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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

- U.S. unrest gets new attention from foreign newsmen. p23
- Football sell-outs keep ABC-TV, Pete Rozelle smiling. p26
- ARB shows where the TV households are. p36
- Broadcasters win limited victory in new land-mobile rules. p66

WHIO-TV

DAYTON, OHIO CHANNEL 7-CBS

announces the appointment of

TELEREP

as national sales representative

Effective May 16, 1970

Why?

When 4 girls were murdered at Cape Cod,
WPRO had a man on the scene for a week.
When Kennedy's car went off the bridge, WPRO was there fast.
Why? That's the question we always ask. 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

Be it hereby known that the party of the first part does agree and consent to renew his television contract with the party of the second part for 52 weeks beginning July 6, 1970

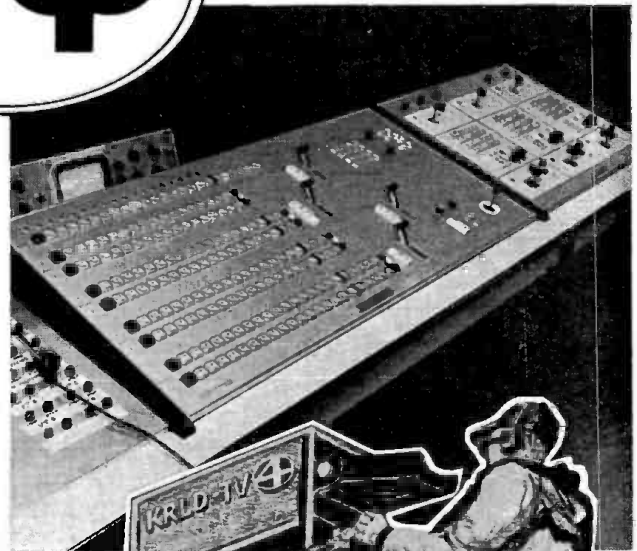
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Utilizing the most sophisticated equipment available, the creative specialist of Premier Tele-Productions can fulfill your most exacting videotape production requirements.

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No misrepresentation

Performance of American Research Bureau in compiling those controversial figures showing apparent drops in TV viewing (BROADCASTING, Feb. 9, et seq.), has been given clean bill by Broadcast Rating Council auditors after closer-than-usual probe. So, too, has A. C. Nielsen Co.'s in preparing Nielsen Station Index figures for same period, showing audiences up slightly. That does not answer question of which is right, but it does satisfy rating council on point that is its chief concern in all audits; that services conducted their research in manner they say they did.

Both had been accused of bad execution, ARB by reps and stations, NSI by agency critics. On key question, authorities see at least three possible alternatives: either (1) viewing is in fact beginning to level off or decline and NSI procedures failed to detect it, or (2) something not yet pinpointed is amiss in ARB's weighting procedures, exaggerating decline if one has occurred or creating appearance of one if viewing is not really off—or (3), as some researchers have said all along, ARB 1969-70 figures are pretty much on target but 1968's were too high, creating illusion of decline since. Advocates of that last theory say it is borne out when comparisons are extended back to ARB's 1967 reports. (At affiliates convention last week, ABC-TV said ARB's samples were too small [story, page 33]).

Attention getter

Quizzical eyes are being cast at FCC Commissioner Nicholas Johnson by people in high places. Annoyance over his extracurricular activities is cropping up not only on Capitol Hill but in high administration quarters. Frequent travels here and abroad, participation in way-out causes and business baiting aren't novel among some bureaucrats, but participation in teach-ins, open criticism of President, even if of opposite party, and support of antiadministration protest outside his specialized field ("At Deadline," May 11) have elicited White House interest. This is area to which Clark Mollenhoff, now special counsel to President Nixon and formerly celebrated as investigative reporter, is assigned.

Future after football

Question bothering ABC-TV affiliates at convention last week (see stories elsewhere) is what happens to schedule after National Football League Mon-

day-night telecasts are completed on Dec. 14. Network isn't ready to give answer, but privately some ABC-TV programming people indicate that feature films will go into schedule at 9 p.m. after pro football season ends. What network hopes eventually to do is to make Monday night sports night and replace NFL football with National Basketball Association telecasts. But consensus at network is that pro basketball still lacks sufficient pulling power to attract large enough prime-time audience. Still, network will keep eye on audience figures for its Sunday-afternoon telecasts of NBA games with mind to pushing them up to prime time in future seasons.

Backstage worker

Chalk up to Herbert G. Klein, director of communications in Nixon administration, major assist to journalism. In address to annual convention of National Association of Broadcasters in Chicago last month, he had hoped to announce that Attorney General John Mitchell would accept federal law guaranteeing confidentiality of reporters' notes or television and radio outtakes. But he couldn't get clearance then. Last Tuesday on CBS's *60 Minutes* Mr. Mitchell made it official (see page 50).

Credits for kickbacks

FCC staff investigation is understood to have turned up evidence that kickbacks—in which networks or producers are reimbursed for fees paid performers—are common in broadcasting. However, commission apparently is leaning toward view that any violations of anti-payola statute are inadvertent. Commission is understood to have instructed staff to prepare public notice warning that where reimbursements are made—for instance, by record company interested in having recording artist get network exposure—clear and prominent announcement of that fact must be made. Failure to make such announcement, presumably, would provide basis for sanction.

Rescue mission

AT&T's long-lines department plans to meet its service problems with TV campaign now in preparation. New TV spots are designed to serve multiple purpose: to cool tempers of frustrated customers, smooth out traffic problems and advise clients of new rate structure that

encourages use of direct-dial system. First two spots, which are much less sales-oriented than long-lines advertising has been in past, have been produced, but will not air until fall.

In one AT&T spot, long-distance operator is portrayed advising customer to dial direct, rather than place call through operator. She explains that she is not avoiding work, but saving caller money by suggesting that he dial for himself. Another spot features testimonial by actress Sandy Duncan, who makes basically same appeal. Long-lines agency is N. W. Ayer & Son, Philadelphia.

Utterly equal

FCC is expected to act this week on new equal-employment rules for broadcasting. Proposed rules, issued for comment last year (BROADCASTING, June 9, 1969), would require stations to adopt and submit to commission affirmative program of hiring and promoting minority groups. They would also require stations to file annual statistical report on minority-group members they employ. Rules are expected to be adopted as proposed; one exception is that they would include women as among those whose rights are to be protected.

Best feet forward

Aside from dispute over ABC's official decision not to contest FCC's new network limitations on prime-time programming (story, page 53), only serious criticism heard from affiliates at convention last week was that network showed too few pilots of new shows. As one program-minded station manager said: "I wanted to see something more dependable than those promo clips." At formal presentation of 1970-71 shows, ABC-TV played pilots of *The Partridge Family* and *Barefoot in the Park*.

Selection of those two for detailed display may have been related to scores they made in testing before preview audiences. Audience Studies Inc., Hollywood, put both shows in winners' circle, with *The Partridge Family* equaling scores made several years ago by pilot of *Bewitched*, which turned out to be ABC-TV's probably most popular and durable situation comedy. Danny Bonaduce, child actor in new series, can't miss stardom, according to ASI. *Barefoot in the Park* is contemporary version of stage and movie hit—this time with blacks in lead parts.



MGM Television

is proud to be associated with
the British Broadcasting Corporation's
production of

The Forsyte Saga

Nominated for Emmys:
Outstanding Dramatic Series
Outstanding New Series
Outstanding Actress-
Susan Hampshire

"The Forsyte Saga" is distributed by
MGM Television—owner of the film and television
rights to the John Galsworthy property

Flagging interest in U.S. news abroad is revived by American invasion of Cambodia and subsequent protests on campuses. Foreign broadcast news operations are now broadening radio and TV coverage of U.S. news. See . . .

U.S. unrest stirs world attention . . . 23

ABC-TV affiliates hear network is completely sold out for 13 fall National Football League prime-time telecasts on Monday; advertiser action at CBS-TV, NBC-TV is less hectic, with sluggish commitments reported. See . . .

Why are ABC-TV, Pete Rozelle smiling? . . . 26

Sap is running at ABC-TV, with network and affiliates waxing bouyant at affiliates meeting in Los Angeles. Friction over network's alleged 'conciliatory' stance on prime rule fails to ignite sparks. See . . .

ABC-TV says it's found the momentum . . . 32

Color-TV homes increased 24.7% last year with total TV homes and UHF penetration also registering gains. That's the estimate given by American Research Bureau based on its February/March 1970 TV sweep. See . . .

ARB shows where the TV homes are . . . 36

More broadcasting groups ask FCC to suspend one-to-a-customer order, contending it should be reconsidered in proceeding encompassing all questions relating to multiple media holdings. See . . .

Barrage hits one-to-a-customer . . . 44

Spurred by 'Red Lion' decision, FCC moves to tighten up fairness doctrine obligations imposed on licensees, proposing to require recruitment of specific spokesmen to present contrasting editorial positions. See . . .

New fairness strictures ahead . . . 48

If FCC's rule limiting network dominance of prime-time programming goes into effect, larger market TV's may expand news programming and smaller market outlets may have to go syndication route. See . . .

Open hour may benefit local news . . . 54

CBS-TV denies charge levelled by ASCAP that it acted 'arbitrarily' in allocating share of combined time-and-program prices that should have been identified as time sales. See . . .

CBS answers ASCAP on payment . . . 58

Multiple CATV owners Citizens Financial Corp. and Communications Properties Inc. have marriage plans. Citizens would trade its cable subsidiary for CPI stock valued at \$14 million, giving Citizens 65% ownership. See . . .

\$14 million CATV merger planned . . . 62

Tentative FCC decisions would reserve some of lower UHF-TV channels and certain radio spectrum space—now occupied principally by translators—to ease land-mobile radio congestion. See . . .

FCC charts relief for land-mobile radio . . . 66

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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.

**IN ATLANTA...
hardly anyone watches WMAZ-TV**

**IN CENTRAL GEORGIA...
hardly anyone watches anything else!**



WMAZ-TV makes no claims about covering Atlanta ... by the same token Atlanta Stations do not cover Central Georgia. Only WMAZ-TV can do that!

In the 16-county Macon ADI there are:

- \$2,955,000 Supermarket dollars spent each week.
- \$1,081,000 Gasoline dollars spent each week.
- 698,000 Washloads a week.
- 618,000 Cups of coffee consumed daily.

... and the way to reach this rich market is through WMAZ-TV!

ADI Share of Audience*
Sign-on/Sign-off/7 Days

WMAZ-TV	69%
Station B - (Macon)	10%
Station C - (Columbus)	5%
Station D - (Atlanta)	4%
Station E - (Atlanta)	4%

*Source - ARB Nov. 1969. Data quoted from audience surveys are estimates subject to sampling and other errors.



A CBS AFFILIATE

wmaz-tv

MACON, GA. CHANNEL 13



MULTIMEDIA

A station of Multimedia Broadcasting Company. Affiliated with WBIR-TV, Knoxville, Tenn., and WFBC-TV, Greenville, S. C.



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KRAB(FM) finds a friend

In rare action Friday (May 15) major broadcaster lent its support to small, noncommercial station which had been reprimanded by FCC on programing issue—in this case, highly controversial question of obscenity.

CBS is petitioning FCC in support of listener-supported KRAB(FM) Seattle, which is seeking to have short-term renewal reversed. Commission had based its action on broadcast of program containing four-letter words. (BROADCASTING, Feb. 23).

CBS is telling FCC that it backs KRAB's contention that commission action was "an arbitrary and capricious decision" (BROADCASTING, March 30), by noting that it could "only be interpreted by broadcast licensees as undercutting the commission's disavowals of a role as national censor of truth and taste." In its filing mailed to FCC Friday CBS said. "If the commission undertakes to protect the sensitivities of some listeners by pressures such as this ruling exemplifies, many broadcasters will be led to play it safe—to present only the non-controversial—and no amount of knob-turning will allow listeners to receive the discordant, the dissident or the experimental."

CBS said that while it did not propose that broadcasters have "absolute right to disseminate matter which is indecent or obscene," it believed that "just as the commission has properly disavowed the role of 'national arbiter of truth,' it should likewise disavow the role of national arbiter of what is vulgar or offensive."

Petition calls FCC action "punitive . . . profoundly at odds" with spirit of First Amendment, and suggests commission "observe the greatest restraint" in exercising regulatory power in area of speech.

Hurdle cleared on KRLD

FCC Friday (May 15) approved sale of KRLD-AM-FM-TV Dallas by Times Herald Printing Co. to Times Mirror Printing Co. At same time it approved spin-offs of radio properties by Times Mirror to third party—KRLD Corp.

Sale of radio properties and channel 4 CBS-TV affiliate is part of merger of Times Herald into Times Mirror, which also involves Times Herald's *Dallas Times Herald* and Times Mirror's *Los Angeles Times*. Value of merger was placed at \$91 million last year (BROAD-

CASTING, Sept. 22, 1969).

KRLD-AM-FM-TV were sold for 1.8-million shares of Times Mirror series A convertible preferred stock, which industry sources last year valued at \$30 million.

KRLD-AM-FM went to KRLD Corp. for \$6,750,000 on condition that buyers dispose of either station in accordance with commission's new multiple ownership rules. Principals of KRLD Corp. include Philip R. and Kenneth A. Jonsson and Mrs. George V. Charlton, sons and daughter of Dallas Mayor John Erik Jonsson.

Vote on sales was 5-to-1 with Commissioner Nicholas Johnson dissenting and issuing a statement to be released later. Chairman Dean Burch concurred and Commissioner Kenneth A. Cox, in concurring, issued statement. Commissioner Robert T. Bartley did not participate.

New look at CATV

FCC appears headed toward reopening of many issues in December 1968 rule-making that was aimed at overhauling its CATV rules. Commission on Friday (May 15) wound up two-day, closed-door session on CATV with instructions to staff to prepare further notice of proposed rulemaking dealing with issues raised by December 1968 rulemaking but not yet resolved.

Staff reportedly will prepare alternative to retransmission rule, one of key elements in pending rulemaking. Other matters which staff is said to have been instructed to include in new proceed-

Changes in Compoz spots

Under strong urging by California legislator, makers of Compoz have stated they will change their advertising. California Assemblyman William Campbell voiced objections saying commercial implied that life's problems "were easily solved by oral ingestion of a chemical."

Martin Himmel, president of Jeffrey Martin Inc., Union, N.J., makers of sedative, said change would involve 16 seconds of current 60-second commercial. Voice at end of spot would say that all medications should be used "only for the purpose specified." Compoz is for use only "to relieve simple nervous tension and that's what to use it for." Radio changes will be made immediately, according to Mr. Himmel, with TV spots being changed as soon as possible.

ing are federal-state relationships, problems raised by overlapping markets, CATV multiple ownership and cross-ownership of CATV with other media.

Retransmission rule was reported as substitute for present rule barring relay of distant signals into major markets without hearing:

It would require CATV systems within 35 miles of major-market television station to obtain permission of distant station before importing its signal.

Commission spent most of Thursday being briefed by Dr. Nathaniel Feldman, of Rand Corp. on results of study he has made on program origination by CATV systems as well as on Canadian CATV systems, some of which have more than 150,000 subscribers.

What ABC pays ASCAP

ABC has paid American Society of Composers, Authors and Publishers more than \$32 million for TV and radio use of its music in 1960-69 period and will raise total to more than \$36.2 million under settlement agreement approved in court Friday (May 15).

These totals are based on ABC's yearly payments for use of ASCAP music on ABC-TV, ABC-owned TV and radio stations and ABC Radio during that 10-year period, as reported during court session by ASCAP General Counsel Herman Finkelstein, plus additional payments called for in settlement agreement. Details of settlement were revealed 10 days ago (BROADCASTING, May 11).

For 1960-69 Mr. Finkelstein reported payments totaling \$20,954,626 for ABC-TV, \$7,912,549 for ABC-owned TV stations, \$2,154,007 for ABC-owned radio stations and \$990,218 for ABC Radio—\$32,001,400 in all.

Settlement agreement for TV network and owned TV and radio stations totaled \$7 million, of which \$2,746,722 was said to have been paid (and presumably was included in 1960-69 payments). That would leave \$4,253,278 yet to be paid, lifting total to \$36,264,698. (Actually, total will be somewhat higher; Mr. Finkelstein did not have owned-radio stations figure for 1960).

In addition, ASCAP and ABC settled back claims for music on ABC Radio for \$612,000. This, however, had already been paid by ABC, but was being held in escrow by ASCAP pending outcome of controversy; it will now be released to ASCAP with interest.

ASCAP attorneys said \$7-million settlement was "package deal" that did not assign specific dollar amounts to

various elements of package: ABC-TV and ABC-owned TV and radio stations.

Counsel for CBS and NBC, which have made their own settlements with ASCAP for past year's use of music on their respective TV networks, sought breakdown of \$7 million to see how much was allocated to ABC-TV. But ASCAP maintained no such allocation could be made and presiding judge, Sylvester Ryan, signed settlement orders for both TV and radio.

Judge Ryan indicated that other networks—including Mutual, which was represented at hearing because ABC Radio was involved in settlement—have appropriate legal remedies available if they feel ABC deal is discriminatory to them. John J. Galgay, New York attorney for Mutual, indicated Mutual is currently paying ASCAP \$4,500 monthly (as against ABC Radio's \$8,500).

NBC rapped on fairness

Port of New York Authority late last week asked FCC to order NBC, licensee of WNBC-TV New York, to "expeditiously afford a reasonable opportunity for presentation by port authority of its point of view in response to highly critical attack on [it] presented by station."

Fairness-doctrine complaint stems from four-part documentary series, entitled *51st State*, presented last March by WNBC-TV as part of its 6 p.m. news program. Series was described as in-depth investigation of operations, policies and programs of port authority.

Port authority alleges NBC didn't advise it that station was airing series, didn't contact authority to arrange for presentation of contrasting viewpoints, and finally offered air time only after series of oral and written requests by authority, which were initially rejected.

Dismissal of ex-parte plea

FCC's review board has denied petition requesting that issues in hearing on ABC's application for authority to continue feeding programs to XETV(TV) Tijuana be enlarged to include allegations of ex-parte activity.

XETV, which filed petition, alleged that KCST(TV) San Diego had violated commission rules barring off-record contact with commission in hearing matters (BROADCASTING, March 3). KCST is opposing ABC's application in San Diego market.

Review board, in order issued Friday (May 15), said it accepted KCST's assertion that ex-parte activities which were made to commission as result of KCST's effort to secure endorsement of local officials "were wholly inadvertent."

Allegations involved letters that were addressed to commission but KCST said, were to have been sent to station for its use. KCST said five of 16 officials con-

Week's Headliners

Herb Koster, deputy director of public affairs for Department of Commerce, Washington, named director of public affairs. Mr. Koster, a former broadcaster, entered radio in 1948 with WKRT (AM) Cortland, N. Y., later established and managed Westinghouse capital news bureau in Harrisburg, Pa., was newscaster with KDKA-TV and WHC-TV, both Pittsburgh.

Lou Faust, VP and general manager of Capital Cities WPAT-AM-FM Paterson, N. J., named president and chief operating officer of 46 Beacon Corp. and Johns Communications Inc., owners of WKNR-AM-FM Dearborn, Mich., and KHS(AM) Los Angeles.

James B. Orthwein, executive VP, D'Arcy Advertising, St. Louis, named chairman of board succeeding **Harry W. Chesley Jr.** who becomes chairman of agency's international operations. **John C. Macheca** is promoted to managing director in St. Louis office. **William T. Raidt** continues as president at D'Arcy's Chicago office.

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

tacted sent letters to commission instead.

Commission has long been concerned that its ex-parte rules be scrupulously observed, board said. But board added, it was unable "to discern such carelessness or gross negligence" on part of KCST as to warrant addition of disqualifying issue.

Board "reproved" KCST and its counsel for not following rules and alerting commission's executive director when they realized some letters they had solicited had been sent to commission. "However," board said, "the subsequent candor and cooperation of counsel mitigates the gravity of an apparently unintentional violation."

Reins sought on CATV

General Telephone & Electronics Corp. operating companies have asked FCC to require CATV systems to get approval from commission before beginning to construct cable system to avoid waste of duplication.

In position for rulemaking, GT&E said that in many instances duplicate construction of CATV is wasteful and inefficient and is "inconsistent with the public interest."

Telephone companies are required to secure FCC approval before they may construct cable-TV facilities for lease

or for their own subsidiaries. Non-carrier CATV systems are required only to notify local TV stations when they are ready to commence operating, and only when there are objections does FCC hearing follow.

Attack on imports

Representatives Edward D. Boland (D-Mass.) and Silvio R. Conte (R-Mass.) introduced bill late last week that would restrict importation of electronic products.

Basic provision would limit importation of consumer-electronic products to quantity or value that was imported, or released from storage, for domestic consumption in 1966. Limit would be adjusted if domestic consumption increased or decreased more than 5% from 1966 level.

In introducing bill (H. R. 17625), Representative Boland commented that "the growth of imports has been so substantial as to severely dislocate the domestic industry, putting many workers out of jobs and virtually eliminating domestic production of such basic consumer items as radios and black-and-white TV sets."

KSTP gets Vikings

Minnesota Vikings football moves to KSTP-AM-TV Minneapolis-St. Paul this fall after long association with WCCO-AM-TV there, principals confirmed Friday (May 15), as basic radio rights and pre-season TV rights switch from WCCO-AM-TV to Northwestern National Bank of Minneapolis. Bank's agency, Campbell-Mithun, and KSTP(AM) will package multistate regional-radio network for all Vikings games and KSTP-TV will air four pre-season events. North Star Features, which formerly packaged radio-football network for WCCO-AM-TV, no longer is involved.

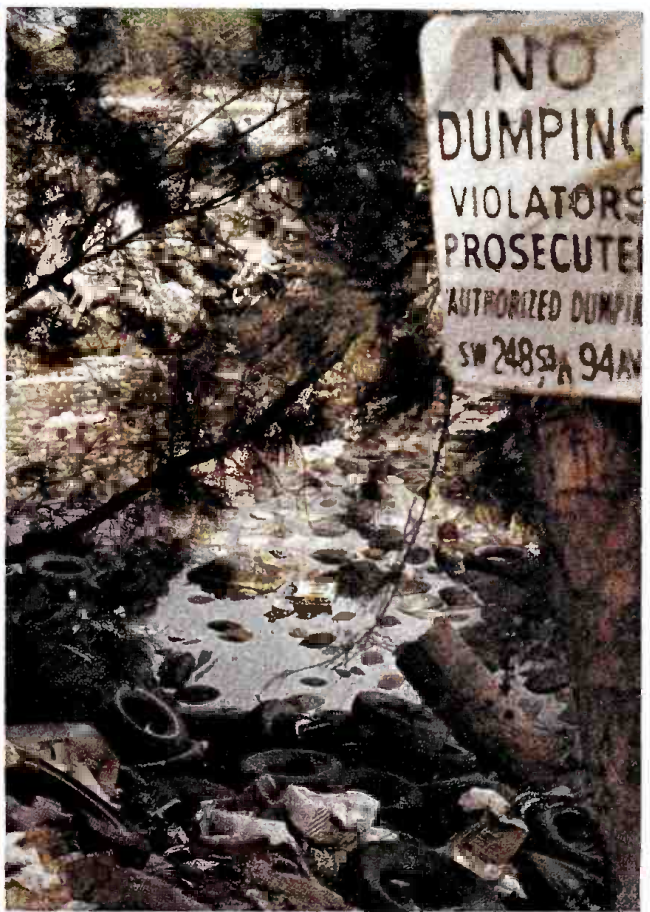
Set sales still slump

Sales of color-TV sets by distributors to retailers continued down in April compared to same month last year, but showed some improvement over slow first quarter, Electronics Industries Association reported today (May 18).

Although sales of color-TV sets were down 23.1% during April, this is slightly up from 25.3% decrease during first 17 weeks of year, EIA said. EIA also reported that monochrome-TV sales in April were down 20.2% and that total radio sales were down 21.6%.

Cumulative results for first four months of year as reported by EIA are as follows:

	Television	
	1970	1969
Monochrome	1,367,415	1,639,021
Color	1,381,831	1,849,919
Total	2,749,246	3,488,940
	Radio	
AM	1,441,961	1,917,119
FM	762,703	1,128,762
Auto	2,956,295	3,636,944
Total	5,160,959	6,682,825



"Beside the still waters..."

Storer stations are stepping up their fight against those who would despoil the quiet beauty of America's inland waters. In Toledo, WSPD-TV climaxed an intensive anti-pollution campaign with a special documentary featuring Interior Secretary Hickel, followed with a three-hour live presentation of his Department's hearings on Great Lakes pollution. Sister station WSPD Radio drew down a top award for its editorial attacks on dredge-dumping of contaminating materials in Lake Erie. In Cleveland,

WJW-TV and WJW Radio cooperated in publicizing the city's Clean Water Task Force in its massive attack on water and sewage problems, editorially promoted passage of a \$100-million bond proposal designed to solve them. Detroit's WJBK-TV aired excerpts from, and commended a four-day ecological "teach-in" at the University of Michigan, actively encouraged other faculty and student environmental programs. WITI-TV, Milwaukee, after award-winning documentaries on pollution in Lake

Michigan, broadened its attack to include the fouling of Wisconsin's scenic rivers as well. Such efforts as these, under guidelines laid down for all Storer stations, take a lot of doing. But the rewards are great—in the often expressed appreciation of community leaders, and the esteem of concerned citizens wherever "Storer Serves."

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



"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!



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Datebook®

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

■ Indicates first or revised listing.

May

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

May 17-19—Convention of *Pennsylvania Association of Broadcasters*. Buck Hill Falls.

■ May 18—One of series of public lectures in spring symposium on "Television Today" sponsored by *Northwestern University department of radio, TV and film* in cooperation with *Chicago chapter of National Academy of Television Arts and Sciences*. Speaker is tentatively to be FCC Commissioner Robert E. Lee. Technological institute auditorium, Northwestern University, Evanston, Ill.

May 18—Cocktail receptions in Hollywood and New York for *Emmy* nominees and announcement of news and documentary winners.

May 18-19—Southeastern convention of *National Religious Broadcasters*. Atlanta American motor hotel, Atlanta.

May 19—Annual stockholders meeting, *20th Century-Fox Film Corp.* Scottish Rite Auditorium, Los Angeles.

May 19—Annual stockholders meeting, *ABC Inc.* New York Hilton, New York.

May 19—Convention of *Connecticut Broadcasters Association*, University of Bridgeport, Bridgeport.

May 20—New deadline for filing comments on *FCC's Proposed CATV Annual Financial Report*. Previous deadline was April 6.

May 20—Annual stockholders meeting, *Entron Inc.* Sheraton Tenney Inn, East Elmhurst, N. Y.

May 20—Annual stockholders meeting, *Outlet Co.* Providence, R. I.

May 20-22—NBC-TV Network affiliates convention. Waldorf-Astoria, New York.

May 20-21—Convention of *Illinois Broadcasters Association*. Sheraton-Rock Island hotel, Rock Island.

May 21—Annual stockholders meeting, *The Walter Reade Organization Inc.* Thirty-fourth Street East Theatre, New York.

May 21—Spring managers meeting of *New Jersey Broadcasters Association*. Day-long conference for station owners and managers. Rutgers Continuing Education Center, New Brunswick.

May 21-22—Convention of *Ohio Association of Broadcasters*. Luncheon speaker is FCC Commissioner Robert Wells. Hilton West Inn, Akron.

May 21-23—International Idea Bank convention sponsored by *WCAW(AM)* Charleston, W. Va. Daniel Boone hotel, Charleston, W. Va.

May 22-24—Meeting of *Chesapeake AP*

Television Bureau of Advertising regional sales clinics

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.

Broadcasters Association. Speakers include Vice President Agnew's press secretary, Herb Thompson; Irving Kahn, president of Teleprompter Corp., and Bob Eunson, AP assistant general manager in charge of broadcasting. Meeting will include panel of newsmen discussing legal efforts to confiscate reporters' notes.

May 23—Presentation of *Emmy* craft awards in Hollywood and New York.

May 23—Meeting of *California AP Television and Radio Association*. Jack Tar hotel, San Francisco.

■ May 25—One in series of public lectures in spring symposium on "Television Today" sponsored by *Northwestern University and Chicago chapter of National Academy of Television Arts and Sciences*. Speaker is Bob Lewine, president of National Academy of Television Arts and Sciences, Hollywood. Technological institute auditorium, Northwestern University, Evanston, Ill.

May 25—12th annual local awards, *Chicago chapter, National Academy of Television Arts and Sciences*, Drury Lane Theatre, Evergreen Park, Ill.

May 26—Public hearing of *Canadian Radio-Television Commission*. Calgary Inn, Calgary, Alberta.

May 26—Annual stockholders meeting, *Gannett Co.*, Rochester, N. Y.

May 27—Annual stockholders meeting, *Raytheon Co.* Lexington, Mass.

June

June 1-26—Second annual National Institute for Religious Communication conducted by the *United States Catholic Conference and Loyola University*. Loyola University, New Orleans.

■ June 2—Annual stockholders meeting, *MCA Inc.* Sheraton-Blackstone hotel, Chicago.

June 2-4—Annual convention, *Armed Forces Communications and Electronics Association*. Sheraton-Park hotel, Washington.

June 4-6—Meeting of *Missouri Broadcasters Association*. Holiday Inn, Springfield.

June 7—Telecast of 22d annual *Emmy* awards presentation of National Academy of Arts and Sciences.

June 7-9—*Florida Broadcasters Association* convention, Key Biscayne hotel, Miami.

June 7-10—Annual convention, *National Cable TV Association*. Palmer House, Chicago.

June 8-19—Communications workshop sponsored by *National Religious Broadcasters*. Campus center of Nyack Missionary college, Nyack, N.Y.

June 8-11—Convention of *Electronic Industries Association*. Ambassador hotels, Chicago.

June 11-13—*Montana Broadcasters Associa-*

Regional seminars of Radio-TV News Directors Association

May 23—KSL-AM-FM-TV Salt Lake City.

June 6—AP, New York.

June 6—KXL-AM-FM Portland, Ore.

June 6—WIBW-AM-FM Topeka, Kan.

June 13—WFAA-AM-FM-TV Dallas.

Meetings will begin at 9 a.m. in all locations.



Help wanted. Apply within.

It's time to start helping one another.

As broadcasters, as television people, we have a great deal of power. And responsibility. Let us use it wisely.

People change the world. Television can change people.

That's why WTVJ/Miami has produced a number of public service programs which deal directly, and compellingly, with some very important problems.

We're not trying to sell them. Or sell ourselves.

But we would like you to view these programs. And we would like to view some of yours. To pool ideas. Our public service spots on drug abuse, for example, are being broadcast on 24 Florida stations.

Our programs deal with things like crime, drugs, old age, unwed mothers. Problems we have to solve, now.

Some of our films have won awards. Some haven't. But all of them address themselves to very real problems.

So please. Drop us a line. Exchange ideas with us. Or just take a look at ours.

The programs are free. The cost of apathy is immeasurable.

WTVJ/Miami

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

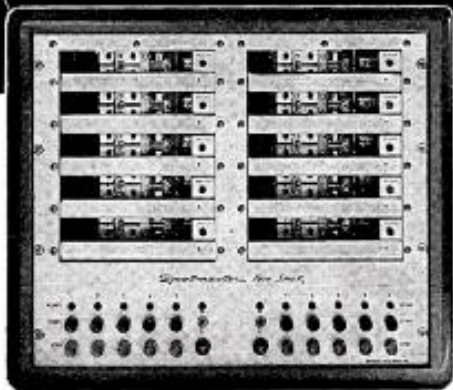
Programs available are: *The Friendly Menace* (child molesting). *Is the Grass Greener?* (the story of drug abuse). *Four Anti-Narcotics public service spots* (being telecast on 24 Florida stations). *Art Linkletter Talks About Drugs. A Dirty Shame* (on pollution). *\$44.80* (the plight of the aged).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

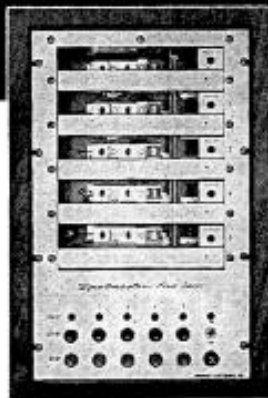
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Radio Advertising Bureau's regional sales clinics

June 9—Sheraton hotel, Philadelphia.

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

June 11—Sheraton-Boston, Boston.

tion meeting. Many Glacier National Park, Many Glacier hotel.

June 13-17—Georgia Association of Broadcasters convention. Callaway Gardens, Pine Mountain.

June 14-16—TV programming conference. Hilton Inn, Oklahoma City.

June 13—FCC hearing on competing CP applications for ch. 11 Jackson, Miss., facilities now occupied by WLBT(TV).

June 16—Public hearing of the Canadian Radio-Television Commission. Skyline hotel, Ottawa.

June 17-20—First gathering of Alternative Media Project. Goddard College, Plainfield, Vt.

OpenMike®

Thinks PSA's rate an A

EDITOR: [Re the May 11 letter questioning the tone of public service announcements]: 'Doom-and-gloom' indeed! There are public service announcements that are positive in content, that bring to the American audience messages that do a powerful job in persuasion without resorting to an either-or situation.

To point up that effort, I reference the Equal Employment Opportunity Commission thanking employers for cooperating in the national effort, or the National Highway Safety Bureau explaining why seat belts save lives rather than sloganeering.

Outside of government, the trade association of ice manufacturers has provided a valuable public service by showing how ice stops swelling and is first aid for burns. Veterans organizations rekindle patriotism, and the National Wildlife Federation spots on ecology say what must be done. While A. N. Feldzamen's letter makes a point for scare tactics, there are many more that are truly in the public's sincere interest. —Arthur D. Stamler, executive producer, ADS Audio-Visual Productions, Fairfax, Va.

The search for technicians

EDITOR: By now, I imagine everybody has had something to say about the many first-class ticket holders who are incapable of maintaining the facilities of a broadcast station. . . . I understand the FCC is now working on the modification of . . . the first-class license test. In my opinion, changing the tests won't help.

Somehow the test questions have a way of getting to the so-called three-week, five-week or six-week license

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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After our initial year, Pittsburgh's only indie now boasts new and vastly improved transmitting facilities. We're off and running with a combination of RCA's new 110Kw transmitter, maximum height tower (1/2 mile from KDKA-TV) and sophisticated new GE antenna. Now our signal is equal to all competition . . . perhaps better than some.



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schools, often word-for-word copies of the original test questions. Anybody can memorize a few hundred questions and answers in a couple of weeks. . . . This is what hurts the broadcasting industry, and this is the reason so many stations get fines from the FCC for technical violations. . . . Unfortunately, an FCC first-class license has lost its value because a kid with \$360 in his pocket is given the right questions and answers.

Has the FCC ever thought about making it a requirement, before the test for a first phone is given, that the applicant has proof that he served at least a two-year apprenticeship in the armed forces communications and electronics department, or has obtained similar experience in the electronics industry in general? This would make the shortage of engineers more felt . . . but at least we would have professional technicians working in the broadcasting industry. We professionals could even demand a salary to match. As it is now, most professional technicians—especially at small and medium-market stations—make less money than unskilled factory laborers.—*Alex H. Kuhn, chief engineer, WPLY(AM) Plymouth, Wis.*

How the clergy can help

EDITOR: There is a growing awareness among clergymen of a special opportunity to serve God and their fellow man by directly assisting the professional broadcasters of America. In ever-increasing numbers, priests, ministers, rabbis, nuns and others . . . are expressing a desire to help in meeting the community-service responsibility . . . broadcasters face every programming day.

Radio and television programs have great impact and influence on the lives of the congregations—especially the young people—to whom these men and women of God have dedicated their lives. I want to take this opportunity to emphasize the positive nature of the clergy's willingness to serve.

In this direct appeal to broadcasters, the National Catholic Office for Radio and Television urges broadcasters to establish internships for clergy at stations as soon as possible. We encourage this particularly during the coming summer months, when vacation schedules present even greater opportunities for all concerned. This office will gladly assist any broadcaster in identifying appropriate candidates for an internship.

NCORT does not make this plea on behalf of the Catholic clergy alone. There are competent men and women of every religious denomination in every market area. Please give them a chance to show this ability.—*Charles E. Reilly Jr., executive director, National Catholic Office for Radio and Television, New York.*

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Broadcasting TELEVISION

THE BROADCASTING WEEKLY OF TELEVISION AND RADIO

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

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

*Reg. U.S. Patent Office.
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If you want to know what the **Call-of-the-West** is all about, you can see it on WSB, KBAK, WJZ, WNBF, WBZ, WGR, WCCB, KBTB, WOI, WXYZ, WANE, WKZO, WBAY, KHVH, WKZO, KLAS, KHJ, WHBQ, WCKT, WMCV, WTAR, KPHO, KYW, WTAE, WLVA, KPLR, WOAI, KPIX, WNEP, KING, WSBT, WMAL, WSTV, KARD, and ETC.,

These stations know a good deal when they see one.

Call-of-the-West is a perfect vehicle for local spots. The program is delivered to you without any sponsor or commercial content. (In exchange, U.S. Borax receives commercial time outside the show.) As you probably know,

Call-of-the-West is Death Valley Days with a new name. And a new host: John Payne. That means it's full-color, family-style entertainment.

If you want to know more, contact Les Wallwork, McCann-Erickson, Inc., 3325 Wilshire Boulevard, Los Angeles, California 90005. (213) 385-3302.

Radio helps carry the freight to foreign ports

If anyone is looking for additional proof of the amazing effectiveness of radio spots these days, they can find it in the campaign we conducted for Farrell Lines Inc., which operates a shipping fleet of cargo carriers to Africa, Australia and New Zealand.

Our campaign had a major goal: to generate business-oriented sales leads by calling attention to Farrell Lines's business contacts in Africa and Australia. Not only did we run spot announcements on two radio stations in New York City, but we extended the campaign to include posters on the Illinois Central R.R. commuter trains, and we ran advertisements in *Nation's Business*, *Business Week*, the Sunday business section of the *New York Times*, the New York metro and east central section of *Newsweek*, and the eastern and mid-western editions of the *Wall Street Journal*.

The inquiries which the radio spots brought grossly outnumbered the response from the commuter-train posters and the business publications. Radio was the most economical way to obtain qualified business inquiries for Farrell Lines's trade-development program. But don't misunderstand me. This particular program went over extremely well on radio; we don't conclude that all business-oriented advertising on radio would show the same results. The fact that this campaign brought in a small avalanche of inquiries reveals the great interest American businessmen have in reaching for new sales opportunities in these distant continents.

For example, our spots on Africa pointed out there are 300 million customers in that market which is rated at \$10 billion a year. Much of that money will be spent on imports such as TV sets, clothing, detergents, record-keeping systems, rock 'n roll record albums, footwear, heavy machinery and the like. Inquiries were answered by a free copy of Farrell Lines's monthly *African Digest* which provides business leads and sales contacts.

The spots on Australia were similar, but look at the interesting facts again—11½ million people comprising a market of \$3.5 billion a year. The Australian economy is booming and there are remarkable opportunities in the Down Under Country for American products and services. Again, Farrell Lines provides a free *Southwest Pacific News Digest* which lists business contacts and

business leads.

Radio gave us the opportunity to stress the unique background of the two continents. For Africa, we had jungle sounds fading into the recognizable sounds of new construction. The voice-over asserted: "Tunde Kojo is the architect of this skyscraper. Nagbe Bio-Doko is the contractor: His foreman is Oladipo Koffa. Unusual sounding names, huh? Not if you're selling earth movers, wire or cranes.

"These are the sounds of today's Africa. The sound of today's Africa is also the sound of radios, cars and blenders. But mostly it's the sound of commerce. Explore this 300-million customer market. You can't afford not to—not when it's only a six-cent stamp away. Write Farrell Steamship Lines. . . . Farrell will send you, free, their monthly *African News Digest* giving you specific sales leads and business contacts in the \$10-million African market."

For Australia we had air hammers, generators, whistles, horns honking and voice at construction projects to emphasize the fact that the economy is booming.

In one spot the voice-over against a cacophony of industrial noises said: "Australia is so booming that you can't hear the sheep being sheared. You can't hear tennis balls pinging off rackets. You can't hear koala bears eating leaves off eucalyptus trees. Listen to the sounds of booming Australia."

These little window dressings or ear dressings, highlighted the major message of the radio spots: Farrell Lines is an authoritative source for new business contacts and sales leads in Africa and Australia. This caught the ears of many internationally minded business

men and the inquiries poured in. Farrell Lines has many people whose highly specialized knowledge of the foreign countries is a tremendous asset to American business men interested in extending their sales into those countries.

We deliberately confined the radio spot program to the New York area with the objective of aiding Farrell Lines in developing long range trade potentials with New York businesses. We ran drive spots morning and evening, along with full sponsorship of the evening news for three months.

More than 800 inquiries, bonafide companies responding on their official stationery, poured into Farrell Lines from traffic managers, presidents, sales directors and owners. The cost per proven response was less than \$25. The Americans, as you can guess, were interested in selling everything from underwear to caskets, even wigs for Australian bushmen. Radio again proved itself to be a flexible medium; not only did it bring in the inquiries but it aided in creating a greater awareness of Farrell Lines. Many businessmen simply had not realized how large the steamship line is nor the extent of its shipping services. This line is, incidentally, ranked among the top U.S. independent carriers and has compiled a steady profit record at a time when other lines haven't.

From an agency view, we not only had the enormous pleasure of seeing the radio campaign work so well but we received a little sugar for our coffee in the form of an honorable mention at the 10th annual American Television and Radio Commercial Festival.

Buchen basically has been a print agency in its past, but we now weigh seriously the advantages of television and radio in all of our campaigns.



Emery E. Dobbins is chairman and chief executive officer of Buchen Advertising Inc., which maintains offices in New York, Chicago and Denver. He takes an active part in planning and development for the agency's clients ranging from Hertz to General Foods, and also serves as a director of Swan Manufacturing Corp. and as a trustee of the Garden State Ballet Foundation. A native of Indiana and a Northwestern University graduate, he now resides in the Manhattan borough of New York.

Mississippi, you had a short wait.

We'll also be coming down the line to your radio stations with 110 five-minute Mississippi newscasts each week beginning June 1. Now there are just 45 states we'll ask to please be patient.

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.



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

How's that for good news from the good news network!

"When the buyer is ready, we want to be there"



These successful broadcasters discuss the important portion of their total sales communications they assign to SRDS; tell how it works for WIXY and WDOK-FM, Cleveland and WIXZ, Pittsburgh; suggest how it can work for any station, regardless of ratings rank.



Zingale: "Years ago an old-time buyer said something to me that I've never forgotten. He said, 'When the buyer is ready, you be there,' and the only way I know to be there, anytime he's ready, is to be in Standard Rate."

Weiss: "We have the strongest story in Cleveland, and in Pittsburgh we get stronger every day. Wouldn't it be silly for us to let anybody ever turn to either of these markets in Standard Rate and not become instantly aware of the strength of our stations?"



