and MOR PD's. Here's a sustaining program of contemporary Christian music that holds an audience. Now on 10 stations including top San Francisco rocker. Send for audition tape. Gospel Sing Time. Box 5511, San Diego, Calif. 92105.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the Masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. Elkins Institute*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

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, 1920 Purdy Avenue, Miami, Florida 33139. Phone 305-532-0422.

Elkins*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.

INSTRUCTIONS

continued

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 615-297-8084.

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.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. One of the nation's finest and most complete facilities including our own broadcast station. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. Dallas*** — Atlanta*** — Chicago* — Houston — Memphis* — Minneapolis* — Nashville* — New Orleans*** — San Francisco***

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Columbia School of Broadcasting. 33 offices and enrollment studios in U.S. and Canada. Home school: 4444 Geary Boulevard, San Francisco 94118. (Not affiliated with CBS, Inc. or any other institution.) Free catalog.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course) Total tuition \$360. Classes begin at all R.E.I. Schools May 25, June 29 & Aug. 3. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office, 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K.C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

1970 Tests-answers for FCC first class license. Plus Command's self-study ability test. Proven! \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition \$300.00.

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.

A.I.R. in Tennessee, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

A.I.R. in Florida, Koger Building, Boulevard Center, 3986 Beach Boulevard, P.O. Box 16652, Jacksonville, Florida.

Portland F.C.C. First Class License. 5 weeks with Ron Bailie School of Broadcast, 949 S.W. Oak St., Portland, Oregon 97205. Phone 206/682-3696.

San Francisco F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 415/343-1151.

INSTRUCTIONS

continued

Salt Lake City F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 801/355-3632.

Seattle F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 206/682-3696.

Spokane F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 509/624-6878.

See our display ad under instruction on page 70. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California. HO 2-3281.

Phila. & N.Y.C. Your FCC first phone in five weeks. Announcing courses also available. The American Academy of Broadcasting of Philadelphia, 726 Chestnut Street, 19106. (215) WA 2-0605.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as the other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins June 15, 1970. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

Are you interested in a professional announcing career in radio? Graduate with 3 months of actual broadcast training as KSVF-AM and KSVF-FM stereo radio stations in Artesia, New Mexico. Most modern studios and finest equipment. School of broadcast training is approved by the New Mexico state board of education, and is New Mexico's only broadcast school. Room and board available and placement assistance after graduation. Learn by actual doing at KSVF-AM and FM stereo. Get the facts today. Write for information to: Dave Button, Manager, 317 West Quay, Artesia, New Mexico 88210.

RADIO HELP WANTED

VERMONT ASSOCIATION of BROADCASTERS

about to send spring listing of applications. all categories. to all member stations. If interested in beautiful Green Mountain State. send yours to: VAB Placement Service, Box 910, White River Junction, Vermont 05001. No charge.

Management

* **CORPORATE CONTROLLER** *
* A southwestern broadcasting company with *
* multi-radii stations throughout the United *
* States. The successful candidate should *
* have 3 years or more accounting experi- *
* ence and should be prepared to assume *
* complete controllership responsibilities. *
* Degree in accounting required. Salary *
* \$12-\$15,000 base. Send resume in con- *
* fidence to: *
* Box E-80, Broadcasting. *

Sales

OUTSTANDING NATIONAL BUSINESS PUBLICATION

has immediate opening for two space salesmen for Mid-west and South. Knowledge of broadcast business essential.

Salary and commission. Pension plan. Health benefits. Rush complete resume, picture, references to:

Box E-71, Broadcasting.

Sales continued

SALES MANAGER

For N.Y. metro classical format, heavy N.Y. agency and local sales experience.

Box E-48, Broadcasting.

RADIO HAS TO BE BELIEVED TO BE HEARD!

Are you willing to pin your wallet and professional future to a radio company that is shooting for the moon? The West Coast sales manager I'm looking for is a believer... A winner. If you're that man, write to me (in confidence) and I'll answer you.

Box E-93, Broadcasting.

Announcers

ANNOUNCER

50 KW clear, contemporary MOR, Savvy Traffic Personality Education, Experience, Pro Involved in show, music, community, Master at Combo timing. No phone calls now, please. Air-check resume, whatever you think we'd find interesting.

Hugh Barr, Program Director
WHAS Radio
520 West Chestnut
Louisville, Kentucky 40202

AFTERNOON PERSONALITY

WLW, Cincinnati, Ohio, (50,000 watts NBC) up-tempo, M.O.R. is seeking a humorous, entertaining, contemporary afternoon personality. Top compensation package available to the person selected. Send resume and tapes to:

Cliff Hunter, Program Director
AVCO Broadcasting Corporation
140 W. Ninth Street
Cincinnati, Ohio 45202
An equal opportunity employer M/F.

News

NEED IMMEDIATELY

Several newsmen to do news and documentaries both radio and TV. Will consider all applicants although degree in Journalism preferred. Good pay, good benefits, good company to work for. Call Collect:

Mitch Stanley, WFJM Broadcasting, Youngstown, Ohio. 216-744-8611. We are an equal opportunity employer.

Situation Wanted—News

AERIAL TRAFFIC REPORTER qualified in helicopters and single and multi-engined aircraft, four years experience in major West coast metropolitan market. From your aircraft or mine. Strong background in news-film photography and field reporting, first phone license. Reply to:
Box E-35, Broadcasting.

Ask us to fill an announcer opening at your station, and you'll get the surprise of your life.

Our 18 top-notch instructors don't teach students en masse — we do it individually, one at a time. Word by word, phrase by phrase, newscast by newscast, program by program until everything is professionally perfect.

This takes up to two years. But the difference in the announcers we turn out is worth it.

No one graduates from Columbia unless he is top-notch professional material.

You may have to pay a bit more for one of these hand-crafted graduates, but your station will sound a lot better.

For a resume, photo and professional audition tape, contact one of our placement directors. No cost to you or the graduate.



Marijo Rison
Washington, D. C.



Dick Good
San Francisco

 **Columbia School of Broadcasting**

Washington Office
4641 Montgomery / Suite 401
301-657-3190

San Francisco Office
4444 Geary / 415-387-3000

Not affiliated with CBS, Inc. or any other institution.

Situations Wanted

BROADCASTING SPECIALISTS AVAILABLE FOR OVERSEAS ASSIGNMENTS

SEVEN skilled American broadcasting specialists are completing four-year contract in East Africa and are interested in assignments anywhere in the world.

- Management (TV-Radio)
- Radio-TV Sales
- TV Production-Film-News
- Radio Administration-Production
- Documentary-News-Information
- Engineering (2) Operations-Maintenance-Training

All have outstanding records or success. For information on any or all write:

Robert Tomko
Voice of Kenya
P.O. Box 30456
Nairobi, Kenya

Television Help Wanted Management

MARKETING EXECUTIVE

National electronics equipment manufacturer specializing in the television industry needs a highly-qualified, dynamic marketing executive to head up comprehensive marketing group. Must have classic marketing experience and proven ability in:

- Market Analysis
- Market Planning
- Product Review
- Customer Service

Scope of responsibilities cover advertising, public relations and trade show departments, as well as Direct and Two-Step Sales and related product planning and customer service. Challenging top-management position with an excellent growth opportunity for the right person. **Box D-139, Broadcasting.**

Sales

RETAIL SALES COORDINATOR FOR TV STATION REP

Leading independent TV station representative needs top man to promote use of Spot TV among national retail chains. Work with represented-stations and rep sales force to develop accounts. Must know broadcast sales and have knowledge of retailing. Excellent salary. Profit sharing. Other benefits. Our men know of this ad. Send resume to:

Box E-90, Broadcasting.

Announcers

TV PERSONALITY

We are seeking a TV personality for our operation in a top 30 Market. Background in weather and news helpful. Must be pleasant in approach. Major group company.

Box E-64, Broadcasting.

Technical

Wanted: First Class Technicians KUAM-TV, Guam

Require for KUAM TV First Class Licensed Technicians to operate television station KUAM, Guam. Salary \$9,000 annually, round trip travel expenses paid, minimum 2 year contract.

Box D-114, Broadcasting.

LIGHTING DIRECTOR

Mississippi ETV Authority Seeks Experienced Lighting director for All Color Production: Challenging ground floor opportunity for National quality productions. 8 Station Network. Send resume to:

Director of Engineering
MAET POD 1101
Jackson, Mississippi 39205

Programing, Production, Others

Professional Director

Group VHF operation seeking Professional director strong on creativity with thoroughness. Opportunity for syndicated work as well as local. Minimum of 5 years experience in field.

Box E-63, Broadcasting.

For Sale Stations

Fla.	small	daytime	\$140M	terms	Ga.	small	daytime	\$110M	29%
Ky.	small	daytime	80M	SOLD	Miss.	small	daytime	75M	20M
SW	medium	FM	55M	cash	Iowa	medium	fulltime	550M	terms
N.C.	metro	daytime	350M	29%	Wash.	metro	fulltime	325M	29%
Central	medium	VHF	1,100M	nego.	East	int'l	shortwave	1,400M	nego



CHAPMAN ASSOCIATES
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

FOR SALE Stations

continued

FOR SALE

1. 5kw Oklahoma AM single pop. 7,500. 137M
 2. Oklahoma AM-FM single pop. 8,000. 150M
 3. Oklahoma AM-FM single pop. 10,500. 315M
- Gene Humphries and Assoc., Inc.
Vinita, Oklahoma
Phone 918-256-3407

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

LARSON/WALKER & COMPANY

Brokers, Consultants, and Appraisers
Los Angeles, Calif. 90067 Wash., D.C. 20006
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1567 202/223-1553

STATIONS FOR SALE

1. PACIFIC NORTHWEST. Exclusive daytime. Price \$75,000. Terms.
2. CALIFORNIA. Major market. \$400,000. Terms.
3. WEST SOUTH CENTRAL. Exclusive daytime. \$70,000. Terms.
4. ROCKY MOUNTAIN. Full time. \$126,000. Terms.

Jack L. Stoll and ASSOCIATES

6381 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-464-7279

Employment Service

Snelling AND Snelling

World's Largest Professional Employment Service
GARY LYNN
BROADCASTING DIVISION
235 Peachtree St., Atlanta, Ga. 30303
(404) 577-7555

Work is something
the handicapped
can do.
Hire them.

The President's Committee
on Employment of the Handicapped
Washington, D.C. 20210

(Continued from page 78)