Wain: "It has always surprised me that more stations don't advertise in Standard Rate. You don't have to



be the Number One station. Maybe for somebody you are. Every station has a story to tell and just because he hasn't got the best story in everything doesn't mean that he doesn't have a story. For somebody he has the audience they want at a price they can afford. But no, he says, 'I'm just going to spend all my promotion money promoting audience and then someday when I get better ratings then I'll promote in Standard Rate.'"

Weiss: "It is odd, isn't it? Most stations are getting some national business so somebody must think they're a good buy. But they don't put down what these desirable factors are and run them in Standard Rate so that others who want the same audience



at that lower price can quickly identify the thing they want."



Zingale: "We never believed in keeping our accomplishments a secret just because we hadn't gotten all the way up to the point we were aiming at."



L. to R.—Joseph Zingale, Robert Weiss and Norman Wain, owners, stations WIXY and WDOX-FM, Cleveland, Ohio and WIXZ, Pittsburgh, Pa.

Wain: "That's right. At one time in our ads we carried a trend chart showing where we'd been when we started and how we'd grown in strength since then. We sell hard. I mean we three, personally. And we have good reps, and they sell hard. But there's a lot of decision-making going on all the time that no one is influencing very much in person because we can't even know what's going on, everywhere, all the time."



"What I mean is that there's just as much buying as there is selling and maybe more. And we'll get a bigger share than the next guy if we are in Standard Rate & Data with information that guarantees we won't be overlooked and that the buyer using Standard Rate will know what we've got to offer."



Weiss: "No one who ever uses SRDS can remain unaware of the stature of our stations in Pittsburgh and Cleveland. These stations are our babies. We are not an arms-length management. These stations are part of ourselves. We're close to them. And we believe in them."

Wain: "We believe in Standard Rate & Data, too. You know, we wouldn't have submitted to this kind of an interview if it hadn't been about Standard Rate. It helps us sell as only a buyers reference book could. It works well for our 'babies' so we're glad to tell the world about it."



Zingale: "It never stops working, because buyers never stop using it. There's some buying, or planning going on all the time. We look at it like a car dealer. He sells some cars every month. Some months or seasons may be bigger than others, but there's business to be had every month. So he goes after it every month. So do we, in Standard Rate."



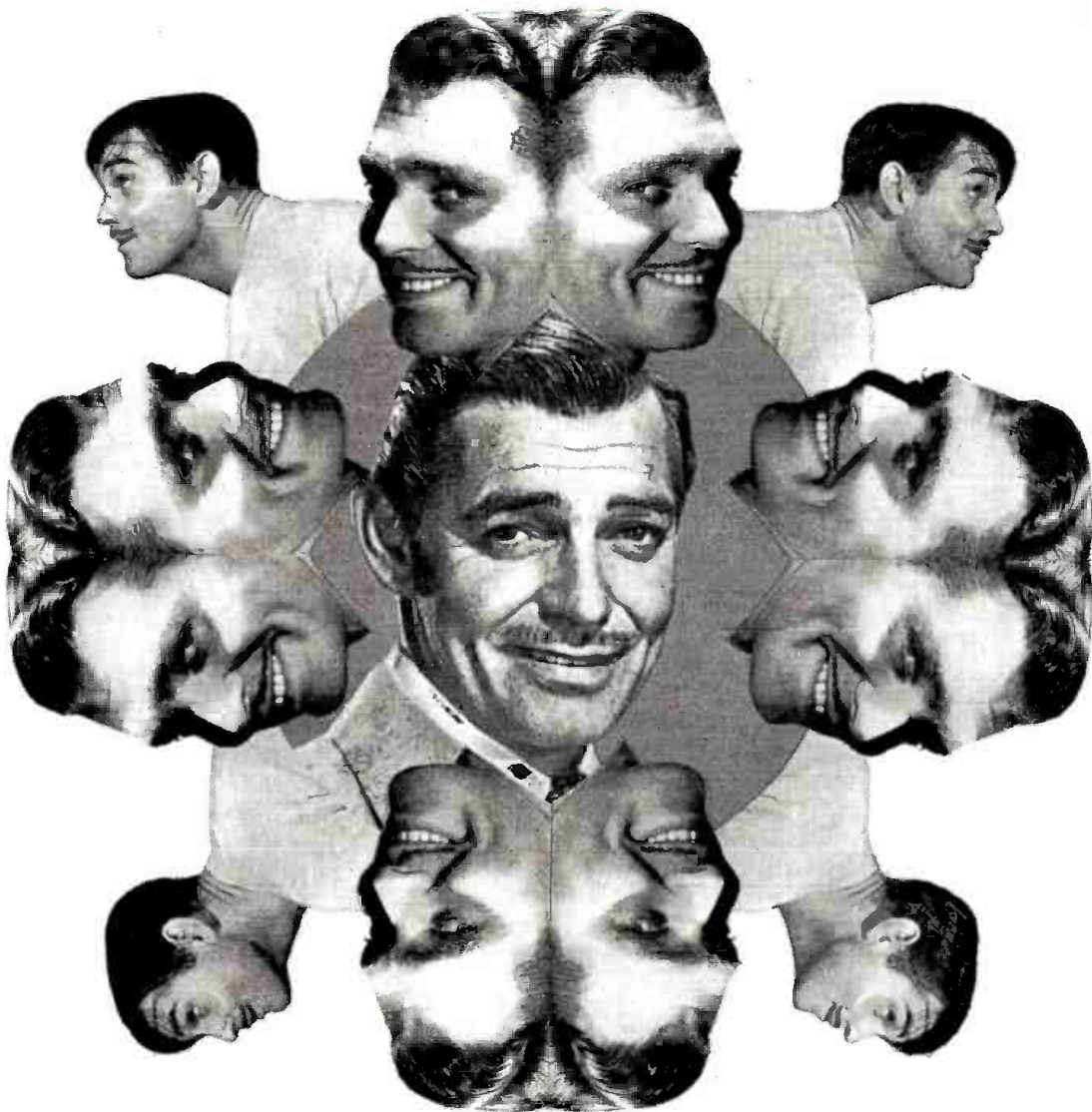
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GABLE

The King. The original super-star.

He saved San Francisco, started a Mutiny and made a Boom Town explode with excitement. 28 Gables are again available for imaginative programming. Check your MGM-TV representative for the best combination of titles from MGM's library of film greats — 710 in all.



U. S. unrest stirs world attention

Radio-TV newsmen from abroad double their output in response to demand for stories about America

Broadcast news operations from abroad have stepped up their efforts to cover the U.S. as the Cambodian invasion and ensuing campus protests have captured the attention of listeners and viewers in Britain, France, Italy, Japan, Australia and other parts of the world.

For radio, foreign newsmen have as much as doubled their weekly output of broadcasts from the U.S. during the past two weeks, BROADCASTING found in a canvass of leading foreign broadcast operations last week.

For TV, they have boosted their output beyond normal levels. They have expanded substantially the number of satellite telecasts in addition to their customary procedure of shipping films by airmail. Their footage is sometimes shot by their own cameramen, sometimes obtained from newsfilm organizations such as Visnews, UPI Newsfilm and CBS Newsfilm.

The upturn in overseas interest in U.S. news since the attack on Cambodia has changed a trend that became apparent in the late 1960's.

During most of the decade, nations around the globe expanded their coverage of the U.S. via TV and radio as America increasingly assumed the role of the pivotal region of the world. More than 100 broadcast correspondents, many full-time and others part-time, fanned out from Washington and New York to bring the American landscape to more than 25 nations in all parts of the world.

BROADCASTING's canvass of leading international TV-radio news agencies in New York and Washington last week indicated that over the past two years interest in U.S. coverage had flagged somewhat. Though America continued to be the pre-eminent news beat of broadcast foreign correspondents, the country seemed to have gained a reputation as almost exclusively a source of "problem" news.

"We've cut down on American news though not on staff," one foreign execu-

tive in New York reported. "It seemed all we were sending from here was news of the racial situation and the division over the Vietnam war and both of the subjects seems to go on and on. We thought our listeners and viewers were getting tired of it all."

The Cambodian assault, the eruptions on the campuses and the growing rumblings from the so-called "silent majority" galvanized overseas TV-radio newsmen in America to renewed action. They broadened their coverage widely from their normal output and said they plan to continue to report on this developing story.

Both on the record and off, TV-radio newsmen almost unanimously agreed that over the past five years—particularly since Vietnam—America's image abroad has tarnished. They indicated, too, that the attack in Cambodia and the student uprisings have served only to diminish even further America's reputation in foreign countries.

William Stricker, deputy director of the foreign correspondents center of the U.S. Information Agency in New York, said last week that the agency's various outposts in foreign countries monitor the TV-radio broadcasts from

foreign newsmen in the U.S. The broadcasts are analyzed for their point of view but these analyses are confidential.

But it is revealing no secret to say that broadcasts from the U.S. to nations abroad generally have been extremely critical of the U.S. involvement in Vietnam and the U.S. move into Cambodia, and have been sympathetic to the stand of college dissidents.

Foreign newsmen here proclaimed that they try to be fair, providing various viewpoints to achieve balance. But some acknowledged that they provide commentary in order to give a development the "proper perspective."

"For example, I cited a contradiction arising out of President Nixon's speech," one broadcaster offered. "He said American troops would be in Cambodia for only a short time, but reports from U.S. military commanders in Cambodia indicate they are having trouble finding the Cambodian sanctuaries."

Another newsman pointed out he stressed in a news report last week what seemed to him "an incongruity." In his country, he explained, the labor unions are radical in politics and are interested in issues beyond the bread-and-butter ones. In his broadcast that night, he described a scene in which construction workers were demonstrating in the Rockefeller Plaza area in New York City. He noted in his broadcast that it was "ironical" that one union demonstrator was carrying a sign that said: "God bless the establishment."

Broadcasters emphasized that the tone of their programs sometimes may sound anti-American but insisted they are merely critical when they feel criticism is warranted. Universally, they said they respect America and have sympathy for its deep problems. And they conceded that there was an element of national self-interest in challenging, often caustically, some of the decisions the government has made and some of the developments that have

A slice off UHF

The FCC is nearing completion of one of its most controversial proceedings—one aimed at opening UHF television spectrum space to land-mobile-radio users, whose own bands are becoming increasingly congested (see page 66).

The commission last week instructed the staff to prepare final orders that will afford land-mobile radio some relief—but not as much as land mobile proponents had urged, or the commission itself had proposed to provide. Final action is expected this week.

emerged here.

"We in the western world have looked to America for leadership," one newsman observed. "America is the 'big brother,' and if she fails, the rest of us are in trouble."

Emmanuel de la Taille, correspondent in New York for the French Broadcasting System (Office de Radiodiffusion-Télévision Française), reported that coverage of U.S. news by his organization had been decreased slightly in the past year or so until the Cambodia-Kent State eruption. He remarked:

"I suppose we felt that our viewers and listeners had become a bit tired about seeing and hearing about America's problems. But Vietnam and the widespread student rebellion changed all that. It's now a continuing story."

On-the-spot coverage was provided by Mr. de la Taille and his staff from New York and Washington, including reportage on Mr. Nixon's decision to move into Cambodia, reactions from New York students on the Kent State slayings, the various demonstrations in New York and Washington and the confrontation between construction workers and students on Wall Street, among others. Film footage was distributed either by satellite or by jet.

Mr. de la Taille said his outlet does not editorialize, and in his reports he attempts to provide a balanced coverage of public opinion.

He seeks to point up the significance of developments, he added, and recently he underscored what he considers to be a change in Mr. Nixon's attitude toward dissenting students. He voiced the view that Mr. Nixon is trying to "open up lines of communications with students and he won't stop this effort."

It is Mr. de la Taille's belief that the predominant attitude in France opposes both our involvement in France and the attack in Cambodia but is sympathetic to the student actions. He indicated that French newsmen generally are "liberal" but maintained they do not attempt to inject their biases into their news reports.

French broadcasting is now in the process of preparing a 25-minute TV documentary, tentatively titled "The Two Americas," which will examine the views of young activists and those of the more conservative citizens.

Francesco Mattioli, correspondent for RAI of Italy in New York, reported that his organization has broadened its coverage considerably in recent weeks with added radio broadcasts and TV transmissions (some by satellite) on developments in Washington and repercussions from various groups in the New York area. In addition, Mr. Mat-

tioli and other members of the staff have provided voiced reportage to filmed segments from Visnews from various parts of the country.

Mr. Mattioli said he is free to express his viewpoint on news reports and he attempts to achieve balance by presenting individuals with varying attitudes. He said the Italian public seems to be almost unanimously against our involvement in Vietnam and Cambodia and that the reports from RAI tend to be critical of U.S. policy.

"I would say that the American image in Italy has been injured by events here," he suggested. "When Vice President Humphrey was in Rome some time ago, he was booed vigorously."

Mr. Mattioli indicated that overseas journalists here, like their U.S. counterparts, tend to be of "liberal" political persuasion, but he added that the executive and administrative staffs at headquarters are inclined to be more conservative and perhaps judicious, and sometimes soften the impact of a pointed news report.

The past two weeks have been "the busiest period" in history for the BBC in America, according to Leonard Miall, representative of the organization. The BBC had a news crew and a current (public) affairs crew to film news developments in various parts of the country, including New York, Washington and Kent, Ohio.

Mr. Miall said that satellite telecasts were increased substantially and a special program on Cambodia-student demonstrations was carried on the regularly scheduled "Panorama" program on Monday (May 11).

Radio news feeds were broadcast about six or seven times a day by four BBC correspondents in Washington and New York. One special radio feature, he pointed out, was created from monitoring the reports on features broadcast by the network of campus radio stations

BBC's man in U.S. called home

The top executive of the BBC in the U.S., Leonard Miall, was designated last week as controller, overseas and foreign relations, for the government-chartered news organization. Mr. Miall, who joined the BBC 31 years ago, will move from New York to London on Jan. 1, 1971, and will assume control of BBC's overseas offices and relations with other broadcasting organizations. He succeeds Donald Stephenson, who will retire at the end of the year. Mr. Miall, BBC representative in the U.S., has been in his present post since 1967. He was chief news correspondent from 1945 to 1953, stationed in Washington.

for the Washington demonstration on May 9.

Mr. Miall emphasized that the BBC does not editorialize on its broadcasts; this is forbidden by its charter. He noted that the Cambodian invasion and the subsequent repercussions in the U.S. produced a spirited debate in the House of Commons.

Klaus Boelling, Washington correspondent for West German radio and TV, said he had stepped up his coverage of the scene in the capital considerably because of recent events. He broadcasts three or four segments each night for the regular news program on radio and has transmitted filmed segments of eight to nine minutes on the Cambodian student crises.

Mr. Boelling said he tries to be "honest" on his broadcasts and give different points of view but reserves the right to be critical. He noted that in reporting on the various speeches made at the Washington demonstration on May 9, he tried to give the impression that some of the rhetoric was "ridiculous."

Mr. Boelling said he was "deeply concerned" by the rift that appears to be emerging between the students and blue-collar workers in the U.S. and has been trying to communicate this phenomenon in his broadcasts. He said he detects an analogy between what is happening here and in West Germany.

"I was impressed by students during the Washington demonstration," he said. "I don't believe at all that they are revolutionaries. But they have a need to express themselves in strong language. I recently had an important American on one of my programs, who, I was surprised to hear, said the threat to America is coming from the right and not the left."

The foreign broadcaster in the U.S. who seemed most favorably disposed to the American posture—and understandably enough—was Charles Butterose, North American representative of the Australian Broadcasting Commission. The organization has expanded its use of satellite feeds of TV news coverage to Australia and has utilized its four-man news staff in New York and Washington for both radio and TV transmissions.

Mr. Butterose noted that the Australian broadcasting commission does not editorialize and aims to provide a diversity of views by airing the opinions of individuals with divergent attitudes. He pointed out that Australia is supplying troops for Vietnam but said he knew of no polls that have ascertained the attitudes of the Australian people on the Vietnam conflict.

"We did a special 10-minute film report on the confrontation in Wall

Street about a week ago," he stated, "and we will continue to supply coverage as the situation warrants."

Kazato Yoshida, chief correspondent for NHK (Japanese Broadcasting Corp.), said in New York that this government-chartered network has expanded both its radio and TV transmissions, many by satellite, of news of the Cambodian invasion and its ramifications in the U.S.

A special program was produced focusing on Cambodia and the Kent State tragedy, he said, and was telecast on May 10. The general turmoil in the Washington area at this time also was depicted in the special, Mr. Yoshida stated.

NHK's Washington bureau now is in process of preparing another program that will incorporate the latest developments in Cambodia and the reactions in the U.S. This half-hour telecast, he said, will encompass interviews with both student demonstrators and counter-demonstrators.

He emphasized that as a public service TV-radio facility NHK does not editorialize but does offer commentaries on the news. He sidestepped the question of the Japanese public's attitude toward the United States in general and the Southeast Asia issue in particular.

"Until Cambodia and Kent State, news coverage from the U.S. had been relatively quiet," Mr. Yoshida ventured. "The main hard-news stories were Vietnam and the environment, but recent events have changed all of that."

The only broadcast news representative from a Communist nation who could be reached for his reactions was Gyula Schel, correspondent based in New York for Hungarian radio.

He was rather guarded in his observations but revealed that he has covered the Vietnam-campus developments both in Washington and in New York and has been filing, as usual, from three to five times a week on radio.

He also has supplied voice-over reports for film footage obtained from Visnews.

He said he has had no problem covering any story in the seven months he has been in the U.S., and acknowledged that his reports are critical of U.S. policy. He said he found "the problem of youth in America very interesting," and added:

"They are academic youth. They abhor the policies of the government. Though I have not had much opportunity to interview students since I haven't been here long and have few contacts."

When asked if students in Hungary could demonstrate on the same scale as in the U.S., he hesitated and replied:

Overseas service from Denver

As a counterpoint to TV-radio coverage of America by foreign newsmen stationed here, a Denver-area advertising agency is offering radio stations a broadcast service of vignettes in English from overseas stations, including Radio Moscow and those of 24 other countries.

Sam Arnold, president of Sam Arnold & Co., Morrison, Colo., said in an interview last week that six stations have signed for his program, titled "Voices Across the World." He was in New York to conduct negotiations with the CBS-owned radio stations, which had expressed interest in the service, he said. It is now being carried in Denver and Houston and four smaller markets.

Mr. Arnold has commitments from such countries as the Soviet Union, Finland, Greece, Yugoslavia, Afghanistan,

"No, I don't think so."

Clause Toksvig, representing Danish state radio and television in New York, said public opinion in Denmark is "uniformly against" U.S. foreign policy in Southeast Asia, but maintained that his daily two-minute commentary is analysis, not editorial.

Mr. Toksvig's coverage of the explosive events of the last two weeks centered around a 45-minute weekly foreign affairs "magazine" that Danish viewers see Wednesday nights. Last Wednesday (May 13), the program was devoted to the extension of the conflict into Cambodia and the reaction in the U.S., with an emphasis on the "constitutional interplay" in the U.S., said Mr. Toksvig. The program included interviews with Senators Eugene McCarthy (D-Minn.) and Edward Gurney (R-Fla.), and George Reedy, news secretary to former President Johnson.

The staff of the Danish state radio and television has doubled in the U.S. over the last three years with the addition of a second correspondent in Washington. Prior to 1967 and the arrival of Mr. Toksvig, Danish broadcasting had no U.S. representation.

Dutch correspondent Willi Nieuwenhuis decided not to go to Washington after the President's speech on Cambodia because "it's hard even for American correspondents to find out what is going on."

Instead he went to Kent, Ohio, to cover the upheaval there, to interview students, faculty and national guardsmen.

For the Friday (May 8) news "mag-

azine" on the Netherlands' KRO radio and television, which Willi Nieuwenhuis represents in the U.S., he used film of activities in Washington, but it was provided by CBS News.

Dutch public opinion, says Mr. Nieuwenhuis, is "largely against" the President's decision to move into Cambodia, and the populace is fearful of escalation of that war. He said he does not take a position in his reports to Dutch television, but does assume an attitude of concern.

He was pleased to note that a program on Japan previously scheduled for the May 8 slot was pre-empted for his special on events in the U.S. That 20-minute report included Swedish footage on daily life in North Vietnam and an interview with Professor Noah Chomsky of Massachusetts Institute of Technology, who had been to North Vietnam. Mr. Nieuwenhuis noted that Professor Chomsky was grateful for the opportunity to speak over Dutch television, inasmuch as he claimed to have been rebuffed by the three U.S. networks in his demands under the fairness doctrine for time following the President's Cambodian address.

Mr. Nieuwenhuis followed events to the march on Washington Saturday (May 9), and later filed reports on the counter-protests of construction workers in New York.

Mr. Nieuwenhuis said he was extremely impressed with "how people are able to express themselves" in the U.S. and particularly with the assistance he has received as a foreign correspondent, "especially a beggar like me—because I work on a small budget."

Why are ABC-TV, Pete Rozelle smiling?

It's because Monday-night football is sold out while other football, college and professional, isn't

Pro-football telecasts have apparently scored on Monday nights with broadcast advertisers, but on the weekends it's still first down and 50 yards to go. That's the evidence gathered in the wake of the announcement made to ABC-TV affiliates meeting in Los Angeles last week (see stories elsewhere) that the network is completely sold out for its 13 fall National Football League prime-time telecasts on Mondays.

The advertiser action at CBS-TV and NBC-TV for their weekend National Conference and American Conference packages, respectively, is slower. So is it at ABC for Saturday college ball. Several factors are cited—among them, the attraction and early availability of the ABC-TV prime-time package to “sports-minded advertisers.”

The announcement of the Monday-night sellout was made by Roone Arledge, president of ABC Sports Inc., who projected a 32% to 35% average share of audience for the Monday-night games. A special effort was made to make the team pairings in the first five or six games especially attractive, he said. “These will be the crucial telecasts, particularly in single-set homes.”

The healthy audience-share predictions were backed by Pro Football Commissioner Pete Rozelle, who extracted \$8.5 million for the Monday-night schedule from ABC and a total \$184 million from the three networks for four-year rights to the NFL games (BROADCASTING, Feb. 2). Commissioner Rozelle, who attended the affiliates' meeting, expressed confidence that there will be a sizable audience for prime-time telecasts, based on the prior ratings success of five NFL nighttime broadcasts on CBS-TV since 1966. He said the five Monday games averaged a 38% share and more than 10.2-million homes per minute—with the last two games in 1968 and 1969 delivering shares of 41% and 39%, respectively.

Mr. Rozelle, however, is not necessarily aiming for jackpot audiences. “I would be satisfied to go by the industry yardstick of a 30 share,” he said.

According to Herbert Granath, sports sales vice president for ABC-TV, the network achieved its sold-out condition

because of “the tremendous anticipation and excitement engendered by the series.” He said Monday-night football was sold at top dollar “by talking to decision makers at the client level.”

The Monday-night advertisers on ABC-TV are Ford Motor; Philip Morris; Goodyear; Union Oil Co. of California; Humble Oil; National Association of Insurance Agents; Black and Decker Manufacturing; Firestone; Zenith; United Air Lines; Aurora Plastics; Schick; Champion Spark Plug; Hertz; Sears, Roebuck; Phillips Petroleum; Cluett, Peabody & Co.; Beecham Products, and Gold Seal Vineyards.

But the prime-time sales success apparently had its effect on ABC-TV's National Collegiate Athletic Association Saturday-afternoon football package. The network has sold only eight minutes out of a total of 18 in NCAA football, a sales pace of four minutes behind that of last year at this time. In selling out Monday night, Mr. Granath indicated that some of the “cream was skimmed off of the over-all football pot.”

ABC-TV's difficulty with the NCAA package was no surprise to sources at CBS-TV and NBC-TV, which have difficulties aplenty of their own. These

sources blame lagging sales on the newly consolidated NFL schedules and teams; additional blackout considerations and other restructuring of the weekend professional packages, which slowed presentations to advertisers to a point well behind the availability of ABC-TV's Monday-night package, and a growing trend of advertisers in a tight economy to alter buying practices.

The network-sales sources say that many TV-sports advertisers simply are not buying as early this year as they bought a year ago. An NBC-TV spokesman notes: “They are just not committing money as far in advance as they had in the past, and the fourth quarter of 1970 in these conditions is now considered a ‘long-term’ buy.”

CBS-TV sales executives note that “last year we were out on the street with football as early as January, but this year we started the sales push as late as mid-April. And, of course, the [ABC] Monday-night package got many early buyers and the jump on us.” But CBS-TV sources report an upsurge in recent advertiser interest in its games, attributable in part to the Monday-night sell-out.

National Conference games on CBS-TV are reported between 40% and 50% sold with Ford and American Airlines the major advertisers already signed, placing \$5.5 million and \$2.5 million, respectively. CBS-TV is offering three advertising packages at approximately the same prices as last year. The “red” package (at \$70,000 a minute for 14 Sunday games, playoffs and the conference championship) is reported 75% sold; the “white” package (at \$50,000 a minute for five Sunday games, two Saturday and a Thanksgiving contest) is 30% to 35% sold; the “blue” package (at \$40,000 a minute for pre-season games) is 55% sold. Pre- and post-game telecast shows are judged to be in “good shape” (60% to 65% sold).

Chrysler, which has been a major underwriter for American Conference games on NBC-TV, has already signed-up for the fall. Several other advertisers have bought scattered minutes, network sources report. But aside from this, football sales at NBC-TV are coming in slow. Network officials note that ad-



Mr. Rozelle

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended May 3, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 3	Total dollars week ended May 3	1970 total minutes	1970 total dollars
	Week ended May 3	Cume Jan. 1-May 3	Week ended May 3	Cume Jan. 1-May 3	Week ended May 3	Cume Jan. 1-May 3				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ —	\$ 107.4	\$ 2,278.6	\$ 339.0	\$ 5,798.2	80	\$ 446.4	1,509	\$ 8,076.8
Monday-Friday 10 a.m.-6 p.m.	1,806.5	31,436.8	3,027.2	57,153.1	2,058.2	32,969.4	956	6,891.9	14,743	121,559.3
Saturday-Sunday Sign-on-6 p.m.	693.1	20,687.0	1,487.1	27,861.6	677.1	12,923.4	306	2,857.3	5,188	61,472.0
Monday-Saturday 6 p.m.-7:30 p.m.	198.8	4,213.6	732.0	15,227.2	557.5	11,263.0	83	1,488.3	1,356	30,703.8
Sunday 6 p.m.-7:30 p.m.	216.0	2,310.5	200.4	5,403.4	197.9	4,793.0	28	614.3	381	12,506.9
Monday-Sunday 7:30-11 p.m.	4,919.7	99,951.7	5,928.5	132,284.7	6,306.5	131,437.7	435	17,154.7	7,634	363,674.1
Monday-Sunday 11 p.m.-Sign-off	545.7	5,348.0	622.9	6,433.7	688.6	11,966.7	141	1,857.2	1,876	23,748.4
Total	\$8,379.8	\$163,947.6	\$12,105.5	\$246,642.3	\$10,824.8	\$211,151.4	2,029	\$31,310.1	32,687	\$ 621,741.3

vertisers are buying for the short term in sports this year: positions in pre-season American Conference games, which start in August, are termed "nearly sold out." It's the sizeable gaps in regular-season sponsorship that hurt.

High hopes ahead for ABC-TV sales

Network executives see greater gains being made in prime time, daytime

ABC-TV will register a record year for prime-time sales in the current broadcast year that will end in September, Warren Boorum told network affiliates at a sales seminar in Los Angeles last week. The network should end up about 8% ahead in gross sales, which amounts to some \$19 million, according to Mr. Boorum, vice president and national sales manager.

Looking ahead to the 1970-71 season, Mr. Boorum proclaimed ABC-TV to be "in fantastic shape." Mr. Boorum said the relative prime-time sales positions of the three networks at this time compared with last year are as follows:

	Weekly Minutes	1970	1969
ABC	93	83	
CBS	54	108	
NBC	73	115	

"We have sold 8% more minutes at an average increase in price of 18%," Mr. Boorum explained. "We fully expect the ABC-TV network and ABC-TV affiliates to outperform the economy as well as CBS and NBC." But the economy worries Mr. Boorum. "The economy really took the wind out of our

sails" in the closing months of the 1969-70 season, he conceded.

In opening the seminar, James Shaw, vice president in charge of sales for the network, pointed out that ABC-TV's 1970-71 season sales are at a record level so far, running some 30% ahead of last year in the fourth quarter. George Newi, vice president for daytime sales, reported that the past business year was the most successful one in ABC history in Monday-to-Friday daytime periods. He said that the daytime economy over-all increased by only 8%, but that ABC-TV's share of this market increased 30%. The network's sales position in Monday-to-Friday daytime periods for the year ending March 1970, he reported, was 96% as compared with 81% for the previous year.

ABC vows closer logging of its 'Hot Wheels'

ABC was asked by the FCC last week to confirm that it will follow a practice of logging as commercial matter all audio references to the names of racing cars portrayed on *Hot Wheels*, a cartoon program carried on the network. "Hot Wheels" is also the name of miniature racing cars made by Mattel Inc., sponsor of the program.

In its letter to the network, the commission took occasion to emphasize to all networks and licensees its concern with possible "subordination of programming in the public interest to programming in the interest of salability."

"Selection of program matter which appears designed to promote the product of the sponsor will raise serious questions as to the licensee's purpose in selecting it," the commission added.

The commission advised ABC in

February it felt stations carrying *Hot Wheels* should log parts of the program as commercial matter along with the formal spots (BROADCASTING, Feb. 16).

The 57-second opening segment and later references in the program to "Hot Wheels" should be logged as commercial time, the commission advised ABC last week. The network had proposed in a letter to the commission that it would log "all or a portion" of the opening segment as well as subsequent references as commercial time.

CBS-TV takes poll on changing breaks

Reaction of affiliates sought on substituting 32s, 62s, in night times

Blueprint of a CBS-TV plan to get rid of most of 42-second prime-time station breaks, presented to the network's affiliates at their annual conference 10 days ago (BROADCASTING, May 11), was mailed to them individually last week for their reaction.

Twelve 42-second breaks that are in the nighttime schedule now (and that would be in the fall schedule if the present break arrangement is continued), would be eliminated; some would be shortened to 32 seconds and the rest lengthened to 62 seconds, with no change in total weekly break time. The 42-second breaks at the end of 10-11 p.m. programs on all seven nights would be retained, as would one at the end of the 8:30-9 p.m. *Andy Griffith Show* on Fridays.

William B. Lodge, vice president for

affiliate relations, said in a letter accompanying the plan that it was one way to meet advertisers' "increased demand for 30's and 60's and a decreased demand for spots which make efficient use of 42-second breaks." But he made clear that the network wasn't lobbying for or against it.

Five 42-second breaks in the 7:30-11 p.m. EDT period would be expanded to 62 seconds and seven would be cut to 32 seconds. In addition, one 30-second break (at the beginning of 10-11 p.m. *60 Minute* program on Tuesdays) would be eliminated.

Thus 100 seconds of break time would be added and 100 deleted, Mr. Lodge noted, for no change in the weekly total of 35 minutes 24 seconds of prime-time break time per week. CBS sources also reported that all periods would remain in full compliance with code limitations.

In terms of nightly net gain or loss, Monday, Friday and Saturday would show no change; Sunday, Wednesday and Thursday would gain 20 seconds each, but Tuesday would lose 60 seconds.

In terms of the 1970-71 schedule, breaks that would be expanded to 62's are the 42's now at the end of *Hogan's Heroes* on Sunday, *Doris Day* on Monday, *Beverly Hillbillies* on Wednesday, *Family Affair* on Thursday and *Arnie* on Saturday. Those that would be shortened to 32's are at the end of *Lucy* and *Mayberry*, both on Monday; *To Rome*, *Mary Tyler Moore Show* and *Governor and J. J.*, all on Tuesdays; and *My Three Sons* and *Green Acres* on Saturday.

Except for the elimination of the 30 at the start of *60 Minutes*, other breaks would not be affected.

Mr. Lodge said CBS-TV had no reason to urge the change but would be

willing to put it, "or some variation of it," into effect if most affiliates wanted it. He asked them to let him know—before the end of May, to avoid the need to re-edit programs soon going into production—whether or not they favored such a change, didn't care one way or the other or preferred the present mix of 32's, 42's and 62's.

MBS affiliates seek test of ad-ban law

Advisory council asks other networks and NAB to join in cigarette fight

Still seething at congressional action eliminating cigarette advertising from radio and television (BROADCASTING, March 9 et seq.), Mutual Broadcasting System's Affiliates Advisory Council has asked the other networks and the National Association of Broadcasters to join it in seeking an injunction against the law and a court test of its constitutionality.

The affiliates' council, representing the nearly 600 stations of the Mutual radio network, met last week in Las Vegas. Mutual officials did not indicate when any litigation would be filed. Victor Diehm, MBS president, said he would confer with the networks and NAB regarding the issue.

The MBS affiliates' council resolution charged the law, which bans broadcast advertising of cigarettes after Jan. 1, 1971, is discriminatory, in that "no law was passed to prevent cigarettes being advertised in magazines and newspapers, on billboards, or in movie theaters, or in any other way, and . . . no law was passed or even suggested making it

illegal to manufacture, sell or smoke cigarettes in this country. . . ."

The opinion expressed at the meetings was that NAB's voluntary phase-out plan, proposed in an attempt to avert the legislation, had collapsed. NAB's proposal would have ended the advertising Sept. 1, 1971.

It was reported at the time that NAB's voluntary proposal had little influence on the final result reported by the Senate Commerce Committee (BROADCASTING, Nov. 10, 1969).

Vincent T. Wasilewski, NAB president, said cooperation in such a court action would be a matter for NAB board consideration at its June meeting.

MBS announced Mr. Diehm would hold a news conference at 10 a.m. Thursday (May 21) in Washington to give further details on the possible litigation concerning the cigarette ad ban. He is expected to have information on the extent of cooperation forthcoming. Mutual officials did not expect to discuss the matter with the other networks until this week.

The affiliates council also approved resolutions opposing the AT&T line rate increases set to go into effect July 1 and strongly objecting to the FCC's proposed new schedule of license fees.

Prudential to change agency to Ted Bates

The Prudential Insurance Co. of America, a long-time network TV advertiser, has picked Ted Bates, & Co., New York, to handle all of its advertising. Prudential currently spends \$5.1 million annually on advertising, and in 1969 approximately \$3 million of the total ad budget was spent in broadcasting.

The advertiser, which has never used spot TV, was for 10 years, dating back to 1956, sponsor of *The Twentieth Century* on CBS.

Prudential has not decided upon a new media mix, according to Henry Arnsdorf, vice president of public relations and advertising, but is awaiting Bates' recommendations. "We've got a big new agency and we're going to listen to them," said Mr. Arnsdorf.

The appointment becomes effective Sept. 1. Until then, the Prudential agency will be Reach, McClinton & Co., which has handled Prudential's advertising since 1957. Prudential, headquartered in Newark, underwent management reorganization recently.

In announcing the change, Mr. Arnsdorf said Prudential had reviewed a number of advertising agencies, but had been impressed with Bate's marketing organization and creative product, in addition to the personnel Bates proposed to assign to the account.

Nine months are cut to 30 seconds in TV spots

This 30-second full-term pregnancy is in store for viewers of network TV beginning in June. Diaparene baby powder will join two other Breon Laboratories products in a continuing 52-week campaign in prime-time and daytime network with supplementary spot TV.

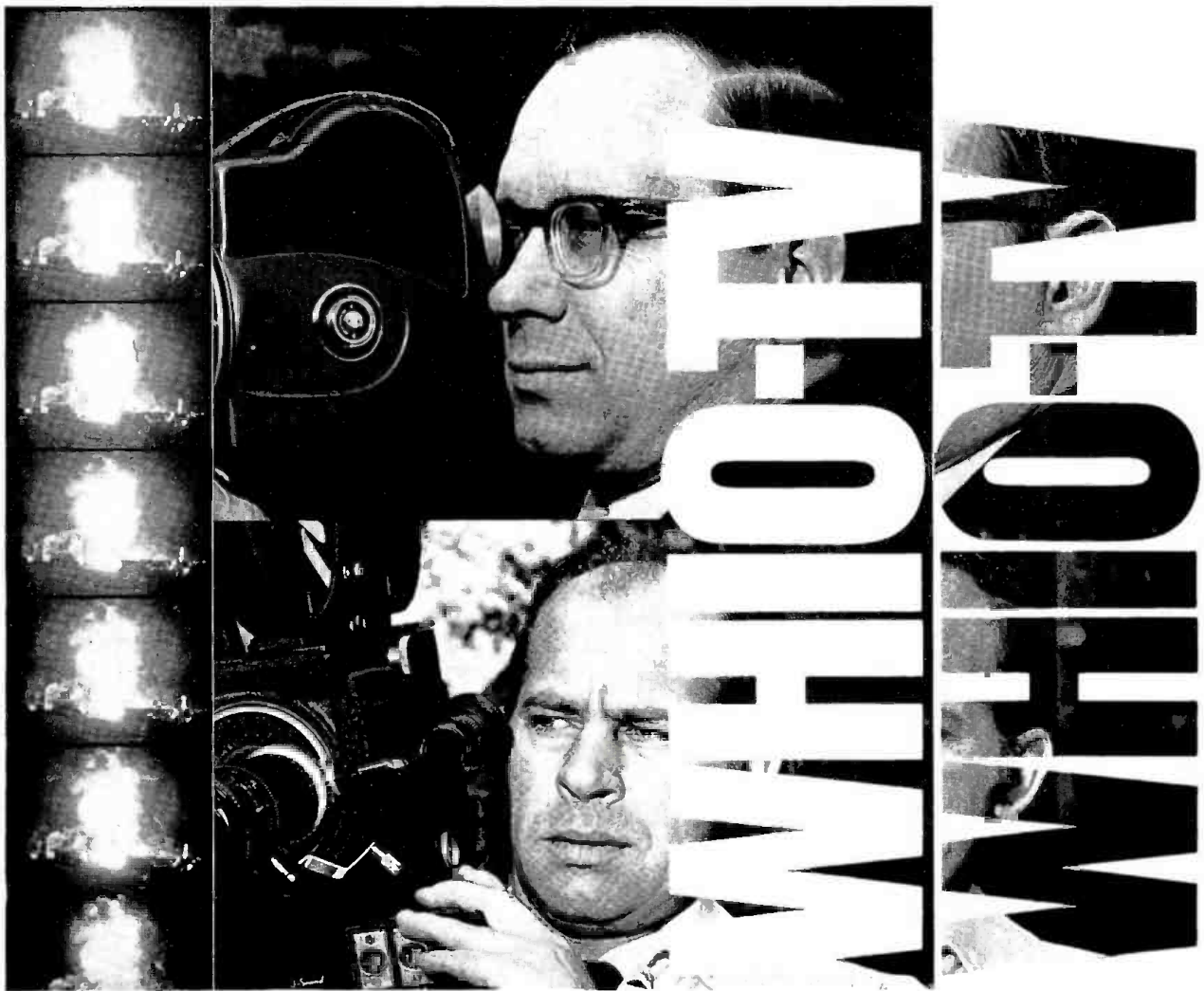
"Waiting to have your baby?" the commercial asks as the "pregnancy" progresses through a series of dissolves. "There's something you should know about diaper rash. It's really a burn, caused by the ammonia that forms in a wet diaper. Ordinary talcum powder can't stop the diaper rash . . . but Diaparene, a cornstarch with a special



antibacterial ingredient, can. . . ."

The mother-to-be is portrayed by model Irene Sherlock.

The agency for Diaparene is Warren, Mueller, Dolobowsky, New York, and the production house was Richard & Myers, New York. Breon Laboratories, New York, is a subsidiary of Sterling Drug.



Strip from first prize winning WHIO-TV spot news film, "Barrel Factory Fire."

Reflecting an award-winning approach to keep a community aware

Any television station can report the news, but WHIO-TV involves its audience through the extraordinary efforts of its dedicated staff. And it shows.

In the 1969 Annual Photo Contest sponsored by the Ohio News Photographers Association, WHIO-TV walked off with more awards than any other single television station and was the only Dayton station to place in the competition.

WHIO-TV cameramen Bob Tamaska and Chuck Upthegrove received a total of 10 awards.

Tamaska was the big first place winner for spot news coverage, as well as a top finalist in the feature and sports categories. Upthegrove finished with a total of 7 awards in the spot news, general news, feature and sports divisions.

Bob and Chuck are representative of the people who are WHIO-TV. Just as WHIO-TV is representative of the people who are the Dayton community.

A reflection of Dayton **WHIO Television**

 A Communications Service of
Cox Broadcasting Corporation

Another Hill assault on ads?

Moss wants FTC guidelines to 'help' advertisers avoid drug-abuse themes

Senator Frank E. Moss (D-Utah) last week introduced a joint resolution that would direct the Federal Trade Commission to study possible connections between advertising and the growing problem of drug abuse.

The Moss proposal (S. J. 200) would have the FTC conduct research in cooperation with the National Institute of Mental Health and the advertising industry. Ultimately, the FTC would be asked "to formulate guidelines designed to help advertisers avoid themes and techniques which contribute to or promote drug abuse."

In introducing the resolution, Senator Moss commented that "the drug culture finds its fullest flowering in the portrait of American society which can be pieced together out of the hundreds of thousands of advertisements and commercials. It is advertising which mounts . . . the message that pills turn rain to sunshine, gloom to joy, depression to euphoria, solve problems and dispel doubt. Not just pills; cigarettes and cigar ads; soft drinks, coffee, tea and beer ads—all portray the key to happiness as things to swallow, inhale, chew, drink and eat."

The senator, who led the successful fight to pass legislation banning cigarette advertising from radio and television, noted that the anticigarette drive did not really begin until after the surgeon general's report linking smoking and lung cancer. "Similarly," he said, "the time is now ripe for exhaustive study and comprehensive analysis of the impact of specific advertising themes and techniques upon the attitudes and behavior of the potential victims of drug abuse."

Senator Moss said his resolution "does not contemplate that it will be necessary to impose any additional regulatory burdens upon advertising content. It

is based instead upon the belief that the advertising industry, as much as families and communities afflicted by the spread of drugs, need and will welcome a clear understanding of the dangerous, though unintended, by-products of certain forms of advertising, and will welcome guidelines which will enable them to avoid this tragic effect."

The resolution will be referred to the Senate Subcommittee on the Consumer, of which Senator Moss is chairman.

Big TV advertisers to fund NET programs

Appropriations for specific programs on noncommercial television through National Educational Television have been announced by two major TV advertisers.

Xerox Corp., Rochester, N.Y., is spending approximately \$750,000 to bring *Civilisation*, a series of 13 one-hour programs produced by the BBC, to a national TV audience on noncommercial stations and a one-hour program of highlights of the series on a commercial TV network.

Xerox's commitment includes a grant of \$300,000 to National Educational Television so that the programs, which focus on the "great ideas and events of Western history" through paintings, architecture, sculpture and music, may be carried on approximately 180 stations affiliated with NET. The series will start this fall and be repeated in the fall of 1971, with stations permitted to carry the presentations twice a week.