- WSAF(FM) Sarasota, Fla.—FCC denied request by Stewart Broadcasting Co., licensee, for waiver of rules which prohibits acceptance of application to move which creates short-spacing to standard-spaced stations or assignments and application for existing station to change trans. site and facilities returned. Action April 22.
- WGCO(FM) Buford, Ga.—Broadcast Bureau granted license covering new FM. Action April 20.
- WLOV-FM Washington, Ga.—Broadcast Bureau granted license covering new FM. Action April 20.
- KSNM-FM Pocatello, Idaho — Broadcast Bureau granted license covering new FM. Action April 20.
- WNUS-FM Chicago — Broadcast Bureau granted license covering changes. Action April 20.
- WXRT(FM) Chicago — Broadcast Bureau granted CP to change trans. and studio location to intersection of Belmont & La Vergne Avenues, Chicago; change type trans. and antenna; make change in ant. system; ERP 50 kw; ant. height 500 ft.; condition. Action April 21.
- *WSIE(FM) Edwardsville, Ill.—Broadcast Bureau granted mod. of CP to change trans. location to 1950 ft. west U.S. by pass 66 2.4 miles southwest Courthouse in Edwardsville; change type trans. and ant.; make changes in trans. line; remote control permitted. Action April 24.
- WFEA(FM) Waukegan, Ill. — Broadcast Bureau granted license covering changes. Action April 20.
- WFR(FM) Terre Haute, Ind.—Broadcast Bureau granted license covering changes. Action April 20.
- KSKU(FM) Hutchinson, Kan.—Broadcast Bureau granted license covering changes; remote control permitted. Action April 20.
- *WSCC(FM) Somerset, Ky. — Broadcast Bureau granted CP to change type ant.; make changes in ant. system. Action April 17.
- WICO-FM Salisbury, Md.—Broadcast Bureau granted mod. of CP to extend completion date to June 1. Action April 21.
- *WNMR(FM) Marquette, Mich.—Broadcast Bureau granted CP to change trans. and studio location to Learning Resources Center, Northern Michigan University, Marquette; install new ant.; make changes in ant. system; remote control permitted; ERP 320 w. Action April 21.
- *KBSB(FM) Bemidji, Minn.—Broadcast Bureau granted license covering new educational FM. Action April 20.
- WFXM(FM) Jackson, Miss. — Broadcast Bureau granted mod. of CP to extend completion date to Aug. 17. Action April 20.
- KDNA(FM) St. Louis—Broadcast Bureau granted assignment of license to The Parent Corporation.
- KIVE(FM) Glendive, Mont. — Broadcast Bureau granted license covering new FM; specify type trans. and ant.; ERP 100 kw. Action April 20.
- KWHG(FM) Lincoln, Neb.—Broadcast Bureau granted license covering changes; specify type trans.; ant. height 125 ft. Action April 20.
- WROW-FM Albany, N.Y.—Broadcast Bureau granted CP to make changes in trans. equipment. Action April 23.
- *WQFS(FM) Greensboro, N. C.—Broadcast Bureau granted license covering new educational FM. Action April 20.
- KORE-FM Springfield-Eugene, Ore. — Broadcast Bureau granted mod. of CP to change ERP to 2.60 kw and ant. height to 81 ft. Action April 17.
- WFIL-FM Philadelphia—Broadcast Bureau granted license covering changes. Action April 20.
- *KSTI(FM) Springfield, S. D.—Broadcast Bureau granted license covering new educational FM; specify type trans. and ant. Action April 20.
- KIZZ-FM El Paso, Tex.—Broadcast Bureau granted license covering new FM; ERP 27 kw; ant. height 1160 ft. Action April 20.
- KWED-FM Seguin, Tex.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; ERP 38 kw; ant. height 130 ft. Action April 21.
- *KMIH(FM) Mercer Island, Wash.—Broadcast Bureau granted license covering new educational FM. Action April 20.
- KPQ-FM Wenatchee, Wash. — Broadcast

Bureau granted request for SCA on 67 kc. Action April 21.

Actions on motions

- Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Communicom Media), FM proceeding, continued pre-hearing conference to May 8 (Docs. 18805-6). Action April 21.
- Acting Chief Hearing Examiner Herbert Sharfman in Sacramento (Town and Country Broadcasters Inc.), renewal of license of KJML(FM) denied petition by Intercast Inc. for leave to intervene (Doc. 18773). Action April 20.

Fines

- WABX(FM) Detroit—FCC ordered to forfeit \$400 for willful and repeated failure to observe equipment performance measurement requirements. Action April 22.
- WJR-FM Detroit—FCC rescinded apparent liability for \$500 forfeiture issued July 25, 1969, to Capital Cities Broadcasting Corp. Action April 22.
- WDHA-FM Dover, N. J.—FCC ordered to forfeit \$100 for failure to file renewal application at least 90 days prior to the expiration date of license. Action April 22.

Call letter application

- KPOK(FM). KPOJ Inc., Portland, Ore. Requests KPOK-FM.

Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: WANL Lineville, WAYD Ozark, WCRT-AM-FM Birmingham and WCTA Andalusia, all Alabama; WGGA Gainesville, Ga.; WGMA Hollywood, Fla.; WIAC-FM San Juan, P. R.; WISP Kinston, N. C.; WLAY Muscle Shoals, Ala.; WPVA Colonial Heights-Petersburg, Va.; WRBL-TV Columbus, Ga.; WSML Graham and WSMY Weidon, both North Carolina; WSUZ Palatka, Fla.; WTBF Troy, Ala.; WTRP La Grange, Ga.; WTYS Marianna and WXKL(FM) Winter Haven, both Florida. Action April 22.
- Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: *WABE(FM) and WAGA-TV, both Atlanta; WALT Tampa, Fla.; WCOV-TV Montgomery, Ala.; WDOL-AM-FM Athens, WEAS-AM-FM Savannah and *WETV(TV) Atlanta, all Georgia; WEZQ Winfield, Ala.; WGML Hinesville, Ga.; WIGO Atlanta, WLBK-AM-FM Lebanon, Pa.; WLPR(FM) Mobile, Ala.; WLTA-FM Atlanta; WMES Ashburn and WOMN Decatur, both Georgia; WPID Piedmont, Ala.; WPRM-FM San Juan, P.R.; WQXI-AM-TV Atlanta; WSR(S)(FM) Worcester, Mass.; WTTI Dalton, Ga.; WTUN(FM) Selma and WWWR Russellville, both Alabama; WXPQ Eatonton, Ga.; WYND Sarasota, Fla.; WYNR-AM-FM Brunswick and WZZW(FM) Augusta, all Georgia. Action April 20.

Other actions, all services

- 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 set certain procedural dates and ordered commencement of rebuttal presentation to begin May 13 (Doc. 18606). Action April 22.
- FCC informed Radio Advertising Bureau Inc. approval of rule interpretation that radio spots promoting new car sales, which it is distributing to stations, should be logged as commercials. Action April 28.
- Broadcast Bureau permitted remote control for following: WROD Daytona Beach, Fla.; KCWS-FM Ellensburg, Wash. Action April 17.

Translator actions

- Broadcast Bureau granted CP's to replace expired permits for changes in following VHF translators: K02EN, K04EK and K05DU, all Orderville, K08FJ, K10FJ and K12HD all Alton, all Utah. Action April 23.
- Broadcast Bureau granted licenses covering changes for following VHF translators: K11DN, K13DH and K09DI Little America, Mountain View, Fort Bridger, Opal and Lonetree, all Wyoming. Action April 22.
- Round Valley Unified School District, Covelo, Calif.—Broadcast Bureau granted CP for new VHF-TV translator to serve Covelo on ch. 13 by rebroadcasting *KQED-

(TV) San Francisco. Action April 20.