The remaining \$450,000 will be spent to place and promote a one-hour preview version of the series on a commercial network this fall. David Curtin, vice president, communications, Xerox Corp., told a news conference in New York last Thursday (May 14) that a

network has not been selected, but the preview program will promote the beginning of the series on NET, although there may also be one commercial product for Xerox. If commercial network time is not available, he said, Xerox will place the highlights program on a national-spot basis through its agency, Needham, Harper & Steers, New York.

Earlier in the week, General Telephone & Electronics Corp. and NET announced in New York that a special one-hour NET documentary film commemorating Helen Hayes's 65 years in the American theater will be shown on the 180 NET-affiliated stations on Oct. 12. General Telephone's grant, it was learned, comes to about \$75,000, exclusive of money for promotion.

Spot campaign planned to change name, image

The Schiff Shoe Store chain is in for a new look and a new name, backed up by a multimillion-dollar advertising and sales promotion campaign that will include extensive use of radio and TV.

The parent, SCOA Industries Inc., Columbus, Ohio, announced last week it plans to spend over \$6 million to give its nearly 300 Schiff stores a new image. The name of the Schiff stores—most of them east of the Rocky Mountains—will be changed to Gallenkamp to match the approximately 160 retail footwear outlets west of the Rockies and new stores in the East that already bear the Gallenkamp name.

William Taylor, marketing vice president of the retail footwear group, said the multi-million dollar campaign would boost the stores' over-all advertising effort to roughly three times the normal level. The initial changeover effort will be concentrated this month in Central Ohio, where nearly 500 radio and TV spots will carry the change announcement.

Similar intensive schedules are planned for Kentucky, South Florida and a half dozen other key markets in the next 12 months.

Agency for the company's footwear operations is Byer & Bowman, Columbus.

Network TV time and program billing estimates (add \$000)

	April 1969	April 1970	% change	Jan.-April 1969	Jan.-April 1970	% change
Daytime	\$ 42,072.8	\$ 43,270.5	+2.8	\$175,744.1	\$186,809.7	+ 6.3
Mon-Fri.	30,847.0	31,515.6	+2.2	125,352.6	128,195.0	+ 2.3
Sat-Sun.	11,225.8	11,754.9	+4.7	50,391.5	58,614.7	+16.3
Nighttime	97,934.9	95,244.5	-2.7	399,329.1	421,715.5	+ 5.6
Total	\$140,007.7	\$138,515.0	-1.1	\$575,073.2	\$608,525.2	+ 5.8
	ABC	CBS		NBC	Total	
January	\$ 36,956.2	\$ 71,434.8		\$ 55,794.1	\$164,185.1	
February	39,679.4	57,082.8		48,589.4	145,351.6	
* March	45,560.8	61,324.9		53,587.8	160,473.5	
April	37,972.2	51,672.3		48,870.5	138,515.0	
Year to date	\$160,168.6	\$241,514.8		\$206,841.8	\$608,525.2	

* Revised

Source: Broadcast Advertisers Reports.

Rep appointments:

- WEAT-TV West Palm Beach, Fla.: H-R Television Inc., New York.
- KAIT-TV Jonesboro, KFPW(AM) Ft. Smith and KZNG(AM) Hot Springs, all Arkansas: Savalli/Gates Inc., New York.
- WTOK-TV Meridian, Miss: Avery-Knodel, New York.
- WJMD(FM) Washington: Katz Radio.

How to turn a dry well into a \$6 million success story.

Five years ago the Tyonek Indians in Alaska barely made a living, trapping and fishing.

Then Humble paid them six million dollars for the right to look for oil on their land.

The Tyoneks spent their money wisely. They formed their own construction company and invested in a utility company, a lumberyard and a small airline. Then they completely rebuilt their village with modern homes, electricity, roads and a new school.

As the village took on a new look, the villagers took up new occupations. They became welders, electricians, surveyors and other skilled technicians.

Now the work is done. And so is our drilling. Sad to say, we didn't find oil. But it's nice to know someone got some good out of our search for oil.

Because we've learned, as we go about our business of making good products and a fair profit, there's added satisfaction in doing something extra for people.

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ABC-TV says it's headed toward top

Affiliates voice approval for signs of progress in prime-time ratings, new shows, higher season sales

The trend seems to be dramatically up at ABC-TV in its relationship with station affiliates. Throughout the two-and-a-half days of meetings last week at the Century Plaza hotel in Los Angeles (May 11-13), the aim was to convince affiliates that ABC-TV is going places, with momentum running in its favor. And a sampling of affiliate reaction gave strong evidence that station executives do believe the network has made progress and is now rolling in pace with the dynamics of the time.

"It's the best, most impressive ABC affiliates meeting I've attended," said William A. Bates, president, KRCG(TV) Jefferson City, Mo. "Beyond the cliches and the optimistic talk," said Kenneth H. James, vice president and general manager, KETV(TV) Omaha, Neb.-Council Bluffs, Iowa, "the affiliates genuinely feel that we have taken the play away from the other networks." Added Mal Kasanoff, vice president and general manager, KGBT-TV Harlingen, Tex.: "Sure the affiliates are feeling good. The network has good product. For the first time that I can remember there's nothing to be ashamed of. And the rating books are good."

Most sweeping of all was the summation statement of George A. Koehler, chairman of the board of governors of the ABC-TV Affiliates Association. Mr. Koehler said: "Seldom has the tone been set better than at this session.

The reception to the new program schedule was tremendously enthusiastic. I'm looking forward to the best and strongest fall ever seen at this network."

Even the friction generated at the closed sessions, when the affiliates harangued the network on ABC's conciliatory position towards the FCC prime-time rule (see page 53), apparently failed to ignite widespread ill-feelings.

"Sometimes passion speaks more quickly than reason," explained Mr. Koehler. And for all the fuss, Mr. Koehler claimed that affiliate reaction to ABC's prime-time rule stance amounted to no more than "a mole on a gnat's eye."

Frederick Pierce, vice president in charge of planning and assistant to the president of ABC-TV, set the tone in citing the current state of the network at the opening session of the 1970 affiliates' meeting. "This network [is moving] right to the top," Mr. Pierce claimed. And planning is the key element. Planning at ABC-TV these days means "setting ambitious but achievable goals and then acting decisively to accomplish them."

Mr. Pierce didn't hesitate to cite the results of such an attitude. ABC has been carried forward "a measurable distance" over the last two years, he said. "We have made progress."

Further indications of ABC-TV's new attitudes was displayed by James E. Duffy, president of the television network. ABC used to be known for its defensive posture, but in an emphatic keynote address to the convention, Mr. Duffy challenged critics who have maligned television.

"I am angry," he said, "angry that a medium which gives so much to so many is so misrepresented by an all-too-vocal minority. Angry that a medium which provides such a stunning variety of ideas and emotions is put on the line and told 'defend yourself.'"

Mr. Duffy continued: "Angry that those who talk longest and loudest about what television lacks are those who use it so much and obviously know it so little." Mr. Duffy particularly cited criticism from two directions—magazines and advertisers. "We have

nothing to be ashamed of," Mr. Duffy said, "nothing to be defensive or apologetic about simply because we're a giant."

Much of what television does falls short of excellence, Mr. Duffy admitted. This takes courage to say, he indicated, but "it takes even more courage to say, not arrogantly, not boastfully but somehow pridefully, that there is much excellence in you," he told affiliates.

In his remarks, Mr. Duffy emphasized three R's that are leading ABC-TV to the vanguard of the industry—responsibility, reality and relevance. He also added a fourth R to the group—re-evaluation. ". . . Unless we re-evaluate, continually and together," he emphasized, "not only are we going to fail to serve, we're going to fail to survive."

The tone was similar in Martin Starger's speech to affiliates. Mr. Starger, vice president in charge of programming for ABC-TV, challenged the creative community in Hollywood to produce new ideas and forms for programming. He left no doubts that ABC-TV is not afraid of new ideas and new forms. "I assure you," he said, "ABC will welcome" progressive thinking. He challenged the creative community "to aim for nothing but excellence in television programs." Mr. Starger promised: "They will have a cooperative and like-minded partner in



Mr. Pierce



Mr. Duffy

ABC.”

What really cheered affiliates, though, was the solid gains ABC-TV was able to claim:

- In March 1970, the average ABC affiliate was up 11% in prime-time homes delivery as compared with March 1969.

- In 111 of the 134 primary markets measured by the Nielsen Station Index, the ABC-affiliated station had increased its prime-time household delivery in the past year.

- In the same 90 competitive markets where there are three or more stations, ABC is first or second in 36 of them in homes delivery—an increase of 22 markets over last year.

- In the demographic category of young women (18-49) ABC affiliates were first or second in 58 of the 90 three-station-or-more markets.

- Eight prime-time programs, new in 1969-70, returned to the line-up in 1970-71. That fact was called “probably the best record of any network in TV history for dramatically revitalizing its schedule.”

- Season sales for 1970-71 are at an all-time high, running at a level 30% ahead of last year in the fourth quarter.

- For the first time in its history as a television network, ABC leads both NBC and CBS in sales for the new season.

After hearing many of these claims and attending the more than two days of affiliate sessions, G. Bennett Larson, vice president and general manager of



Some 400 personal and business friends and associates of James G. Riddell (r), ABC-TV vice president in charge of the network's western division, attended last week a \$25-a-person testimonial dinner in his honor. Mr. Riddell, 58, is bowing out of broadcasting after a career in radio and television that started in 1931 and spanned 39 years.

American Broadcasting Co. President Elton H. Rule (l), who once worked under Mr. Riddell, was the master of ceremonies for the occasion, held in

WHEC-TV Rochester, N.Y., was able to sum it up: “You’ve got to give these

conjunction with the ABC-TV affiliates convention in Los Angeles. He presented, on behalf of Mr. Riddell's friends, a gift “very substantial in its meaning”—transportation for Mr. and Mrs. Riddell for a cruise around the world.

Mr. Riddell started as an office boy with WXYZ(AM) Detroit, leaving there as president and general manager of WXYZ-AM-FM-TV after a 27-year stay. Subsequently, he was executive vice president of ABC in New York before transferring to the West Coast.

guys credit. They’ve really got something going.”

ABC's new outlook on research

Network wants to study emotional make-up of those watching TV, through 'psycholgraphics'

A massive research project—one that would provide deeper knowledge about an audience's state of mind—was dangled before the television industry by ABC last week.

James E. Duffy, president of ABC-TV, indicated that the demographic barometers of age, income and educational background of the last several years need to be supplemented in the coming decade by the “psycholgraphics” of finding out what kind of people are watching television, what are their fears, aspirations and desires. Speaking before the annual meeting of network affiliates in Los Angeles, Mr. Duffy promised that ABC would take the initiative in providing such sophisticated information for the industry. “Conversations,” he said, have been held with “others.” He did not elaborate on who the

“others” are, but, again, he assured that “if necessary” ABC “will go it alone” in seeing that the study would be carried out.

“It's going to cost money—lots of it,” Mr. Duffy cautioned affiliates. “It's going to meet with resistance—lots of that, too. A great many people in this industry are fearful of such an undertaking,” he asserted. “Perhaps our circulation isn't all we'd thought—perhaps our impact isn't quite what we've espoused. Perhaps it's even greater than any of us has imagined. But it's a study that's needed—and needed now. Whatever it shows.

“And not just to sell,” Mr. Duffy emphasized. “But to program; even more, to begin programing today for tomorrow.”

After Mr. Duffy's speech, Marvin

Antonowsky, vice president-research services for ABC-TV and the man who generated the idea for the psycholgraphics survey, told BROADCASTING that the network's conversations with “others” so far have been limited to research people at NBC and CBS, as well as such industry organizations as the Television Bureau of Advertising and the National Association of Broadcasters. Mr. Antonowsky explained that what ABC is seeking is “research far more effective than what we have now.” He claimed that much of today's research is inconclusive and insensitive.

There have been no industry studies in recent years, he noted, that reaffirm television as an effective sales medium. Demographics are quantitative measurements, and what's needed is a qualitative study that shows what happens in the

market place. He indicated that the kind of study ABC is projecting would have the direction of *Life Magazine's* recent recall study or General Foods' TV magazine-media mix test.

In prepared remarks to the affiliates' meeting, Mr. Antonowsky refuted reports of declining prime-time TV audiences. He took potshots at the American Research Bureau and at the annual television-programming forecast made by Herb Jacobs, head of TV Stations Inc.

Mr. Antonowsky charged that ARB, whose reports on declines in homes using TV have been widely denounced, suffers from "a real credibility gap." Of the forecasts of Mr. Jacobs, who recently predicted that a number of individual ABC-TV nighttime programs will fail in their time periods (BROADCASTING, April 13), Mr. Antonowsky said that ABC made its own analysis of Mr. Jacobs's past performance. This analysis, Mr. Antonowsky said, indicated that the Jacobs forecast for ABC-TV's new shows last fall was off by an average of 25%, with half of his predictions off by six share points or an average error of 39%.

Mr. Antonowsky also reported on a range of new ABC-TV network-research activities including directional research to find out how an audience will visualize specific characters in a program

series, and how it sees the storyline developing; testing of alternative titles for a new series in terms of their ability to get viewers to tune in; an advertising-concept testing plan to help find the most effective promotional approach for advertising network programs, and a recently undertaken assessment of the actual effect on children of various types of TV "violence" under close to laboratory conditions.

Metromedia offers U as gift to Bay group

Metromedia Inc. announced last Friday (May 15) it has offered to donate its channel 32 facility in San Francisco—KNEW-TV—to Bay Area Educational Television Association, operator of non-commercial KQED(TV) (ch. 9) in that city.

The gift, which is subject to FCC approval and to execution of a formal contract between the two parties, is valued at about \$900,000, according to one source close to the industry. The contribution of the station has been approved in principle by the boards of directors of Metromedia and Bay Area Educational Television.

In announcing the offer, Metromedia board chairman John Kluge said that in evaluating KNEW-TV's long-range

prospects, Metromedia felt the station "could better and more rapidly benefit the public if it were operated as a second channel by Bay Area Educational Television, which has been in need of expanded technical facilities for some time." He said that Bay Area "will now be able to reach a larger audience with its meaningful programing. . . ."

However, Mr. Kluge added, the donation should not be mistaken as Metromedia's departure from broadcasting in that area. He said Metromedia is "deeply committed" with KNEW(AM) Oakland and KSAN(FM) San Francisco.

Richard O. Moore, president of Bay Area Educational Television, said, "We look forward to making channel 32 an important and unique complement to channel 9 and to KQED(FM) in providing needed and expanded informational and educational programing. . . ."

Starr stations acquire a publishing company

Computer Applications Inc., New York, has sold its Arlington House Inc. publishing subsidiary in New Rochelle, N.Y., to Starr Broadcasting Group Inc., New Orleans. Price was not disclosed.

Arlington House publishes and sells books and distributes phonograph records through a number of affiliates. Included in the operations of Computer Applications are commercial and scientific programing, facilities management, market research and graphic arts.

Stations operated by Starr Broadcasting are KOZN(AM) and KOWH-FM Omaha; KISD(AM) Sioux Falls, S. D.; KUDL(AM) Fairway and KCJC-FM Merriam, both Kansas; WBOK(AM) New Orleans; KYOK(AM) Houston; WLOK(AM) Memphis, and KXLR(AM) North Little Rock, Ark. Starr is owned by William F. Buckley and Peter H. Starr.

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AM-FM in market of over 30,000 population. New building and real estate in combination operation. Terms of 29% down and balance over 10 years.

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Changing Hands

Announced:

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

▪ WHUM(AM) Reading, Pa.: Majority of stock, expected to be around 95% in final agreement, sold by Robert G. Magee and others to William Chanoff, Sidney Goldstein and others for about \$400,000. Mr. Chanoff is a Philadelphia real estate investor and developer and is an economist. Mr. Goldstein was formerly associated with WPEN-AM-FM Philadelphia, WSAI-AM-FM Cincinnati and WALT(AM) Tampa, Fla. WHUM is full time on 1240 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

▪ KCYN(AM) Williams, Ariz.: Sold by

John H. Connor to William Woodruff and the Rev. Allan S. Hancock for \$58,000. Mr. Woodruff is a newsmen for KTSB(TV) Topeka, Kan., and Mr. Hancock is a minister in Topeka. KCYN is full time on 1240 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 74).

▪ KAOH(AM) Duluth, Minn.: Sold by Don LeMasurier to R. Bunker Rogoski, Charles Boonstra, Dalton Hille and others for \$90,000. Buyers have interest in WMUS-AM-FM Muskegon, Mich., and WPLY(AM) Plymouth, Wis. KAOH is a daytimer on 1390 kc with 500 w.

WFAN-TV wants out of consolidated hearing

In the wake of dismissal of a competing application for its WFAN-TV Washington, United Television Co. has asked the FCC to sever its renewal application for the station from a consolidated hearing ordered last June on its television application, its renewal application for its WOOK(AM) Washington, and competing applications for both stations filed by Washington Community Broadcasting Co.

Washington Community two weeks ago requested the FCC to dismiss its application for WFAN-TV (formerly WOOK-TV) without prejudice to its application for WOOK, citing the death last summer of columnist Drew Pearson, a 5% stockholder and major guarantor of other Washington Community stock subscriptions. The group said that Mr. Pearson's estate apparently would be unable to assume his commitments (BROADCASTING, April 13).

In requesting severance and grant of its television application, United asserted that when the renewal and competing applications were set for hearing, "the commission had before it for consideration no matter relating to the basic qualifications of United Television Co. for renewal of the license of WFAN-TV."

The WOOK and WFAN-TV applications were set for hearing following charges that the AM station had broadcast lottery tips (BROADCASTING, June 30, 1969).

NBC adds Flagstaff affiliate

A new VHF in Flagstaff, Ariz., KOAI-TV (channel 2), has become a full-time affiliate of NBC-TV. NBC said the station covers the northern part of the state, a region not previously receiving network TV. Wendell Elliott is general manager. Grand Canyon Television Co. is the licensee.

Two Lubbock stations lose towers in tornado

Broadcasters were among the more fortunate people in Lubbock, Tex., when a devastating tornado swept through that western Texas city last week. Although all of the five television and 11 radio stations were off the air for various periods because of widespread power failures, only two suffered extensive damage to towers that were located in the hardest-hit area.

Most severely hit was KBFM(FM) which lost its tower from atop the Great Plains Building. The studios of its associated KLLL(AM) in the building were damaged, according to reports, but it was able to return to the air using its AM tower in another part of the city and a mobile unit.

KSEL-AM-FM-TV lost two AM towers in the tornado area but its studios for radio and television are in another building in another part of the city with the TV tower, and were not damaged. R. B. McAlister, owner, reported the radio station expected to be back on the air with an emergency tower, at reduced power, last Thursday (May 14).

It was reported that the first station back on the air, after the storm cut power supplies, was KFYO(AM), the Emergency Broadcast System station. KFYO was able to switch on an emer-

gency generator and was on the air through the night using makeshift studios set up in Lubbock's city hall.

Late last week communications with the city were difficult and officials of the FCC's Broadcast Facilities Division reported they had no other reports on the broadcasting situation in Lubbock.

House okays FCC money bill

The House last week approved an independent-offices appropriations bill that includes \$24,725,000 for the FCC. This is the same amount voted out the preceding week by the House Appropriations Committee (BROADCASTING, May 11), and nearly matches the \$24.9 million proposed by the administration. Hearings on the bill will be held this week by the Senate Appropriations Subcommittee on Independent Offices.

Another for ABC

ABC Radio has signed KORL(AM) Honolulu, making that station an affiliate of the American Entertainment Radio network, ABC's first in Hawaii. KORL, which broadcasts middle-of-the-road music, operates full-time with 10 kw at 650 kc. The station conducted tests of the ABC service till May 1. AER network now provides service to 300 outlets.

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ARB shows where the TV homes are

Findings of new sweep: big rise in color homes, slight rise in multisets, gains in UHF tuners

Color-TV households increased last year by about 5 million for an estimated total of 25,320,200. That's a 24.7% rise over a comparable period a year ago and it marks the third consecutive year color-TV homes have increased, according to *Television U.S.A.*, a booklet issued last week by the American Research Bureau, Beltsville, Md.

ARB also reported that during the same period (February/March 1969 to February/March 1970) total TV homes rose by 1,859,400 for an estimated 59,381,700 households. UHF penetration was up. But ARB said that multiset households rose only by 1%. An additional 1,082,400 homes with two or more TV sets were registered, for a total 21,995,900.

The estimates were based on data received in the ARB February/March 1970 TV sweep and were reported for each unduplicated market Area of Dominant Influence. The ADI is an ARB-designated area in which the home-market stations receive the preponderant share of viewing hours. ARB also reported color, multiset and UHF estimates for 21 home counties or markets which have no defined ADI's. And it reported UHF estimates for metro areas as well as ADI's for all markets in which the data was available.

Forty-three percent of total TV households now have color sets, ARB reported, compared with 35% a year ago. Twenty-three markets have over a 50% color-penetration rate; 99 markets

have 40% or more penetration.

Three metro areas—South Bend-Elkhart, Ind., Hartford, Conn., and Lexington, Ky.—have an estimated 100% UHF penetration; 12 other areas, 98% to 99%. ARB reported that 12 metro areas served only by UHF stations had estimated penetration rates ranging from 95% to 100%. But comparable UHF service in different markets did not yield comparable penetration figures. For example, Meridian, Miss., with one VHF and one UHF had only 60% UHF penetration. Fort Myers, Fla., on the other hand, with comparable local service, is reported as having 97% penetration.

The ARB estimates in *Television U.S.A.* are detailed below:

Market Name	Total TV Households in ADI	ADI Ownership						Metro Ownership UHF	
		Color		Multi-set		UHF		Projected TV Households	Per cent
		Projected TV Households	Per cent	Projected TV Households	Per cent	Projected TV Households	Per cent		
Abilene-Sweetwater, Tex.	111,300	50,100	45	31,600	28	—	—	—	—
Albany, Ga.	71,100	27,600	39	21,700	31	—	—	—	—
Albany-Schenectady-Troy, N.Y.	396,400	157,200	40	155,000	39	—	—	—	—
Albuquerque, N.M.	181,500	72,100	40	52,800	29	—	—	—	—
Alexandria, La.	51,100	14,600	29	12,700	25	—	—	—	—
Alexandria, Minn.	70,300	22,000	31	10,200	15	—	—	—	—
Amarillo, Tex.	153,100	83,500	55	48,400	32	—	—	—	—
Ardmore-Ada, Okla.	42,500	11,100	26	5,600	13	—	—	—	—
*Atlanta	645,100	281,200	44	231,400	36	469,500	73	313,300	79
Augusta, Ga.	138,200	56,100	41	52,600	38	92,700	67	58,300	81
*Austin, Tex.	103,200	43,500	42	30,400	29	92,900	90	71,700	95
*Bakersfield, Calif.	86,500	40,400	47	25,600	30	84,100	97	84,100	97
*Baltimore	654,600	252,800	39	349,800	53	522,800	80	472,400	80
Bangor, Me.	76,900	26,900	35	16,400	21	—	—	—	—
Baton Rouge	142,800	67,700	47	45,900	32	—	—	—	—
Beaumont-Port Arthur, Tex.	128,400	63,500	49	40,100	31	—	—	—	—
Bellingham, Wash.	22,800	7,400	32	5,700	25	—	—	—	—
Billings, Mont.	58,900	23,700	40	13,600	23	—	—	—	—
Biloxi-Gulfport-Pascagoula, Miss.	40,100	17,700	44	12,500	31	—	—	—	—
*Binghamton, N.Y.	135,500	49,200	36	44,500	33	122,300	90	86,700	94
*Birmingham, Ala.	428,400	166,000	39	134,000	31	321,000	75	190,900	84
Bluefield, W.Va.	51,800	16,400	32	13,800	27	—	—	—	—
Boise, Idaho	87,800	35,300	40	17,500	20	—	—	—	—
*Boston	1,451,600	588,600	38	577,900	40	1,029,200	71	691,800	73
Bristol-Kingsport-Johnson City, Tenn.	166,600	57,700	35	48,800	29	98,600	59	58,400	68

KNBC WON. NOBODY LOST.

This year's Emmy for outstanding community programming has been given to KNBC, Los Angeles, for "The Slow Guillotine."

A study of air pollution, two years in development, this special program was written and produced by Don

Widener and narrated by Jack Lemmon.

We're grateful to the National Academy of Television Arts and Sciences for this 1969-70 Station Award (Emmy's formal name).

But we are also aware that "The Slow Guillotine" was but one among

hundreds of entries. And when so many worthwhile programs are prepared by television stations around the country seeking to inform viewers about their communities, somebody may take home an Emmy... but everybody gains.

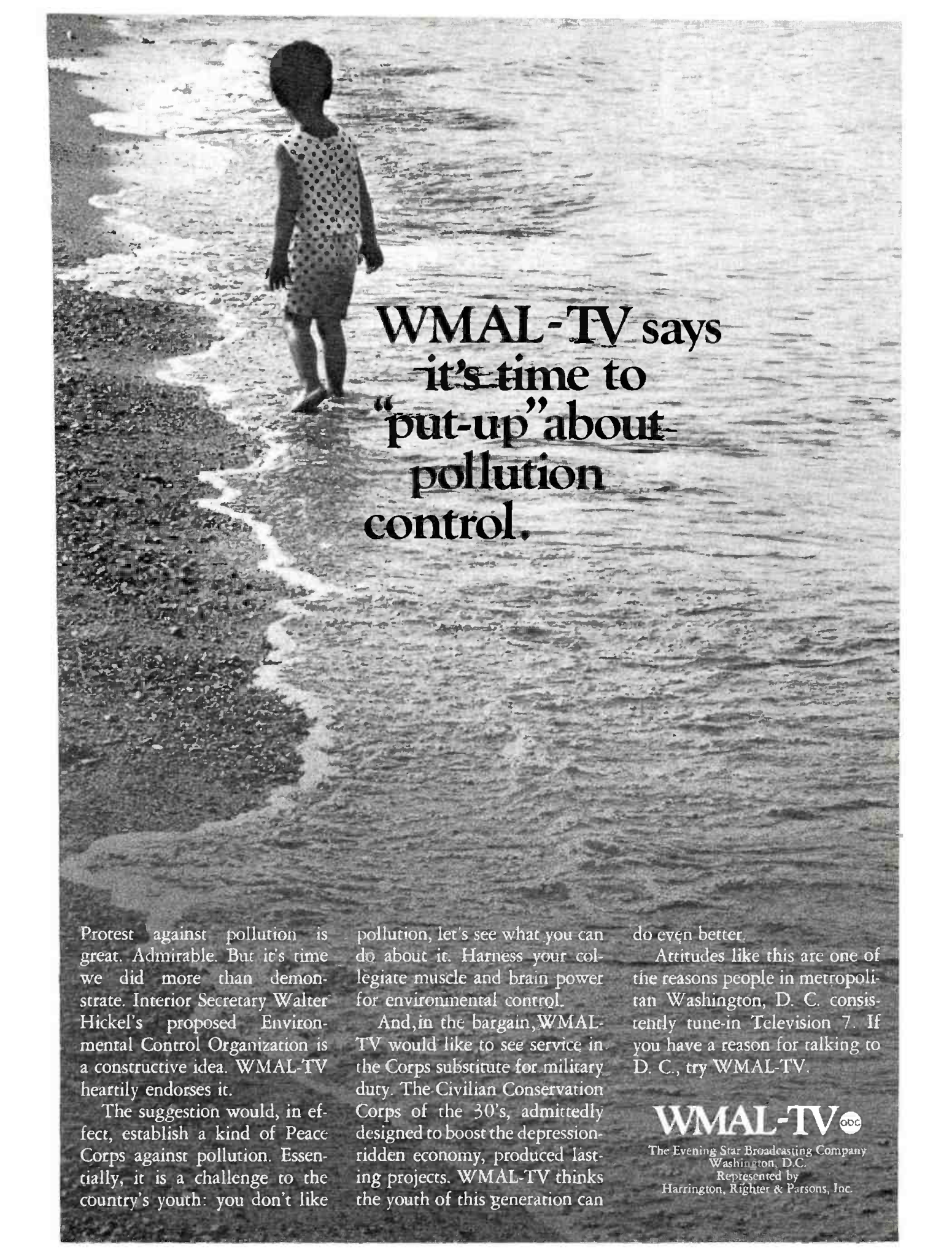
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Market Name	Total TV Households in ADI	ADI Ownership						Metro Ownership UHF	
		Color		Multi-set		UHF		Projected TV Households	Per-cent
		Projected TV Households	Per-cent	Projected TV Households	Per-cent	Projected TV Households	Per-cent		
*Buffalo	560,300	225,200	40	225,200	40	423,300	76	320,700	80
*Burlington, Vt.-Plattsburgh, N.Y.	129,000	39,100	30	37,500	29	87,000	67	33,600	74
Butte, Mont.	37,500	14,800	40	8,600	23	—	—	—	—
Casper-Riverton, Wyo.	43,300	17,300	40	10,200	24	—	—	—	—
Cedar Rapids-Waterloo, Iowa	236,200	94,800	40	58,500	25	—	—	—	—
*Champaign-Decatur-Springfield, Ill.	240,400	108,300	45	69,200	29	229,900	95	—	—
*Champaign Metro	—	—	—	—	—	—	—	70,300	98
*Decatur-Springfield Metro	—	—	—	—	—	—	—	89,800	99
Charleston, S.C.	125,000	52,800	42	48,900	39	—	—	—	—
Charleston-Huntington, W.Va.	427,100	146,000	34	115,200	27	—	—	—	—
*Charlotte, N.C.	393,500	149,900	38	126,100	32	297,900	76	103,600	90
Chattanooga, Tenn.	203,700	76,700	38	66,100	32	—	—	—	—
Cheyenne, Wyo.	62,400	23,700	38	14,600	23	—	—	—	—
*Chicago	2,494,000	1,042,500	42	1,193,100	48	2,114,500	85	1,928,600	85
Chico-Redding, Calif.	91,100	39,400	43	22,800	25	—	—	—	—
*Cincinnati	572,300	277,700	49	270,800	47	473,300	83	366,800	85
Clarksburg-Weston, W.Va.	68,500	24,800	36	18,200	27	—	—	—	—
*Cleveland	1,181,100	556,400	47	508,300	43	982,100	83	537,700	86
Colorado Springs-Pueblo, Colo.	130,400	61,700	47	48,900	38	—	—	—	—
*Columbia, S.C.	132,800	54,500	41	53,900	41	110,700	33	74,100	95
Columbia-Jefferson City, Mo.	110,600	35,500	32	19,200	17	—	—	—	—
Columbus, Ga.	135,100	37,800	28	34,500	26	—	—	—	—
Columbus, Miss.	47,700	14,700	31	10,600	22	—	—	—	—
Columbus, Ohio	446,200	262,100	59	214,200	48	—	—	—	—
Corpus Christi, Tex.	116,800	51,400	44	35,300	30	—	—	—	—
*Dallas-Ft. Worth	820,800	416,200	51	334,600	41	653,900	80	564,900	85
Davenport, Iowa-Rock Island-Moline Ill. (Quad City)	257,700	118,700	46	81,500	32	—	—	—	—
*Dayton, Ohio	374,000	182,100	49	146,700	39	307,500	82	211,300	86
Denver	445,700	223,300	50	170,200	38	—	—	—	—
Des Moines, Iowa	256,500	94,400	37	62,900	25	—	—	—	—
*Detroit	1,388,300	622,200	45	675,400	49	1,155,100	83	1,039,000	86
Dothan, Ala.	60,400	22,200	37	13,000	22	—	—	—	—
Duluth, Minn.-Superior, Wis.	150,400	61,800	41	45,500	30	—	—	—	—
El Paso, Tex.	134,200	58,900	44	54,800	41	—	—	—	—
*Erie, Pa.	98,900	40,700	41	40,100	41	97,700	99	77,300	99
Eugene, Ore.	100,700	41,600	41	25,800	26	—	—	—	—
Eureka, Calif.	42,100	18,900	45	11,800	28	—	—	—	—
*Evansville, Ind.	152,700	65,200	43	51,000	33	145,600	95	68,900	99
Fargo, N.D.	150,200	56,200	37	33,100	22	—	—	—	—
*Flint-Saginaw-Bay, Mich.	314,200	161,900	52	110,600	35	247,500	79	185,100	84
Florence, S.C.	71,100	22,500	32	19,900	28	—	—	—	—
*Ft. Myers, Fla.	29,300	15,200	52	10,500	36	28,300	97	—	—
Ft. Smith, Ark.	52,000	17,100	33	11,400	22	—	—	—	—
*Ft. Wayne, Ind.	153,700	81,300	53	51,700	34	153,000	99	78,500	99
*Fresno, Calif.	244,700	130,400	53	69,800	29	241,700	99	123,800	99

Market Name	Total TV Households in ADI	ADI Ownership						Metro Ownership UHF	
		Color		Multi-set		UHF		Projected TV Households	Per-cent
		Projected TV Households	Per-cent	Projected TV Households	Per-cent	Projected TV Households	Per-cent		
Glendive, Mont.	4,100	1,700	41	600	15	—	—	—	—
Grand Junction, Colo.	31,500	10,800	34	5,600	18	—	—	—	—
Grand Rapids-Kalamazoo, Mich.	400,600	179,000	45	141,600	35	—	—	—	—
Great Falls, Mont.	50,300	23,100	46	13,100	26	—	—	—	—
Green Bay, Wis.	226,900	109,700	48	77,000	34	—	—	—	—
*Greensboro-Winston Salem-High Point, N.C.	328,300	122,300	37	95,700	29	221,700	68	132,600	75
Greenville-New Bern-Washington, N.C.	220,200	77,900	35	59,200	27	—	—	—	—
*Greenville-Spartanburg, S.C.-Asheville, N.C.	382,200	146,300	38	95,900	25	223,500	58	126,800	66
Greenwood, Miss.	35,800	14,000	39	8,000	22	—	—	—	—
*Harrisburg-York-Lancaster-Lebanon, Pa.	338,300	163,800	48	118,100	35	317,400	94	307,400	94
Harrisonburg, Va.	20,900	5,600	27	4,800	23	—	—	—	—
*Hartford-New Haven, Conn.	565,000	226,200	40	218,700	39	495,600	88	—	—
*Hartford Metro	—	—	—	—	—	—	—	239,300	100
*New Haven Metro	—	—	—	—	—	—	—	178,100	78
Helena, Mont.	9,200	4,700	51	2,000	22	—	—	—	—
Honolulu	174,300	79,500	46	56,100	32	—	—	—	—
*Houston	658,600	317,100	48	267,200	41	569,400	86	528,700	89
*Huntsville-Decatur-Florence, Ala.	129,600	57,600	44	43,000	33	128,000	99	—	—
Idaho Falls-Pocatello, Idaho	57,800	27,300	47	11,100	19	—	—	—	—
*Indianapolis	616,100	305,000	50	222,400	36	446,600	73	234,400	72
Jackson, Miss.	229,200	90,300	39	64,700	28	—	—	—	—
Jackson, Tenn.	4,800	1,100	23	700	15	—	—	—	—
*Jacksonville, Fla.	271,700	114,900	42	109,400	40	224,300	83	144,200	95
*Johnstown-Altoona, Pa.	225,100	93,100	41	58,900	26	160,200	71	90,100	76
Jonesboro, Ark.	10,500	2,100	20	1,100	10	—	—	—	—
*Joplin, Mo.-Pittsburg, Kan.	123,500	45,100	37	29,900	24	92,800	75	34,000	83
Kansas City, Mo.	545,300	231,600	42	213,500	39	344,000	63	274,000	68
Klamath Falls, Ore.	17,900	7,000	39	5,200	29	—	—	—	—
*Knoxville, Tenn.	265,600	86,000	32	70,400	27	210,400	79	113,600	97
La Crosse-Eau Claire, Wis.	105,300	40,600	39	27,500	26	—	—	—	—
*Lafayette, Ind.	26,600	12,800	48	9,700	36	23,500	88	—	—
*Lafayette, La.	122,800	47,400	39	37,100	30	91,500	75	21,400	81
Lake Charles, Kan.	47,900	20,200	42	16,200	34	—	—	—	—
Lansing, Mich.	148,300	72,800	49	59,600	40	—	—	—	—
Laredo, Tex.	18,500	3,700	20	4,300	23	—	—	—	—
Las Vegas	88,700	52,600	59	44,900	51	—	—	—	—
Laurel-Hattiesburg, Miss.	40,400	14,600	36	11,600	29	—	—	—	—
*Lexington, Ky.	123,000	42,800	35	34,600	28	116,800	95	50,100	100
*Lima, Ohio	32,700	15,800	48	10,100	31	32,300	99	—	—
Lincoln-Hastings-Kearney, Neb.	186,800	78,000	42	39,900	21	—	—	—	—
Little Rock, Ark.	292,700	118,600	41	78,000	27	—	—	—	—
*Los Angeles	3,315,300	1,780,300	54	1,331,900	40	2,753,800	83	2,355,900	83
*Louisville, Ky.	393,900	143,400	36	125,300	32	339,400	86	234,000	97
*Lubbock, Tex.	119,600	75,200	63	38,200	32	99,800	83	51,600	92
*Macon, Ga.	104,900	36,300	35	33,200	32	75,400	72	48,800	78

Market Name	Total TV Households in ADI	ADI Ownership						Metro Ownership UYF	
		Color		Multi-set		UHF		Projected TV Households	Per-cent
		Projected TV Households	Per-cent	Projected TV Households	Per-cent	Projected TV Households	Per-cent		
*Madison, Wis.	129,100	60,200	47	26,600	21	126,600	98	85,500	99
Mankato, Minn.	52,500	16,900	32	8,500	16	—	—	—	—
Marquette, Mich.	49,400	16,700	34	10,500	21	—	—	—	—
McAllen-Brownsville, Tex. (Lower Rio Grande Valley)	89,700	34,800	39	22,500	25	—	—	—	—
Medford, Ore.	43,000	18,900	44	9,400	22	—	—	—	—
Memphis	494,200	176,100	36	164,300	33	—	—	—	—
Meridian, Miss.	64,000	21,800	34	17,700	28	38,100	60	—	—
*Miami	593,200	311,600	53	259,400	44	469,600	79	315,800	80
*Milwaukee	550,100	270,500	49	227,600	41	487,600	89	400,900	94
*Minneapolis-St. Paul	706,900	286,500	41	251,200	36	473,400	67	366,200	72
Minot-Bismarck-Dickinson, N.D.	109,800	33,500	31	18,100	16	—	—	—	—
Missoula, Mont.	32,300	10,500	33	4,300	13	—	—	—	—
Mobile, Ala.-Pensacola, Fla.	259,400	106,600	41	94,100	36	—	—	—	—
Monroe, La.-El Dorado, Ark.	127,400	49,500	39	31,600	25	—	—	—	—
*Montgomery, Ala.	134,400	51,100	38	40,400	30	104,300	78	59,700	96
Nashville	472,400	175,900	37	135,700	29	275,100	58	113,900	68
New Orleans	416,700	176,500	42	165,400	40	310,400	74	243,800	79
*New York	5,791,700	2,014,000	35	2,596,400	45	3,975,400	69	3,489,500	69
Norfolk-Portsmouth-Newport News-Hampton, Va.	351,200	136,900	39	147,100	42	225,900	64	187,800	70
North Platte, Neb.	14,100	6,600	47	3,100	22	—	—	—	—
Oak Hill, W.Va.	12,400	3,600	29	2,700	22	—	—	—	—
Odessa-Midland, Tex.	99,900	56,200	56	33,200	33	—	—	—	—
Oklahoma City	375,400	158,500	42	108,400	29	—	—	—	—
Omaha	261,500	106,900	41	74,400	28	—	—	—	—
Orlando-Daytona Beach, Fla.	318,800	154,300	48	114,300	36	—	—	—	—
Ottumwa, Iowa-Kirksville, Mo.	39,800	14,500	36	6,700	17	—	—	—	—
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	216,500	80,900	37	53,500	25	—	—	—	—
Panama City, Fla.	27,600	11,400	41	7,900	29	—	—	—	—
Pembina, N.D.	6,000	1,500	25	900	15	—	—	—	—
*Peoria, Ill.	165,600	79,700	48	51,300	31	159,900	97	102,000	99
*Philadelphia	2,095,900	926,600	44	1,047,400	50	1,806,900	86	1,276,600	90
*Phoenix	355,600	169,500	48	117,900	33	267,700	75	215,000	79
Pittsburgh	949,800	360,900	38	423,500	45	649,800	68	495,800	71
Portland, Ore.	501,400	236,000	47	169,200	34	—	—	—	—
Portland-Poland Spring, Me.	224,200	86,000	38	79,000	35	—	—	—	—
Presque Isle, Me.	25,300	8,800	35	7,300	29	—	—	—	—
Providence, R.I.	472,700	195,300	41	181,500	38	—	—	—	—
Quincy, Ill.-Hannibal, Mo.	116,400	48,400	42	28,700	25	—	—	—	—
Raleigh-Durham, N.C.	241,500	91,800	38	84,800	35	141,400	59	67,800	63
Rapid City, S.D.	46,000	15,700	34	7,800	17	—	—	—	—
Reno	64,600	31,600	49	21,100	33	—	—	—	—
Richmond, Va.	289,600	87,100	30	96,400	33	—	—	—	—
*Roanoke-Lynchburg, Va.	266,400	87,000	33	54,000	20	148,000	56	65,900	63
Rochester, N.Y.	266,700	117,500	44	122,100	46	—	—	—	—



**WMAL-TV says
it's time to
"put-up" about
pollution
control.**

Protest against pollution is great. Admirable. But it's time we did more than demonstrate. Interior Secretary Walter Hickel's proposed Environmental Control Organization is a constructive idea. WMAL-TV heartily endorses it.

The suggestion would, in effect, establish a kind of Peace Corps against pollution. Essentially, it is a challenge to the country's youth: you don't like

pollution, let's see what you can do about it. Harness your collegiate muscle and brain power for environmental control.

And, in the bargain, WMAL-TV would like to see service in the Corps substitute for military duty. The Civilian Conservation Corps of the 30's, admittedly designed to boost the depression-ridden economy, produced lasting projects. WMAL-TV thinks the youth of this generation can

do even better.

Attitudes like this are one of the reasons people in metropolitan Washington, D. C. consistently tune-in Television 7. If you have a reason for talking to D. C., try WMAL-TV.

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The Evening Star Broadcasting Company
Washington, D.C.
Represented by
Harrington, Righter & Parsons, Inc.

Market Name	Total TV Households in ADI	ADI Ownership						Metro Ownership UHF	
		Color		Multi-set		UHF		Projected TV Households	Per-cent
		Projected TV Households	Per-cent	Projected TV Households	Per-cent	Projected TV Households	Per-cent		
Rochester-Mason City-Austin, Minn.	95,800	40,200	42	23,000	24	—	—	—	—
*Rockford, Ill.	146,800	77,300	53	53,400	36	144,100	98	81,300	99
Roswell, N.M.	38,200	15,200	40	7,800	20	—	—	—	—
*Sacramento-Stockton, Calif.	532,400	301,600	57	168,500	32	432,300	81	275,400	82
St. Joseph, Mo.	41,700	13,600	33	10,500	25	—	—	—	—
St. Louis	854,000	303,500	36	292,800	34	564,700	66	492,500	69
*Salinas-Monterey, Calif.	145,700	66,900	46	39,800	27	115,500	79	56,000	88
*Salisbury, Md.	28,800	9,100	32	6,800	24	27,300	95	—	—
Salt Lake City	318,800	143,600	45	99,800	31	—	—	—	—
San Angelo, Tex.	25,000	11,800	47	7,800	31	—	—	—	—
*San Antonio, Tex.	335,200	124,300	37	85,100	25	241,800	72	182,000	78
*San Diego	394,600	210,000	53	132,400	34	332,000	84	332,000	84
*San Francisco	1,440,000	675,500	47	510,500	35	1,128,900	79	805,300	80
Santa Barbara, Calif.	81,500	39,000	48	28,100	35	—	—	—	—
Savannah, Ga.	111,900	41,700	37	35,200	31	—	—	—	—
*Seattle-Tacoma, Wash.	642,200	305,500	48	200,600	31	469,600	73	390,100	76
Shreveport, La.-Texarkana, Tex.	292,600	120,200	41	88,100	30	—	—	—	—
*Sioux City, Iowa	127,900	54,100	42	29,000	23	85,900	67	30,300	79
Sioux Falls-Aberdeen, S.D.	165,000	55,900	34	27,700	17	—	—	—	—
*South Bend-Elkhart, Ind.	158,900	84,000	53	61,300	39	157,900	99	120,300	100
Spokane, Wash.	205,200	91,500	45	55,400	27	—	—	—	—
*Springfield, Mass.	182,500	74,900	41	73,800	40	176,900	97	160,500	98
Springfield, Mo.	133,700	44,900	34	24,700	18	76,000	57	32,000	69
Syracuse, N.Y.	369,300	145,600	39	129,900	35	—	—	—	—
Tallahassee, Fla.	97,100	33,300	34	25,800	27	—	—	—	—
*Tampa-St. Petersburg, Fla.	509,300	244,600	48	168,700	33	433,600	85	290,300	89
Terre Haute, Ind.	135,700	51,600	38	39,300	29	—	—	—	—
*Toledo, Ohio	282,900	127,500	45	116,900	41	247,700	88	154,400	90
Topeka, Kan.	106,700	43,100	40	26,400	25	70,600	66	35,600	72
Traverse City-Cadillac, Mich.	94,300	33,200	35	24,300	26	—	—	—	—
Tucson, Ariz.	129,600	56,700	44	47,000	36	—	—	—	—
Tulsa, Okla.	316,100	129,200	41	98,100	31	—	—	—	—
Tupelo, Miss.	17,000	4,900	29	3,700	22	—	—	—	—
Twin Falls, Idaho	32,600	13,100	40	5,600	17	—	—	—	—
Tyler, Tex.	57,800	21,200	37	17,000	29	—	—	—	—
Utica, N.Y.	98,500	39,200	40	34,100	35	—	—	—	—
Waco-Temple, Tex.	133,100	53,000	40	37,200	28	—	—	—	—
*Washington	1,019,800	371,100	36	433,200	42	792,300	78	654,100	82
Watertown-Carthage, N.Y.	67,300	26,800	40	21,100	31	—	—	—	—
Wausau-Rhineland, Wis.	90,200	36,900	41	22,800	25	—	—	—	—
West Palm Beach, Fla.	146,700	73,600	50	51,500	35	—	—	—	—
Wheeling, W. Va.-Steubenville, Ohio	148,900	62,800	42	49,000	33	—	—	—	—
Wichita-Hutchinson, Kan.	342,000	138,400	40	94,200	28	—	—	—	—
Wichita Falls-Lawton, Okla.	137,900	63,600	46	43,600	32	—	—	—	—
*Wilkes Barre-Scranton, Pa.	285,300	141,800	50	88,700	31	276,100	97	173,500	99
Wilmington, N.C.	90,700	28,200	31	21,600	24	—	—	—	—

Market Name	Total TV Households in ADI	ADI Ownership						Metro Ownership UHF	
		Color		Multi-set		UHF		Projected TV Households	Per cent
		Projected TV Households	Per cent	Projected TV Households	Per cent	Projected TV Households	Per cent		
*Yakima, Wash.	107,900	59,900	56	24,600	23	100,960	94	41,900	96
*Youngstown, Ohio	197,100	98,400	50	72,200	37	189,000	96	90,000	99
Yuma, Ariz.-El Centro, Kans.	35,800	14,300	40	8,800	25	—	—	—	—
*Zanesville, Ohio	22,800	10,900	48	6,000	26	21,700	95	—	—
U.S. Totals	59,381,700	25,320,200	43	21,995,900	37				

* Indicates UHF estimates based on in-tab sample. In those markets where UHF controls are exercised, the reported UHF estimates are based on diary placement calls. In markets where UHF is reported but no controls are exercised, the reported estimates are based on in tab samples.

Data on other U.S. television markets not related to ADI's of sufficient size

The following estimates are provided for those television markets which, according to ARB findings, have no geographic Area of Dominant Influence of county size or greater. They are based upon the home county of the market and, therefore, are not directly comparable to the ADI estimates listed previously. Because the survey areas of the markets

listed below are composed of counties which are part of other markets, ADI says these estimates are not additive. (It should also be noted that other television market areas exist within the previously listed areas of dominant influence for which no separate estimates are developed.)

Market Name	Total TV Households	Home County					
		Color		Multi-set		UHF	
		Projected TV Households	Per cent	Projected TV Households	Per cent	Projected TV Households	Per cent
*Akron, Ohio	168,200	90,700	54	71,200	42	142,900	85
*Anderson, S.C.	30,600	12,500	41	9,900	32	22,100	72
*Anniston, Ala.	30,500	11,300	37	6,900	23	24,000	79
*Bowling Green, Ky.	15,100	6,200	41	4,200	28	8,900	59
*Canton, Ohio	108,500	54,800	51	49,400	46	89,100	82
*Elmira, N.Y.	32,700	12,000	37	9,900	30	30,700	94
*Fayetteville, N.C.	21,500	8,000	37	3,400	16	17,300	80
*Fond du Lac, Wis.	22,200	10,500	47	6,200	28	15,900	72
*Ft. Dodge, Iowa	15,100	6,300	42	1,900	13	13,200	87
*Ft. Pierce-Vero Beach, Fla.	15,700	6,100	39	3,900	25	12,200	78
*Hickory, N.C.	25,200	11,200	44	7,500	30	18,500	73
*Jacksonville, Ill.	10,100	4,900	49	2,300	23	9,600	95
*Lufkin-Nacogdoches, Tex.	22,400	7,400	33	6,900	31	16,400	73
*Manchester, N.H.	63,900	29,400	46	20,900	33	42,300	66
*Modesto, Calif.	54,800	26,300	48	11,100	20	41,900	76
*Muncie, Ind.	36,400	13,800	38	10,600	29	31,400	86
*Muskegon, Mich.	47,600	26,400	55	8,000	17	34,100	72
*Palm Springs, Calif.	137,000	69,700	51	45,300	33	115,000	84
*Parkersburg, W. Va.	28,300	11,000	39	7,500	27	25,100	89
*Tuscaloosa, Ala.	31,500	12,900	41	9,200	29	24,200	77
*Wildwood, N.J.	18,500	8,300	45	6,900	37	15,600	84

No report was issued for the Ft. Lauderdale, Fla., and Worcester, Mass., markets. These markets stations were not on the air for ARB February/March 70 survey.

No report was issued for the Hagerstown, Md., Hazard, Ky., and Salem, Ore., markets. These markets stations were newly designated during the February/March 70 survey and will be reported in subsequent reports.

Barrage hits one-to-a-customer

More broadcast groups ask FCC to reconsider restrictions NAB says would reshape industry

The FCC's one-to-a-customer order should be suspended and reconsidered in an over-all proceeding encompassing all questions relating to multiple media ownership, including the commission's proposal to break up radio-TV and newspaper ownership in the same market.

That position was taken by most of the broadcasting groups which last week added their petitions for reconsideration to those already received (BROADCASTING, May 11) seeking review of the March 25 order, which bars the owner of a full-time station from acquiring another in the same market.

The National Association of Broadcasters told the commission that its "ill-advised" new rules represent "a classic example of the use of *a priori* conclusions as the major premise to support administrative action which will have the effect of reshaping a whole regulated industry."

Contending that the commission had failed to provide an adequate basis for the new rules or to demonstrate how they would serve the public interest, NAB asserted that the commission had supported its reasoning by taking court decisions out of context while ignoring its own regulations requiring diversification of viewpoints.

NAB said the commission had ignored the "overriding point" that stations air not just their own views but those of different segments of the community, and added that its action "would not only tend to limit the over-all number of stations but would bar station acquisition by local owners who possess the knowledge, experience and

means to serve the needs and interests of the community."

Also, NAB said, the commission's rulemaking proceeding was initiated more than two years ago, and intervening events—including the Supreme Court's upholding of the fairness doctrine and the commission's policy statement on comparative hearings involving renewal applicants — "have neutralized any valid commission concern over achieving a multiplicity of voices."

ABC urged the commission to reconsider and suspend its rules until it has considered divestiture, minority cross-ownership interests and other related matters, "all of which should be ultimately and consistently resolved in one integrated document. . . ."

(The commission has proposed requiring entities with newspaper and/or multiple broadcast properties in the same market to reduce, by divestiture within five years, their media holdings to one or more daily newspapers, or to one television station, or to one AM-FM combination. A broadcaster who acquires a daily newspaper in the same market would be required to dispose of his station within one year or within its renewal period.)

If the commission allows existing AM-FM combinations to remain, ABC contended, it should permit the formation of additional combinations to provide offsetting competition.

Meredith Corp., denouncing the rules as "ill-conceived, unjustified and unsupported by evidence," said the commission should "reconsider these rules and upon reconsideration take no precipitate action in any area of multiple ownership until all of the complex

Roosevelt when the Allies invaded Normandy on June 6, 1944. They can read letters that led to the formation of RCA, the first American-owned communications corporation. Or they can recall the distinctive style of such social critics as H. L. Mencken, who is represented in the exhibit by a 1931 letter in which he complained that on his radio, "all I could fetch up was a long series of imbecile speeches by fifth-rate politicians and agitators, and an equally stupid series of stupid musical programs done by fifth-raters . . . so I gave up the machine as hopeless."

The display may be seen from 8:30 a.m. to 5 p.m. Monday through Saturday in the Manuscript Reading Room of the Library of Congress. It will be shown until July 1.

questions presently before the commission are considered in a coordinated proceeding."

Salt Lake City Broadcasting Co. maintained that the commission's action "reverses consistent commission policies developed in a consistent pattern of decisions since the earliest days of the commission's existence."

Petitions filed by the Community Broadcasters Association and jointly by licensees including Bedford Broadcasting Corp., Central Broadcasting Corp. and Reams Broadcasting Co. urged the commission to permit all class-IV AM stations to acquire FM's in the same market. The licensees claimed a community would be better served by having "one voice with the technical and financial resources to meaningfully program for it than by having two voices, both marginal."

Voice of the Orange Empire Inc. told the commission it should take no action "until completion of the over-all inquiry into multiple ownership policies," adding "the commission has embarked on a course that will dismember the existing broadcast ownership structure . . . the commission must adopt long-range rules and policies and cannot effectively regulate by whim or fancy."

Most groups filing last week requested the setting of oral argument on their petitions for reconsideration.

Satellite networking is on affiliate agenda

Apart from the anticipated menu of speeches, programing and sales presentations, banquet and entertainment, executives attending this week's (May 20-22) NBC television affiliates convention in New York will be served a special panel session on the use of satellites for distribution of network programs.

The panel will be held Thursday (May 21) morning with NBC executive vice president George H. Fuchs as moderator and these participants: Donald I. Baker, deputy director of policy planning of the antitrust division of the Department of Justice; Dr. Bernhard E. Keiser, vice president, director of systems research and engineering of Page Communications Engineers; James P. Gilmore, vice president, planning and assistant chief operating officer, Canadian Broadcasting Corp., and Dr. Joseph V. Charyk, president of Communications Satellite Corp.

All of the panel members have been actively engaged in studying the application or relationship of satellites to broadcasting, particularly in networking.

The affiliates meeting will open with a reception Wednesday evening (May 20) at the Waldorf-Astoria hotel with

Early radio recalled at Library of Congress

A letter to President Calvin Coolidge; early scripts by news commentator Elmer Davis; scientific papers from the days when broadcasting was a technological infant; and nostalgic tributes to such old friends as Fred Allen, the Lone Ranger, and Amos 'n' Andy. These are among the attractions in an exhibit at Washington's Library of Congress, commemorating the 50th anniversary of radio.

The exhibit inevitably blends the history of radio with the history of 20th-century America. For example, visitors can see the prayer read over all networks by President Franklin D.

Walter D. Scott, NBC board chairman, as the host. NBC president Julian Goodman will address the convention on Thursday morning, followed by the satellite discussion and by Chet Huntley of NBC News, who will deliver the luncheon address.

Also highlighted on the program will be a visual presentation Friday by NBC-TV network president Don Durgin of NBC-TV's plans for the 1970-71 season.

Oakland sets terms for cable franchise

Oakland, Calif., has made it mandatory that the company awarded the franchise for cable TV in the city make at least one channel available for "common carrier" use.

By a 7-0 vote, the city council adopted the resolution detailing the terms under which bids for the franchise would be accepted. The council stated that system A of the two-part cable television installation would, for the basic fee, allow subscribers to receive "the following video offerings on a 12-channel set: one channel for use by the city and the school district, a minimum of nine off-the-air commercial and educational channels, one or more channels of local origination with content determined by the grantee and one or more common carrier channels."

System B, which was defined as all cable spectrum space other than that used in System A and the space assigned to the city and school district, would be devoted to "programming by the grantee and common carrier use." The council also urged the holder of the franchise to "encourage the use of common carrier spectrum and to suggest innovative methods of use to potential customers." Further suggested by the council is the development of one or more channels of high quality programming by the grantee to be offered "without advertising content."

Invitations to bid for the franchise were sent to five companies. Cablecom-General of Northern California Inc., Oakland; Focus Cable of Oakland Inc.; Oakland Cablevision Inc.; Teleprompter Corp., New York and Time-Life Broadcast Inc., New York.

Pacifica FM wrecked by blast of dynamite

Pacifica Foundation's noncommercial KPFT(FM) Houston was blown off the air last Tuesday (May 12) at 11 p.m. An explosion destroyed the station's transmitter. Although there were no injuries, damage to the transmitter was estimated at \$25,000.

Adie Marks, local Pacifica board member, assistant secretary on the na-

tional board and volunteer worker at KPFT, said it had been determined that from 15 to 20 sticks of dynamite had been used. She added that the explosion definitely originated from within the building.

Although the station received numerous threatening phone calls and letters before going on the air March 1, Mrs. Marks said she was surprised that only a few were received after the station began broadcasting. She added, however, one death threat had been received by Chief Engineer Glen English's wife.

The station, like all Pacifica stations,

is listener supported and a fund raising campaign to buy a new transmitter is planned. Mrs. Marks said that with the kind of help that broadcasters and listeners have been showing, KPFT should be back on the air within two to six weeks.

Mrs. Marks said: "Broadcasters from all over have called in for tapes and live telephone reports concerning the bombing. The tone that seems to permeate the reactions of broadcasting people," she said, "is that if this happened to a small, educational, noncommercial FM in Houston, who's next?"



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With a 41% prime-time share in the 3-station 36th TV market, WKZO-TV puts you on the boards at one of the lowest costs-per-thousand in the top 50 markets.

Ask entrepreneurs Avery-Knodel how you can catch the roar of the crowd in this giant 2 1/3 billion dollar retail sales market by showing on WKZO-TV.

Source: SRDS and ARB Nov. 1969

**After a performance of "Swan Lake" at the Vienna State Opera, Dame Margot Fonteyn and Rudolph Nureyev took a record curtain call of 89 returns to applause.*



The Folger Stations

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 WKZO KALAMAZOO-BATTLE CREEK
 WJEP GRAND RAPIDS
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 WJMM/WJTR FM GRAND RAPIDS

TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WTVF / CHANNEL 10 GRAND RAPIDS
 WKRP-TV SAGINAW CITY MICH
 KODR-TV LINDSEY, MICHIGAN
 KALAMAZOO GRAND RAPIDS, MICH.
 WKZO-TV SIOUX CITY, IOWA

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 Studios in Both Kalamazoo and Grand Rapids
 for Greater Western Michigan
 Avery-Knodel, Inc., Exclusive National Representatives

If someone has to regulate CATV . . .

It ought to be FCC, not state authorities, NCTA board tells members

The board of directors of the National Cable Television Association wants to let the FCC assume primary jurisdiction over that industry, in order to overcome what many cable operators feel may be the deleterious effects of split jurisdiction with state public utilities commissions. The board voted last week to ask NCTA members to affirm as association policy that the FCC should pre-empt cable regulation. The 16-member board vote, with a few dissents, came after the Regulatory Research Council, a subcommittee of the Utilities Relations Committee, submitted a report favoring this move. W. Randolph Tucker, recently resigned chairman of Cypress Communications Corp., is chairman of the council. Benjamin J. Conroy Jr., vice president of Communications Properties Inc., is chairman of the parent committee.

The NCTA policy move, which must still be ratified by the membership, came three months after the U.S. Supreme Court upheld a Nevada statute placing CATV systems under state regulation, and the same week that the Connecticut Supreme Court upheld that state's authority to regulate CATV systems under its Public Utilities Commission. The Connecticut case has been in court since 1967 when the state PUC issued 17 grants to that many CATV applicants seeking to serve 83 communities in the state.

Besides Nevada and Connecticut, the only other state regulating CATV is Rhode Island, but that regulation does not characterize cable TV as a utility.

The NCTA board also voted a 1971 budget that is more than \$1,250,000 and said to be a 15% increase over the present budget. It also heard that the current membership drive had added more than 24 new members to the association; that the June 7-10 convention in Chicago promises to be 20% larger in attendance, with a 50% increase in exhibitors over last year's in San Francisco, and that a membership executive would be added to the NCTA staff.

Scheduled as luncheon speakers at the NCTA convention next month are FCC Chairman Dean Burch; Herbert Klein, director of communications for the Nixon administration, and Eugene V. Rostow, former under secretary of state and now a law professor at Yale University. Mr. Rostow was chairman

of President Johnson's Task Force on Communications Policy, which favored CATV as a means of increasing diversity in TV.

Members will also elect new officers at the Chicago convention. The official nominees are Ralph N. Demgen, Willmar, Minn., for chairman; John Gwin, Cox Cablevision, vice chairman; Mr. Tucker, secretary, and Claude Stevanus, Tower Communications Inc., treasurer. Eight members of the board will also be elected.

Blacks ask for bigger role in broadcasting

A new call for employment of blacks in decision-making positions in broadcasting and for representation on the FCC was made last week in New York.

These were specifics presented to broadcasters by spokesmen of the black community at a luncheon session on "Broadcasting and the Black Revolution" held under the joint auspices of the International Radio and Television Society and the New York chapter of the National Academy of Television Arts and Sciences. A recurring theme underscored by the speakers: broadcasters are not getting through to blacks.

Additionally, one speaker, Ossie Davis, actor-producer-director, served notice that blacks, who he said were excluded in the growing years of radio, television and motion pictures, did not intend to be on the outside of cable television, which he described as a medium of the future.

Adolph Holmes, director of program operations for the National Urban League, who represented the league's executive director, Whitney M. Young Jr. on the program, proposed the appointment of a black member of the FCC, noting that the term of Commissioner Kenneth A. Cox will expire next June 30. He said a black member of the commission would be "more sensitive to the problems of black people when looking at station licenses."

Youth movement

R. Peter Straus, president of the Straus Broadcasting Group, and its WMCA(AM) New York, and six plaintiffs under the age of 21—as part of "WMCA Vote at 18 Club"—have filed suit against the state of New York in federal district court, New York, lower the voting age to 18 in New York. Among the plaintiffs are the teen-age children of Mr. Straus; Stephen B. Labunski, managing director, WMCA, and WMCA newsman Bertram D. Knapp. The suit is scheduled to be heard tomorrow (May 19) in federal district court in New York.

Walker hits views aimed at blacks

He attacks way copyright bill was presented in letter by NAB consultant

A letter written by a National Association of Broadcasters public-relations consultant, characterizing a section of the copyright law revision bill pending before Congress as designed to "greatly impair, if not destroy, the ordinary American's right to free broadcasting," has been hotly disputed by Fred E. Walker, president of Reeves Telecom Corp.'s broadcast and CATV division.

Frederick S. Weaver, a New York PR consultant, was hired by the NAB last October as community relations consultant in a move to improve relations with the black community. His letter appeared in condensed form in the April 7 edition of the Baltimore *Afro-American*. A complete version was also carried by the *Amsterdam* (N.Y.) *News*.

In a letter to NAB President Vincent T. Wasilewski, Mr. Walker charged that Mr. Weaver's article "is obviously intended to arouse black readers and to turn them against a growing and vital segment of the total communications industry, designed to serve all peoples."

Mr. Weaver's letter said, in part: "Section 111 [of the bill] . . . advocates a form of piracy of any broadcast signal, whether radio or television, by any CATV system, and would allow alteration, deletion or modification of a broadcast signal via a minimal compulsory license clause."

"In effect, such treatment would allow CATV systems to carry certain broadcast signals and block off others; it would allow CATV operators to use broadcast signals, paying only a small fee, and insert their own commercials and it would allow CATV to strike at the broadcaster's economic base by authorizing them [CATV's] to sell advertising over the channels."

Mr. Walker's rejoinder in part declares: "If the bill were to be passed as it now stands, without revision, it certainly would not allow piracy of any broadcast signal . . . by any CATV system, nor would it allow any system to alter, delete or modify a broadcast signal 'via a minimal compulsory license clause.' This is simply not true. If it were so, why in fact would so many individual cable operators be opposed to the passage of the bill as it stands? Further, Mr. Weaver is totally incorrect when he says that the bill would 'allow CATV operators to use broadcast signals, pay only a small fee, and insert their own commercials.' Nowhere in the bill is any such thing even

suggested."

Mr. Weaver said last week he believed his construction of the bill was "reasonably correct." Of Mr. Walker, he said: "He can interpret it in any way he wants."

Mr. Wasilewski commented: "No one is clear as to the extent of pre-emption permitted in the bill. . . . NAB has always held the position that CATV should be a supplement to, not a substitution for, broadcasting."

Regarding Mr. Weaver's fears that additional CATV fees may become a burden on poor people, Mr. Walker noted many CATV systems are offering reduced rates to underprivileged customers and even free service to schools and hospitals.

Media notes:

Hat in the ring ■ John F. Hurlbut, president-general manager, WVMC(AM) Mt. Carmel, Ill., announced last week his candidacy for vice president of the radio board of the National Association of Broadcasters. He will run against Andrew M. Ockershausen, general manager, WMAL(AM) Washington, during the election at the board meeting in Washington the week of June 21.

Jack Jurey scholarship ■ The American University, Washington, has established the Jack Jurey Scholarship Award for

students in broadcast journalism. The \$500 annual award, in memory of the WTOP-AM-FM-TV newsmen who died of cancer in May 1969, will be awarded on the basis of financial need and general aptitude for and attitude toward broadcast journalism. The scholarship will be administered by AU's department of communication from funds contributed by Mr. Jurey's widow, Philomena.

Wounded in action ■ Dick Hunt, NBC News soundman with a film crew in Cambodia, was wounded May 10 by shrapnel in the shoulder and back when a land mine exploded near him in fighting around Neak Luong. Some fragments were removed at a Phnomphen hospital before Mr. Hunt was hospitalized in Hong Kong for further treatment.

FCC sees no merit in request for records

A petition by the National Cable Television Association for a stay of the FCC's fee-increase proceeding was denied by the commission last week.

NCTA had requested the stay "pending judicial review of the commission's denial of NCTA's request to inspect certain documents within the control of

the commission" allegedly relating to information used in formulating proposed fees for CATV operators (BROADCASTING, May 4).

The commission said NCTA had offered in its petition no factual data supporting its contention that the commission had in its possession records it had withheld from the association and denied the existence of such records. And NCTA also offered no support for its contention that the alleged withholding provides a proper basis for a stay of the entire fee proceeding, the commission added.

The proposed fee increase, the commission noted, represent "essentially a distribution of the commission's total operating costs in proportion to the effort expended by the commission in its various activities. . . .

"The derivation of the proposed schedule of fees for CATV systems follows an uncomplicated logic starting with its total operating costs," the commission added, inviting NCTA to make any comments it wished "with respect to this derivation."

NCTA has asked a Washington federal court to require the commission to permit inspection of the records it is purportedly withholding and is also seeking a temporary injunction against the proposed fee hikes.

There are 8,000 alcoholics right here in river city... so who cares?

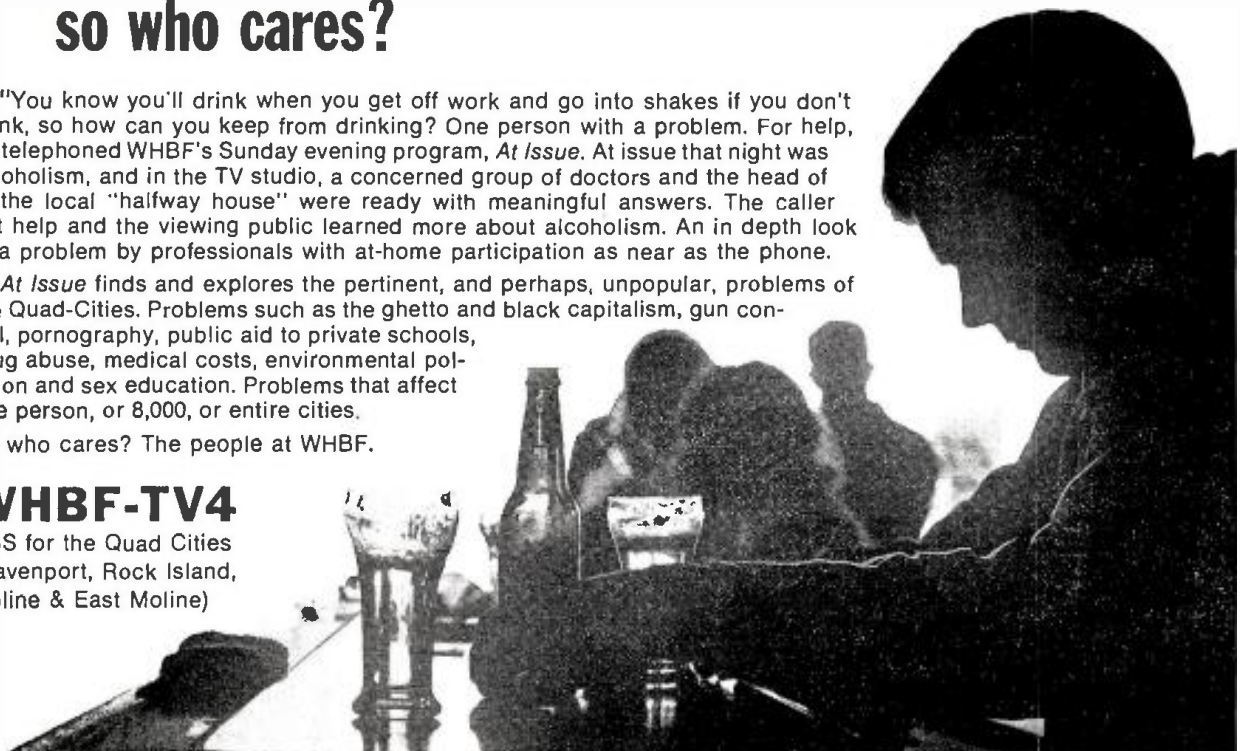
"You know you'll drink when you get off work and go into shakes if you don't drink, so how can you keep from drinking? One person with a problem. For help, he telephoned WHBF's Sunday evening program, *At Issue*. At issue that night was alcoholism, and in the TV studio, a concerned group of doctors and the head of of the local "halfway house" were ready with meaningful answers. The caller got help and the viewing public learned more about alcoholism. An in depth look at a problem by professionals with at-home participation as near as the phone.

At Issue finds and explores the pertinent, and perhaps, unpopular, problems of the Quad-Cities. Problems such as the ghetto and black capitalism, gun control, pornography, public aid to private schools, drug abuse, medical costs, environmental pollution and sex education. Problems that affect one person, or 8,000, or entire cities.

So who cares? The people at WHBF.

WHBF-TV4

CBS for the Quad Cities
(Davenport, Rock Island,
Moline & East Moline)



New fairness strictures ahead

Broadcasters who deal with controversial issues must seek out spokesmen with contrasting views

With the Supreme Court's landmark decision in the Red Lion case providing the spur, the FCC last week moved to tighten up the obligations its fairness doctrine imposes on broadcasters.

It proposed that licensees who present a series of broadcasts on controversial issues, or who editorialize, be required to invite specific spokesmen for contrasting views to state their position ("Closed Circuit", April 6). Except for the first program in a series, the commission said, the licensee would not be permitted to rely solely on a broadcast announcement offering time for the presentation of contrasting views.

The proposal was contained in a combined notice of inquiry and notice of rulemaking, which the commission said was issued in light of the Supreme

Court's Red Lion decision last June upholding the legality of the fairness doctrine (BROADCASTING, June 16, 1969), as well as its experience in administering the doctrine. The proposal was issued on a 6-to-1 vote, with Commissioner Robert Wells the lone dissenter.

The "basic thrust and spirit" of the Red Lion decision, the commission said, is that a broadcaster "who can and should be as outspoken and hard-hitting as he wishes in presenting his view of an issue should be equally vigorous in getting the other side before the public."

The doctrine, which requires broadcasters to afford a reasonable opportunity for the discussion of conflicting views of controversial issues of public importance, evolved as policy, was expressed in a policy statement in

1949 and was incorporated in the Communications Act in 1959. The commission said the doctrine has been interpreted as requiring broadcasters to make an affirmative effort to be fair, giving him considerable discretion in determining how he is to achieve fairness.

The Supreme Court in the Red Lion decision, however, gave a new dimension to the obligation that the doctrine imposes on broadcasters. The commission noted that the court said that broadcasters are required not only to give adequate coverage to public issues but to do so at their own expense, if sponsorship is not available, and to provide programing on their own initiative if no other source is available.

The commission would apply its proposed requirement in cases where a licensee has presented only one side of a controversial issue in a series of broadcasts within a "reasonably close" period of time (six to nine periods or less), and has no plans to present opposing views.

If broadcast invitation to present a contrasting view fails to attract an appropriate spokesman for the other side,

A ploy to reveal what LBJ cut

CBS trying to stop Chicago subpoena for excised portions of special

CBS Inc. went to court in Chicago last week in an effort to block a subpoena for all its television interview films with former President Lyndon Johnson, including portions not used on CBS-TV because of national security in connection with the Kennedy assassination.

The subpoena had been issued April 29 in U. S. district court there at the request of Sherman H. Skolnick, a legal crusader. He seeks the films in connection with his suit filed in early April to compel the National Archives and Record Service to make public certain documents alleged to pertain to an attempt by several persons, including Lee Harvey Oswald, to assassinate President John F. Kennedy at the Army-Navy football game in Chicago Nov. 2, 1963, three weeks before the Dallas tragedy. Mr. Skolnick, who also wants the Warren Commission report ruled

void, has been unsuccessful in subpoenaing President Johnson personally.

Newton Minow, attorney for CBS, appeared Thursday before U. S. District Judge Hubert L. Will with a preliminary motion to quash the subpoena. He charged that any compulsory production of such nonbroadcast material violates the First Amendment with respect to confidential communications between newsmen and their sources.

An affidavit filed with the court by Burton Benjamin, senior executive producer, CBS News, explained that the Johnson interviews were obtained only on the condition that the former President would be allowed to edit mistakes or matters of security. He said the three one-hour programs used on CBS-TV were edited from nearly 13 hours of films and the last show, aired May 2 and including Kennedy assassination information, was edited from six hours and 22 minutes of film.

The May 2 program, "*LBJ: Tragedy and Transition*," also included a portion cut on request by President Johnson because of national security. The fact a cut was made was explained by CBS in the broadcast.

Mr. Benjamin said that "if CBS News were compelled to produce the non-

broadcast material relating to the assassination of President Kennedy . . . it is my belief that no public figure will ever sit for an autobiographical broadcast and a vital dimension of journalism will be lost to the American public."

Mr. Minow felt the peril to effective news gathering could go even further and affect news in general, to the detriment of the public.

Mr. Minow noted that U. S. District Judge A. J. Zirpoli in San Francisco in early April ruled that Earl Caldwell, a *New York Times* reporter, could not be compelled to testify about confidential Black Panther news source information before a grand jury probing an alleged threat on the life of President Nixon because it would violate constitutional protection of the press and impede the news process.

CBS participated in the Caldwell case as a friend of the court. Affidavits submitted in that proceeding by Walter Cronkite, Eric Sevareid, Mike Wallace, Dan Rather and Marvin Kalb, all of CBS News, explained why news sources must be protected and similar points. Their affidavits also were filed last week in the Chicago case.

The judge will withhold acting on the CBS motion until further briefs are

the licensee would then be required to contact specific persons to present the contrasting view, the commission said. Along with a report of at least the essence of what has been broadcast, the licensee would be expected to provide the proposed spokesmen a "clear and unambiguous" opportunity reply.

The commission said broadcasters are not limited to their immediate area in seeking appropriate spokesmen; they may choose the most suitable person wherever located. It also said that many broadcasters already routinely seek out spokesmen for contrasting views.

The commission is not proposing to go the point of requiring a broadcaster who takes a position on a controversial issue to present the opposing side himself. If several spokesmen decline to present the contrasting view and no one responds to an over-the-air offer to respond, the commission said, the broadcaster will have discharged his obligation to make a good-faith effort to afford reasonable opportunity for the presentation of conflicting viewpoints.

The commission said it labeled the proceeding a notice of rulemaking as well as a notice of inquiry to alert interested parties to the possibility that it may adopt a rule, and afford them a full opportunity to comment. The commission normally develops policy in the fairness field through policy state-

filed in about two weeks. Meanwhile, he said, the effective date of the subpoena is postponed.

The Chicago case, however, is complicated by other legal issues and demands in Mr. Skolnick's complaint. In addition to seeking to obtain release of documents from the National Archives and to have the Warren Report voided, Mr. Skolnick is attempting to help a former secret service agent win freedom from prison on the basis of a principal witness's admitted perjury and another federal judge's refusal to reopen that case.

The allegation contends the agent was sent to jail falsely to keep him from telling the Warren Commission about another secret service agent's implication in the plans to attempt a Kennedy assassination in Chicago.

Because the agent's case was before another U. S. District judge in Chicago, Mr. Skolnick contends no judge of that district should hear his complaint, including Judge Will, and a judge from another district should be called. Judge Will agreed he must rule on this point first before deciding what to do about the CBS petition to protect its Johnson interview films from compulsory disclosure.

ments, and it said it tentatively believes it should follow that course with respect to its new proposal.

It did adopt fairness-doctrine rules once before, when it codified the obligations broadcasters assume when they broadcast personal attacks or endorse or oppose political candidates. These rules, as well as the fairness doctrine itself, were upheld in the Red Lion decision.

The commission last week asked for comment on whether a rule would be desirable as a means of delineating the broadcaster's responsibilities in seeking out spokesmen for opposing views. It also asked for suggestions as alternatives to its own on how broadcasters are to meet their affirmative obligations under the fairness doctrine.

Comments in the proceeding are to be filed by June 22, reply comments by July 6.

Agnew hits again at television news

Blames dissent of young on 'manufactured' events, emphasis on violence

Why the upsurge in demonstrations on the part of the young? One reason, in the view of Vice President Spiro T. Agnew, is television. For young people "were brought up on television instead of books." And television does not cover the news, at least where "illegal demonstrations" are concerned. It presents "manufactured news; revolutionary theatre brought into millions of living rooms by the networks."

Mr. Agnew expressed his views in the lead article of the May 16 issue of *TV Guide*, which appeared on Washington newsstands as the city was cleaning up after the visit of up to 100,000 demonstrators, most of them young, who had come to the Capital to protest the expansion of the Vietnam war into Cambodia and the killing by Ohio National Guardsmen of four Kent State University students. The networks declined to comment on the Vice President's remarks.

The article was written more than a month before it appeared—long before the extension of the war sparked unrest on college campuses around the country and before the question of whether the administration's attacks on some young people helped inflame passions and became a critical issue.

In linking demonstrations to television, he wrote: "[Young people are] conditioned to action and emotion, not words. It is a perfectly natural, everyday thing. They see action, violence, confrontation on television and they are

naturally more conditioned to action than logic.

"The danger is that they tend to become caught up in the event, no matter what their original intentions, and emotionally are carried away by mob psychology."

And in questioning the validity of the coverage given to "illegal demonstration which pockmark the country," he asked how many of them would occur "if the ever-present television camera were not there."

Since "'action' holds a viewing audience," he said, "there is competition among the network newsmen to pack 'action' into their broadcasts. If one point of view is presented [on air], a conscious effort is made to find its opposite and present a new controversy to the public.

"This raises the question: How much overemphasized controversy and contrived action can be presented night after night to the American people before reality is clouded by imagery?" he asked.

He said television's obligation "extends to the far greater boundaries of responsibility, even if it proves dull—a weighing of the facts and a balanced presentation of the news."

Mr. Agnew, who first attracted attention as a television critic in November, when he accused network television news of a pro-liberal bias (*BROADCASTING*, Nov. 17, 1969)—an attack whose repercussions have not yet ended—entitled his *TV Guide* article "Another Challenge to the Television Industry."

Essentially, the challenge is to help make "good citizens" of children, who, between the ages of two and five, he noted, spend an estimated one fourth to one half of their waking hours before the television set. And while television is helping in that cause, he said, "let's enlist a few more adults in a national effort to improve ourselves and our environment."

Vice President Agnew said television's power to accomplish these goals "is unprecedented."

He said some programs—notably *Sesame Street*—"are tapping television's potential to teach the children to read and to awaken an interest in learning." But he said most of the television fare provided for children constitutes "a mishmash of commercial programming that neither entertains nor enlightens."

Considering the social consequences of children failing in their first years in school, he said, "it is clearly time the television industry, its critics and the parents of our children give some hard and original thought to better use of that critical block of prime time in a child's life that now belongs exclusively to commercial television."

A change of heart for John Mitchell

Attorney general concedes need for some protection to newsmen on subpoenas

Attorney General John M. Mitchell last week aligned himself with newsmen who say that government efforts to obtain confidential information from them could dry up their news sources. He also said he would not object to legislation protecting reporters' notes and TV film outtakes from being subpoenaed.

Mr. Mitchell thus appeared to be taking a position contrary to that of some Justice Department attorneys who have attempted to subpoena reporters' notes in connection with an investigation of the Black Panthers.

Indeed, his position seemed more advanced than that he took in February, when he sought to meet the then rising crescendo of criticism of the depart-

ment's efforts to subpoena notes and outtakes. At that time he said it was government policy to negotiate the scope of information it wants before subpoenaing newsmen (BROADCASTING Feb. 9).

The attorney general stated his views on the subpoena issue in an interview with Mike Wallace on CBS's *Sixty Minutes* Tuesday night. Asked how he would react to legislation prohibiting the government from subpoenaing reporters' notes and outtakes, he said, "I would have no problem with that."

He conceded such a law might make the department's job more difficult in some cases. But, he added, the confidentiality guaranteed a reporters' sources of information and would increase the flow of news—"and in the long run" that would benefit the country.

He made it clear, however, the department will not propose such legislation. That's a job, he said, for "one of the newspaper associations." Bills to sharply limit the government's right to subpoena reporters' notes and outtakes have been introduced in the House

and Senate by Representative Richard L. Ottinger (D-N. Y.) and Senator Thomas McIntyre (D-N. H.).

On other matters dealing with the news media, however, the attorney general's remarks were not as calculated to please newsmen.

Asked his view on Vice President Spiro T. Agnew's criticisms of the media—that they have a liberal bias, for instance—he said: "I would subscribe to that." And Mr. Mitchell is President Nixon's closest friend and most trusted adviser.

But the attorney general also credited television with the greatest potential among the media for contributing to understanding—despite the relative brevity with which it treats issues in newscasts—since its circulation is so much greater.

Most newspaper readers, he said, do not get into the "depth of the news stories" or read opinion stories or editorials. "They're more likely to hit the headlines and the first few paragraphs, which are normally the context of the television productions."

FCC shapes rules to halt plugola

Commission proposes to fill gap in present sponsor-ID requirements

After gestating for nine years, FCC rules to prevent outside financial interests from influencing the selection of broadcast material or talent—"plugola"—emerged last week, but in tentative form.

They would require that persons with outside financial interests, such as disk jockeys, be insulated from selecting or presenting material in which they have a financial interest. When that is not possible, the licensee would be required to insure that the outside interest is not a motivating factor in the selection of the material or performers.

And if there is any question as to whether those steps are effective, a broadcaster would be required to make a public announcement when products or talent in which an interest is held is promoted or presented.

The rules would also require an announcement when a person in a position to promote his interests on the air has more than a nominal interest in a performer or a performance. No announcement would be required if it involves a sports team or if the interest is readily apparent from the content of the pro-

gram.

Licensees, in addition, would be required to be alert to the problem—to ascertain the outside interests of his employees as well as his own and related companies, and other program participants—in order to comply with the rules.

But it is not certain that the rules will become effective in their present form. In a last-minute change in plans last week, the commission decided to ask for comments on the rules by July 6 and reply comments by Aug. 3. It is understood that some commissioners were reluctant to give final approval before hearing from the industry. The vote on the tentative order was 7-to-0.

The rules are the product of a rule-making instituted on May 11, 1961, at a time when the broadcasting industry was shaken with disclosures of plugola scandals. The proposal was solidly opposed by broadcasters, and the commission's own enthusiasm for the project has waxed and waned over the years. In issuing a tentative order last week, the commission indicated it was not fixed in its course yet.

The commission has not been inactive in moving against plugola since 1961. Over the years, it has built up a considerable body of precedent as cases came to light in which letters of reprimand were issued. A number of the cases and the commission rulings are summarized in an appendix to the order as a guide to commission policy.

The commission said the tentative rules are needed to close what it regards as a loophole in the present sponsorship-identification rules. These require public disclosure only when consideration has actually been given the licensee or his employees for the broadcast of promotions or the inclusion of matter in broadcasts. They do not require disclosure of indirect benefits.

The commission said that the public interest requires that broadcast material and performers be presented on the basis of their own merit. And when outside financial interests are involved, it added, a disclosure is required so that the public "may evaluate the material with this knowledge."

The rules do not specify any requirement as to the wording and time of the plugola announcement to be made. The commission said it may be made "at any time during the program and may be in any form."