■ Hinsdale County Chamber of Commerce, TV Division, Lake City, Colo.—Broadcast Bureau granted CP for new VHF translator to serve Lake City on ch. 8 by rebroadcasting KOAA-TV Pueblo, Colo. Action April 23.

■ K07GK Yampa Valley, Colo.—Broadcast Bureau granted CP to change trans. location of VHF translator to Storm Mountain, 5 miles southeast of Steamboat Springs, Colo.; change type trans.; make changes in ant. system. Action April 23.

■ Surprise Valley TV Club, Washoe county, Nev.—Broadcast Bureau granted CP for new VHF translator to serve Fort Bidwell, Cedarville and Eagleville, all California on ch. 4 by rebroadcasting KMED-TV Medford, Ore. Action April 21.

CATV

Applications

■ Pittsfield-Dalton TV Cable—Requests distant signals of WEDH(TV) Hartford, Conn., to Pittsfield and Dalton, both Massachusetts (Albany-Schenectady-Troy, N.Y. ARB 43). Ann. April 23.

■ Rapid Corp.—Requests distant signals of WCMU-TV Mount Pleasant; WKZO(TV) Kalamazoo; WJEM(TV) Bay City-Saginaw; WJIM(TV) Lansing; WOOD(TV) Grand Rapids; WILX(TV) Onondaga; WJRT(TV) Flint and WKNX(TV) Saginaw, all Michigan, to Big Rapids, Mich. (Grand Rapids-Kalamazoo, Mich. ARB 38). Ann. April 23.

■ Lee Cable-Vision Inc.—Requests distant signals of WSJS-TV Winston-Salem, N.C., to Sanford, N.C. (Raleigh-Durham, N.C. ARB 51, Greensboro-Winston-Salem-High Point, N.C. ARB 48). Ann. April 23.

Final actions

■ FCC revised issues set in order released March 17 for inquiry into jurisdiction over CATV pole attachment agreements to limit evidence to policies and practices of telephone companies, electric utilities and others with respect to pole line attachment or conduit agreements or arrangements with CATV operators. Action April 22.

■ Concord, Calif.—FCC ruled Concord TV Cable, CATV operator, may carry signals of KTXL(TV) Sacramento, licensed to Camella City Telecasters Inc., if it wishes but is not obligated to do so. Action April 15.

■ Owensboro, Ky.—FCC authorized Top Vision Cable Co., CATV system, to carry for 60 days, distant signals for which it has received retransmission consent. Initial authorization was granted August 13, 1969, for six-month period unless renewed. Action April 27.

■ Newport News, Va.—FCC directed Hampton Roads Cablevision Co., CATV operator, to show cause why it should not be ordered to cease and desist from further violation of mandatory stay provision. Action April 22.

Action on motion

■ Hearing Examiner David I. Kraushaar in matter of Better T.V. Inc. of Dutchess County New York (complainant) v. New York Telephone Co. (defendant) et al. CATV proceeding, ordered time or filing proposed findings of fact and conclusions of law extended to May 22; further ordered reply briefs filed June 19 (Docs. 17441, 18525, 18620, 18623-4 and 18750). Action April 23.

Ownership changes

Applications

■ KVON(AM) Napa, Calif.—Seeks assignment of license from KVON Inc. to Young Radio Inc. for \$50,000. Sellers: Arthur C. Youngberg Jr., president, et al. Buyers: Thomas L. Young, president and controlling stockholder, et al. Mr. Young is vice president-general manager of KAUS-AM-TV Austin, Minn., and KVVW-TV Waterloo-Cedar Rapids, Iowa. Ann. March 30.

■ WVON(AM) Cicero, Ill.—Seeks assignment of license from L&P Broadcasting Corp. to Globetrotter Communications Inc. for \$9 million. Sellers: Leonard Chess estate (50%) and Philip Chess, president, et al. Sellers own WSDM-FM Chicago and WNOV(AM) Milwaukee. Buyers: George N. Gillett Jr., president (35.3%), Potter Palmer, vice president (29.5%), Rose P. O'Neill (13.2%), et al. Messrs. Gillett, Palmer and O'Neill own 25%, 26.2% and 36.25% respectively, of Harlem Globetrotters basketball team. Messrs. Palmer and Gillett each own 33 1/3% of circus production firm. Mr. Palmer has numerous interests in investment and real-estate management firms and professional athletic

teams. Mr. Gillett owns 33 1/3% of dairy. Ann. April 27.

■ KSIG(AM) Crowley, La.—Seeks transfer of control of KSIG Broadcasting Inc. from Hirsch J. and Freda S. Scholl (jointly, 50% before, none after) to Louis and Joyce Basso (jointly 50% before, 100% after). Consideration: \$150,000. Principals: Mr. Basso has pending application for assignment of license of WCNL(AM) Newport, N.H. Ann. April 27.

■ KREI(AM) Farmington, Mo.—Seeks assignment of license from Cecil W. Roberts (100% before, 51% after) to James R. Roberts (none before, 49% after) for no consideration. Principals: James R. Roberts is general manager of KREI. Ann. April 27.

■ WMMJ(AM) Lancaster, N.Y.—Seeks assignment of license from Seaport Broadcasting Corp. to Dome Broadcasting Inc. for \$395,000. Sellers: Stanley Jasinski, president, et al. Mr. Jasinski owns 45% of WUTV(TV) Buffalo, N.Y. Buyers: Louis A. Schriver, president-treasurer (65%), Edward A. Mattioli, vice president-secretary (35%). Mr. Schriver is leader of country-music entertainment group and promoter of live entertainment events. Mr. Mattioli is attorney. Ann. April 27.