Protection granted in N.Y.

Network officials applauded last week New York's new freedom-of-information bill for newsmen, which was signed into state law by Governor Nelson A. Rockefeller last Tuesday (May 13).

Governor Rockefeller noted that the new law "clearly protects the public's right to know and the First Amendment rights of all legitimate newspapermen [newsmen]." The law exempts from contempt penalty any newsmen who refuse to disclose news sources.

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How ABC views the fall season

Network is banking on young-adult programs, pro football, comedy blocks to boost prime-time ratings

Strong returning shows in key slots in the fall nighttime schedule and better-than average prime-time program development were points stressed time and again at the meeting of affiliates of ABC-TV in Los Angeles last week. The network's fall nighttime schedule seemed to make believers out of most affiliate representatives attending. In large measure, confidence in the schedule gave rise to the upbeat feeling that prevailed throughout the two-and-a-half days of meetings (see page 32).

With Martin Starger, vice president in charge of programing for the network, and Edwin T. Vane, vice president of nighttime program production, leading the discussion, here's how ABC-TV explained the media strategy and rationale used in constructing its 1970-71 prime-time schedule:

■ Sunday night schedule—Attempting to add a strong lead-in to an already "proved" line-up from 8-11 p.m., *The Young Rebels*, ("exciting, colorful, wholesome hour for parents and children alike") gives the network "our best shot in years" in getting Sunday

off to a high-rated start. A family-audience compatibility is seen between *The Young Rebels* and *The FBI*, which follows and which is projected for "well-beyond" a 30-plus share performance in the upcoming season. *The ABC Sunday Night Movie* is called the "strongest" movie package on television because it's the network's only presentation of theatrical movies; that package will not be diluted over two or three nights. Competitively the only change is the *Tim Conway Variety Show* on CBS-TV which "will not represent a threat."

■ Monday night schedule—This is the night where ABC admitted it had "problems" in the 1969-70 season; but with NFL football scheduled at 9 p.m. mid-to-late evenings, the network is "well taken care of with solid male-oriented programing." Competition from 7:30-9 p.m.—*Red Skelton Show* and *Rowan and Martin's Laugh-In* on NBC-TV and *Gunsmoke* and *Here's Lucy* on CBS-TV—is not viewed as a "pushover," but is rather termed "older-appeal shows." To be successful against this competition, ABC-TV is felt to need

"young-adult-male appeal dramatic" programing providing "man's night-in" attraction. The network's two new shows, *The Young Lawyers* and *The Silent Force*, are deemed to "fit the bill." These two will serve as "powerful" lead-ins to NFL games.

■ Tuesday night schedule—This night is described as an "outstanding example" of the network's programing philosophy, a "model of what we are attempting to do on several other nights of the week." From beginning to end ABC is attempting to provide "carefully structured consistency in program type, consistency in audience flow and audience appeal, feel and personality to the evening." Dramatic entertainment with appeal to young adults early and mid-evening builds to a broad base late in the evening. *Mod Squad*, which opens Tuesday evening, is going to have its biggest season yet "against the weakest opposition in three years." *Movie of the Week* will have a budget of \$18 million this season, compared to \$16 million last season, which is termed the "largest investment ever made for a single TV series." *Marcus Welby, M.D.*, is said to average more than a 40% share in 1969-70 and is projected to be at "least as big" in the coming season. Competitive changes on other networks are figured to "can't help" but work to ABC-TV's advantage.

■ Wednesday night schedule—One of the network's three comedy blocks (others on Thursday and Friday) make up this night. ABC-TV claims to have "dominated" 7:30-10 p.m. time periods from mid-season with *Nanny and the Professor*, *Courtship of Eddie's Father*, *Room 222* and *Johnny Cash*. The aim for the new season is to "take all of Wednesday evening by even further strengthening the early part of the night and greatly improving the latter part." The shape of Wednesday nights is a "strong" comedy block followed by a "strong" variety hour and then a "strong" contemporary action-drama. The belief is expressed that ABC-TV "will win Wednesday next season."

■ Thursday night schedule—The network has taken a comedy block and set it down in the heart of the evening and surrounded it with "two powerful" dramas. One of these dramas, *Dial Hot Line*, is expected to be "an important series." Competitively, Thursday at 7:30 "is a challenge," but with "comedy all around us" on other networks, ABC-TV, with *Dial Hot Line*, will have the only story form in the time period. One of three shows in the mid-evening comedy block, *The Odd Couple* is picked by Mr. Vane as his "personal selection as the biggest hit of all our new shows next season."

■ Friday night schedule—ABC will counterprogram from 7:30 to 8:30 with the only comedy in that time

What clearance woes can mean to ABC-TV

The half-hour, daily afternoon serial, *One Life to Live*, is suffering from "live clearance deficiency" and this condition is costing more than \$2 million a year, \$1.5 million of it lost directly by the network.

ABC-TV stations last week, at the annual network-affiliates meeting in Los Angeles (see page 32), were given a striking illustration of what it can mean to a network when just one program is not being carried live on a competitive line-up of stations.

Frederick Pierce, vice president in charge of planning and assistant to the president of ABC-TV, citing *One Life to Live* as a specific example, offered the following editorial and mathematical suppositions as evidence of how a lack of live clearances does not pay:

Fact: In the first quarter of 1970, *One Life to Live* registered a 7.1 rating nationally.

Fact: *General Hospital*, the half-hour afternoon serial that generates ABC-TV's biggest daytime audience, gained a 9.1 rating nationally during the same quarter.

Supposition: According to Mr. Pierce,

"the difference is live coverage."

Logic: *General Hospital* enjoys a 92% primary live line-up. *One Life to Live* only has 83% live coverage.

Supposition: If *One Life to Live* had *General Hospital's* live line-up, ABC-TV figures that it would have a national rating of 8.6—near *General Hospital's* level—or 1.5 more rating points than it now earns.

Question: What does this mean in terms of dollar loss?

Mathematical formula: *One Life to Live's* 1.5 rating-point deficiency represents 880,000 fewer homes nationally. At the going cost-per-thousand daytime rate of \$1.60, this amounts to \$1,400 less per minute on the selling price of the show.

There are 1,560 available commercial minutes in *One Life to Live* per year (in round figures 1,500) at the show's actual 96% sell-out situation. This figures out to 1,500 available commercial minutes multiplied by \$1,400 lost for each minute. The total: \$2.1 million in revenues lost per year. Some \$360,000 of this total would be station compensation. Subtract about \$200,000 more for agency commission. Sub-total: about \$1.5 million in annual revenue loss to the network.

period. The 8:30 slot is called the "key" to the rest of the evening. A good performance by *Nanny and the Professor* raises the possibility of cutting off part of the audience's commitment to the 90-minute *The Name of the Game* on NBC-TV. CBS-TV realizing this, says ABC, has programed "what is probably their strongest comedy personality"—Andy Griffith—in this time period. *The Partridge Family*, a new half-hour comedy at 9 p.m., is called a "strong all-family appeal show with great potential." Over-all Friday is termed a "truly compatible" evening with each show "flowing naturally from one to the other."

■ Saturday night schedule—Most of the schedule on all three networks will remain as it was last season. The only change on any network between 7:30 and 9:30 p.m. is the departure of Jackie Gleason from CBS-TV, which, it is felt, will benefit ABC-TV's game shows. *Let's Make a Deal* and *Newlywed Game*. The new ABC-TV show at 9:30 to 10:30, *The Most Deadly Game*, is felt to be "unique." It was admitted that the show does not have an "ideal" lead-in by audience profile in the *Lawrence Welk Show*. Mr. Welk is praised as being "durable and dependable," but also acknowledged is "a slight attrition to his audience" during the past season.

Radio-TV must tell it like it is—Rule

In today's troubled times it is mandatory that contemporary problems and their solutions be presented to the largest possible audiences, Elton H. Rule, president of ABC, told TV network affiliates in Los Angeles last week. Citing such problems as narcotics addiction, social and political violence, racial unrest and pollution, Mr. Rule said that broadcasters should give more than "mere lip service" to the important issues of today.

"The nation has grown up socially, and so [has] most of the broadcasting industry," he pointed out. "We cannot be afraid of handling sensitive social issues just because our media, radio and television, reach all age groups in all homes."

Mr. Rule said that the old concept that social significance and entertainment do not mix is no longer valid. "The criteria for an entertainment show hasn't changed in the last few years; it must be entertaining," he acknowledged. But, he added, "if it can serve as a platform for a message of real importance and interest, we will use it as a vehicle for enlightenment." Next season, he said, audiences will be seeing more programs on themes of social significance.

Unease in the ranks over prime-time rule

ABC-TV affiliates want Goldenson to clarify endorsement of FCC plan

There were three closed-door meetings at last week's ABC-TV conference with network affiliates in Los Angeles and the dominant subject was the FCC's prime-time network rule and ABC Inc. President Leonard H. Goldenson's apparent acceptance of it.

The statement issued by Mr. Goldenson earlier this month was not well received by network affiliates. Mr. Goldenson had said: "We think that ABC as a company not only can adapt itself to the decision without adverse effects but may attain beneficial results from the rule" (BROADCASTING, May 11).

Indeed, ABC-TV affiliates, in a closed business meeting with ABC management, reportedly unanimously declared opposition to the FCC rule that would prohibit affiliates in the top 50 markets from accepting more than three hours of network programming between the hours of 7 and 11 p.m. (6 and 10 p.m., central time) after Sept. 1, 1971.

Affiliates reportedly asked for clarification of the Goldenson statement. This request was said to have been reiterated at the concluding meeting of the three-day convention, a two-and-a-half-hour session between the ABC affiliates board of governors and ABC management.

At a news conference following this last meeting, Elton H. Rule, president of the American Broadcasting Co., indicated that affiliates did not fully understand the network's position on the prime-time rule. Mr. Rule attempted to make clear that ABC is opposed to a withdrawing of prime time; such a withdrawal is not in the best interests of affiliates; it will result in poorer programming. ABC is in favor of a rejection of the rule, and at no time does ABC support government restriction in any area of broadcasting.

In attempting to explain the rationale of the Goldenson policy statement, Mr. Rule explained that the company emphatically did not agree with the commission's so-called 50-50 proposals, which essentially would have forbidden networks to produce or acquire ownership in more than 50% of their prime-time entertainment programming. ABC, however, could live with the current FCC prime-time programming rule if need be and, maybe even derive some benefits from it. Mr. Goldenson was

speaking on behalf of the diverse interests of ABC Inc., the parent company of the TV network, Mr. Rule stressed.

He acknowledged that the affiliates want a formal clarification of the Goldenson statement. Mr. Goldenson, as the affiliates convention took place, was attending the Cannes film festival on the French Riviera and was not immediately available for consultation. But Mr. Rule indicated that early this week the affiliates' request for clarification will be discussed in New York with Mr. Goldenson upon his return from Europe.

Mr. Rule suggested that the best thing affiliates could do to fight against the rule is petition the FCC individually. He said that while ABC did not oppose the prime-time restriction in the rulemaking proceeding, the company is likely to appeal the part of the rule that prohibits networks from engaging in domestic syndication, and allows them to syndicate in foreign markets only those programs they produce.

Referring to the Sept. 1, 1971, effective date of the FCC edict, Mr. Rule noted: "It is not in effect. We hope it doesn't become a rule. But if it does, we'll have to live with it. We're saying we can live with it and it may even have some economic advantage for the network."

George A. Koehler, chairman of the board of governors of the ABC-TV Affiliates Association and who, with ABC-TV President James Duffy, sat in on the news conference, noted that the affiliates' call for a clarifying statement was "a calm, rational request." He explained that there are "doubts in the minds of stations" as to just what the Goldenson statement meant. But there's no doubt, he said, as to how the affiliates feel about the prime-time limitation. They are unanimously against it "irrespective of where the network goes," he asserted.

After the news conference, Mr. Koehler, who currently also is general manager of Triangle Publications Inc.'s radio and TV division, said that the ABC affiliates, in closed sessions, asked the network to study the feasibility of providing five-minute newscasts to stations in the daytime. Mr. Koehler also revealed that ABC-TV affiliates will cooperate with the satellite-transmission committee of the CBS-TV Affiliates Association in pushing for individually station-constructed-and-owned earth stations if a broadcast domestic satellite system is established (BROADCASTING, May 11). Reeve Owen, vice president and general manager of WTVG-TV Chattanooga, has been appointed chairman of the ABC-TV affiliates satellite-transmission committee, which will be formed before the end of the month.



Mr. Swartz



Mr. Read



Mr. Levine



Mr. Hubbard



Mr. Ray



Mr. Harris



Mr. Borba

Open hour may benefit local news

But cost of filling extra time may force small markets to opt for syndicated product

The new FCC rule aimed at limiting network dominance of prime-time television programming may be the greatest boost in years for local news operations, if it goes into effect Sept. 1, 1971, as planned, but its effect on syndication is less predictable.

Although the FCC's stated goal was greater diversity in programming through syndication and local productions, a random survey of stations in diverse markets found few broadcast executives enchanted with the prospect. In smaller markets, it appeared, syndicated material may be tapped or its use increased but the quality of material available was criticized by most station managers and program directors interviewed.

In larger markets, executives were generally in accord on the prediction that the tendency would be to fill the time with expanded news programs.

None of the executives reached in the survey were definite. They wanted time for thorough study of the FCC order handed down May 7 (BROADCASTING, May 11). All had been thinking about the consequences of the order, which had been expected. The possibility that the order would encourage production of better syndicated programs was put forth by several but even more doubted the funds available or the desire would be enough to produce sufficient top-quality programs that could stand competition in prime time.

On the other hand, news programs have increased in profitability and executives are interested in moving them into prime time where they will command better rates.

Although the prime-time rule applies only to the top-50 markets, the networks have indicated that they will not be able to supply programming for the smaller markets in the vacated periods. In such a case the smaller stations also will face the problems of filling an extra hour of prime time without the budgets available.

Comments from station executives across the nation follow:

Boston, fifth market:

■ **WNAC-TV (ABC);** John Quigly, program director, said station management had discussed the rule a great deal but had come to no conclusions "but syndication will be hard pressed to fill the time."

■ **WHDH-TV (CBS);** Joseph Levine, vice president, said thinking at present is "pure speculation." We need to study the possibilities, we need more research and our action depends on what the networks do," he said.

■ **WBZ-TV (NBC);** Westinghouse-owned; Joseph Ryan, public relations director, said no plans have been made regarding the released time. Westinghouse, which proposed a rule virtually identical to that adopted by the FCC, has its own syndication available.

Minneapolis-St. Paul, 13th market:

■ **KSTP-TV (NBC);** Stanley E. Hubbard, president and general manager, was scathing in his comments about the rule and Donald H. McGannon, president of Westinghouse Broadcasting, which proposed the basic rule.

"It is quite possible Mr. McGannon sets himself up as a great programming expert, but he has no idea what it is to operate a television station in a smaller market."

Mr. Hubbard said he doesn't believe the independent Hollywood film producers can find or will risk the funds necessary to create quality programming. And, he said, quality syndication programming just isn't available now. He said he does not know what his station will do. "We have to find out what time slots the network will give us. Expanding news operations is good in the larger markets but in the smaller it may be too expensive. The rule will not produce diversity of programming with the quality the public demands in prime time."

■ **KSMP-TV (ABC);** Donald Swartz, president and general manager, said his station, which now carries the network news at 5 p.m. (CST) and five minutes of local news, probably would expand its local segment to a half hour. It would move its strip shows into the 6 to 7 p.m. slot or possibly use some syndicated material. But, he said, we can't program as well as the networks. We are concerned about the quality.

■ **WCCO-TV (CBS);** Roger Gardner, program director, would like to expand his news program. Wcco-tv now takes the network news at 5:30 p.m. (CST) and has a local half-hour news show at 6. He expressed hope that syndicated products available may improve in the 18 months remaining before the rule is in effect.

Houston, 14th market:

■ **KPRC-TV (NBC);** Jack Harris, general manager, has some definite ideas regarding what he would like to do, depending on network action. KPRC-TV now presents a half-hour feature program, produced by the news department, at 5 p.m. (CST) and carries the NBC news at 5:30 p.m. It follows this with a half-hour local hard news, weather and sports show at 6 p.m. Mr. Harris would expand the 6 p.m. show to an hour to include more in-depth reporting and documentaries. He estimates that the additional potential gross at prime time rates would be \$1 million and the additional news operation cost would be \$250,000. He has no thought of buying syndication.

■ **KHOU-TV (CBS);** Dean Borba, vice president and general manager, indicated expansion of his news programming was the most likely direction in which the station would move but he did not rule out syndication. KHOU-TV now presents one hour of local news

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in the evening with the *CBS Evening News* sandwiched at 5:30 p.m. between two half hours.

Mr. Borba charged "the commission has violated its traditional role of removing itself from programing by entering the back door. The commission has in fact dictated to stations not what they should program, but rather, what they cannot . . . the commission has entered into the business of programing, a function which I do not believe properly belongs in the hands of a government agency."

Atlanta, 16th market:

▪ WAGA-TV (CBS); H. W. Ray, vice president and general manager, was of the opinion that syndication is possible for filling the time that will become available but he noted that "hardly anything is available." He noted the possibility of moving his 11 p.m. news show to 10:30 p.m. The station will only need to pick up a half hour because it can shuffle the CBS news it now takes at 7 to 6:30 p.m. and put on its local news show at 7 p.m. Regarding syndicated programs, he said: "I don't see any mass production of quality programs, I don't think the rule will increase syndication."

▪ WSB-TV (NBC); A. R. Van Cantfort, program director, said expansion of the 11 p.m. (EST) news to one hour was being considered. WSB-TV's hour-long local news show, now carried at 6 p.m. (EST), could be moved to a later spot, say 6:30 p.m., and *Huntley-Brinkley* could be aired at 7:30. More network specials would be carried "if clients will go along," he said.

"But what are the small guys going to do?" Mr. Van Cantfort asked. "End up with more *What's My Line?* If the FCC wants the locals to do more programing it will find they don't have what it takes. It is a substantial investment. It will take a year to shake this down. I suspect the large stations will go the news route, the smaller to syndication."

New Orleans, 35th market:

▪ WDSU-TV (NBC); A. Louis Read, president and general manager, plans to put his local one-hour news show at 6 p.m. (CST), take NBC's *The Huntley-Brinkley Report* at 5:30 p.m. and run off-network programing in the 5 p.m. slot where he now has a local news show.

▪ WVUE-TV (ABC); now carries the *ABC Evening News* at 5 p.m. and syndication at 5:30. The station is owned by Screen Gems Broadcasting. Harry Shoubin, program manager, said plans to fill the released prime time would depend very much on the slots made available by the network. He said the station would consider syndication in view of the Screen Gems tie but was not committed to it.

Des Moines, Iowa, 67th market:

BookNotes

"To Kill a Messenger: Television News and the Real World," by William Small. Hastings House, New York. 302 pp. \$8.95.

This is a book about the role of television news in troubled contemporary society that makes uncommonly good sense. It makes sense because, among other things, it was written by a working television newsman and it does not lose its way in a fog of theory and idealistic hypercriticism.

William Small knows broadcast news from the inside, a vantage point that affords a clearer perspective of the subject than does, say, the Vice Presidency of the U.S. The point is pertinent because his book is, in part, an answer to Mr. Agnew's attacks. More than that, it is, as the title suggests, an answer to the broader range of criticism that has been directed at TV as viewers, increasingly frustrated and angered by the news, have turned their resentment upon the medium that reports it most graphically.

The title is apt, but the subtitle, "Television News and the Real World," tells what the book is really all about. It is about TV's coverage in all the major areas of news that have aroused public concern, dismay and anger: the black riots, violence, Vietnam, antiwar

▪ KRNT-TV (CBS); William H. Hipie expects the procedure will be to expand and shift local news programs to take up the time the networks will relinquish. "Most people I have talked to think the rule will be modified," he said.

"I expect we will do more documentaries, use more off-network programs, but the most probable trend will be to expand news shows."

▪ WHO-TV (NBC); Al Borcheski, program director and film buyer, says "syndication will not be of much help. The FCC is going back 20 years to the early 50's when we had to fill until 9:30. It's too bad NAB [National Association of Broadcasters] can't decide the issue."

Youngstown, Ohio, 80th market:

▪ WKBN-TV (CBS); Warren P. Williamson III, vice president and assistant general manager, said his station probably would turn to syndication. Youngstown is a UHF market. Mr. Williams is not happy with the syndication products available and he would prefer to supply his own programing but "it doesn't bring in the ad dollars."

▪ WFMJ-TV (NBC); Eugene Donahy, program director, said plans already are under way for increased pub-

lic-service programing, but he is not

sure it can be done with the present staff. The proposals haven't been discussed in view of the FCC's ruling and he was not certain how much of the newly available time might be filled.

protests, assassinations, social upheaval. It is also about TV in politics, in government, in investigative reporting. It shows the pressures that are brought to bear on television, tells how public figures have used or sought to use it, and traces the FCC rules and policies affecting it as a news medium. It enlivens all these elements with specific examples, particularly where Washington, Mr. Small's home base, is concerned.

Mr. Small is Washington news director and bureau manager for CBS News. He is also a past president of the Radio and Television News Directors Association and a former news director of WLS-AM (AM) Chicago and WHAS-AM-TV Louisville, Ky.

He knows the problems and limitations and shortcomings of TV news as well as its capabilities and accomplishments, and in this book he has tried, in his words, "to round out the picture, the good and the bad." The result is at once an engrossing history of TV journalism, or at least many of the highlights of TV journalism, up to now; a thoughtful presentation of the problems it faces and a welcome contribution to the cause of sanity in evaluating its performance and defining its role. But, alas, the book deserved a cleaner proof-reading job.

lic-service programing, but he is not sure it can be done with the present staff. The proposals haven't been discussed in view of the FCC's ruling and he was not certain how much of the newly available time might be filled.

Callers must be aware they are on the air

Broadcast licensees are prohibited from recording or broadcasting live telephone conversations without first informing the party on the line that the conversation is being or will be aired, under rules adopted by the FCC last week.

Exceptions will be permitted only when parties to a telephone conversation know or may be presumed to know that the conversation is being or is likely to be broadcast; for example, station employes and news stringers.

Under the new rules, first proposed last July (BROADCASTING, July 14, 1969), stations may interconnect their facilities to exchange and toll telephones and broadcast live, two-way conversations without employing a "been-tone" warning. However, the tone is still required when the conversation is being recorded.

CBS answers ASCAP on payments

Network denies paring time share of costs to keep down amounts paid under new system

CBS-TV denied flatly last week that it had acted "arbitrarily" in allocating the share of combined time-and-program prices that should be identified as time sales.

The charge had been made by the American Society of Composers, Authors and Publishers, whose revenues from network music licenses in the past have been based on the network's respective revenues from time sales. ASCAP contended that when the sale of commercial minutes became widespread, with both time and program costs covered in a single price, CBS allocated less to time than it should have, and thus kept down its payments to ASCAP (BROADCASTING, May 11).

"This is not so," Theodore S. Bache, assistant controller of CBS-TV, asserted in an answering affidavit last week.

CBS-TV, he said, "has at all times used the same basis for reporting its time sales, whether the reports have been made to affiliated stations as the

basis for payments to them, to the FCC, to salesmen as the basis for their commissions, or to ASCAP."

Mr. Bache said that "there seems to have been one minor discrepancy in 1964," a year about which ASCAP had raised particular questions in making accusations. "That discrepancy," Mr. Bache said, "was that CBS reported \$116,000 more in net time sales for 1964 to ASCAP than it did to the FCC, so that ASCAP may have been overpaid by \$2,300."

Although changes in network advertising require CBS to provide programming for its customers, its main orientation is still toward the sale of time, he asserted. CBS tries to recover the costs of the programs it buys and in many cases succeeds, he said, "but over-all the cost of programs is never completely recovered."

CBS's accounting policy in allocating commercial-minute prices between time and program elements, Mr. Bache said,

is that "in no case" will it allocate to time sales less than the amount the network is obligated to pay its affiliates for carrying those minutes.

As a result, he asserted, the portion left for allocation to program costs "does not cover the totality of the program costs." This, he suggested, works to ASCAP's advantage because "more of the revenue from the sale of commercial minutes is attributed to net-time income than would be the case if CBS were to recoup all of its program costs."

When CBS talks about computing program costs, Mr. Bache said, it's talking only about the cost of programs that are actually broadcast—not development costs for programs that don't get on the air, or the cost of maintaining the program department or "any overhead charges connected with CBS program development and other program activity." These other costs, he said, are absorbed by CBS.

Even so, he said, "the direct program costs which were allocable to revenue from the sale of commercial minutes during the years 1963 through 1969 always exceeded the program costs which CBS actually allocated in computing payments to ASCAP."

He denied that ASCAP fees had any bearing on the way CBS allocated time costs in either its "morning minute plan" in 1961-65 or its pro-football sales in 1964, about which ASCAP had specifically complained. In both cases, he contended, the allocations were the same for ASCAP as for affiliate compensation.

In a separate affidavit Richard G. Green, New York attorney for CBS, minimized the amounts at issue in the time-sales accounting that ASCAP had protested.

In the three years cited by ASCAP, he said, CBS in 1962 paid ASCAP \$3,572,881 and made an additional payment of \$180,000, or 4.8% of the year's total, in settlement of the accounting differences; in 1963, CBS paid \$3,922,576 and additional settlement of \$92,424, or 2.3%, and in 1964 paid \$4,038,968 and added \$226,032, or 5.2%, in settlement.

"Thus," Mr. Green said, "while the dispute over auditing may have been unnecessarily heated, nonetheless the amounts involved were relatively minor [an average of 4.1%], and the parties were able to solve the problem under the percentage-of-time-income formula."

Mr. Bache's affidavit said pro foot-

Where the action is on antidrug-abuse

Broadcasters tell Nixon they were one step ahead of him with their campaigns

Broadcasters apparently were not waiting for the administration to call on them for support in warning viewers and listeners of the dangers of drug abuse. Shortly after President Nixon's personal appeal for such assistance, made in a meeting with network, production and advertising executives last month (BROADCASTING, April 13), the White House began receiving letters from radio and television stations around the country reporting the antidrug campaigns they were already conducting.

Thus far about a dozen letters have been received. None reported the use of entertainment programming, which President Nixon had said provided "the most effective medium for the subtle sell." For the most part, the stations reported more conventional public-service-type programming.

Indeed, the local approach—as against the mass-entertainment approach suggested by the President—

was recommended as being more effective. WRKL(AM) New City, N. Y., which reported that it has been engaged in an antidrug-abuse campaign for four years, said local radio and newspapers can take the problem "out of the fantasyland of national television" and into everyone's home. The station was scheduled to broadcast a seven-and-a-half-hour call-in *Drug Marathon*, on Sunday (May 17), in an effort "to get the local community involved."

Fort Wayne, Ind., area residents are getting a heavy dosage of antidrug-abuse programming this month. WLYV(AM) Fort Wayne reported that all broadcasters in that city—five AM's, two FM's and three TV's—have banded together under a "Stamp Out Drug Abuse" banner, and are concentrating their combined efforts on the problem through the month of May.

One unusual approach to the problem was reported by Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBT(TV) Charlotte, N.C. It established a fund with a \$5,000 contribution for rewards—of \$500 each—for information given police concerning the illegal sale of narcotics to school children in North Carolina and South Carolina. It said it has received contributions for the fund totalling "several thousand dollars."

ball provides "a clear example" of how changes in the network business "have produced a substantial windfall for ASCAP." If the old system had been in effect in 1964, he said, one or more sponsors would have acquired TV rights from the National Football League and come to CBS only for broadcast time.

"Since an advertiser will pay for his advertising only a total amount [based on] its value to him and [on] competitive market conditions," Mr. Bache reasoned, "the advertiser will pay *time* only the residue after deducting *all* program costs that total amount.

"In the case of NFL football, the extraordinary increase in rights costs would have been *entirely*, *instead* of only *partially*, reflected in lower available funds for the advertisers to spend for time.

"Thus, if the television network business had not evolved from a sale-of-time-only basis to a sale-of-commercial minutes basis, ASCAP would during the past several years have received much less from CBS under the 1958/64 agreement [between ASCAP and CBS] than CBS actually paid under that agreement."

Mr. Bache also cited "the tremendous jump" in football rights costs as support for CBS's opposition to an ASCAP bid to have CBS, pending the outcome of litigations, pay interim fees based on CBS-TV's gross revenues.

CBS-TV incurs program costs in order to sell time, he said, and since CBS seeks to recoup as much of the program costs as it can, rising program costs are the principal reason that gross revenues are going up. In one year, 1967, he said, program costs went up \$11 million more than did gross revenues.

"There is no justification for ASCAP to receive more money because CBS's costs have gone up," he argued.

Indeed, he said, if payments to ASCAP were based on gross, ASCAP periodically would receive further increases based solely on increases it had already received, "since these would go into CBS's costs and eventually be reflected in gross receipts from sponsors."

ASCAP has suggested that CBS be required to pay it either 1.05% of gross revenues or, alternatively, about \$6 million a year as an interim fee pending final determination of new license terms. In addition to opposing fees based on gross revenues and attacking the flat-dollar sum as too high, CBS-TV argues that its current temporary ASCAP license runs only to July 1 and that no interim fee can be extended beyond that date.

The issue is before Judge Sylvester Ryan of the U.S. Southern District Court in New York, which has jurisdiction under the consent decree govern-

A new version of campus dissent

Chancellor at state school tries to stop films on school-operated station

The question of who has control over the dissemination of news on a state-controlled but commercially operated television station is being asked this week at KOMU-TV Columbia, Mo.

University of Missouri Chancellor John Schwada had ordered the confiscation of KOMU-TV news film taken on campus May 7. He also forbade its use on air. The film, taken by a university student reporter, showed the chancellor talking with student demonstrators.

The film was not telecast immediately on KOMU-TV but was eventually used as part of the newscast last Tuesday (May 12).

KOMU News Director Rod Gelatt said the film is in his possession and that he has asked for an appointment to meet with Dr. Schwada on the chancellor's order. Mr. Gelatt turned down the earlier request by Dr. Schwada to relinquish the film and had refused to show the chancellor the film.

Mr. Gelatt said the film itself had "no great deal of news value," and that

is why he had not shown it earlier. The film was shown last week after word came from the chancellor's office that "they didn't care what we did with it." The film, Mr. Gelatt noted, is 54 seconds, black-and-white, silent and was five days old when shown.

The controversy developed, Mr. Gelatt claimed, not over the film's content, but over the question of whether the licensee, the Curators of the University of Missouri headed by the governor of Missouri or any school official "has the right, authority, to give an order which affects what is shown or not shown on a university television program."

Mr. Gelatt said the chancellor's basic objection to being filmed and having that film shown was the "invasion of his privacy." The footage was shot outside Dr. Schwada's home on campus by Phil Blumenshine, a MU senior in the school of journalism.

Dick Olenyick, student reporter, stringer for the *St. Louis Dispatch* and teaching assistant in MU's school of journalism, and Mr. Blumenshine have each written to the FCC urging that the license of KOMU-TV not be renewed "because Schwada, whenever he wants to be, is news director."

Mr. Olenyick, in his letter, asks separation of the station from the university when the license comes up for renewal Feb. 1, 1971.

ing ASCAP's operations.

In another case in the same court, CBS is suing both ASCAP and Broadcast Music Inc. to force them to issue licenses under which CBS-TV would pay for its use of their music on a per-use rather than percentage-of-time-sales basis (BROADCASTING, Jan. 5, et seq.).

That suit, filed under antitrust laws rather than the ASCAP consent decree, has been assigned for trial before Judge Morris E. Lasker rather than Judge Ryan, however (BROADCASTING, May 11).

ABC's antidrug response

Claiming that it is acting in direct response to a recent request by President Nixon that the three television networks do something constructive about the problem of drug addiction, ABC-TV last week said that *One Life to Live*, its daily daytime serial, will show actual teen-age drug addicts as part of a storyline that will run throughout the entire summer. Marshall Karp, ABC-TV vice president for daytime programming, announced the new concept in a speech in Los Angeles before a meeting of the ABC-TV affiliates (see page 32). The teen-age drug addicts, Mr. Karp said,

"are not actors, but actual youngsters who are living through the terror of drug addiction." The factual stories will be written in the serial in two weeks.

Under student pressure bank cancels Al Capp

The syndicated *Al Capp Show* carried by WFMK(FM) East Lansing, Mich., has lost its bank sponsor as a result of a protest initiated in two \$1 classified ads in a student newspaper at Michigan State University there. One was a blind ad, WFMK explained last week, and the other was signed by a bookstore.

Complaining that the East Lansing State Bank should not be sponsoring Mr. Capp whose views they considered offensive, the student newspaper ads called upon the students to withdraw their funds from the bank. The bank at first refused but subsequently dropped the show, WFMK said, adding the station now is seeking another sponsor.

The irony of the economic boycott episode, WFMK related, is that Mr. Capp now has been invited by the student paper to be the main speaker at its annual banquet.

Revised equal-time rule eases stations' task

A proposed revision in the "seven-day rule" implementing Section 315 (equal time) of the Communications Act has been adopted by the FCC.

The new amendment requires candidates for specific offices to request time within one week from the day the first candidate for the office appeared on the air. Late candidates would have to request equal opportunity to reply within one week after the first appearance by another candidate, following their official entry into the race.

Formerly candidates were required only to submit requests within seven days of prior use of a facility.

The commission said the revised rule would place a candidate's Section 315 rights in a "reasonable time frame with reference to the date upon which his rights first arose" and would permit licensees to determine the extent of their Section 315 obligations and allow both candidates and licensees to plan future appearances more effectively.

The amendment was generally favored by broadcasters (BROADCASTING, Jan. 12).

State policy session for media set on Coast

The Department of State will hold a National Foreign Policy Conference for editors and broadcasters on June 29 at San Francisco's Hilton hotel. The conferences have been held at least once a year since 1961, but this is the first on the West Coast.

The conference is designed to give newsmen an opportunity to discuss international issues with leading American policymakers. Among those taking part will be the secretary of state, the under secretary, and their principal advisers.

The State Department announced

that any broadcast station, newspaper, magazine, or "other information medium engaged in informing the general public about foreign affairs" may request an invitation to the conference by writing the director, office of media services, Department of State, Washington 20520.

Astrology in capsule

A computerized-horoscope program series for radio is being produced by Chicago Radio Syndicate Inc., Chicago. The 70-second shows include daily forecasts for each of the zodiac signs and feature astrologer Laurie Brady.

The package already has been sold in 25 markets for June 1 release, the firm said. Distributor is Cine-Vox Productions Inc., New York. Chicago Radio Syndicate already has two other series, *Dick Orkin's Big Mouths of 1970* and *The Mini-People*, running in more than 100 markets.

KHJ turns its back on filmed violence

Does television-news coverage of the violence that occurs at some student demonstrations both on and off campus breed additional violence? One Los Angeles news director thinks the answer is yes and as a result has canceled the use of any newsfilm depicting such violence.

Baxter Ward, news director of KHJ-TV Los Angeles, has told the station's viewers that "we will continue to film assemblies, marches, speeches or other public events up to the point of violence or ugliness. If the scene turns to destruction or tumult, we simply will stop our cameras and leave. We will not show one frame of newsreel film of that kind of violence. "We will report whatever damage information we have, but we will say it only and will not show it

happen."

Mr. Ward continued, "I now agree there is a strong possibility that the television presence multiplies an incendiary trait, not just by its presence but through the likelihood that subsequent tumult and bravado will be recorded on film and then duly presented to the home screen. The time is right to re-evaluate our role in this area."

Mr. Ward called on the other television stations in Los Angeles to join him in a moratorium on broadcasting scenes of violence. The ban would extend through the end of the current college year in mid-June. And he asked the public to comment on his decision. Mail replies during the first week following his request totaled between 4,000-5,000 pieces, running nine or 10-to-1 backing Mr. Ward.

Four Star returning to network TV market

Four Star Entertainment Corp. is aiming for representation on the TV networks for 1971-72 after several years of concentrating on first-run syndication production.

Anthony Thomopoulos, executive vice president of Four Star, said in an interview last week the organization has made "step deals" with each of the TV networks for 1971-72. With ABC-TV, the company is developing a *Movie of the Week* property, titled "The Road Gang," written by Lewis Carlin and designed for "spin-off" for a series; with NBC-TV, a half-hour comedy series, *Dr. Livingstone. I Presume*, that will star Stanley Myron Handelman, and with CBS-TV, a half-hour adventure series, *The Dusters*, based on a script by writer-director Sam Peckinpah.

Mr. Thomopoulos noted that Four Star once had been a substantial supplier of network programs and said the company, under comparatively new management, is redoubling its efforts in this vital area. He emphasized that Four Star, which has been in the forefront of first-run production for syndication, does not intend to relax its activities in this sphere.

"We have just completed 195 segments of *Can You Top This?* which has been sold in 26 markets since January," Mr. Thomopoulos pointed out. "We have done 22 segments of *Something Special* entertainment programs and 26 one-hour *Here Come The Stars* specials. We are now offering a group of documentary specials on the sea and the environment, titled *The Seven Seas*, produced with Bruno Valiati, and in development are two-minute vignettes on science and technology, *After Apollo*, and a half-hour entertainment astrology series, *Your Sign and Mine*, co-starring astrologist Sydney Omar and actress Janet Blair."

Changing Formats

KOIT(FM) San Francisco—Avco Broadcasting Corp., last week announced plans to begin 24-hour full-time contemporary country-and-western format, "the only such FM operation in San Francisco." General Manager Howard S. Kester said the station had been programming "contemporary rock album cuts."

WCUY(FM) Cleveland Heights, Ohio—Friendly Broadcasting Co., effective June 29, begins broadcasting 24 hours a day with the addition of an all-night "jazz-oriented pop" format. Stuart A. Kovar, general manager, said the new

program is in response to requests from area listeners that the FM remain on the air all night and feature certain artists in the jazz field.

WDXI(AM) Jackson, Tenn.—Dixie Network, effective today (May 18), began programming country-and-western music from 7 p.m. to 12:05 a.m. It previously programmed top-40 rock, Charles R. Simms, station manager, said the change was made on the basis of the "great acceptance of C&W music today," and "the success of the 5-to-7 a.m. program segment . . . of country-and-western music."

Democrats seek FCC aid in getting TV air time

Early this week, the Democratic National Committee will ask the FCC for a declaratory ruling on network policies regarding the sale of time for discussion of political issues.

The committee's action comes only a week after the Democrats made two partially successful attempts to get their views on the air. Chairman Lawrence F. O'Brien, who asked the networks to provide live coverage of a speech in which he attacked administration policies, got an affirmative response from ABC, a negative response and moderate news coverage from NBC, and a blackout on CBS, according to the committee.

Additionally, Senator George McGovern (D-S. D.) and other Democratic and Republican opponents of the Indochina war sought to buy time for a program presenting their views; they succeeded at NBC but not at CBS. The program was broadcast last Tuesday (May 12) at 7:30 p.m. Earlier, the five senators had unsuccessfully asked for free time.

The committee, which naturally is particularly miffed at CBS, will reportedly ask the FCC to rule that it is constitutionally wrong to deny political spokesmen an opportunity to bring contrasting viewpoints before the public, especially when they offer to pay "regular commercial rates." Equally galling to the committee, it is understood, is the fact that network officials offered no reason for declining to broadcast the program in question.

The committee has scheduled a news conference for tomorrow (May 19) at which it will release copies of its planned FCC filing.

FCC upholds microwave relay of CATV programs

Petitions seeking reconsideration of a November 1969 FCC order authorizing microwave stations in the CARS (Community Antenna Relay Service) to transmit CATV-originated program material were denied last week by the commission.

The petitions were filed by Laser Link Corp., the National Association of Educational Broadcasters and the Association of Maximum Service Telecasters.

Prior to the commission's November order, the CARS service had been restricted to the relay of broadcast signals.

The Laser Link and NAEB petitions, the commission said, are substantially identical to pleadings filed and denied in a ruling involving the establishment

of a CATV Local Distribution Service in the 12.7-12.95 mc band (BROADCASTING, Nov. 10, 1969).

The commission said AMST's petition was largely a summary of its request for reconsideration of the commission's October 1969 order requiring CATV systems with more than 3,500 subscribers to originate programming by Jan. 1, 1971, and added that the questions raised by AMST could more appropriately be considered in the program origination proceeding.

ABC's film service gets an extra day

ABC's Daily Electronic Feed, a news-film syndication service to station affiliates, will be extended to a sixth day—Sunday—starting Aug. 2, it was announced by the network in Los Angeles last week.

Speaking at the ABC-TV affiliates meeting, Elmer W. Lower, president of ABC News, explained that the expansion of DEF is in response to "repeated requests" from stations for more than two years.

The cost of the service to stations will be raised from 15% of the class A network hourly rate to 18.75% per week. According to Mr. Lower, this is the first increase for the DEF service since its inception in 1965.

ABC's DEF service now provides 10 to 14 stories a day.

Access bill ready

The House Rules Committee last week completed work on the legislative-reorganization bill that includes a provision admitting broadcast journalists to House proceedings. The broadcast access provision, deleted from the bill earlier this year by a special rules subcommittee, was restored by the full committee two weeks ago (BROADCASTING, May 11). The bill is expected to come before the full House before the end of this month.

MGM offers races and he-men for TV

The rush to first-run syndication programming has started in earnest. MGM-TV has announced two new half-hour series with a sports influence.

They are *Man-to-Man* with Roman Gabriel and Merlin Olsen, professional football players with the Los Angeles Rams, and *High Speed Living*, a series dealing with all types of motorized racing.

According to Paul Picard, MGM-TV vice president, *Man-To-Man* will be "a highly stylized sports oriented show. We plan to capitalize on the national appeal of Gabriel and Olsen," Mr.

Picard said. Guests on the program will come from all areas and not be limited to just sports personalities.

Each of the proposed 26 segments of *High Speed Living* will be divided into three parts, covering land, sea and air racing. Mr. Picard noted that the emphasis will be on providing insight into the challenge of the race to the man as well as looking behind the scenes. The first 26 episodes of the series have been completed and included among the guests are Mario Andretti and Dick Smothers.

Pre-production has begun on *Man-To-Man* with shooting scheduled to start on the first set of 26 episodes in June.

CBS tapes Hyde, Ford, for 50th anniversary

Two former FCC chairmen, Rosel H. Hyde and Frederick W. Ford, praised the electronic media in tapes prepared last week by CBS Radio for its affiliates' use.

"I'm inclined to think that providing an electronic press is perhaps its [broadcasting's] greatest service," said Mr. Hyde, who observed that the electronic press should be watchdog over public servants.

"It should be the press checking upon the integrity of government, and the government must make sure that it does not interfere with the freedom of the press to perform this function," he said.

Mr. Ford called radio "a vibrant, live medium that the American people have come to depend on in different ways."

The comments were taped for use to celebrate National Radio Month in May and the 50th anniversary year of broadcasting.