■ WADR(AM) Ramson, N.Y.—Seeks transfer of control of P.H. Inc. from Donald Majka, Allen F. Bonapart, E. Porter Felt, Carmen Fondarigo, Russell W. Baldwin Jr. and William S'Doia (each 6% before, none after) to A. Richard Cohen and Joseph Uzdavinis (each 25% before, 44% after). Consideration: \$80. Ann. April 27.

■ WKYX(AM) Burnsville, N.C.—Seeks transfer of control of Burnsville Broadcasting Inc. from James B. Childress (40% before, none after) to J. Ardell Slnk (35% before, 75% after). Consideration \$12,754.40. Ann. April 27.

■ KMAD(AM) Madill, Okla.—Seeks assignment of license from Herbert J. Pate to Harold E. Cochran for \$25,000. Seller: Herbert J. Pate, sole owner. Buyer: Harold E. Cochran, sole owner. Mr. Cochran is district sales manager and newscaster for KTEN-TV Ada, Okla. Ann. April 27.

■ KSVN(AM) Ogden, Utah—Seeks assignment of license from Lindsey H. Kesler, trustee in bankruptcy for North America Broadcasting Co. to Weber Broadcasting Inc. for \$30,099. Principals of Weber: Bruce R. Hymas, president, Orin G. Geesey, vice president (each 45%), et al. Principals own respective interests in KASL(AM) Newcastle, Wyo. Mr. Hymas owns 73% of KMER(AM) Kemmerer, Wyo. Mr. Geesey is president and owns less than 5% of First National Bank of Kemmerer. Ann. April 27.

Final actions

■ WJBS(AM) DeLand Fla.—Broadcast Bureau granted assignment of license from Walter Davis, receiver, to WJBS Inc. for \$65,550. Sellers: Mr. Davis is court-appointed receiver of Cosmopolitan Communicators Group Inc. Buyers: Jon C. Peterson, president (80%), and Paul H. Downs, vice president (20%). Mr. Peterson owns electric sign manufacturing firm, advertising firm and 20% of WABR(AM) Winter Park, Fla. Mr. Downs own 10% of real-estate developer and is vice president of WABR. Action April 23.

■ WXKL(FM) Winter Haven, Fla.—Broadcast Bureau granted assignment of license from Bruce L. Parker to Recreation Broadcasting of Central Florida Inc. for \$53,250. Seller: Bruce L. Parker, sole owner, is Mayor of Winter Haven. Buyers: Susan Freihofer, executive vice president (19.6%), Allen I. and Helen J. Hunting, treasurer and president, respectively, William L. and Sarah Berry Seidman, vice chairman of board and secretary, respectively (each 17.15%) et al. Buyers own applicant for new FM at Naples, Fla. Messrs. Hunting and wife and Seidman and wife each own 11% of permittee of new FM at Aspen, Colo. Action April 22.

■ WBTA(AM) Batavia, N.Y.—Broadcast Bureau granted transfer of control of Batavia Broadcasting Corp. from Harriett S. Gamble, executrix of estate of Edmund R. Gamble (50% before, none after), deceased, to Harriett S. Gamble (none before, 50% after). No consideration involved. Action April 21.

■ WTOO(AM) Bellefontaine, Ohio—Broadcast Bureau granted transfer of control of Hi-Point Broadcasting Co. from WOHP Inc. (100% before, none after) to James Broadcasting Inc. (none before, 100% after). Principals of WOHP: Simon and Maurice Goldman (60% and 40%, respectively). Principals of James Broadcasting: Simon Goldman, president (75%), et al. Buyers own WJTN-AM-FM Jamestown and WGO(AM) Salamanca, both New York. Consideration: Price equals amount paid into corporation by present stockholders (\$82,743.75). Action April 23.

■ WEJL-AM-FM Scranton, Pa.—Broadcast Bureau granted assignment of licenses from Jean O'Hara Lynett, executrix of Edward J. Lynett estate, deceased, and administratrix of Elizabeth R. Lynett estate, deceased (100% before, none after), to Jean O'Hara Lynett, trustee for William R. Lynett under will of Edward J. Lynett (none before, 9.25% after), Edward J. Lynett Jr. (none before, 25% after), Cecelia Lynett Haggerty (none before, 25% after), George V. Lynett (none before, 25% after) and William R. Lynett (none before, 15.745% after). No consideration involved. Principals operate as The Scranton Times. Principals own respective interests in *The Scranton* (Pa.) *Times* and *The Sunday Times* and own Semit Cable TV Co., Scranton, applicant for CATV franchise, and engraving company. Action April 22.

■ WAKN-AM-FM Aiken, S.C.—Broadcast Bureau granted assignment of licenses from Radio WAKN Inc. to Eagle Enterprises Inc. for \$200,000. Sellers: Joseph A. Warren, president, et al. Buyer: Michael L. Laughlin, sole owner. Mr. Laughlin is state senator of South Carolina, owns two aviation firms and has 30% interest in another and owns tree farm in Aiken, S.C. Action April 20.

■ KCFH(AM) Cuero, Tex.—Broadcast Bureau granted assignment of license from Cuero Broadcasters Inc. to Norman Building Corp. for \$95,000. Sellers: Dave M. Schmidt Jr., vice president, et al. Buyer: Robert N. Aylin, sole owner. Mr. Aylin owns Norman Building Corp., Houston, which handles real estate and broadcast properties; Aylin Advertising Agency Inc., Houston, and 95% of KSWA(AM) Graham, Tex. He also has interest in two Houston office buildings. Action April 16.

■ KTRE(AM) Lufkin, Tex.—Broadcast Bureau granted assignment of license from Forest Capital Communications Corp. to Lufkin Broadcasting Corp. for \$170,000. Sellers: Fred C. Hill, president, et al. Sellers own KLTU(TV) Lufkin, 50% of Vumore Co. of Lufkin, CATV operators. Buyers: Pitser H. Garrison, president, and Louis R. Renfrow, executive vice president (each 48.78%), et al. Messrs. Renfrow and Garrison each own 16.62% of real-estate firm and 50% of investment firm. Mr. Garrison is chairman of board of Lufkin National Bank and owns 35% of real-estate investment corporation. Mr. Renfrow owns 16.63% of law firm and 17.5% of urban-development firm. Action April 20.