Program notes:

Steelers search ■ Empire Sports Productions, Keeseville, N. Y., which has set up radio networks for the Montreal Expos baseball team and the Indianapolis 500, has a new client in the American Football Conference's Pittsburgh Steelers. According to Dan Rooney, Steelers vice president, the team is seeking a radio network for the 1970-71 season. The network arrangements last year were handled by KDKA(AM) Pittsburgh.

British children shows ■ Walter Reade Organization has placed into syndication 39 children's programs of approximately one-hour in length that were produced in Britain by the Children's Film Foundation, a non-profit group maintained by the film industry there. The films have been shown theatrically throughout the world and have had limited distribution in the U.S.

\$14 million CATV merger planned

Cable properties in Ohio, Texas involved in transaction; Cleveland firm to hold control

Citizens Financial Corp., Cleveland, a diversified banking and investment holding company that is also a multiple CATV owner, and Communications Properties Inc., Austin, Tex., a multiple CATV owner, have agreed in principle to merge their CATV holdings, with Communications Properties to be the surviving company.

In the estimated \$14 million transaction, Citizens Financial would exchange its cable TV subsidiary, Tower Communications Inc., for 1 million common shares and 100,000 cumulative preferred \$2 shares of Communications Properties. The preferred shares would be convertible into 600,000 shares of Communications Properties common. This would give Citizens Financial a 65% ownership of Communications Properties, which at present is principally

owned by Jack R. Crosby, CPI president; Benjamin J. Conroy Jr., vice president, and others. J. P. Cozzens is chairman and Richard Johnston, president of Citizens Financial, which is listed on the American Stock Exchange. CPI stock is sold over-the-counter.

Tower Antennas owns 25 cable systems principally in Ohio, serving more than 40,000 customers. It also owns a common-carrier microwave relay system. Claude M. Stevanus is president. CPI owns 14 systems in Texas and New Jersey and serves some 23,000 subscribers. It also has asked the FCC for permission to build a state-wide common-carrier microwave system in Texas to serve the data transmission industry.

Early this month CPI announced the formation of a Mexican subsidiary, CPI Cable International S. A., Mexico City, where the company will work as a consultant in engineering, construction and operation of CATV systems in Mexico. The first, in conjunction with Telesistema Mexicana, Spanish-language TV program producer in the Mexican capital, is in Mexico City.

Horn of plenty found by JWT's share owners

Stockholders attending the first annual public meeting of J. Walter Thompson Co. in the 106-year history of the advertising agency were greeted last Thursday (May 14) with reports of a record \$173 million in billings and a 14% increase in net income for the quarter ended March 31.

JWT was listed for the first time on the New York Stock Exchange Jan. 6.

The \$173 million in worldwide billings was an increase of 8% over 1969 first-quarter billings of \$161 million. Earnings per share were 40 cents, compared with 41 cents for the earlier period, reflecting an increase of 17% in the average number of common shares outstanding during the two comparable quarters.

JWT President Dan Seymour at the New York meeting carried the rosy scene even further, predicting "it will not be far into the 1970's when the company will be the world's first \$1-

billion advertising agency."

But that wasn't all the good news for the approximately 200 stockholders at the meeting—many of them JWT employees. They learned, too, that the board of directors had increased the regular quarterly dividend from 20 cents a share to 25 cents, payable Aug. 21 to shareholders of record July 24. The number of JWT common shares outstanding as of April 24 was 2,765,101.

Mr. Seymour also reported a 150% increase in company profits from 1964 to 1969.

For the first quarter ended March 13:

	1970	1969
Earnings per share	\$0.40	\$0.41
Billings	173,000,000	161,000,000
Net income	1,095,000	1,007,000

Metromedia year a difficult one

Kluge's salary and poor program ratings queried by critical share owners

Grilling by disenchanted stockholders caused Metromedia board chairman John Kluge to term last week's annual meeting in New York "the liveliest stockholders' meeting we've ever had."

He also called 1969 "our most difficult year," citing, among the reasons, operating problems in the radio division, increased programming and news costs in TV, expansion of FM programming, start-up costs of KNEW-TV (ch. 32) San Francisco and the Metromedia Radio News Service.

Metromedia Inc. had previously reported a net income for the year ended Jan. 3, 1970, of \$2,101,146, down from \$9,158,495 in 1968-1969 (BROADCASTING, Feb. 16). Gross revenues declined slightly, from \$182,837,390 in 1968 to \$182,650,889 in 1969.

Mr. Kluge told stockholders at last week's meeting that the company has instituted strict cost-reduction programs. Disgruntled stockholders called attention to the compensation of the chairman of the board, suggesting that it is excessive, and to the fact that no minutes of annual stockholders' meetings are recorded. Mr. Kluge's total compensation for 1969 was reported as \$243,615 (including 1969 salary and incentive payments for 1968).

Responding to questions about programming, Mr. Kluge said Metromedia's aim is to develop shows that are "quali-

Your Blair Man Knows . . .

WHEELING'S MOUNDVILLE! Tourists visit Moundville 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 Moundville an important part of the Wheeling-Steubenville Market TV audiences tuned-in to WTRF-TV, Channel Seven, from Wheeling. Are they getting your message?

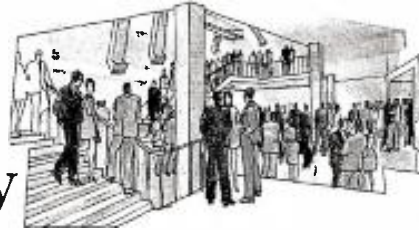
BLAIR TELEVISION Representing

WTRF-TV 7

FORWARD GROUP STATION


Color Channel 7—NBC
Wheeling, West Virginia

"S" is for SeSame Street and Second Stage




Something unuSually
Significant iS happening on televiSion thiS



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"OutStanding!" "A SmaSh!" by ScholarS,
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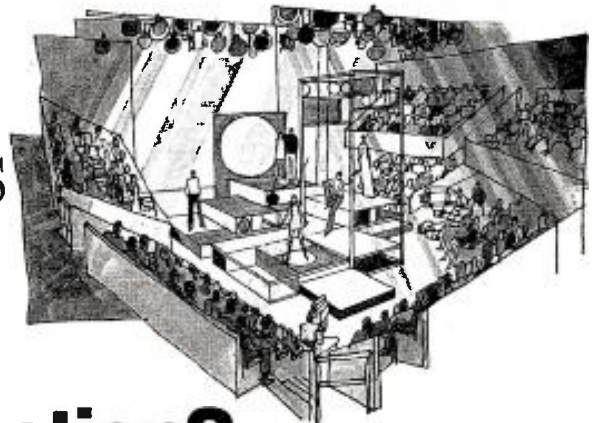


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"S."*

ty oriented with a business opportunity." He explained that the National Geographic specials and "The Undersea World of Jacques Cousteau," which Metromedia produced for network programming, were "product that we could not afford" to program only on the group's own TV stations.

The company, said Mr. Kluge, is looking to a more prosperous 1970, as cost controls take effect and as capital expenditures are reduced. He said the group's FM stations are producing greater revenues now than a year ago, though gross revenues of all its TV and AM stations are down from last year

because of the continuing soft market in spot sales. He said Metromedia had "suffered from ratings problems in our Los Angeles radio and TV stations" but that TV is now showing a "definite improvement" in ratings and that AM, with a changed format, "is continuing to increase its share of the market."

Metromedia declared a regular dividend of 12½ cents per common share for the first quarter of 1970. Earlier it had announced a net income for the quarter of \$308,982, up sharply from \$60,973 for the first quarter of 1969 (BROADCASTING, May 4).

Other business included the election

of James H. Manges, a general partner of Kuhn, Loeb & Co., investment bankers, to the board of Metromedia Inc. He fills the spot vacated by Percy M. Stewart, who has retired from the board and has been named director emeritus.

Company reports:

Bartell Media Corp., New York publisher and group broadcaster, reported an increase in revenues but a slight dip in net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$0.19	\$0.21
Revenues	35,761,685	33,871,883
Net income	420,070	454,090

The Broadcasting stock index

A weekly summary of market activity in the shares of 101 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing May 14	Closing May 7	Closing April 30	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	20	24¾	25¾	39¾	19¾	7,271	185,410
ASI Communications		O	4¾	5	5	7	4¾	1,789	8,945
Capital Cities	CCB	N	26¾	26¾	27	36¾	24¾	5,804	156,708
CBS	CBS	N	28¾	30¾	32¾	49¾	27¾	26,512	858,193
Corinthian	CRB	N	21¾	22¾	22¾	33¾	21¾	3,384	76,140
Cox	COX	N	13¾	12¾	16	24¾	12¾	5,789	92,624
Gross Telecasting	GGG	A	12¾	13¾	13¾	17¾	12¾	808	10,908
Metromedia	MET	N	13¾	15¾	15¾	22¾	12¾	5,603	88,247
Pacific & Southern		O	10¾	10¾	13	23	10¾	1,636	21,268
Reeves Telecom	RBT	A	3¾	4¾	4¾	15¾	3¾	2,163	9,993
Scripps-Howard		O	19¾	17¾	17¾	24	17¾	2,589	4,531
Sonderling	SDB	A	14¾	17¾	18¾	34¾	14¾	985	17,976
Starr Broadcasting		O	9¾	10	10¾	18	9¾	461	4,841
Taft	TFB	N	18¾	20¾	19¾	29¾	18¾	3,585	70,804
								Total	68,379
									\$ 1,606,588
Broadcasting with other major interests									
Avco	AV	N	14¾	15¾	15¾	25¾	14¾	11,469	182,013
Bartell Media	BMC	A	5	7¾	7¾	14	5	2,292	16,617
Boston Herald-Traveler		O	25	27	28	43	25	574	16,072
Chris-Craft	CCN	N	7	7¾	7¾	11¾	6¾	3,500	25,375
Combined Communications		O	8¾	8¾	9¾	16¾	8¾	1,789	16,548
Cowles Communications	CWL	N	4¾	5¾	6	10¾	4¾	3,969	23,814
Fuqua	FQA	N	10¾	11¾	13¾	31¾	10¾	5,541	76,854
Gannett	GCI	N	19¾	21¾	23	29¾	19¾	7,117	163,691
General Tire	GY	N	14¾	16¾	16¾	20¾	14¾	18,434	306,742
Gray Communications		O	5¾	5¾	5¾	7¾	5¾	475	2,613
Lamb Communications		O	3	2¾	3	6	2¾	2,650	7,950
Lee Enterprises		A	14¾	15¾	14¾	20¾	13¾	1,957	28,122
Liberty Corp.	LC	N	15¾	16¾	17¾	21¾	15¾	6,743	116,317
LIN		O	5¾	5¾	5¾	11	5¾	2,174	12,501
Meredith Corp.	MDP	N	20¾	22¾	26	44¾	13¾	2,779	72,254
Outlet Co.	OTU	N	TK	13¾	14¾	17¾	13¾	1,336	19,038
Plough Inc.	PLO	N	64¾	67	69	85	63¾	6,788	468,381
Post Corp.		O	10	11¾	11¾	17¾	10	713	8,200
Ridder Publications*		O	12	12	*	22	12	*	*
Rollins	ROL	N	23¾	25¾	27¾	40¾	23¾	8,029	220,798
Rust Craft	RUS	A	20	21¾	20¾	32¾	20	1,168	23,792
Storer	SBK	N	16	17¾	18¾	30¾	16	4,221	79,144
Time Inc.	TL	N	28¾	28¾	30¾	43¾	27¾	7,241	222,661
Trans-National Comm.		O	2	2¾	2¾	4¾	1¾	1,000	2,500
Wometco	WOM	N	16¾	18¾	18¾	20¾	16¾	5,812	108,975
								Total	107,771
									\$ 2,220,972
CATV									
Ameco	ACO	A	5¾	7¾	5¾	16	4¾	1,200	6,300
American TV & Comm.		O	12¾	11¾	13	22¾	11¾	1,775	23,075
Cablecom-General	CCG	A	9¾	8	8¾	23¾	7¾	1,605	13,241
Cable Information Systems		O	1¾	1¾	1¾	2¾	1¾	955	1,671
Citizens Finance Corp.	CPN	A	10¾	10¾	11¾	17¾	10¾	1,094	12,308
Columbia Cable		O	9	9¾	9¾	15¾	9	900	8,775
Communications Properties		O	6¾	6	7¾	10¾	6	644	4,585
Cox Cable Communications		O	13¾	13¾	13¾	24	13¾	3,550	47,038
Cypress Communications		O	8	8	8	17¾	8	854	6,832
Entron		A	3¾	3¾	3¾	8¾	3¾	1,320	5,108
General Instrument Corp.	GRL	N	33¾	32¾	15¾	30¾	31¾	6,116	97,061
H & B American	HBA	A	14	15¾	16¾	30¾	13¾	4,973	83,895
Sterling Communications		O	3¾	3¾	3	7¾	3	500	1,500
Tele-Communications		O	1¾	10¾	9¾	20¾	9¾	2,704	25,418
Teleprompter	TP	A	55	60	65	133¾	52	1,007	65,455
Television Communications		O	6¾	6¾	7	18¾	6¾	2,816	19,712
Vikoa	VIK	A	7	7¾	8¾	27¾	6¾	2,000	17,240
								Total	34,013
									\$ 439,204

Lee Enterprises Inc., Davenport, Iowa, newspaper publisher and group broadcaster, reported increases in revenues and net income for the six months ended March 31:

	1970	1969
Earned per share	\$1.49	\$0.72
Revenues	17,393,760	15,253,416
Net income	2,913,223	1,376,626
Average shares outstanding	1,956,524	1,906,524

Notes: 1970 net income includes extraordinary items amounting to 71 cents per share. Items are gain of \$324,344 on sale of Hannibal Courier-Post division; gain of \$1.1 million on sale of 27.5% interest in WKBT-TV La Crosse, Wis., and loss of \$38,000 on sale of Livingston Enterprise division.

Publishers Co., Washington-based printer, publisher and broadcaster, reported a 39% increase in sales and a 34%

gain in net income for the three months ended March 31:

	1970	1969*
Earned per share	\$0.22	\$0.16
Net sales	13,264,362	9,555,446
Net income	389,481	289,914
Average shares outstanding	1,660,974	1,660,974

* Restated for comparative purposes.

National General Corp., Los Angeles-based communications service company, reported declines in net income for the first quarter ended March 31:

	1970	1969 (restated)
Earned per share	\$0.51	\$0.66
Revenues	125,812,000	108,276,000
Net income	2,631,000	3,270,000
Shares outstanding	5,150,000	4,960,000

Notes: 1969 figures are restated. Net income for 1970 period is before extraordinary loss of \$416,000 or eight cents per share, and net

income for 1969 period is before extraordinary loss of \$439,000 or nine cents per share.

Good CBS quarter proves Paley right

Figures in CBS's first-quarter earnings report, issued last week, matched predictions of increased sales and income made by CBS Board Chairman William S. Paley at last month's stockholders meeting in San Francisco (BROADCASTING, April 20).

CBS also declared cash dividends of 35 cents a share on common stock, payable June 12, and 25 cents a share

	Stock symbol	Exchange	Closing May 14	Closing May 7	Closing April 30	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	12 $\frac{1}{2}$	14 $\frac{1}{2}$	14 $\frac{1}{2}$	31 $\frac{1}{2}$	11 $\frac{1}{2}$	5,942	88,358
Disney	DIS	N	121 $\frac{1}{2}$	123 $\frac{1}{2}$	129	158	110	5,133	662,157
Filmways	FWY	A	9 $\frac{1}{2}$	8 $\frac{1}{2}$	8 $\frac{1}{2}$	18 $\frac{1}{2}$	8 $\frac{1}{2}$	1,700	14,875
Four Star International	O	O	1 $\frac{1}{2}$	1 $\frac{1}{2}$	1 $\frac{1}{2}$	4	1 $\frac{1}{2}$	665	1,245
Gulf and Western	GW	N	12 $\frac{1}{2}$	13 $\frac{1}{2}$	14 $\frac{1}{2}$	20 $\frac{1}{2}$	11 $\frac{1}{2}$	16,310	236,495
Kinney National	KNS	N	25 $\frac{1}{2}$	29 $\frac{1}{2}$	28 $\frac{1}{2}$	36	24 $\frac{1}{2}$	7,738	223,396
MCA	MCA	N	16 $\frac{1}{2}$	19 $\frac{1}{2}$	18 $\frac{1}{2}$	25 $\frac{1}{2}$	16 $\frac{1}{2}$	8,297	155,569
MGM	MGM	N	15 $\frac{1}{2}$	19 $\frac{1}{2}$	21	28 $\frac{1}{2}$	15 $\frac{1}{2}$	5,843	122,703
Music Makers Group	O	O	4 $\frac{1}{2}$	4 $\frac{1}{2}$	4 $\frac{1}{2}$	9	4 $\frac{1}{2}$	589	2,651
National General	NGC	N	12 $\frac{1}{2}$	13 $\frac{1}{2}$	13 $\frac{1}{2}$	20 $\frac{1}{2}$	12 $\frac{1}{2}$	4,852	66,084
Transamerica	TA	N	16 $\frac{1}{2}$	17 $\frac{1}{2}$	17 $\frac{1}{2}$	26 $\frac{1}{2}$	16	61,869	1,098,175
Trans-Lux	TLX	A	13 $\frac{1}{2}$	14 $\frac{1}{2}$	13 $\frac{1}{2}$	23 $\frac{1}{2}$	12 $\frac{1}{2}$	1,020	13,515
20th Century-Fox	TF	N	11	12 $\frac{1}{2}$	12 $\frac{1}{2}$	20 $\frac{1}{2}$	10 $\frac{1}{2}$	8,216	105,740
Walter Reade Organization	O	O	4 $\frac{1}{2}$	4 $\frac{1}{2}$	5	13 $\frac{1}{2}$	4 $\frac{1}{2}$	2,342	11,710
Wrather Corp.	WCO	A	5 $\frac{1}{2}$	6 $\frac{1}{2}$	6 $\frac{1}{2}$	10 $\frac{1}{2}$	5 $\frac{1}{2}$	2,161	14,587
								Total	132,678
									\$ 2,817,260
Service									
John Blair	BJ	N	13 $\frac{1}{2}$	13 $\frac{1}{2}$	14 $\frac{1}{2}$	23 $\frac{1}{2}$	13	3,006	43,196
Comsat	CQ	N	27	32 $\frac{1}{2}$	35 $\frac{1}{2}$	57 $\frac{1}{2}$	26	10,000	357,500
Creative Management	O	O	7 $\frac{1}{2}$	8 $\frac{1}{2}$	8 $\frac{1}{2}$	14 $\frac{1}{2}$	7 $\frac{1}{2}$	1,029	8,489
Doyle Dane Bernbach	O	O	16 $\frac{1}{2}$	16	18	24 $\frac{1}{2}$	16	1,924	34,632
Foote, Cone & Belding	FCB	N	9 $\frac{1}{2}$	9 $\frac{1}{2}$	9 $\frac{1}{2}$	12 $\frac{1}{2}$	9 $\frac{1}{2}$	2,156	21,021
Grey Advertising	O	O	7 $\frac{1}{2}$	8 $\frac{1}{2}$	8 $\frac{1}{2}$	13 $\frac{1}{2}$	7 $\frac{1}{2}$	1,140	9,690
LaRoche, McCaffrey & McCall*	O	O	13 $\frac{1}{2}$	13 $\frac{1}{2}$	*	17	13 $\frac{1}{2}$	*	*
MovieLab	MOV	A	3	4 $\frac{1}{2}$	4	7 $\frac{1}{2}$	3	1,407	5,628
MPO Videotronics	MPO	A	6	6 $\frac{1}{2}$	6 $\frac{1}{2}$	9 $\frac{1}{2}$	6	556	3,820
Nielsen	O	O	31	31	32 $\frac{1}{2}$	42	31	5,299	170,893
Ogilvy & Mather	O	O	17 $\frac{1}{2}$	18	18 $\frac{1}{2}$	22 $\frac{1}{2}$	17 $\frac{1}{2}$	1,090	20,438
PKL Co.	PKL	A	3 $\frac{1}{2}$	4	4 $\frac{1}{2}$	12 $\frac{1}{2}$	3 $\frac{1}{2}$	739	3,098
J. Walter Thompson	JWT	N	23 $\frac{1}{2}$	29	29	36	23 $\frac{1}{2}$	2,778	80,562
Wells, Rich, Greene	A	A	7 $\frac{1}{2}$	7 $\frac{1}{2}$	7 $\frac{1}{2}$	13 $\frac{1}{2}$	7 $\frac{1}{2}$	1,601	11,399
								Total	32,725
									\$ 770,366
Manufacturing									
Admiral	ADL	N	8	8 $\frac{1}{2}$	8 $\frac{1}{2}$	14 $\frac{1}{2}$	8	5,150	43,775
Ampex	APX	N	17 $\frac{1}{2}$	20 $\frac{1}{2}$	22 $\frac{1}{2}$	48 $\frac{1}{2}$	17 $\frac{1}{2}$	10,825	243,563
CCA Electronics	O	O	3 $\frac{1}{2}$	3 $\frac{1}{2}$	3 $\frac{1}{2}$	5	3 $\frac{1}{2}$	800	3,000
Collins Radio*	CRI	N	16 $\frac{1}{2}$	18 $\frac{1}{2}$	20 $\frac{1}{2}$	37 $\frac{1}{2}$	17 $\frac{1}{2}$	2,968	60,844
Conrac	CAX	N	14 $\frac{1}{2}$	15 $\frac{1}{2}$	16 $\frac{1}{2}$	32 $\frac{1}{2}$	14 $\frac{1}{2}$	1,250	20,625
General Electric	GE	N	65 $\frac{1}{2}$	70 $\frac{1}{2}$	71 $\frac{1}{2}$	77 $\frac{1}{2}$	64 $\frac{1}{2}$	91,025	6,485,531
Harris-Intertype	HI	N	45 $\frac{1}{2}$	49	50	75	45 $\frac{1}{2}$	6,351	317,550
Magnavox	MAG	N	26 $\frac{1}{2}$	30 $\frac{1}{2}$	31 $\frac{1}{2}$	38 $\frac{1}{2}$	26 $\frac{1}{2}$	16,485	517,134
3M	MMM	N	88 $\frac{1}{2}$	93 $\frac{1}{2}$	93 $\frac{1}{2}$	114 $\frac{1}{2}$	87	56,093	5,258,719
Motorola	MOT	N	84	86 $\frac{1}{2}$	91	141 $\frac{1}{2}$	80 $\frac{1}{2}$	6,649	605,059
RCA	RCA	N	22 $\frac{1}{2}$	23 $\frac{1}{2}$	24 $\frac{1}{2}$	34 $\frac{1}{2}$	22 $\frac{1}{2}$	62,897	1,532,800
Reeves Industries	RSC	A	2 $\frac{1}{2}$	3 $\frac{1}{2}$	3 $\frac{1}{2}$	5 $\frac{1}{2}$	2 $\frac{1}{2}$	3,443	11,198
Telemation	O	O	9 $\frac{1}{2}$	9 $\frac{1}{2}$	10 $\frac{1}{2}$	24	9 $\frac{1}{2}$	1,080	11,610
Visual Electronics	VIS	A	3 $\frac{1}{2}$	4	3 $\frac{1}{2}$	10 $\frac{1}{2}$	2 $\frac{1}{2}$	1,357	5,252
Westinghouse	WX	N	61 $\frac{1}{2}$	66 $\frac{1}{2}$	65 $\frac{1}{2}$	68 $\frac{1}{2}$	53 $\frac{1}{2}$	39,521	2,583,488
Zenith Radio	ZE	N	27 $\frac{1}{2}$	29	28 $\frac{1}{2}$	37 $\frac{1}{2}$	27	19,020	546,825
								Total	324,914
									\$18,247,973
								Grand total	700,480
									\$26,102,363
Standard & Poor Industrial Average			76.53	79.83	81.52				

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

Shares outstanding and capitalization as of April 30.
* New addition to Index.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

on preferred stock, payable June 30—both for holders of record on May 27.

For the 13 weeks ended April 4:

	1970	1969*
Earned per share	\$0.50	\$0.49
Net sales	310,091,000	259,896,000
Net income	13,839,000	13,530,000

*For the period ended March 29, 1969.

Financial notes:

■ Norton Simon Inc., Fullerton, Calif. producer and marketer of consumer products and communications services, has reached an agreement in principle to acquire Simon & Shuster Inc., New York publishing house, for \$23,500,000. The agreement, which will be submitted to the boards of directors of the two firms and the stockholders of Simon & Shuster, provides for the new acquisition to operate as a separate subsidiary with Leon Shimkin, president of Simon & Shuster, serving as chairman of the board. The cash is being paid for shares of common and class B stock, which is equivalent to common. Sales of Simon & Shuster for 1969 were approximately \$37,000,000 on which \$1,117,000 was earned. Norton Simon sales for the fiscal year ending June 30 are expected to be around the billion dollar level.

■ Rahall Communications Corp., St. Petersburg, Fla. group station owner, reported broadcasting revenues increased 10% to \$861,000 from \$785,000 for the first quarter of 1970. Gross revenues were up 63%—\$2,089,000 in 1970 vs. \$1,284,000 in 1969. Last year's gross revenues were restated to include

operations of E.B.S. Tax Services Inc., acquired in December 1969. First quarter earnings were not yet available. The company said it is "actively seeking" to purchase other stations and has been awarded a CATV permit in Hillsborough County, Fla.

■ Centre Video Corp., State College, Pa., multiple CATV owner, reported service income of \$1,716,730 for fiscal 1969, compared to \$1,348,545 in 1968. Operating income before extraordinary items increased 53% to \$53,322 from \$19,379, and net income rose to \$71,094 from a loss of \$297,818 in 1968. Centre Video operates cable systems in Pennsylvania, Ohio and West Virginia serving 33,848 subscribers.

■ Kinney National Service Inc., New York, has signed a contract to acquire Coronet Communications Inc., publisher of *Coronet* Magazine and the Paperback Library, in exchange for common stock of Kinney having an aggregate value of more than \$3 million. Kinney is the parent company of Warner Brothers and specializes in leisure-time activities, building and financial services.

■ Combined Communications Corp., Phoenix-based group broadcaster, has terminated its negotiations to acquire St. Louis Outdoor Advertising Co. from Campbell-Mithun Advertising, Minneapolis, for CCC stock. No further talks are planned, the parties said.

■ Wells, Rich, Greene Inc., advertising

and marketing services agency, began trading on the American Stock Exchange last week (May 11). Price of the stock when listed was 8¼. By the opening of trading last Thursday, the stock was selling for 7½ a share.

Sonderling earnings off in first quarter

Sonderling Broadcasting Corp., New York, reported a decline in net earnings for the first quarter of 1970 due to losses in its theater business and to a decrease in the revenues and earnings of WAST(TV) Albany, N. Y.

Egmont Sonderling, president, said the company's performance was adversely affected by the seasonal business of its 18 drive-in theaters. Another factor, he said, was a decline in the revenues and earnings of the Albany station due to programing difficulties inherited with the station's acquisition in 1969, and reduced revenues due to losses in retail advertising in cities affected by the General Electric strike.

However, he noted that the company's revenues and earnings for the second quarter are expected to exceed those of last year, and that year-end results are expected to be "well ahead" of the record performance of 1969.

For the three months ended March 31:

	1970	1969
Earned per share	\$0.19	\$0.32
Gross revenues	4,880,000	4,015,000
Net income	185,000	315,000

Equipment&Engineering

FCC charts relief for land-mobile radio

Tentative clearance of one or two of lower seven UHF channels is far short of industry request

Land-mobile radio users, concerned about the growing congestion in the spectrum bands available to them and long covetous of the spectrum space available to broadcasters, are to be granted access to some frequencies until now reserved for UHF television. But the access will not be as great as land-mobile users would like—nor even as much as some commissioners had hoped to provide—so broadcasters are chalking up the result as at least a limited victory.

The commission last week tentatively decided to permit land-mobile radio users—now confined to 42 megacycles of space scattered in the 25-890 mc region—to operate on one or two of the

lower seven UHF channels (14-20) in the 10 most populous cities where they are not assigned. In another tentative action, it reallocated to land-mobile radio use 115 mc of space between 806 and 960 mc, which includes UHF channels 70-83 (806 mc to 890 mc), now occupied principally by translators ("Closed Circuit", May 11).

The decisions were expressed in instruction given the staff to draw up completed documents; the commissioners did not have even a draft order before them on the lower seven proceeding in the special meeting they held on the subject on Tuesday. Final action in the two proceedings, now almost two years old, and on further notices of

rulemaking needed to implement the basic policy decisions, is expected this week.

The vote on the proposal to permit land-mobile radio to share some of the lower-seven UHF channels—a proposal designed to afford land mobile immediate spectrum-congestion relief—was a squeaker, 4-to-3, with Chairman Dean Burch and Commissioners Kenneth A. Cox, Robert T. Bartley and Robert Wells in the majority.

Despite its closeness, the vote was a relief to Chairman Burch, who has assured congressional committees, interested in the problem, that the commission would act to ease congestion in the land-mobile bands but who has been

having trouble delivering the vote.

When the issue came up last month, he was stunned to find himself supported only by Commissioner Cox, the commission's staunchest supporter of the land-mobile radio users' position in spectrum matters. Several years ago Mr. Cox headed a government-industry committee whose study of land-mobile radio's spectrum needs resulted in the commission's sharing proposal. But under consideration then was a proposal far more generous than that which finally won tentative approval last week. It not only provided for sharing on all of the lower-seven UHF channels in the top-25 markets, as envisioned in the rulemaking proposal issued in July 1968 (BROADCASTING, July 22, 1968); it looked to the eventual reallocation of those channels to exclusive land mobile use—long the goal of land-mobile radio users.

For a time last week, it appeared that even the watered-down version was in trouble. Chairman Burch felt it necessary to make what one official described as "an impassioned plea" for the proposal, asserting it would provide land-mobile radio with only minimal relief while causing no interference to existing broadcast licensees. Commissioner Cox, too, weighed in with what reportedly was some angry, if articulate, rhetoric in support of the modified proposal.

One reason Chairman Burch felt a sense of urgency about concluding the matter this week is the commission's scheduled appearance before the Senate Appropriations Subcommittee on Thursday (May 21). The subcommittee last June obtained from then-Chairman Rosel H. Hyde a promise that the agency would complete action on the land-mobile proceedings within six months—a deadline now five months past.

The chief threat to the proposal was posed by Commissioner Robert E. Lee, who as the commission's primary advocate for UHF television, led the fight against opening the lowest seven channels to land-mobile radio. He suggested an even weaker proposal than the one under consideration: limit the sharing to the top three cities, and put a five-year limit on it.

Commissioner Robert T. Bartley apparently held the swing vote. He reportedly leaned toward the three-city limitation, but not the five-year limitation on operation—and voted with the chairman when Commissioner Cox asked for a vote on the 10-city plan.

Along with an order embodying that proposal, the commission staff is drafting a notice of rulemaking aimed at determining how the frequencies being opened up for sharing are to be apportioned among the various land-

Technical topics:

Color convertible ■ RCA is offering for sale this fall a single-tube, black-and-white TV camera that can be converted to full-color operation. The new PK-430 produces color pictures when special color-encoding optical system is added and small package of color processing electronics is plugged in. Camera is priced at \$5,995 and modifying equipment for color at \$4,755. Factory-built color-TV cameras range in price from \$10,000 to more than \$80,000.

New catalogue ■ A condensed catalogue detailing information on the firm's tele-

mobile services.

The five-year limitation on land mobile sharing of some of the lower UHF channels was thought to have been part of the presentation the staff was preparing for the commission. However, the closest the commission came to adopting it was in its agreeing to reopen its study of land-mobile radio needs, in light of the sharing, developments in communications technology and other matters, after five years.

Despite the defeat of Commissioner Lee's proposal, broadcasters regard the solution of the controversial issue as something of a victory. They note that the goal of land-mobile radio users was reallocation of the lower seven UHF channels for their exclusive use. While the chance of that dream being realized may have been slim, land-mobile radio users had reason to believe their second-best dream—of sharing all seven of the channels in 25 major markets—was realistic. The commission had proposed it, and members of Congress were applying considerable pressure in their behalf.

The broadcasters made two principal arguments in opposing the sharing proposal—by far the more controversial of the two under consideration. One was that any concession would afford land-mobile radio users a foot in the door that would permit them in time to seek more television spectrum space.

The other—and the one that the broadcasters, led chiefly by the Association of Maximum Service Telecasters, advanced more vigorously—was that the land-mobile spectrum congestion could be eased by better spectrum management on the part of the commission. This argument in major part was backed up by the results of a study done for the commission by the Stanford Research Institute. (The commission, acting in response to recommendations of SRI and others, has established a Spectrum Management Task Force to develop and carry out a decentralized frequency-management program, with land-mobile radio its

vision products has been released by Cohu Electronics Inc., San Diego. The six-page booklet contains descriptions and specifications on some two dozen items from video switches to miniaturized cameras.

May clearance ■ Ampex Corp., Redwood City, Calif., is selling its new BC-230 three-tube, Plumbicon TV camera plus its VR-3000 color video tape recorder with associated gear that includes a spare video head, a color sync generator and 14-inch color monitor, for \$98,500, a savings during May of \$15,500 over the regular \$114,000.

initial field of activity [BROADCASTING, March 2].)

However, land mobile radio operators have insisted that, regardless of any improvement in the commission's spectrum-management techniques, the rapid growth in the use of land-mobile frequencies requires the allocation of additional spectrum space. They have cited particularly the needs of police and fire departments, a number of which have complained about a lack of frequencies in times of civil unrest in major cities.

There was apparently little controversy within the commission over the proposal to reallocate the upper UHF bands. Broadcasters have expressed virtually no interest in those frequencies, and the vote to make them available to land-mobile radio was unanimous. In addition, a rulemaking is being drafted to make available to land mobile radio half of the frequencies now assigned for use as studio transmitter links. The service is now located in the 942-952 mc band.

But the reallocation is not likely to excite land-mobile radio users. They say it will take as long as 10 years to design the equipment needed to operate on those frequencies. The commission itself regards the allocation proposal as a long-range solution to the land-mobile radio problem.

The commission will allocate 75 mc of the 115 involved in the reallocation for a high-capacity common carrier system, of a kind AT&T has long recommended. The remaining 40 mc will be designated for private systems.

The more than 600 translators now operating on the top 14 UHF channels will not be required to change frequencies. They will share the upper band with land-mobile users on a secondary basis. That means they will be required to accept interference from land-mobile operations—but since most translators are in lightly populated areas, it seems unlikely that land-mobile radio operations, usually confined to urbanized areas, will pose a problem for them. In another

proceeding, the commission reportedly will issue a notice of rulemaking aimed at opening up channels below 70 for translator operations.

The 10 cities reportedly marked for the land-mobile-UHF sharing are New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Detroit, Cleveland, Washington and Pittsburgh. Two channels reportedly will be shared in about half of the cities, one channel in the remainder.

Officials declined to divulge the precise channels that were selected for land-mobile use, but said the standards used in choosing them were designed to assure the least possible interference to operating UHF stations. There will be "no noticeable interference," one source said.

The standards are so rigid, reportedly, as to require a freeze on the use of

some UHF channels. These are frequencies assigned but not yet applied for in cities where stations operating on them would receive interference from land-mobile operations in one or another of the 10 cities. At least 10 assignments are said to be affected in this matter. The freeze, reportedly, would last at least until the study to be undertaken in five years.

In addition, the scheme devised by the commission's engineers reportedly will require the shuffling of channels in New Brunswick, N.J., and Joliet, Ill. Construction permits have been issued to WTLV(TV) New Brunswick to operate on channel 19, and to WTVG(TV) Joliet to operate on channel 14. But since those assignments would interfere with plans to permit land-mobile operations in Philadelphia and Chicago, respectively, the commission will

initiate actions to move those authorizations to different channels.

The order to reallocate the upper UHF channels to land mobile presents a special problem. Authorizations have been issued for two educational stations in that band—WBGU-TV Bowling Green, Ohio, on channel 70, and WNJE-TV Glen Ridge, N.J., on channel 77—and WBGU-TV is an operating station.

The commission, reportedly, indicates in its reallocation order it is aware of the problem but presents no solution. As one official noted, in view of the time required to provide equipment on which land-mobile radio can operate in the upper bands, "we have five or 10 years" before a change will have to be made. In that time, he hoped, answers can be found to the problem of requiring a change in channel assignments.

TV generates a new form of piggyback

Those signals you don't see are becoming more attractive for variety of testing purposes

The National Bureau of Standards, the nation's ultimate keeper of precise time and frequencies as well as other standards, has its eye on network television.

It is considering using the vertical-interval period to transmit exact time signals and frequency tones by riding them, so to speak, piggyback on TV programs.

The vertical-interval period is that time span between the end of one picture frame and the beginning of the next. At present, this thousandth-of-a-second is used by the networks for sending the vertical-synchronizing pulses that keep TV pictures in step with one another, and also for test signals that permit station technicians to check the quality of the TV picture that is coming down the AT&T long-lines pike.

The NBS project aims to provide time and frequency signals inerrable to the billionth-of-a-second. The tests have been under way since last fall, using the facilities of KJLZ-TV Denver and of KFBC-TV Cheyenne, Wyo.

Next month, a full-scale, operational test begins over the facilities of Metro-media's WTTG(TV) Washington and KTTV(TV) Los Angeles, in conjunction with the U. S. Naval Observatory and the Goddard Space Center, both in Washington.

The time-and-frequency code would be inserted in the split second that it takes for the TV scanning line to move from the bottom right to the upper left of the screen.

Precision keeping is a function of the NBS, which for almost 50 years has broadcast time signals and frequency tones, first from WWV(AM) in Arling-

ton, Va. (now at Fort Collins, Colo., not far from the Boulder, Colo., laboratories of NBS), and post-World War II, from WWVH(AM) Puunene, Hawaii. Both stations broadcast time-and-tone signals continuously: the former on 2.5 mc, 5 mc, 10 mc, 15 mc, 20 mc and 25 mc, and the latter on 5 mc, 10 mc and 15 mc.

But the signals from Colorado and Hawaii lose some of their precise accuracy because of distortions in their transmission paths.

For those who require ultimate accuracy, such as the U.S. space effort or specialized instrument makers, these aberrations cannot be tolerated. To disseminate this errorless information NBS began experimenting with a means of sending the output of an atomic clock over network lines. Since radio waves travel at the speed of light (186,300 miles a second), the accuracy of the time signal would be singularly precise.

The NBS time-and-frequency signals would not be the only "messages" in the vertical interval. Besides the sync pulses and network-test signals already carried in this period, the New York network stations next month are due to begin carrying a color-reference signal that, it is hoped, will play a significant part in increasing the uniformity of all color-TV signals.

And not long ago RCA experimented with the use of the vertical-interval segment to transmit facsimile programs over the network.

The vertical interval is not the only area of the TV picture that appears amenable for use of information other

than the program. As each of TV's 525 lines are scanned, there is an infinitesimal moment when the scanning mechanism completes a line and returns to the left to begin another line. This split second has been used to carry the audio portion of a TV program under a project initiated by the Long Lines Department of AT&T. At present, networks have to order a separate audio line to carry the aural portion of TV programs. Should a horizontal-interval system become acceptable, it is felt that the savings to networks might be significant.

The horizontal interval is regularly used by the networks to transmit the horizontal-synchronizing pulses which, like the vertical-interval sync pulses, keep TV pictures in match with each other.

But the vertical and horizontal intervals are not the only portions of the TV picture that are being used for the transmission of useful but nonpublic information. Under the masked portion of the home cathode ray tube, there already have been cue as well as other signals from networks to affiliates used to announce specials coming up, or cueing the affiliate to cut away from the network. This same type of alerting message is sent on the audio lines of a TV program by some networks.

Last April, for example, the FCC approved a request by the International Digisonics Corp. to use the masked portion of the picture tube for coded information that would be utilized to automatically record data needed by advertisers, agencies, licensing groups and copyright owners.

Those little round salesmen in the sky

Satellites are attractive to admen with long view and a global outlook

Growth in international TV programing and advertising via satellite in the 1970's was predicted by William E. Breda Jr., account executive, ABC International, in a talk May 5 before the annual meeting of Affiliated Advertising Agencies International in New York.

Mr. Breda traced the expansion in global TV over the past decade in terms of sets in use, programing and advertising commitments, and cited the recent use of satellite TV by leading advertisers in various parts of the world. He voiced confidence that in the 1970's there will be more telecasts of special and regularly scheduled entertainment series and sports programs by satellite under the sponsorship of "alert advertisers."

The use of global communications through satellites to project a "unified world image" has striking implications for advertising, according to Edwin J. Istvan, assistant for policy development, Communications Satellite Corp., Washington.

He told the meeting that today there are more television sets in the world than there are telephones. On the two Apollo moon flights recently, he noted, more than half-a-billion people simul-

taneously watched those TV sets. "Surely," Mr. Istvan commented, "the implications here for you are profound."

The Comsat planner, who is also the past president of the Council of International Marketing Research and Planning Directors, noted that the costs of using satellites are steadily declining, while their capacities and life increase.

Lease of a single circuit over the Pacific for example, initially cost \$12,000 a month he said; today the price is \$7,000. An earth station five years ago cost from \$10 million to \$12 million to build; it is now being built for less than \$5 million, he noted.

Meanwhile, he added, the capacity of the satellites is increasing—from the 240 voice circuits or one TV channel in the 1965 Early Bird to the 1,200 voice or four TV channels in the current Intelsat 3 satellites. And, he noted, the Intelsat 4 satellite, due to be launched next year, will have a capacity of 4,600 voice circuits or 12 TV channels. In addition, he concluded, the designed life span of the satellites continues to grow—from Early Bird's 18 months (although the spacecraft is still orbiting and could be used in an emergency) to Intelsat 3's five years to Intelsat 4's seven years.

Abroad in brief:

Expanding to Germany ■ ABC Films Inc. has opened an office in Germany located at Burgstrasse 7, Munich, 2. Head of the office is Michael Alexander, ABC Films' west European sales manager.

U.S.-British alliance ■ Ketchum, MacLeod & Grove Inc., New York advertising and public relations agency, has acquired David Williams & Partners Ltd., London, for an undisclosed amount of cash. DWP becomes David Williams & Ketchum Ltd. and part of a newly-formed entity, Ketchum International Inc., New York. The acquisition includes Botsford Ketchum Inc., advertising, marketing and public relations firm in Tokyo and London. Mr. Williams will be added to the board of directors of the parent firm and the Williams agency will operate as an autonomous entity. Williams billed \$7.2 million in 1969. KM&G billed \$95.2 million in the same year.

Indy 500 seen worldwide ■ MCA Television, Hollywood, has announced sale of Indianapolis 500-mile race to the British Broadcasting Corp. Programing in England will be delayed one day because of the showing of the World Cup Soccer Matches on May 30. The Indy 500 will also be seen in South America and Japan.

Mexican outlet ■ Norman, Craig & Kummel Inc., New York, opened a new partnership in Mexico City May 1, with Agnacio Arellano. The new firm is Arellano, NCK Publicidad S. A., with Mr. Arellano as president and general manager. Enrique Gibert, creative director of D'Arcy in Mexico City, has formed the NCK partnership as creative director. Billings in the Arellano, NCK Publicidad S. A. office are \$1.5 million.