■ KIRT(AM) Mission, Tex.—Broadcast Bureau granted assignment of license from KIRT Inc. to Rio Broadcasting Co. for \$225,000. Sellers: Ray V. Jensen, president, et al. Buyers: Edward L. Gomez, president (10%), David Garcia, vice president (13%), Eduardo Izaguirre, secretary-treasurer (19%), et al. Buyers own KQXX(FM) McAllen, Tex. Action April 20.

■ WODI(AM) Brookneal, Va.—Broadcast Bureau granted transfer of control of WODI Inc. from Lester L. Williams (67% before, none after) to Graham L. Jones (13.4% before, 80.4% after). Consideration: \$22,000. Principals: Mr. Jones is general manager and chief engineer of WODI. Action April 22.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through April 28. 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*.

■ Weymouth, Mass.—Teletransmission Inc. has applied for a franchise. The company already operates one CATV franchise in Framingham, Mass. Installation for the proposed system will be \$15 and subscribers will be charged \$5.50 per month.

■ *Washington Twp., Pa.*—Baisley TV Cable Co. Inc., Canonsburg, Pa., has been awarded a franchise.

■ *West Point, Va.*—American Tele-Systems Corp., Bethesda, Md. (multiple CATV owner) has been awarded a franchise. The bid by American was the only one received by the municipality and stipulated that the municipality would receive three percent of the company's gross profits the first three years, four percent the next three years and five percent thereafter.

■ Appleton, Wis.—Midwest CATV Corp., Menominee, Mich., has applied for a franchise.

It is more than a weekend gardener's green thumb that explains Arden Swisher's interest in making things grow and prosper.

Part of his perseverance in developing new business as vice president of May Broadcasting Co., group owner, may flow from a family heritage of pioneering and commerce. His great grandfather helped open South Dakota to ranching and his grandfather, also a rancher there, was business partner with the frontier sharpshooter, Clamity Jane.

"They ran prairie-schooner freighters into the Black Hills from out of Kansas City," Mr. Swisher recalls, "and building new business in those days was as tough as any script in a western."

Based at KMTV(TV) Omaha, Neb., where he is in charge of sales, Mr. Swisher is responsible as well for helping the other May Broadcasting Co. station interests in their over-all sales development operations. The May group also includes KMA(AM) Shenandoah, Iowa, and KGUN-TV Tucson, Ariz., plus a part interest in KFAB-AM-FM Omaha. May Broadcasting is a subsidiary of May Seed and Nursery Co., which has 42 retail stores in five states.

Though involved in some phase of broadcast sales for over three decades, now a member of the board of directors of Television Bureau of Advertising and formerly on TVB's sales advisory committee, Mr. Swisher still gets a thrill from two aspects of selling: seeing a campaign get results and watching a professional salesman in action. Both circumstances involve a continuing willingness to learn, he notes, an attitude necessary for consistent growth.

He was intrigued a few weeks ago by the marketing sophistication of a group of Japanese businessmen in Omaha. As vice president and director of the Omaha Chamber of Commerce, Mr. Swisher welcomed the consul general of Japan from Chicago and more than a dozen of his staff. The consul one day each month moves his entire staff to a hotel in a different city in the Midwest and conducts business as usual, helping international trade or writing visas.

"They bring a touch of Japan in their mannerisms," Mr. Swisher says, "but their minds are just like clocks. They understand advertising and marketing and they know exactly what is going on—in Omaha."

While trusting the U.S. will do as well in its stimulation of business abroad, Mr. Swisher didn't let his hospitality get in the way of the sales pitch. Assuring the visitors we can no longer get along without Japanese electronics, he expressed the hope that every steak house in Tokyo is upholding the tradition of serving only the best—with Omaha beef.

Salesmanship is a way of life for Arden Swisher

Among Mr. Swisher's pet theories is the conviction that all business is local. What interests him most is working with people, helping them to learn how to use television effectively, and seeing them grow as a result. Among his biggest satisfactions have been the retail TV successes of Brandeis department store and Landon's, a men's clothing store.

It took seven or eight years of missionary work with Brandeis officials to get the big store to consider TV, Mr. Swisher recalls, but now Brandeis is in

TV consistently. While some big department stores make two dozen expensive commercials for rotation over a year or so, he notes, KMTV turns out 200 or more a year for Brandeis.

They are not fancy award-winners, he explains, but they are timely for every promotion in which the store is involved.

"We can keep as current as newspapers," he adds.

Similarly, Mr. Swisher says, working closely with the owner of Landon's over a ten-year period, the men's store grew from a one-room shop to a major firm, entirely with TV. "Landon's now is so big they have diversified into newspapers," he laughs.

If the client is entitled to prosper, so is the medium, according to Mr. Swisher's book. "Probably the thing least mentioned and yet most important," he says, "is that the broadcaster is licensed to show a profit. We get no handouts. If you don't show a profit, you are hardly in a position to be of much service to your community."

Which leads to another of his beliefs many other broadcasters share: "You not only serve the community through your facilities, but you must also participate." He does, as president of the Omaha Better Business Bureau, regent of College of St. Mary, director of Bergen Marcy Hospital and member of Creighton University's advisory council. Currently he feels his BBB work is quite exciting.

Challenged recently at the state level with a rash of proposed consumer-protection laws that would make national proponents envious, Nebraska government leaders said it was now or never the time to prove the voluntary BBB system works. Mr. Swisher acted.

He worked out a statewide alert and information system linking all local Chambers of Commerce and the BBB offices in Omaha and Lincoln, geared to helping the consumer protect himself from fraud and bogus advertising. State police short-wave relayed emergency notices to combat such nuisances as transient, crooked magazine subscription crews.

"I'm entirely out of sympathy with the Betty Furness approach," Mr. Swisher says, explaining: "I happen to think the consumer, especially the woman, is the smartest shopper in the world. We don't need a law to regulate every package."

Mr. Swisher chases ulcers playing piano. Still a member of the American Society of Composers, Authors and Publishers, he recalls dropping out of college for a short while to play trumpet and sing for Tommy Tucker's band in New York. "But when I saw talent like Harry James around," he says, "I decided to go back home."

Week's Profile



Arden Elwood Swisher—VP of May Broadcasting Co. KMTV(TV) Omaha, Neb.; KGUN-TV Tucson, Ariz., and KMA(AM) Shenandoah, Iowa, plus 48.8% of KFAB-AM-FM Omaha; b. Nov. 6, 1911, Vermillion, S.D.; BA business administration 1935, University of South Dakota; worked for newspapers at Rapid City, S.D., and Sioux City, Iowa, before joining Cowles group in 1939 as Sioux City sales promotion manager for WNAX(AM) Yankton, S.D.; U.S. Navy, 1941-45; rejoined Cowles 1946 as national sales representative for mid-states group: KRNT(AM) Des Moines, WMT(AM) Cedar Rapids, both Iowa, and WNAX, until assigned to WOL(AM) Washington, D.C., as sales manager, 1948-49; general manager, KOIL(AM) Omaha, 1950-52; joined May Broadcasting 1953 as sales manager of KMTV; director, Television Bureau of Advertising; president, Omaha Better Business Bureau; past president, Nebraska Broadcasters Association and Omaha Advertising Club; m. Mary Elizabeth Lamberto of Sioux City Aug. 4, 1941; hobbies—music, golf and gardening.

Talk about fraudulent advertising!

The following advisory, which has been widely circulated elsewhere, is reproduced below in the probably hopeless cause of maintaining perspective in Washington. It is directed to the attention of all of those congressmen who voted to outlaw \$240 million in broadcast advertising of cigarettes, in the professed belief that their action would diminish smoking in this country, and to that of the President who signed the legislation without a murmur of dissent.

Last week Philip Morris Inc. announced its commitment to erect the biggest cigarette-manufacturing facility in the world. The plant will cost \$80 million and will not get into operation until 1973—at least two years after cigarette consumption is supposed to disappear with the enforced abandonment of broadcast advertising.

You have to wonder whether Philip Morris knows something that the U.S. Congress and President don't know, or perhaps aren't telling.

In the unlikely event that any other reader of this magazine doesn't know what Philip Morris knows, it's this: No cigarette commercial on radio or television was ever intended to serve any purpose other than to persuade the smoker of one brand to switch to another.

The setup

A good many communications interests, including elements in broadcasting, were doing their best last week to head off the appointment of Dr. William Niskanen as director of the new Office of Telecommunications Policy in the White House. The resistance has logic on its side.

Whatever Dr. Niskanen's personal qualifications for the job, his professional associations make him unsuitable for it. He was an economist with the Rand Corp., which has strong ties to the defense establishment, in 1957-62. He was in the office of the secretary of defense in 1963-64. He has been with the Institute of Defense Analysis, which is under contract to the Defense Department, since 1964. If he isn't a captive of the military, he is at least in its debt.

The military is the biggest occupant of space in the radio spectrum. It sits on most of the government's frequencies—which add up to half of all the frequencies there are. It is constantly developing new modes of communication and constantly demanding more spectrum. To put a Dr. Niskanen in charge of advising the President on telecommunications allocations would be like installing Mickey Mouse as the President's adviser on the distribution of cheese.

Time and taxes

By now it must be clear to even the most ardent sock-the-licensee advocates that the proposed new schedule of fees to defray an inflated \$25-million overhead of the FCC is a mindless, arbitrary effort to put that agency on a pay-as-you-regulate basis.

Comments filed by licensees of all descriptions cite the discriminatory burdens that would be invoked by the FCC, alone among federal regulatory agencies. The National Association of Broadcasters calls the imposts worse than unfair; it contends they are illegal on the plausible ground that only Congress has the power to collect and levy taxes.

Licensees pay taxes in their appropriate brackets, along with all others. Some pay no taxes because they have no earnings.

The sock-the-licensee raiders, contemptuous of the law,

do whatever they can get away with to encroach upon the freedom and independence of broadcasters. This attitude has mushroomed among members of Congress who witlessly go along for the publicity or for the hell of it.

If broadcasters are to be assessed for a major portion of \$25 million, for the "service" government supplies, then they ought to have a voice in what they're getting for their money. Do all members of the FCC's staff provide an honest day's work? Are all those trips necessary?

A story, elsewhere in this issue, reports that advertising media in 1969 contributed a record \$242 million in time and space to nationwide public-service advertising campaigns developed by the Advertising Council. These included 20-billion home impressions attributed to messages carried by the three TV networks; more than 15-billion listener impressions by the four radio networks, with the figure more than doubled by local TV and radio support.

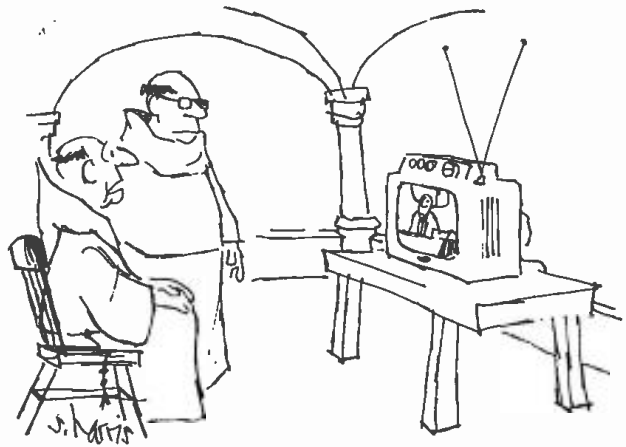
If broadcasters are called upon to pay for "service" over and above their federal, state and local taxes, why should government not pay for the only commodity broadcasters have to sell—their time?

Modernization program

As reported here a week ago, the American Association of Advertising Agencies has at last repealed a prohibition against its members' owning advertising media. The action opens the way for the restoration to membership of two agencies, Tracy Locke, Dallas, and Reach, McClinton, New York, which resigned after buying radio stations, and a third, Kaufman, Spicer, Minneapolis, which owns a newspaper.