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Broadcast advertising

Gerald Greenberg, VP and media director, Ted Bates, New York, joins Media Partners, media buyers there, as senior VP.

Leno DeLuca, with Dancer-Fitzgerald-Sample, New York, named VP.

Lois Geraci, associate creative director, and **Joseph Froschl** and **Thomas Kirmayer**, account supervisors, Foote, Cone & Belding, New York, named VP's. **William T. Hentz**, creative supervisor, FC&B, New York, named VP and appointed associate creative director.

Norman N. Sylvester, account supervisor, Benton & Bowles, New York, named VP.

Peter K. Beach, **Joseph Berner** and **Paul Zara**, associate creative directors, Campbell-Mithun, Chicago, named VP's.

Jules D. Wimberly, with Young & Rubicam, New York, joins I/MAC, Chicago, marketing, advertising and communications firm, as VP, marketing director and administrative assistant to agency's president. **William Landgraf, Jr.**, media director with BBDO, Minneapolis, joins I/MAC, Chicago, as VP and media director.

Joe Africano, radio and TV producer, MacManus, John & Adams, New York, appointed manager of creative department.

Gusti Smith, **Dick Upson** and **Charles**

Watson, senior buyers with Compton Advertising, New York, appointed broadcast supervisors.

Harry F. Benton, account executive for television, Lennen & Newell, New York, joins Dancer-Fitzgerald-Sample there as VP and account supervisor.

Richard N. Heath, early associate of agency founder Leo Burnett and key executive for many years, has resigned as director and severed all ties with Leo Burnett Co., Chicago. Mr. Heath recently was elected trustee of Christian Science Publishing Society, Boston.

Marvin Rothschild and **Ben F. Mann**, both with WAYS(AM) Charlotte, N.C., join WAPE(AM) Jacksonville, Fla., as

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American Cancer Society
Fight cancer with a checkup and a check.

general sales manager and national sales manager, respectively. Both are Sis Radio Inc. stations.

Don L. Glasell, formerly audio-visual manager and radio-TV advertising manager, Montgomery Ward & Co., Chicago, named president of Training Concepts & Communications Inc. there, new consulting and production services firm.

Ted Kepes, account executive, J. M. Mathes, New York, named VP in charge of operations on Kobrand Corp. multi-product account. **Clark Greenberg**, formerly advertising and sales promotion manager for Schenley Industries, New York, joins J. M. Mathes there as VP in charge of planning and product marketing for Kobrand account.

A. Ray Brinkman, VP with Caldwell-Van Riper, Indianapolis agency, named first VP. **Robert W. Bidlack Jr.** and **Lawrence E. Wilson**, also VP's with Caldwell-Van Riper, named executive VP's.

Dick Williams, with Metro TV Sales, New York, appointed group sales manager of firm's Blue Group, newly created third sales team.

James Barker, manager of media operations at General Mills, Minneapolis, joins Honig-Cooper & Harrington, San Francisco, as media director.

Ray Balsom, general sales manager, WNEP-TV Scranton/Wilkes-Barre, Pa., appointed to same capacity with WTVN-TV Columbus, Ohio. Both are Taft Broadcasting stations.

John N. Catlett, formerly director of promotion and PR, Time-Life Broadcast, named Midwest manager of CBS/-FM Sales, Chicago, newly created position for spot sales group.

Ralph D'Amico, national account executive with WIP(AM) Philadelphia, appointed general sales manager of WHK(AM) Cleveland.

Joseph Hughes, former executive VP, Frank B. Sawdon Inc., New York, joins New York office of Smith-Gent Advertising, Toronto-based agency, as VP and director of client services.

Hy Farbman, with Kenyon & Eckhardt, Chicago, appointed Chicago manager of The Devney Organization, station representatives.

Dave Sweeney, local sales manager, KGBS-AM-FM Los Angeles, appointed general sales manager.

Joel Lewis, with Albert Jay Rosenthal & Co., Chicago, appointed director of agency's New York office.

Rodger M. Mitchell, account supervisor, Arthur Meyerhoff Associates, Chicago, named VP.

Frank R. Sterbenz, research manager, WCBS(AM) New York, joins CBS Television Stations National Sales there as

manager, media research.

William J. Tausch, formerly with Campbell-Ewald, Detroit, joins McCann-Erickson there as account director.

Howard C. Barch, with D. P. Brother & Co., Detroit, appointed manager, merchandising services department. D. P. Brother is division of Leo Burnett Co.

Donald K. Wiese, sales director, WQUA(AM) Moline, Ill., joins KGNU(FM) Fresno, Calif., as sales manager.

Harry C. Walker, local sales manager, WKNR-AM-FM Dearborn, Mich., appointed general sales manager.

John J. Nagle, with KWGN-TV Denver, appointed local sales manager.

Rich Newman, formerly with WATI(AM) Indianapolis, joins WTOA(FM) Trenton, N.J., as regional sales manager.

Media



Mr. Scott



Mr. Crowley



Mr. Gast

John Scott, **John Crowley** and **Russell Gast**, appointed general manager of Meredith Broadcasting's WHEN(AM) Syracuse, N.Y., KPHO(AM) Phoenix, and WOW-AM-FM Omaha, respectively. Mr. Scott

has served as national sales manager for WHEN, Mr. Crowley as station manager of KPHO and Mr. Gast as station manager of WOW-AM-FM.

Paul Jacobson, general manager, KIOA(AM) Des Moines, Iowa, named VP.

E. Murray Hahn, general manager and sales manager, WINE-AM-FM Brookfield, Conn., named VP. He will also continue as general manager.

Richard F. Carr, VP and general manager of WIP(AM) Philadelphia, named VP and general manager of WNEW-FM New York. Both are Metromedia stations. Mr. Carr is successor to **George H. Duncan**, named president of new Metromedia Stereo Division (BROADCASTING, May 11).

David R. Wood, operations manager, WJPS(AM) Evansville, Ind., appointed station manager.

Jerry P. Good, sales manager, WFLA-

FM Tampa, Fla., appointed program operations manager for WFLA-AM-FM.

John A. McVeigh, VP and general manager, WFBR(AM) Baltimore, resigns after 15 years with station. He will continue to serve as consultant. **Harry Shriver**, WFBR program director, appointed acting general manager.

John R. Lego, general manager, WVOJ(AM) Jacksonville, Fla., joins KHOW-AM-FM Denver in same capacity.

Al Saucier, general sales manager, WTVW(TV) Evansville, Ind., named VP.

Calvin E. Burton, former administrator of equal employment opportunity programs personnel department, NBC, New York, appointed administrator, programs, NBC-owned KNBC(TV) Los Angeles.

Joseph Hudgens, VP and program director, KRNT-AM-FM-TV Des Moines, elected president of Iowa Broadcasters Association. Others elected: **Norman Williams**, KMA(AM) Shenandoah, VP; and **Lew Van Nostrand**, WMT-AM-FM-TV Cedar Rapids, treasurer. **Jack Shelley**, professor at Iowa State University, re-elected executive secretary.

Bill Ward, program director, KBBQ(AM) Burbank, Calif., appointed general manager.

Programing

Alan D. Courtney, executive VP, Four Star International, named president of newly formed Youngstreet Film Productions, Los Angeles. Mr. Courtney will oversee production of motion pictures and television film series and specials for networks and syndication. Company also plans to produce films for educational use.

Andre Pieterse, managing director, Ster Films, South Africa, named VP of foreign distribution for MGM International. His office will be in either New York or Culver City, Calif.

Stuart W. Cochran Jr., VP of John Blair & Co., Chicago, joins Programing db, Hollywood, radio station consultancy, as VP-sales.

Christopher Lukas, director of cultural programs, noncommercial WNDT(TV) New York, appointed director of programing, with duties including public affairs and news as well as cultural programs.

Jack M. Duffield, former director of national sales and marketing, RKO General's TV division, appointed eastern director of sales and marketing for Western Video Industries, New York distributor of video-tape TV programs.

John Haupright, production manager, WKNX-TV Saginaw, Mich., joins WNEM-TV Bay City-Saginaw-Flint, Mich., as producer/director.

Jack Pride, assistant program director, WAYS(AM) Charlotte, N.C., joins WAPE(AM) Jacksonville, Fla., as program director. Both are Sis Radio stations.

Jim Abbott, news director, WTVW(TV) Evansville, Ind., appointed to newly re-established position of program director. He is succeeded as news director by **Bob Allen**, former producer with KOA-TV Denver.

Ned Skaff, news director, KFI(AM) Los Angeles, appointed program director. He is succeeded as news director by **Chet Martin**, news assignment editor and reporter.

Scott Gregory, traffic reporter, American Freeway Patrol, San Diego, joins KOGO(AM) there as production manager.

News

Dale M. Johns, Central division manager, UPI, Chicago, appointed business manager, North American department for UPI, New York. He is succeeded in Chicago by **H. Calvin Thornton**, Northeastern division manager in Boston. Mr. Thornton is succeeded by **Robert E. Page**, with UPI in London as sales manager for Europe, Africa and Middle East.

Don Meighan, formerly with KPRO(AM) Riverside, Calif., joins KOA(AM) Denver, as newsman.

James Baker, newsman-writer-editor, WTMJ-TV Milwaukee, appointed special assignment editor.

Jack Belt, newscaster and Broward county (Fla.) news bureau chief, WTVJ(TV) Miami, resigns to engage in formation of investment company.

Ogden R. Davies, with WKAP(AM) Allentown, elected president of Pennsylvania AP Broadcasters Association.

Dan Deming, with KWBW(AM) Hutchinson, elected chairman of Kansas AP Radio-TV Association.

Promotion

Charles S. Williams, director of information services, WEEI(AM) Boston, appointed to same capacity with KCBS(AM) San Francisco. Both are CBS-owned stations.

Mike Davis, with KWTW(TV) Oklahoma City, appointed head of promotion and public services department.

George White, former director of operations, WCIX-TV Miami, joins WCKT(TV) there as promotion manager.

Cliff Dektar, senior account executive, McFadden, Strauss & Irwin, Los Angeles, named VP in charge of TV activities.

Lois Kostroski, with sales promotion and merchandising staff, WTMJ-TV Mil-

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Delta is ready when you are!

waukee, appointed promotion director.

Equipment & engineering

Ben Adler, acting president of Brooklyn Polytechnic Institute, New York, and founder of Adler Electronics there, appointed special consultant to Abto, New York-based firm developing process for broadcasting black-and-white film in color.

Fred L. Bezold, VP-marketing with Data Memory, Mountain View, Calif., joins Westel Co., Redwood City, Calif., manufacturer of video-tape recording systems, as executive VP and general manager.

Ludwig A. Morgenstern, manager for lamp systems and market development, special products division, Sylvania Lighting Products, Danvers, Mass., appointed to newly created position of product marketing manager - projection and photo-lamps, original equipment manufacturers, there.

Mack Parkhill, district sales manager in Ohio, Channel Master, Ellenville, N.Y., equipment manufacturer, appointed Midwest regional manager, with headquarters in Columbus, Ohio.

Daniel R. Wells, director of engineering services, CBS Television Stations Division, New York, joins Public

Broadcasting Service, Washington, as director of engineering and technical operations.

International

Richard J. Kostyra, Toronto media director, J. Walter Thompson there, named VP and national media director.

Nigel Dick, veteran Australian broadcast executive, appointed assistant managing director of Television Corp. Ltd. (Channel 9 Network) with headquarters in Sydney.

Jack Hawthorne, managing director of Benson Needham Univas group of agencies in India, appointed international director and general manager of international division of S. H. Benson, London.

Thomas Petry, president and general manager, WCNY-TV Syracuse, N.Y., noncommercial station, accepts 18-month assignment starting Aug. 21, as consultant to Instructional Television Center in Ramat Aviv, Israel.

Allied fields

Sig Mickelson, former president of CBS News department and VP of Time-Life Broadcast, elected chairman of International Broadcast Institute, nonprofit group composed of broadcasters, journalists and social scientists. He succeeds **Olof Rydbeck**, director general of Swedish Broadcasting Corp.

Dr. Donald G. Hileman, head of department of advertising at University of Tennessee, Knoxville, appointed dean of university's college of communications.

Deaths



Lloyd Burns, 60, executive VP of Screen Gems and president of Screen Gems International, died May 11 in London. He joined Screen Gems (Canada) Ltd. as VP and general manager in 1955 and in 1958 moved to New York as VP and general manager of SG's international operations. He was named president of division in 1966. He is survived by his wife, Goldie, one son and three daughters.

Dorothy Gordon, 81, moderator of TV-radio programs for more than 25 years, died May 11 in her New York home. During 40's and 50's, she moderated *The New York Times Youth Forum* on WQXR(AM) New York. Show became weekly feature on WNBC-TV in

1958 and has been on NBC Radio Network since 1960. Known as *Dorothy Gordon's Youth Forum* since program moved to WNBC-TV, current series ended earlier this month. She is survived by two sons.

Guy Harris, 49, VP and general manager of Avco's WOAI(AM) San Antonio, Tex., died May 8 at his home there of apparent heart attack. Prior to joining Avco in 1966, he held number of program management positions with Westinghouse Broadcasting Co. stations. He is survived by his wife, Valerie, and three sons.

Guy Bolam, 69, president of Guy Bolam Associates Corp., and American Sales & Servicing Division, Princeton, N.J., international radio and television consultants in advertising field, died May 6 in New York hospital of heart ailment. Born in England, Mr. Bolam came to U.S. in 1920's, returning to London prior to and during World War II as head of radio department for J. Walter Thompson. He is survived by his wife, Irene, and one daughter.

Leslie Brooks, 54, general manager, WTJS-AM-FM Jackson, Tenn., died May 3 at Jackson-Madison county general hospital there. He had been with stations since WTJS went on air in 1931. He is survived by his wife, Grailyn, one son and two daughters.

Al Jarvis, 60, retired veteran radio personality, died May 6 of heart attack at Hoag Memorial hospital in Newport Beach, Calif. Mr. Jarvis made his first broadcast in 1932 and claims to have originated *Make-Believe Ballroom* heard on several stations in Los Angeles during years following. He did one of early telephone talk shows starting in 1947 on KLAC-TV Los Angeles in partnership with Don Fedderson, while continuing his radio show on KLAC(AM). He later worked at number of California radio stations, including KOCM(FM) Newport Beach and KEZY(AM) Anaheim. In recent years he has worked part time as account executive at KWIZ(AM) Santa Ana and operated PR firm. He is survived by his wife, Marilyn, and two sons.

Don Cook, 56, sports producer-director, died May 8 of a heart attack in Los Angeles. He had been associated with WGN-TV Chicago, KNXT(TV) Los Angeles and CBS-TV New York. He is survived by his wife and two children.

George A. Bowen Jr., 55, AP newsman, died May 11 in Mercy hospital, Baltimore, after collapsing at bureau office in that city. He was long-time political specialist and sports writer for AP in Maryland, covering state's general assembly for many years. He was general supervisor of Baltimore bureau at time of his death. He is survived by his wife, Dorothy, and one daughter.

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As compiled by BROADCASTING, May 5 through May 12 and based on filings, authorizations and other FCC actions.

New TV stations

Start authorized

■ **KPAX-TV** Missoula, Mont. — Authorized program operation on ch. 8, ERP 288 kw-U vls., ant. height above average terrain 2,050 ft. Action May 1.

Final action

■ **Stockton, Calif.** — Andrew J. Crevolin. Broadcast Bureau granted UHF ch. 58, ERP 270 kw vls., 53.3 kw aur. Ant. height above average terrain 1,510 ft.; ant. height above ground 1,537 ft. P.O. address: 1103 Valley Center, San Dimas, Calif. 91773. Estimated construction cost \$1,574,800; first-year operating cost \$350,000; revenue \$400,000. Geographic coordinates 38° 14' 40" north lat.; 121° 30' 20" west long. Type trans. RCA TTU-60A1. Type ant. RCA TFU-45J. Legal counsel Seymour M. Chase; consulting engineer Jules Cohen, both Washington. Principals: Andrew J. Crevolin, sole owner. Mr. Crevolin owns land investment and financing company, farm, stables, California and Texas gas and oil wells and has other business interests. Action May 4.

Actions on motions

■ **Hearing Examiner Charles J. Frederick** in Glendive, Mont. (Meyer Broadcasting Co. and Harriscop Broadcasting Corp.). TV proceeding, on motion by Meyer Broadcasting Co., postponed hearing to June 23 (Docs. 18737-8). Action May 5.

■ **Chief Hearing Examiner Arthur A. Gladstone** in Jackson, Miss. (Lamar Life Broadcasting Co., Civic Communications Corp., Jackson Television Inc. and Ch. 3 Inc.). TV proceeding, designated Hearing Examiner Lenore G. Ehrig as presiding officer; scheduled prehearing conference for June 16 and hearing for July 13 (Docs. 18845-49). Action May 4.

Other actions

■ **Review board** in Panama City, Fla. TV proceedings, Doc. 18501, granted petition for re-scheduling of oral argument, filed May 5, by Bay Video Inc.; oral argument rescheduled for May 26. Action May 5.

■ **Review board** in Fajardo, P.R. TV proceeding, Docs. 18048-49, granted petition for extension of time, filed May 6, by Broadcast Bureau. Action May 7.

Call letter application

■ **Boston Heritage Broadcasting Inc.**, Boston. Requests WQTV(TV).

Existing TV stations

Final actions

■ **WICS(TV)** Springfield, Ill.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 4. Action May 4.

■ **KOMU-TV** Columbia, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 4. Action May 4.

■ **KPAX-TV** Missoula, Mont.—Broadcast Bureau granted mod. of CP to change type trans. Action May 1.

■ **KAPP(TV)** Yakima, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 5. Action May 5.

■ **WWVU-TV** Morgantown, W. Va.—Broadcast Bureau granted license covering new station and to change name. Action May 1.

Actions on motions

■ **Chief, Office of Opinions and Review** in Montgomery, Ala. (Cosmos Broadcasting Corp. [WSFA-TV], TV proceeding, granted motion by WTVY Inc. [WTVY(TV)]; Martin Theaters of Georgia Inc. [WTVM(TV)]; and Gala Broadcasting Co. [WYEA-TV] and extended through May 25 time to file oppositions to application for review of review board's decision by Cosmos Broadcasting Corp. (Doc. 16984). Action May 5.

■ **Hearing Examiner Forest L. McClenning** in Boston, Mass. (RKO General Inc. [WNACTV]), TV proceeding, ordered no response made by Dudley Station Corp. to interrogatories 1 and 10 filed by RKO General and ordered Dudley's response to interrogatory 2 be limited to those persons or organizations which have agreed to loan money either to Dudley Corp. or to shareholder of Dudley for a capital contribution. (Docs. 18759-61). Action May 4.

■ **Hearing Examiner James F. Tierney** in Charleston, S. C. (South Carolina Educational Television Commission [WITV(TV)]). TV proceeding, continued hearing to May 27 (Docs. 18569-72). Action May 4.

Other actions

■ **WPIX(TV)** New York — Review board granted request by Forum Communications Inc., applicant for ch. 11, New York, for addition of sponsorship identification issue and issue to determine, on comparative basis, means by which applicants propose to meet community needs. Forum's application for ch. 11 is in hearing with application of WPIX Inc. for renewal of license of WPIX, now operating on ch. 11. Forum requests for mod. of Suburban issue, ascertainment of community needs, and for inclusion of misrepresentation issue against WPIX denied (Docs. 18711, 18712). Action May 8.

■ **KFBC-TV** Cheyenne, Wyo. — FCC postponed hearing on application of Frontier Broadcasting Co., for renewal of license of KFBC-TV to Sept. 15, 1970, in Cheyenne (Doc. 18797). Action May 5.

Rulemaking action

■ **FCC** adopted rules restricting network ownership and syndication of TV programs, and amount of network programming stations in top 50 markets may carry during prime time (Doc 12782). Rules specify that after September 1, 1971, TV stations in top 50 markets, where there are three or more operating commercial TV's may not broadcast more than three hours of network programming during prime time—7 to 11 p.m. (6 to 10 p.m. Central time). Special news programs, involving fast breaking events, on-the-spot coverage of news events, and political broadcasts by legally qualified candidates are excluded from limitation. Action May 4.

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 20% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ **WAFB-TV** Baton Rouge (Guaranty Broadcasting Corp.). Contract dated Nov. 7, 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, \$678 (\$728 as of Oct. 4, 1970); compensation paid at 32% prime time.

■ **KNOE-TV** Monroe, La. (Noe Enterprises Inc.) Contract dated May 10, 1968, replaces one dated May 12, 1966; effective Sept. 15, 1968, to Sept. 15, 1970. No first call right. Programs delivered to station. Network rate, \$750; compensation paid at 30% prime time.

■ **WSBK-TV** Boston (New Boston Television Inc.). Contract dated April 13, 1970, replaces one dated Jan. 18, 1968; effective April 15, 1970, to April 15, 1972. No first call right. Program delivery not specified. Network rate, \$225; compensation paid at 30% prime time.

■ **KOMU-TV** Columbia, Mo. (Curators of the University of Missouri). Contract dated May 20, 1968, replaces one dated Sept. 12, 1966; effective Oct. 1, 1968, to Oct. 1, 1970. No first call right. Program delivery not specified. Network rate, \$425 (\$475 as of Aug. 1, 1970); compensation paid at 30% prime time.

■ **KTEN(TV)** Ada, Okla. (Eastern Oklahoma Television Co.). Contract dated March 12, 1970, replaces one dated Dec. 15, 1967; effective Jan. 1, 1970, to Oct. 1, 1970. First call right. Programs delivered to KOCO(TV) Oklahoma City and delivered to KTEN at network's expense. Network rate, \$200; compensation paid at 30% prime time.

■ **KFBC-TV** Cheyenne, Wyo. (Frontier Broadcasting Co.). Contract dated April 13, 1970, replaces one dated Dec. 1, 1967; effective Dec. 25, 1969, to Feb. 1, 1971. First call right. Programs delivered to KBT(TV) Denver and picked up by KFBC-TV at its expense. Network rate, \$375 (\$425 as of Oct. 4, 1970); compensation paid at 30% prime time.

CBS

■ **Formula:** Same as ABC.

■ **KLEW-TV** Lewiston, Idaho (Cascade Broadcasting Co.) Contract dated Nov. 15, 1966; effective Sept. 11, 1966, to June 14, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$100; compensation paid at 32% prime time. Deduction is equal to 60% network rate.

■ **KNOE-TV** Monroe, La. (Noe Enterprises Inc.). Contract dated Nov. 7, 1966; effective Sept. 11, 1966, to Aug. 1, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$750; compensation paid at 32% prime time.

	<p>EDWIN TORNBURG & COMPANY, INC.</p>
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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.

■ WHTV(TV) Meridian, Miss. (Delta Communications Corp.). Contract dated April 9, 1970, replaces one dated May 20, 1969; effective April 1, 1970, to April 1, 1972. First call right. Programs delivered WLBT(TV) Jackson, Miss., and picked up by WHTV at its expense. Network rate, \$50; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate.

Summary of broadcasting

Compiled by FCC, May 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,267	2	13	4,282	81	4,363 ¹
Commercial FM	2,068	0	50	2,118	122	2,240
Commercial TV-VHF	492	2	15	509	15	524
Commercial TV-UHF	131	0	50	181	114 ²	298
Total commercial TV	623	2	65	690	129	822
Educational FM	390	0	23	413	45	458
Educational TV-VHF	76	0	6	82	4	86
Educational TV-UHF	96	0	12	108	12	120
Total educational TV	172	0	16	190	16	206

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

New AM stations

Actions on motions

■ Hearing Examiner Frederick W. Dennison in Las Cruces, N. M. (Marvin C. Hanz), AM proceeding, on motion of Las Cruces Broadcasting Co., licensee of KOBE, ordered applicant to supply copies of requested documents to KOBE and all other parties before May 15 (Doc. 18714). Action May 4.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.). AM proceeding, ordered transcript corrected (Docs. 17722 and 18395). Action May 5.

■ Acting Chief Hearing Examiner Jay A. Kyle in Buffalo, Minn. (Herbert Gross, Wright County Radio Inc. and W. H. Blattner Sr.). AM proceeding, designated Hearing Examiner Forest L. McClennan as presiding officer; scheduled prehearing conference for June 15 and hearing for July 13 (Docs. 18842-4). Action May 4.

Other actions

■ Review board in Jacksonville, N. C. AM proceeding, Docs. 18549, 18813-14, granted motion for continuance, filed May 4 by Sea-board Broadcasting Corp. Action May 6.

■ Review board in Youngstown, Ohio. AM proceeding, Docs. 18768-69, denied petition to enlarge issues, filed Feb. 17 by Media Inc. and dismissed request for official notice filed April 22 by Jud Inc. Action May 7.

■ Yoakum Tex.—U. S. Court of Appeals for District of Columbia Circuit affirmed commission action July 23, 1969, denying H. H. Huntley's application for review of review board decision released Dec. 17, 1968 (Docs. 16572 and 16573), which granted application of Cosmopolitan Enterprises Inc. for new AM in Edna and denied H. H. Huntley's application for same facilities in Yoakum. Ann. May 12.

Designated for hearing

■ Fergus Falls, Minn.—FCC designated for hearing application by Harvest Radio Corp. for new AM on 1410 kc, 500 w-D. Action May 6.

Call letter application

■ Edward P. De La Hunt Jr., Walker, Minn. Requests KLLR.

Call letter actions

■ Mid-State Broadcasting Co., Lakewood, N.J. Granted WHLW.

■ Joseph P. Riccardi, Oberlin, Ohio. Granted WOBL.

Processing line

■ FCC notified that following application will be ready and available for processing on June 17; NEW Bethel, Alaska. Bethel Broadcasting, Inc., Req: 700kc, 10kw-D. Action May 6.

Existing AM stations

Final actions

■ KBHS Hot Springs, Ark.—Broadcast Bureau granted CP to replace expired permit for changes. Action May 6.

■ KSDO San Diego—Broadcast Bureau

granted mod. of CP to extend completion date to Oct. 14. Action May 6.

■ KDKO Littleton, Colo.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 15. Action May 6.

■ WMEG Eau Gallie, Fla.—FCC granted application by WMEG Inc. to change station designation to Melbourne, Fla. WMEG Inc. asked for change because of incorporation of Eau Gallie and Melbourne into new city of Melbourne. Action May 6.

■ WAIT Chicago—FCC returned application of WAIT Radio to change facilities of daytime station to unlimited time operation on 820 kc, a class I-A clear channel. Commission denied WAIT's request for waiver of rules to permit change. Action May 6.

■ WYNK Baton Rouge—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 27. Action May 6.

■ WABO Waynesboro, Miss.—Broadcast Bureau granted CP to remove loss resistor from ant. Action May 1.

■ WVNJ Newark, N.J.—Broadcast Bureau granted CP to redesign daytime DA pattern; condition. Action May 1.

■ WCBX Eden, N.C.—Broadcast Bureau permitted remote control. Action April 27.

■ WCLW Mansfield, Ohio—Broadcast Bureau granted license covering change in frequency; change DA-system. Action May 5.

■ KWBV Edna, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 23. Action May 5.

Actions on motion

■ Chief, Office of Opinions and Review in Jacksonville, Fla. (Mel-Lin Inc. [WOBS]), AM proceeding, granted motion by Broadcast Bureau and extended to May 20 time to file responses to petitions seeking reconsideration of opinion and order denying application of Mel-Lin Inc. (Doc. 17474). Action April 30.

Fines

■ KYTM-AM-FM Inglewood, Calif.—FCC, to assist it in acting upon petition by Trans America Broadcasting Corp. for addition of forfeiture issue in proceeding on renewal of stations licenses (Doc. 18616), has requested Chief, Broadcast Bureau, to set forth those violations of continuing nature which would permit issuance of notice of apparent liability. Dates, facts, and nature of acts or omissions with which Trans America Broadcasting is charged are to be listed. Action May 6.

■ WBBK Blakely, Ga.—FCC ordered forfeiture of \$400 for violation of rules in that licensee failed to provide data concerning equipment performance measurements and did not have maintenance log available for inspection subsequent to May 24, 1968, as required. Action May 6.

Call letter application

■ WSAZ Stoner Broadcasting System Inc., Huntington, W. Va. Requests WFAZ.

Call letter action

■ KTRE Lufkin Broadcasting Corp., Lufkin, Tex. Granted KLUF.

New FM stations

Starts authorized

■ WGVL(FM) Gainesville, Fla.—Authorized program operation on 105.5 mc, ERP 3 kw.

ant. height above average terrain 265 ft. Action May 1.

■ *WHWE(FM) Howe, Ind.—Authorized program operation on 89.7 mc, TPO 10 w. Action April 30.

■ WCYN-FM Cynthiana, Ky.—Authorized program operation on 102.3 mc, ERP 3 kw, ant. height above average terrain 98 ft. Action April 27.

■ WICO-FM Salisbury, Md.—Authorized program operation on 94.3 mc, ERP 3 kw, ant. height above average terrain 170 ft. Action May 4.

■ WBAQ(FM) Greenville, Miss.—Authorized program operation on 97.9 mc, ERP 26.5 kw, ant. height above average terrain 120 ft. Action April 20.

■ KPUP(FM) Kingsville, Tex.—Authorized program operation on 97.7 mc, ERP 3 kw, ant. height above average terrain 130 ft. Action May 1.

Applications

■ Oxnard, Calif.—Raymond I. Kandel. Seeks 98.3 mc, 3 kw. Ant. height above average terrain 107 ft. P.O. address 2222 Avenue of the Stars, Los Angeles 90067. Estimated construction cost \$56,119; first-year operating cost \$60,110; revenue \$60,000. Principals: Raymond I. Kandel, sole owner. Mr. Kandel owns 50% of WKLC-AM-FM St. Albans, W. Va., KYVA(AM) Gallup, N.M., KTUC(AM) and KFMM(FM) Tucson, Ariz., and WERT-AM-FM Van Wert, Ohio. Ann. April 30.

■ *Boulder, Colo.—Regents of University of Colorado. Seek 89.3 mc, TPO 1 kw. Ant. height above average terrain 18 ft. P.O. address Regent Hall 301, University of Colorado, Boulder. Estimated construction cost \$46,070; first-year operating cost \$46,770; revenue none. Principals: Frederick P. Thieme, president, board of regents, et al. Ann. May 8.

■ *Lafayette, Ind.—Lafayette School Corp., Jefferson High School. Seeks 91.9 mc, TPO 10 w. Ant. height above average terrain 95 ft. P.O. address 2101 South 18th Street, Lafayette 47905. Estimated construction cost \$13,850.34; first-year operating cost \$4,050; revenue none. Principals: James E. Middleton, president of board, et al. Ann. May 8.

■ Manistee, Mich.—Manistee Broadcasting Corp. Broadcast Bureau granted 97.7 mc, 3 kw. Ant. height above average terrain 155 ft. P.O. address c/o Charles Hedstrom, 375 River Street, Manistee 49660. Estimated construction cost \$19,580; first-year operating cost \$15,000; revenue \$40,000. Principals: Charles E. Hedstrom, president-treasurer (63 1/4%), Linn Burton, assistant treasurer, Vincent G. Schoenberg, vice president, and Ralph Trieger (each 12 1/4%). Principals own respective interests in WMTE(AM) Manistee. Action April 16.

■ Ocean Springs, Miss.—Charles H. Cooper. Seeks 103.1 mc, 3 kw. Ant. height above average terrain 295 ft. P.O. address 461 Glen Valley Way, Gulfport, Miss. 39501. Estimated construction cost \$9,955; first-year operating cost \$8,500; revenue \$24,000. Principals: Charles H. Cooper, sole owner. Mr. Cooper owns broadcast engineering services firm. Ann. May 11.

■ Sallisaw, Okla.—Big Basin Broadcasters Inc. Seeks 95.9 mc, 3 kw. P.O. address: S. Dogwood & Old County Railroad Road,

(Continued on page 81)

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

Unusual opportunity for general manager with proven sales background for suburban New Jersey station. Send complete details to Box E-110, BROADCASTING.

N.C. small market station near metro market needs a good all around manager. Sell, air work, production, keep books, and get community involved. We want someone that wants a job not just a position. Must have a good past record and furnish references. Apply Box E-172, BROADCASTING.

We have a tough market. Need sales manager who is willing and able to build sales on CGW AM. Station management opening to right man. Must be strong on sales and community service, sober and honest. Immediate opening. Contact Lou Erck, KHAP, P.O. Box J, Aztec, N.M. 307-334-6911.

Sales

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.

Looking for man that wants to grow in radio sales. Salaried position, seven thousand plus business car and Blue Cross paid. Do sports for another \$500.00. Could train you in sports. People with us do well. Most had experience in very small markets and wanted to do better. You can with us. This AM-FM station in community of 12 thousand. Pleasant year round climate. If you are a small market salesman and want to move into an opportunity write a detailed letter to Box E-113, BROADCASTING. I'll phone you and arrange for a personal interview.

St. Louis Salesman with track record. Managing now or capable of. Top opportunity. Unique situation. Good starting salary. Box E-142, BROADCASTING.

Wanted: Experienced radio salesman for south central Pennsylvania AM-FM station. Prefer man with proven track record but all applicants considered. Station offers exceptional compensation plus insurance, medical and retirement plan. All replies confidential. Box E-155, BROADCASTING.

Salesman; aggressive; for a 50,000 watt FM. Southern New England. Sales success brings management position. Good Potential. Send resume, references and financial requirements to Box E-225, BROADCASTING.

Top notch first phone salesman-announcer or announcer desirous of learning sales. Short air-show. Excellent opportunity at Oklahoma's top small market station. Good salary plus commission plus fringe benefits. Send tape and resume to Jack Brewer, KWCO Radio, P.O. Box 770, Chickasha, Okla. 73018.

Plattsburgh, New York's first and most highly respected 5,000 watt full-time AM-FM radio station has a career opportunity for an aggressive salesman. Good money if you produce. Send resume and photo to Lewis Edge, WEAU, P.O. Box 540, Plattsburgh, N.Y. 12901.

Marvelous opportunity at modern country/western station, St. Louis area. Write Larry Wade, WGNU, Granite City, Ill.

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.

Small market east coast first phone announcer, some sales. Tape, photo, resume. Box D-264, BROADCASTING.

Announcers continued

Top 40 personality with 1st class ticket. Must know today's trends in singles and albums. Very little engineering required. Insurance, profit sharing, vacations. Good salary. Excellent opportunity. Box E-109, BROADCASTING.

DJ and/or newsman, 1st class ticket, up tempo MOR, major New England market, salary open depending on quality and experience. Rush tape and resume. Box E-119, BROADCASTING.

New Jersey MOR seeks experienced announcer who can write local news. Salary commensurate with ability. Send tape, resume to Box E-130, BROADCASTING.

Equal opportunity employer—number 1 station in a quarter of a million market needs first phone jock, male or female, for midnight to 6 A.M. shift, top 40 format. Send tape, resume and references to Box E-194, BROADCASTING.

Summer announcer with 1st class ticket. June thru September. For top 40 station. Send tape and resume to Box E-199, BROADCASTING.

Is there an ambitious, dedicated first phone top 40 jock who'd like to join one of the midwest's top rated medium market stations? We offer top pay and fringe benefits. We're also in the market for a top-rated newsman to join our expanding news team. Send photo, tape and resume to Box E-214, BROADCASTING.

Immediate opening, top wages to experienced top announcer. Send tape, picture and resume to Box 1300, KOLY, Mobridge, So. Dakota.

Phoenix, Arizona is America's most beautiful city and KOY, Arizona's number 1 station is looking for a good voiced top 40 or up-tempo MOR jock for the allnight show. We are number 1 in one of the Nation's fastest growing cities (one million market). We offer top pay, stability, 3-week vacation, free life insurance, free medical insurance, and the finest profit sharing plan in broadcasting. All talented jocks considered. Send tape and resume to: Jim Heath, KOY, Phoenix, 85004.

Houston is America's sixth largest city and KTHT, Houston is on a talent hunt. We are an aggressive, contemporary, MOR station (one of the nation's finest facilities). You qualify if you have a good voice, something to say (briefly), and enthusiasm, top 40 or contemporary MOR experience necessary. Excellent salary and many company benefits. Housing in an action city—you can get here by sending a tape and resume to Nat Stevens, KTHT, 2100 Travis, Houston 77002 (all tapes will be heard).

Los Angeles area. Country KWOW with a pro who can move a morning show with humour. Send resume, references and aircheck to Arlin Miller, KWOW Radio, Pomona, Calif. 91766.

Wisconsin MOR AM/FM in Milwaukee area needs midwest background announcer with mature voice, 1-3 years experience. WBKV, West Bend, Wisconsin.

Top caliber, experienced and mature minded afternoon man. Salary open. MOR music and strong news. Must know this type music. WGST Radio, P.O. Box 7888, Atlanta, Georgia 30309. An equal opportunity employer.

Immediate opening—modern country station. First phone, no maintenance. Send tape and resume to: Charles Doll, WISZ, P.O. Box 159, Glen Burnie, Md. 21061.

Immediate opening for announcer with ability to handle some newscasting. Play-by-play high school sports also available. Long established fulltime station with advancement opportunities. WLAC, Drawer 1429, LaGrange, Georgia 30240.

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.

Michigan 5kw MOR daytimer has immediate opening for experienced first phone announcer. Salary to fit ability, hospitalization, vacation plan. WTHM Lapeer in the heart of summer-winter wonderland. 313-664-8555.

Announcers continued

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.

Metro Detroit station needs first class airman with a first ticket immediately. Send tape, resume, salary requirements to Bruce Rogers, Box 2069, Livonia, Mich. 48151.

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.

Combination directional AM and full power stereo FM in Northeast needs transmitter technician. Opportunity for beginner with 1st class ticket to learn all aspects of radio engineering. Send information and salary requirements to Box E-19, BROADCASTING.

First class engineer wanted for low pressure, north-east, 1kw operation. Totally adult working atmosphere. Please apply only if confident you can handle all normal broadcast engineering problems. Box E-134, BROADCASTING.

Top Chicago FM station needs (2) engineers with 1st class ticket. Experienced men only. Salary open and based on ability. Box E-207, BROADCASTING.

Wanted—Experienced radio chief engineer/announcer for MOR format. Combo scale starts at \$9360. Engineer only from \$7280.00. Announcer only from \$7280.00. Send full particulars to Scott Ellis, KVOZ, Laredo.

Experienced engineers needed for Ohio radio station. Monday through Friday. No weekends. Modern equipment. Send resume to Gary W. Hagerich, General Manager, WCNW Radio, Fairfield, Ohio 45014.

Need experienced chief for well-equipped fulltime local, with FM. No announcing involved. Studios and transmitters in downtown area—no daily travel involved. Town of 25,000 near Atlanta. WLAC, Drawer 1429, LaGrange, Georgia 30240.

Jackson, Miss. 50kw directional has opening for first class ticket holder. Maintenance experience not necessary, no announcing required. Contact Bill Gabbert, chief engineer, WOKJ Radio, 601-866-2292.

50,000 Watt FM has opening for experienced chief transmitter engineer. Starting salary commensurate with ability and experience. Write or call R. Victor, General Manager, WXFMM, 333 North Michigan, Chicago. Phone 312-943-7474.

A.B.C. Radio Network, New York needs immediately available tape editors with tight board experience. First phone preferred. Contact Harry Curtis—212-LT 1-7777.

Chief engineer AM/FM Princeton-Trenton, N. J., midway N. Y.-Philadelphia. 5,000 watt full-time DA-2, 50,000 horizontal-vertical stereo, SCA. 4 man engineering staff, excellent growth opportunity, benefits, no air work. Call Dan Shields, 609-924-3600. Immediate opening. Salary open.

NEWS

Fulltime station in college community, N.C. needs experienced man for sports, news, some regular board work. Good opportunity. Write Box E-89, BROADCASTING.

Major Eastern market NFL franchise broadcaster wants to hire radio play-by-play pro. The team and the market demand the very best. Top money. Fantastic shot for the right guy to own an identification with the best in the game. Box E-217, BROADCASTING.

10 kw news oriented station wants permanent newsman. Experience less important than interest and drive. Prefer mid-westerner. Moderate starting salary with your performance controlling advancement and merit increases. Rush audition tape or phone Don Blythe, KOAM Radio, Box F, Pittsburg, Kansas.

Help Wanted

News

continued

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 Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

Programming, Production, Others

Need Ratings? Continental Consultants. Box E-123, BROADCASTING.

Need Demographics? Continental Consultants. Box E-124, BROADCASTING.

Growing chain looking for announcer strong on production to fill program director position at the flagship station in Dallas. KIXL. Send tapes, resumes, pictures to Rob Edwards, National Program Director, Strauss Broadcasting, 1401 S. Akard, Dallas, 75215.

Situations Wanted Management

As general manager can give you profitable station and one of which you can be proud. Good record. Small to medium market. Midwest or southwest. Write Box E-168, BROADCASTING.

General manager: 27 continuous years radio. 45 years old. Married. Eight years management, including six in ovp station, which sold recently for solid profit. My A's and L's are yours to examine. Interested in small or medium market, because I know them best. Have money to invest if you desire. Sales oriented. . . . promotion expert. . . . thoroughly acquainted with F.C.C. regulations. Experience, education, personal background all pass examination. Money is not chief consideration. Midwest only please. Box E-185, BROADCASTING.

Former station owner, over 20 years management, experienced all phases radio including planning, construction, staffing new AMs & FMs. Sales oriented. First phone. Go anywhere. Want job GM small or medium market, or equipment sales. Mature family man, no problems. Box E-193, BROADCASTING.

Will manage small southwest radio station or take job as television newscaster. Box E-205, BROADCASTING.

William Shaw, general manager, experienced in all phases, solid background, now available. Telephone 301-933-2350.

Situations Wanted

Sales

Mr. Manager: Fed up with the squirts who scoff at your adult presentations? Old Pro, 200 W. Romie, Salinas, California.

Announcers

Personality, first phone. Looking for top 40 or FM rocker. Box D-249, BROADCASTING.

Beginner. Trained, but no experience. Determined and eager. Third endorsed. Can run tight board. Box E-13, BROADCASTING.

"David Frost Type" announcer, disc jockey, newscaster (English citizen), professionally trained in New York, bright, charming, intelligent performer. Box E-20, BROADCASTING.

Top 40 personality, heavy voice, solid production, tight board, strong news. Third, married. Prefer East Coast. Consider all. Box E-79, BROADCASTING.

Married announcer. 28, experienced, willing, eager to learn. Resume and references upon request. Box E-107, BROADCASTING.

Experienced announcer for fine arts station. M.A. degree in German. Box E-171, BROADCASTING.

Announcer-Newswriter, prod., 3rd endorsed. Family man ready to move up. Phone areas 805-408-209 preferred. Box E-190, BROADCASTING.

Professionally trained female announcer. Specialty: continuity writing. Good worker, will relocate. Three years musical background. Box E-192, BROADCASTING.