The new AAAA rule merely requires that agencies that own media must disclose the ownership. The assumption, which is realistic, is that the marketplace itself will discipline the system. Clients would not take kindly to agencies choosing media for reasons other than conventional evaluation. Rival media would surely let clients know if discrimination were being practiced.

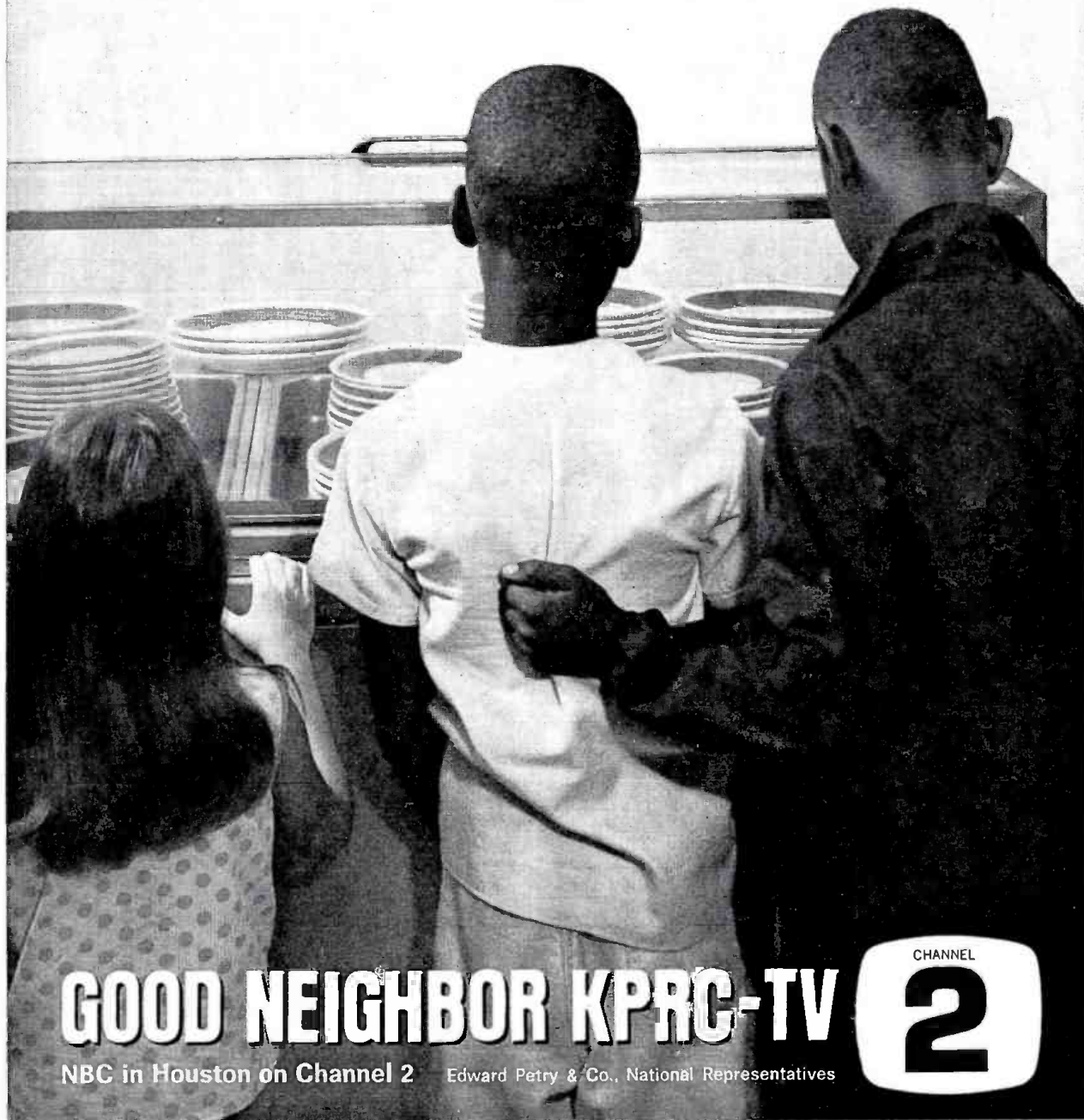
The modern economy all but demands that businesses continually expand not only in size but also in interests. There is no reason that agencies should be singled out, by the self-imposed regulations of their own association, to run against the economic stream.



DRAWN FOR BROADCASTING BY SIDNEY HARRIS
"I watch Sermonette at 6:30 in the morning, and after that it's all downhill."

WHAT DO YOU TELL A HUNGRY YOUNGSTER?

Frankly, we don't know, and because we don't know, we talked to our adult neighbors instead. We told them that the school board had decided not to spend tax funds for a breakfast program for needy students, was going to cut four thousand poor kids from the free school lunch program, and was asking for public "donations" to bridge the gap. Somehow, this didn't seem to fit our widely publicized image of prosperous (and air-conditioned) well being. In a series of fairly pungent editorials, supported by pictorial evidence, we said so . . . and our neighbors agreed with us. So, finally, did the school board. They reinstated the lunch program. We're still working on the breakfast program . . . we and our neighbors, who apparently still think of us as . . .



GOOD NEIGHBOR KPRC-TV

NBC in Houston on Channel 2 Edward Petry & Co., National Representatives



Starting May 11th at 6:16 PM

Edward P. Morgan puts it all together

Today's news comes fast and before you know it the entire picture can become jumbled and confused for your listeners. Edward P. Morgan is one commentator who presents the news, tears it apart and then puts it back together clearly for them.

Truly the complete journalist, Mr. Morgan brings almost four decades of experience to his commentary, *The Shape of One Man's Opinion*, being launched next Mon., May 11th on the American Information Radio Network. He is a respected professional with numerous broadcasting awards to his credit, including the coveted Peabody Award. Listeners



across the country find his commentary penetrating and relevant.

Mr. Morgan is one more good reason for being an ABC Radio Network affiliate.

 American
Information
Radio Network
a division of ABC Radio Network