DJ, tight board, good news, commercials. 3rd phone. Box E-195, BROADCASTING.

Situations Wanted

Announcers

continued

Available immediately, radar endorsed first phone, modified English accent. Mature, personable, presentable as well as reliable. Recent Don Martin Graduate. Rock-MOR-Contemporary, news and talk shows. Resume and tape available on request. Box E-196, BROADCASTING.

First phone announcer-program director, sales manager, etc. Box E-197, BROADCASTING.

Versatile radio personality, strong on news—easy going on the music. No screamer. Will accept summer replacement. Will relocate. 3rd ticket. Box E-200, BROADCASTING.

Your next announcer: First phone, ambitious, experienced. . . . all phases/formats. Now news director. D.C., Maryland or Virginia. Box E-202, BROADCASTING.

Top 40 uptempo jock. Great with teens. 4 years experience. College, military complete. . . . third. Box E-204, BROADCASTING.

Creative personality, top 40, one year's experience, 3rd endorsed, Broadcasting School graduate, married, draft exempt. Box E-211, BROADCASTING.

Veteran announcer. 15 years radio—1st ticket. Dependable, co-operative, good habits. Want permanent job with MOR station. Smith, 712-758-3122. Box E-212, BROADCASTING.

3 years experience wants top 40 hard rocker, prefer afternoon or early evening, third endorsed. Box E-213, BROADCASTING.

Strong potential stylist, for announcer DJ or newscaster, vet, married, will travel, minimum experience, very adept. Quick to learn. Box E-215, BROADCASTING.

MOR, soul, jazz, news, sales, announcing/Deejay. Young, gifted and Black. Community minded. Broadcast school graduate. Need the first break. Good production work, tight board, draft exempt, married. Willing to relocate. Would be an asset to your organization. Third endorsed. Box E-216, BROADCASTING.

MOR, country. Announcer/newsman. Permanent. Tight board. East. Box E-218, BROADCASTING.

College grad; any format, third endorsed. Some commercial experience. Reply Box E-219, BROADCASTING.

The loud bird with the golden tale, sweet Johnnie MacKay Scanlan, will be ready to enter radio through the back door in Aug. Will your station be ready? For what Sweet John? Just keep an eye on this column, bub. Box E-220, BROADCASTING.

Sincere, warm announcer. Family man wants to settle. Box E-222, BROADCASTING.

Sports director. . . . young, dynamic seeks bigger market. Mid-American Conference-high school football, basketball, baseball experience. Tight jock, strong production, extensive sales. Must have play-by-play. Bachelors-Masters Degree. Currently program-sports director. Looking for fall. Box E-223, BROADCASTING.

Available. . . . experienced announcer, copywriter and production. Box E-228, BROADCASTING.

Western Ontario, Lower Michigan and Detroit. . . . Disc jockey, copywriter, production man seeks right position. Good voiced and experienced. Box E-229, BROADCASTING.

Announcer with radio and TV experience is looking for position on east coast. Box E-235, BROADCASTING.

First class license, announcer school training, college background. Former musician with combos and bands. 4 1/2 months experience as D.J., newscaster, available immediately. Tape, resume on request. Box E-237, BROADCASTING.

Professionally trained announcer. Some college. E-mceed talent shows. Will relocate. Box E-238, BROADCASTING.

Top twenty market number one rated MOR afternoon drive. Available now. 513-825-5472.

1st phone, talented, humorous announcer with 6 months experience wants to express himself on a top 40 station in Texas, Louisiana. Jim Pennell, 713-462-1375.

Mature broadcaster, 15 years all formats, authoritative news. Brown's graduate, third endorsed, references. start immediately. 406-252-3956.

Announcers

continued

Black DJ/announcer/news/sales, broadcast school graduate, some experience, very entertaining, third endorsed. Musical background, college, veteran, dependable, no drifter. Available immediately. Will relocate anywhere. Call 312-225-4039, mornings or write Ed Robinson, 500 E. 33rd St. 1708, Chicago, Ill. 60616.

Female radio personality, accurate newscaster, versatile deejay, creative writer, warm voice. Tight production, combo board, air check and resume on request. Will relocate. Jia Kikai, 40 w. 72nd St. Apt. 166A, N.Y.C. 23, N.Y.

Progressive rock, blues, jazz. Been doin it for five years. One year jazz in San Francisco. Money or location no problem. If you're musically enlightened please write. Steve Garner, 1456 Clayton, San Francisco, California 94114.

26, 3 years exp. Rocker or CGW. Looking for medium market but will consider small market if you're good with no hang-ups. 3rd endorsed. Box 276, Oracle, Arizona.

1st phone, very tight announcer. Experienced in rock and up-tempo MOR. Write c/o Occupant, 470 Fourth Ave. Apt. 16, Chula/Vista (San Diego) California 92010

Young, experienced announcer seeks radio position. Draft exempt. Mike Johnston, 330 Elm Avenue, Woodlynne, New Jersey. 609-962-8452.

Baseball is my game. Lange's the name. Play-by-play position wanted. Degree, experience, and enthusiasm. Call today, Mike Lange (916)-446-2219, or 2322 C St., Sacramento, Calif. 95816.

1st phone, top 40 jock, experienced, tight board, etc. Draft free, getting married in Aug—available Sept. Call Dave (312) 446-4497.

Technical

Combo 1st phone and telegraph with experience all power wants something in Southeast only, directional or non directional, some announcing preferred. Box E-102, BROADCASTING.

Chief engineer/announcer wanting to relocate. . . . six years experience. . . . prefer country or MOR formats. Hilly and wooded areas. Box E-120, BROADCASTING.

Retired soldier, first phone, experience TV studio and small AM-FM chief. Southeast preferred. Available now. Call 205-786-3323 or write Box E-210, BROADCASTING.

20 years engineering know-how. Chief maintenance or supervisor. Available immediately. C. L. Sweet, 2825 NW 13th, Oklahoma City, Okla. 73112.

News

News director, small station, college graduate for challenging news assignment. Box E-106, BROADCASTING.

News-digger-writer-and reporter, available in June. Four years experience, including top ten major market, presently news director of Ohio medium market regional, serving top 10 metro. . . . 26 years old, married, one child, stable. . . . Established community minded stations, offering security and five figure salary only. Box E-201, BROADCASTING.

32 year old school principal turned announcer, experienced, first phone. Box E-226, BROADCASTING.

Suburban Washington, D.C. newsman seeks change. Award winner and hard worker. Good references. Box E-227, 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.

Newsman, first phone. Married, 25, military completed. Will relocate. Lee Steese. 213-243-6964.

Programming, Production, Others

Male copywriter wishes relocate Connecticut. Request resume, samples. 203-658-6196 or Box D-250, BROADCASTING.

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.

Programing, Production, Others

continued

Talk show personality. Low keyed. Own show 3 years 50kw. Background announcing. Steady and reliable. Available immediately. Consider summer replacement. (703) 428-7025, ext. 309 or Box E-99, BROADCASTING.

Talented major market rock jock with background in programing wants medium market PD post. First phone. Box E-126, BROADCASTING.

Progressive? Underground? Not any more. Album rock is today's popular music. Experienced PD, offers sensible format tailored to "psychographically young." Major market FMs write Box E-170, BROADCASTING.

Twelve years of solid radio experience in programing management, production and sales. Ambitious man with seven years on morning show. MOR, RGR, CGW, AM & FM experience. Very small to metro market background. Desire challenge and possible investment in future. Box E-182, BROADCASTING.

Program director . . . 15 years experience in all details of radio operations, administration, FCC, sales, air talent. Looking for final move to solid company for programing and management opportunity. Family man, currently program director of major MOR station, desires to relocate in east or south. Box E-184, BROADCASTING.

Young man, 26, radio and television degree seeks production work. Five years experience. Previously associated with nationally-syndicated variety show. Box E-224, BROADCASTING.

Sports minded station looking for same in employee. One year experience, 23, married, all sports. Working hard to be best in the business. Box E-230, BROADCASTING.

Television Help Wanted

Management

Network affiliated UHF with modern facilities, complete color capability, a good staff, and a fine market. The missing ingredient: a manager who can sell and direct selling and at the same time keep the lid on expenses. Are you the man? Write box E-188, BROADCASTING.

Sales

Top 20 VHF network affiliate needs young aggressive salesman. Excellent opportunity. Box E-203, BROADCASTING.

Salesman for commercial videotape production house in middle Atlantic area. Send resume. Box E-208, BROADCASTING.

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.

Immediate opening for two 1st phones. New television station in beautiful, scenic Northern Arizona. Clean air, healthful climate, skiing, fishing, hunting, University town. Salary open but not interested in those who live by bread alone. Get out of the rat race and live again. Box E-180, 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.

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.

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., Paterson, New Jersey 07503 or call (201) 345-0041. An equal opportunity employer.

Transmitter engineer; to operate RCA TT-25-E for growing ITV, PTV operation. Well equipped station includes color, mobile equipment. ITF channels, translators, network operation and maintenance experience, plus 1st class FCC license required. Salary range \$742-\$902. Send resume of training and experience by May 28, 1970, to Clark County School District, Classified Personnel Department, 2832 East Flamingo Road, Las Vegas, Nevada 89109.

Technical continued

Immediate opening for several experienced TV studio maintenance engineers. Grow with expanding southeastern VHF station. Excellent benefits. Box E-128, BROADCASTING.

Overseas opportunity—Require for late 1970 employment television engineers as advisors to a foreign government. Work is directly for Middle Eastern Government. Prime responsibility is supervising activities of operations contractor and facility planning. Successful applicants will be employed in each of the following categories; studio, microwave, transmitter and antenna, maintenance and parts and supply procurement. Highest salary paid for qualified engineers. Liberal vacation policy and other benefits. One year minimum contract with renewal option. Send complete resume to Chief, Construction-Operations Division, US Army Engineer Division, Mediterranean, APO New York 09019.

NEWS

Eastern Pa. TV-Radio station seeks experienced newsmen. Good opportunity, all benefits. Send resume tape and photograph to: General manager, WDAU-TV/WGBI Radio, Scranton, Pa. 18509.

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.

Producer-director for Midwestern Award Winning public television station to start July 1, 1970. Must have television and film production background and be capable in studio and remote assignments. Salary to \$9300 with a twelve month contract depending on experience. Masters degree necessary. University fringe benefits. No teaching. Send letter and resume or requests for additional information to: Gregory K. Schubert, WBCU-TV, Bowling Green State University, Bowling Green, Ohio 43402.

Producer/director experienced in switching fast paced news block. Send resume and salary requirements to production manager, W-TEN-TV, P.O. Box 10, Albany, New York, or phone area code 518-436-4841.

Experienced still and 16 mm photographer, preferably with MA degree to teach photography at major southwest university. R. L. Sellmeyer, 2326-55, Lubbock, Texas 79412.

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.

Young professional executive who can cut costs and improve quality. Experience keyed to efficient operations, saleable programing and creative production. Box E-125, BROADCASTING.

Aggressive general manager strong on local and national sales. An up through the ranks professional with extensive experience in programing, film buying, promotion, production, and on-camera. College degree. Excellent industry references. Box E-144, BROADCASTING.

Program and operations manager with general manager potential. 17 years experience all phases. Now at top-rated independent, top 25 market. Looking for solidly financed U or V. Box E-191, BROADCASTING.

Sales

Over 20 years experience in all phases of TV and radio. Interest-sales or management. Prefer Southwest medium market. Looking for progressive company. Permanent. Resume, photo and salary requirements on request. Write Box E-187, BROADCASTING.

Announcers

Kid's show host producer. Omnibus quality. Prefer southwest. Box E-183, BROADCASTING.

16 years on camera. Personality, commercials, proven audience appeal, adults & children. Entertainment is key. Looking for top market. Box E-198 BROADCASTING.

Announcer with on-camera experience in TV news, weather and sports seeks a position on east coast. Box E-236, BROADCASTING.

Does anyone still need a pro? Fifteen years experience, news, weather, talk show, strong commercial man. Married, three children. Resume and VTR on request. Frank Starr, 5404 Sidney Road, Cincinnati, Ohio 45238. Phone (513) 922-0579.

Technical

N.Y.C. trained, FCC 1st class licensed technician available now. Will relocate. Prefer TV station. Box E-131, BROADCASTING.

Experienced engineering manager desires challenge. Sober, mature family man. 17 years AM-FM-TV, group operations. Can relocate mid-summer. Prefer West. Box E-136, BROADCASTING.

Chief engineer, experienced in AM, FM, VHF, UHF and color, available July 1. Box E-177, BROADCASTING.

Engineer, BSEE, P.E., 15 years experience in military R&D with 6 years as engineering manager. Broad communications background including CATV and microwave systems. Desire responsible systems engineering position in CATV or related field. Box E-181, BROADCASTING.

First phone, female, transmitter watch, VTR's and operational engineer nine years. ETV or commercial. Box E-186, BROADCASTING.

NEWS

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.

Network quality. Sports, weather, director, talk show. Major markets only. Box E-157, BROADCASTING.

Newsfilm, studio cameraman, still and photo journalism experience, trade school, college training. Presently employed by major radio news organization. Will relocate for permanent position, salary negotiable. Available on two weeks notice. Box E-178, BROADCASTING.

Young, experienced pro, currently anchoring small market newscast, looking for weekend anchor position in larger market. Box E-189, BROADCASTING.

TV news director, promoted upstairs, seeks return to news, his real love. Delivers action, results to station where news counts, Box E-239, BROADCASTING.

Former NBC staff cameraman in Vietnam seeks position in news or documentary field. John Coates, 703--22nd St., Santa Monica, Calif. 90402.

News director-anchorman available June 1. Degree in Communication Arts. Ten years in television and radio news as anchor-editor-reporter. Resume and SOF on request. 802-485-7483.

Programing, Production, Others

Operations manager/production director-ETV or commercial. B.S., TV production. First phone. One year commercial maintenance experience. Under 30, married, veteran. Available June 15th. Resume and reference upon request. Box E-152, BROADCASTING.

Young enthusiastic director with experience seeking staff or senior producer-director position. B.S. degree in broadcasting from major Midwestern university. Well versed in all phases of tele-production. Family man; military completed. Salary requirements open, resume and samples of work available on request. Box E-154, BROADCASTING.

Producer/director. Experienced all phases TV/film production; Master's. Seeks creative position with active TV facility. Resume and reel available. Will relocate. Box E-209, BROADCASTING.

Writer/producer. Quality professional, ten years experience, television and commercial film. Documentaries, public affairs, children's. Box E-221, BROADCASTING.

Attention, wanted: One job in audio either mobile TV production or studio. Have 1st. Military over. 5 yr. Exp. just returned from USS two Jima, Apollo 13 recovery ship. Salary open. Contact Box E-231, BROADCASTING.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Stereo generator for Gates FM-IC transmitter, WVTL, Monticello, Indiana. Box E-179, BROADCASTING.

FOR SALE Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

FOR SALE—Equipment

continued

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.

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. Box 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.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

For Sale: GR 1606A RF Bridge \$525.00. Box E-206, BROADCASTING.

Eastman 285 like new (50 hours) 16mm television projector with magnetic sound, flywheel accelerator, automatic lamp changer, reverse kit, 3 1/2" lens—\$7,500.00. General electric TV-110 remote served light control, never used—\$1,000.00. Dynair TX-4A television modulator, Channel 3, like new—\$600.00. Ambassador College TV 300 W. Green Street, Pasadena, Calif. 91105, phone (213) 577-5400.

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.

Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, n.c., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

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 IRS 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. Eugene Bernard. The Secretary General of the IRS will be flying to New York from Europe in mid-May to make final selections and arrange transfer to the Secretariat in Holland.

"1970 Test Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven, \$5.00. Command Productions, 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.

Current Comedy—60-65 original, topical one-liners, each issue, twice a month, for entertainers, deejays, broadcasters. Send for free sample: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

Coverage maps—attractive, effective, copyright-free, including art, trade composition, reliable market facts. For samples and costs write Ed Felker, Box 141, Ambler, Pa. 19002.

Be the funniest in your market! Check or M.O. for \$3.50 get you this month's hilariously heavy, jam-packed issue. Contemporary Comedy, 726 Chestnut St., Suite B, Philadelphia, Pa. 19106.

Computerized FM frequency search. Engineering Associates, Inc., Post Office Box 510, Versailles, Kentucky 40383. Telephone: 606-873-8311.

43—Professional one liner jingles, five voices. Promos banks, autcs. sales. \$29.95. Broadcasters, 4125 Crain, Memphis, 38128.

3.00 buys 25 pages of the best one liners! Send 3.00 to Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

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.

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 206-622-2021.

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(Continued from page 75)

Sallisaw 74955. Estimated construction cost \$18,317; first-year operating cost \$1,500; revenue \$1,000. Principals: Wheeler Mayo, president (51%), W. R. McDaniel, executive vice president (24.6%), Gerald R. McDaniel, vice president (24%), and Doyce McDaniel, secretary-treasurer (.4%). Mr. Mayo owns Sequoyah County (Sallisaw, Okla.) Times and farm. Principals own respective interests in KRBB(AM) Sallisaw. Ann. April 27.

■ Georgetown, Tex.—Georgetown Broadcasting Co. Seeks 96.7 mc, 2.99 kw. Ant. height above average terrain 290 ft. P.O. address Box 100, Georgetown 78626. Estimated construction cost \$20,822; first-year operating cost \$12,000; revenue \$39,400. Principal: Don Scarbrough, sole owner. Mr. Scarbrough owns KGTN(AM) Georgetown and Williamson County Sun and 50% of Cameron (both Texas) Herald. Ann. May 4.

■ Orange, Va.—WJMA Inc. Broadcast Bureau granted 96.7 mc, 3 kw. Ant. height above average terrain 170 ft. P.O. address Box 27L, Orange 22960. Estimated construction cost \$16,742; first-year operating cost \$5,000; revenue none. Principals: Archibald C. Harrison Jr., president-secretary (22.5%), and Henry Bower, vice president-treasurer (77.5%). Principals hold respective interests in WJMA(AM) Orange. Action April 20.

■ Sun Prairie, Wis.—Sun Broadcasting Inc. Seeks 92.1 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address Route 1, Sun Prairie 53590. Estimated construction cost \$36,012; first-year operating cost \$42,790; revenue \$54,000. Principals: Garvin Cremer, president, Mel Andre, vice president, and Carl J. Tuter, secretary-treasurer (each 33%). Mr. Cremer is controlling stockholder of mail-order cheese business. Messrs. Andre and Tuter own 30% and 40%, respectively, of CP for new AM at Appleton, Wis. Mr. Tuter owns 20% of WBOO(AM) Baraboo. Wis. Ann. April 30.

Final actions

■ Pueblo, Colo.—Southern Colorado State College. Broadcast Bureau granted 90.5 mc, 10 w. Ant. height above average terrain 113 ft. P.O. address 900 West Orman, Pueblo 81005. Estimated construction cost \$950; first-year operating cost \$500; revenue none. Principals: J. Victor Hooper, president, et al. Action May 5.

■ Roseburg, Ore.—WRR Inc. Broadcast Bureau granted 103.1 mc, 2.7 kw. Ant. height above average terrain minus 218 ft. P.O. address: 837 Southeast Watson Street, Roseburg 97470. Estimated construction cost \$27,387; first-year operating cost \$24,588; revenue \$30,000. Principals: John Thomas Worden, president (31.25%), Charles A. (secretary-treasurer) and Allen L. Ricketts (each 12.50%). Robert Reece, vice president (12.50%) and Ricketts Music Inc. (31.25%). Messrs. Charles and Allen Ricketts and Reece own 67.12%, 12.76% and 10%, respectively, of Ricketts Music. Mr. Worden is employe of Ricketts Music. Mr. Reece is employe of Rosenberg Theatres Inc. Action May 5.

Actions on motions

■ Chief, Broadcast Bureau, on request of James R. Ravenscraft, extended to May 25 time to file replies to opposition of WIBX Inc., permittee of WIBQ-FM Utica, N.Y., in matter of amendment of FM table of assignment (Hamilton, N.Y.) Action May 4

■ Hearing Examiner Thomas H. Donahue in Las Vegas (James B. Francis and Quality Broadcasting Corp.), FM proceeding, continued hearing to July 1, 1970 (Docs. 18437-8). Action May 4.

■ Hearing Examiner Thomas H. Donahue in Athens, Tenn. (Athens Broadcasting Inc. and 3 J's Broadcasting Co.), FM proceeding, scheduled hearing for May 18 (Docs. 17617-8). Action May 5.

■ Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.), FM proceeding, cancelled present procedural dates; scheduled July 9 for exchange of exhibits, July 16 for notification of witnesses and July 21 for hearing (Doc. 18529). Action May 1.

■ 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 June 22 (Docs. 18308 and 18793). Action May 5.

■ Hearing Examiner Herbert Sharfman in Grenada, Miss. (Grenada Broadcasting Inc.

and Pemberton Broadcasting Inc.), FM proceeding, extended to July 7 time for furnishing of proposed direct case exhibits and lists of witnesses, to July 14 time for receipt of notification of witnesses for cross-examination and to July 27 hearing (Docs. 18735-6). Action May 5.

Other actions

■ Washington—FCC dismissed application by National Education Foundation Inc. for review of review board order in comparative FM proceeding between NEF and Pacifica Foundation for authority to construct non-commercial FM on ch. 207 (Docs. 18634, 18635). Action May 6.

■ Anderson, Ind.—FCC denied request by WHUT Broadcasting Inc. for waiver of minimum mileage separations between co-channel and adjacent-channel stations on commercial channels and power and antenna height requirements and WHUT's amendment to change trans. site and facilities for proposed FM returned. Action May 6.

■ Review board in Grenada, Miss., FM proceeding, Docs. 18735-36, granted petition for leave to amend, filed March 13 by Pemberton Broadcasting Inc.; denied motion to enlarge issues, filed Dec. 5, 1969, by Grenada Broadcasting Inc.; granted joint petition for approval of agreement, filed March 13 by Grenada Broadcasting Inc. and Pemberton Broadcasting Inc., agreement approved, application of Grenada dismissed with prejudice, application of Pemberton granted and proceeding terminated. Action May 6.

■ Hendersonville, Tenn.—FCC notified that initial decision, released March 17 proposing grant of application of Hendersonville Broadcasting Corp. for new Class A FM at Hendersonville on 92.1 mc, ERP 3 kw and ant. height of 300 ft., became effective May 6 (Doc. 18518). Ann. May 11.

Rulemaking petitions

■ KFIV Modesto, Calif.—Requests rulemaking to allocate ch. 272A to Modesto, Calif. Ann. May 8.

■ KPAR Albuquerque, N.M.—Requests rulemaking to amend FM table of assignments to assign Class B ch. 278 to Albuquerque. Ann. May 8.

Call letter applications

■ Miami Bible College Inc., Miami, Requests *WMCU(FM).

■ Andrews Broadcasting Corp., Berrien Springs, Mich. Requests *WAUS-FM.

■ Helena Vocational Tech. Center, Helena, Mont. Requests *KHTC(FM).

■ University of Oklahoma, Norman, Okla. Requests KGOU(FM).

Call letter actions

■ Glendale Broadcasting Corp., Glendale, Ariz. Granted KXTCFM).

■ Yuma Union High School District, Yuma, Ariz. Granted *KOFA(FM).

■ Assurance Science Foundation, Cupertino, Calif. Granted *KKUP(FM).

■ Morristown Board of Education, Morristown, N.J. Granted *WJSV(FM).

■ Northern State College, Aberdeen, S. D. Granted *KASD(FM).

■ Humphreys County Broadcasting Co., Waverly, Tenn. Granted WVRV(FM).

■ Triple H Radio Inc., Mineral Wells, Tex. Granted KMWT(FM).

Existing FM stations

Applications

■ WBET-FM Brockton, Mass.—Seeks CP to operate trans. by remote control from studio location 60 Main St., studio a, second floor, Brockton, Mass. Ann. May 8.

■ KEBC(FM) Oklahoma City—Seeks CP to operate trans. by remote control from 830 S.W. 31st., Oklahoma City. Ann. May 8.

Final actions

■ WDJC(FM) Birmingham, Ala.—Broadcast Bureau granted CP to change trans. location on Red Mountain, 1 mile south of Birmingham; studio location to be determined, Birmingham; operate by remote control from proposed studio location; change type trans. and ant.; make changes in ant. sys-

tem; ERP 90 kw horiz., 30 kw vert.; ant. height 540 ft. Action May 5.

■ WJLN(FM) Birmingham, Ala.—Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 640 ft. Action May 6.

■ KFIG(FM) Fresno, Calif.—Broadcast Bureau granted mod. of CP to change trans. and studio location; Del Webb Center 2220 Tulare, Fresno, Calif.; operate by remote control from proposed trans.-studio location; change type ant.; make changes in ant. system; ERP 50 kw; ant. height 310 ft. Action May 6.

■ *KEBS-FM San Diego—Broadcast Bureau granted CP to install new trans. and ant.; remote control permitted. Action May 6.

■ KVFM(FM) San Fernando, Calif.—Broadcast Bureau granted mod. of license covering change in name of licensee to Spectra Properties Inc. Action May 5.

■ WQIK-FM Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to July 15. Action May 5.

■ WFTG-FM London, Kent.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 28. Action May 5.

■ *WLTI(FM) Lowell, Mass.—Broadcast Bureau granted CP to change trans. and studio location to Alumni Memorial Library, Lowell; change type trans. and ant.; make changes in ant. system; ERP 1.70 kw; ant. height 39 ft.; condition. Action May 5.

■ WABX(FM) Detroit — Broadcast Bureau granted CP to install ant.; remote control permitted. Action May 5.

■ FCC Informed Island Teleradio Service Inc. that waiver of one-to-a-market rule will not be granted for assignment of combination of unlicensed AM and FM when there exist two independent FM's in same market. Commission directed Island Teleradio to dismiss FM assignment application and surrender permit for operation of WBNB-FM Charlotte Amalie on 97.9 mc. Action May 6.

Call letter action

■ WGAR-FM, Nationwide Communications Inc., Cleveland. Granted WNCR(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-responding auxiliaries: KWJJ Portland, Ore.; WGRI Griffin, Ga.; WHAG-FM Halfway, Md.; WJEM Valdosta, Ga.; WKBM-TV Caguas, P.R.; WKLN(FM) Cullman, Ala.; WMLT Dublin, Ga.; WMUU-AM-FM Greenville, S.C.; WPEX-FM Pensacola, Fla.; WTGA Thomaston, Ga.; WTQX Selma, Ala.; WWRH(FM) Columbus, Ga.; WYCL York, S.C.; KAOH Duluth, Minn. Actions May 7.

Other actions, all services

■ FCC set oral argument for May 19 on its inquiry in preparation for World Administrative Radio Conference of the International Telecommunication Union on radio astronomy and space services (Doc. 18294). Conference is to be held June 1971 in Geneva, Switzerland. Action May 6.

■ FCC amended educational FM and TV rules covering sponsorship identification, acknowledgement of donations and frequency of such announcements. Under new rules, announcements of furnishing or producing of programs may be made no more than twice, at opening and at close, of any program. Action May 6.

Translator actions

■ Translator Sales & Service, Washington, Oregon, Idaho and Montana—Broadcast Bureau granted CP for new experimental translator on ch. 3 and/or ch. 79 and other channels that may be requested and approved. Action May 4.

■ Asheville, N.C.—FCC denied petition by WISE-TV, Inc. for reconsideration of grant Jan. 3 of CP to Spartan Radiocasting Co., licensee of WSPA-TV Spartanburg, S.C., for new 1 w. VHF translator to serve Asheville by rebroadcasting WSPA-TV; grant reaffirmed. Action May 6.

■ K70BM Hood River, Ore.—Broadcast Bureau granted license covering changes in UHF translator. Action May 4.

■ Acting Chief Hearing Examiner Jay A. Kyle in Williamsport, Pa. (WGAL Televi-

slon Inc. [W80AJJ], Translator proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled hearing conference for June 15 and hearing for July 13 (Doc. 18850). Action May 4.

■ K11JI Longfellow, Tex.—Broadcast Bureau granted license covering new VHF translator. Action May 4.

CATV

Final actions

■ San Diego—FCC modified decision and order released June 26, 1968, limiting distribution of Los Angeles TV signals by CATV systems in San Diego area to permit origination of advertising material by San Diego area CATV systems (Doc. 16786). Action May 6.

■ Pueblo, Colo.—FCC denied petition by Sangre de Cristo Broadcasting Corp., licensee of KOAA-TV Pueblo, Colo., and Pikes Peak Broadcasting Co., licensee of KRDO-TV Colorado Springs for reconsideration of action denying their objection to Pueblo TV Power Inc.'s proposed importation of five distant Denver TV signals into Pueblo; authorizing Pueblo TV Power to commence proposed CATV operation at Pueblo; granting Mountain Microwave Corp.'s application for CP to provide microwave service to proposed Pueblo system. Action May 6.

■ Manatee county, Fla.—FCC granted petition by General System companies—General Telephone and Electronics Corp., GT&E Communications Inc., General Telephone Co. of Florida—for stay, pending judicial review, of commissioner's decision released May 1 ordering General System companies to cease and desist from construction and operation of CATV systems in Bradenton and parts of Manatee county to allow the General System companies to continue service from trunk and distribution cable now in operation in unincorporated areas of Manatee county. In addition, drops to premises of new subscribers were permitted to be made from cable. Action May 8.

■ Galesburg, Ill.—FCC authorized Northwest Illinois TV Cable Inc., CATV system, to operate system at Knoxville, Ill., four miles from Galesburg, and to import distant TV signals under interim provisions of proposed new CATV rules Doc. 18397. Action May 6.

■ Massachusetts — FCC directed Berkshire Telecable CATV systems at Adams, North Adams and Williamstown, all Massachusetts, to show cause why it should not be ordered to cease and desist from further violations by failing to respond to requests for carriage by Springfield Television Broadcasting Corp., licensee of WWLP(TV) Springfield, Mass. Action May 6.

■ Madison, S.D.—FCC granted petition by Midcontinent Broadcasting Co., CATV operator, for waiver of hearing requirements of rules. Midcontinent has been authorized to carry signals of KCAU-TV Sioux City, Iowa; WTCN-TV Minneapolis; WTV(TV) Milwaukee and KWRN-TV Denver subject to outcome of Doc. 18110 (multiple ownership). Action May 6.

Ownership changes

Applications

■ WDIG(AM) Dothan, Ala.—Seeks assignment of license from Houston Broadcasters Inc. to WDIG Inc. for purpose of corporate reorganization. No consideration involved. Ann. May 8.

■ KPST(AM) Preston, Idaho.—Seeks transfer of control of Voice of the Rockies Inc. from Leo R. Hawkes and R. Leon Smith (each 29.5% before, none after) to Rulon Dunn (33.4% before, 52.3% after) and D. A. Nash Jr., (none before, 40% after). Consideration: \$17,686. Ann. May 5.

■ WTOW-AM-FM Towson, Md.—Seek assignment of license from WTOW Inc. to Robert W. Sudbrink for \$825,000. Sellers: William C. Hamilton, secretary, et al. Buyer: Robert W. Sudbrink, sole owner. Mr. Sudbrink owns WRIZ(AM) Coral Gables, Fla., KYED-FM Pasadena, Tex., WWPB-FM Miami, 85% KYND(AM) Burlington and 5% of WRMS(AM) Beardstown, both Illinois. Ann. May 1.

■ WVQM(FM) Huntington, W. Va.—Seeks assignment of license from Connie B. Gay to Connie B. Gay Broadcasting Co. of West Virginia for purpose of corporate reorganization. No consideration involved. Ann. May 8.

Actions

■ KNWA(FM) Fayetteville, Ark.—FCC granted transfer of control of Kessler Moun-

tain Broadcasting Co. from Mauplin Cummings and Harold R. Lindsey (as a group, 100% before, none after) to Television Communications Corp. (none before, 100% after). Consideration: Exchange of all (36,000) shares of stock of Kessler for 6,925 shares of Television Communications. Of the shares, 5,000 will go to Mr. Cummings and remainder to Mr. Lindsey. Principals: Alfred R. Stern, president (26.23%) et al. Television Communications is publicly-held company and is group CATV owner. Action May 6.

■ KLOV-AM-FM Loveland, Colo.—Broadcast Bureau granted assignment of license from Evergreen Enterprises Inc. to KLOV-AM-FM Inc. for \$172,500 plus noncompetition agreement for \$37,500. Sellers: William H. Green, president, et al. Buyers: Daryle W. Klassen, president (39%), Robert G. Langenwalter, vice president (60%), and Thais Marlene Klassen, secretary-treasurer (1%). Mr. Klassen owns residential rentals and is sales and programming executive for KFH-AM-FM Wichita, Kan. Mr. Langenwalter is president of Wichita State Bank, Wichita. Action April 30.

■ WNVY(AM) Pensacola, Fla.—Broadcast Bureau granted transfer of control of Pensacola Broadcasting Corp. from Atlantic States Industries Inc. (80% before, none after) to Cleve J. Brien (20% before, 100% after). Consideration: \$80,000. Principals: Mr. Brien is general manager of WNVY. Action May 6.

■ WPMB(AM) Vandalia, Ill.—Broadcast Bureau granted assignment of license from Peter Mark Broadcasting Co. to Clark Communications Corp. for \$150,000. Seller: H. A. Davis, sole owner. Buyers: Wayne H. Clark Sr., vice president. Neil F. Clark, president (each 28%). B. John Clark, secretary, and Wayne H. Clark Jr., treasurer (each 22%). Wayne H. Clark Sr. is self-employed farmer and employee of Illinois State Highway Department. Neil F. Clark is WPMB general manager and B. John Clark is salesman and announcer for WPMB. Wayne H. Clark Jr. is news director of WPMB and serves as consultant to Vandalia Cable TV Co. Action May 6.

■ WUSJ(AM) Lockport, N.Y.—FCC granted assignment of license from Lockport Union-Sun and Journal Inc. to Hall Communications Inc. for \$305,000. Sellers: Peter J. Corson, president, et al. Sellers own Lockport (N.Y.) Union-Sun Journal. Buyer: Robert M. Hall, sole owner. Mr. Hall owns WBVP-AM-FM Beaver Falls, Pa.; WMMW(AM) Meriden and WICH-AM-FM Norwich, both Connecticut, and WNBH-AM-FM New Bedford, Mass. Action May 6.

■ WACO-AM-FM-TV Waco, Tex.—FCC granted assignment of licenses and TV CP from WACO Broadcasting Corp. to WACO Radio Inc. for \$825,000. Seller: R. E. Lee Glasgow, president, sole owner. Buyers: McHenry Tichenor, chairman of board (57%), James Cullen Looney, vice president (21%), et al. Mr. Tichenor has interest in KGBT-AM-TV and KEIT-FM Harlingen. KUNO(AM) Corpus Christi, both Texas, and KIFN(AM) Phoenix. Mr. Looney has interest in those stations and is partner in Edinburg, Tex., law firm. Action May 6.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through May 12. 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*.

■ *Queensbury, N.Y.*—Normandy Broadcasting Corp. has been granted a 10-year franchise. The firm will pay the city a franchise fee of \$6,000 plus six percent of the gross annual revenues. Normandy offers subscribers 15 channels.

■ *Anderson, S.C.*—Anderson Cable Television Co. has been granted a franchise.

■ *Mt. Jackson, Va.*—Luray Trans-Video Cable Co., Luray, Va., has applied for a franchise. The firm will charge subscribers \$10 for installation and \$5 monthly and pay the city three percent of the gross annual revenues.

■ *Sanford, Fla.*—Two firms have applied for a franchise: Time-Life Inc., New York (multiple-CATV owner) and the Times-Mirror Corp., San Clemente, Calif. (multiple-CATV owner).

The nation's shirt-sleeve news directors would grab angry pens and grasp for printable words to defend their profession if someone tried to tell these stories:

A young woman bent on suicide had jumped from a downtown Pittsburgh building and landed on top of an automobile about the time the KDKA news director walked by. His first impulse was to rush to the station's studios and phone a news wire services to see if they had a full report on the incident.

Another story is about a less timorous news director who anchored the 11 p.m. TV newscast and safeguarded his stripes by hoarding the best action film shot of local events that day. The 6 p.m. news show would have to do with film of the news dregs: flag-raising and ribbon-cuttings.

Regardless of their believability, these are anecdotes Jim Snyder, vice president-news for the Post-Newsweek Stations, reels off to show how the news-gathering media have changed in the 16 years he's been associated with broadcast news.

As he recalls, news operations in the late 1940's, even at prestigious network-affiliated radio stations, were strictly rip-and-read with few reporters outside the studio pounding a beat. The late 1950's brought an increase in air time devoted to news (usually a 15-minute block early and late evenings on TV), but Mr. Snyder notes sound-on-film action footage was still fairly rare at the local-station level and thus jealously guarded by the news director who could get his hands on it. Since he usually earned his title because he was the station's top anchorman, the film was his for the asking—or taking.

Jim Snyder avers these were prevailing conditions when he was coming up in the news business. But, of course, times change as all-news operations, such as WTOP(AM) Washington under his stewardship, bear ample witness.

Overseeing an all-news station is a logical outgrowth of a long career in news administration, backed by sound reporting skills. According to a close associate, Jim Snyder is a "first-rate organizer" with "great sensitivity and patience." By most counts, he will need the latter quality in what must be his toughest challenge to date.

Jim Snyder joined Post-Newsweek because he felt that a "good all-news station was needed in Washington." But WTOP wasn't the first all-news outlet in town, and it adopted the news format in March 1969 after a brief year-and-a-half with a successful all-talk format.

As in most radical format changes, the audience has been slow in getting the message. The verdict is still incomplete on WTOP's probable success; however, each succeeding ratings book has brought larger average quarter-hour

The name of his game is news with guts

shares and come, particularly in afternoon drive time.

Jim Snyder's first exposure in broadcast news was as a "news editor" at KDKA(AM) Pittsburgh, where in the newsroom he was "just a guy they struck matches on." The station, then a long-time NBC affiliate, exemplified the "last of the golden days of network radio," he recalls, "with an old-fashioned news service of rip-and-read; they just didn't send guys out to cover the news."

Mr. Snyder returned to the station five years later, in 1954, as news director, after a "fund-raising" hiatus with Duquesne University. The news-gathering atmosphere had changed. With the urging of Dick Pack (now Westinghouse Broadcasting Co. senior vice president-programing), whom Mr. Snyder says "encouraged a strong, liberal news organization at Westinghouse," KDKA and other WBC properties experienced a

newly-found interest in news as a viable, integral element in radio formats. Mobile units and tape recorders for actualities were employed; news on the hour became a fixture.

Jim Snyder spent little time behind a desk because he was also a reporter during those years, covering such events as the investiture of Pope John XXIII and the return to presidential power of Charles deGaulle. He organized WBC coverage of the 1956 political campaigns and in 1957, during an interview show, he drew publicly, for the first time, from Massachusetts Senator John F. Kennedy the belief that a Catholic could become President.

By 1959 expanded news coverage among independent broadcasters was still comparatively rare. Mr. Snyder recalls that sales executives met with stony silence "terribly revolutionary talk about beefing up" 11 p.m. newscasts to half an hour. For that matter, the WBC Washington bureau was still a one-man "paper clip and gum operation."

When Mr. Snyder was named Washington bureau chief in 1959, he immediately set up direct broadcast lines with the WBC outlets, providing regular twice-a-day news feeds, and expanded bureau personnel by five. He also functioned as a reporter, covering the White House, President Eisenhower's 11-nation Asian tour and the 1960 presidential campaign. Mr. Snyder was WBC's anchorman for coverage of the 1960 and 1964 political conventions. And he anchored coverage of the 1963 Kennedy assassination with reports fed by WBC's Sid Davis, for several hours that day the sole broadcast pool reporter aboard Air Force One. Over a seven-year span, Mr. Snyder's positions included national news director, supervisor of overseas bureaus and news consultant to WBC radio-TV outlets.

Jim Snyder left Westinghouse in 1965 "to get more television experience at the network level." He joined CBS as Washington producer of the *CBS Morning News with Joseph Benti* and a year later became Washington producer of the Walter Cronkite evening counterpart. Much of his time was spent lobbying New York for precious air time for film footage of White House or Hill events. A "welcomed opportunity to get back into local news" led him to leave the security of CBS "despite a large mortgage and six kids."

The 70-man staff, 19½-hour all-news format of WTOP is a far cry from the rip-and-read KDKA days. But Jim Snyder notes other differences.

"There's a lot more guts now than there used to be in news," he says, "but we didn't need Spiro's reminder. Second guessing and agonizing over news coverage have always been going on at network and local levels. As far as I am concerned, we're always fair."

Week's Profile



James Lawrence Snyder — VP news, Post-Newsweek Stations; b. Oct. 18, 1924, Pittsburgh; served in U.S. Navy, 1943-1945; BA, Duquesne University, Pittsburgh; graduate work, University of Pittsburgh; news editor, KDKA(AM) Pittsburgh, 1947-1949; publicity director and faculty adviser for student publications, Duquesne, 1950-1954; news director, KDKA, 1954-1959; chief of Washington bureau, Westinghouse Broadcasting, 1959-1965; CBS producer, 1965-1969; executive news editor, WTOP(AM) Washington, 1969; present position, November 1969 to date; m. Anne Marie Rule of McKeesport, Pa., June 17, 1950; children — Mary Elizabeth, 18; Margaret Anne, 17; John Patrick, 14; James Ward, 13; Katherine Louise, 6; Owen 4.

Pressure point

There has been much talk, and no doubt there will be more, about breaking rate cards, not only in television and radio but in all media. It is the sort of thing—both the talk and the deed—that a tight economy promotes. What too many blindly fail to realize is that in no other kind of economy is rate-cutting more dangerous for sellers or, for that matter, apt to create more chaos for buyers.

Even in the best of times, some station, some newspaper somewhere fails to get its share of the boom. The beset owner responds by offering deals and, if he sweetens them enough, his competitors feel compelled to counter-offer, and then a local price war is underway.

That is bad enough. But in tighter times, when all elements of all media are under pressure, the rate-cutting, once started, will tend to spread beyond the local market. A rate-cut psychology can quickly sweep across the business and wheeling and dealing become rampant, cheapening the medium in quality as well as in price. Everybody loses. Even the user, though always glad to get a bargain, does not know whether he is getting the best one and therefore negotiates harder, driving prices lower and lower while confusion goes higher and higher.

There is, of course, a way to prevent all this: stop it before it starts or gets out of hand. This is a prescription that must be administered by broadcasters individually, but it loses effectiveness to the extent that it is not administered by all. Each broadcaster therefore should re-examine the value of his product and make sure his prices are right—adjusting them up or down if he finds them out of line—and then stick to the prices thus established. This is no substitute for aggressive salesmanship and promotion, but it is an essential part of both. There is no other way.

Hold your hats—again

Lingering doubts about what's ahead for the news media—particularly broadcasting—are being dispelled as the tempo of campaigning for the November off-year elections heats up.

Months ago there was the not so fuzzy notion that the Nixon administration, spearheaded by the Vice President, Spiro Agnew, was engaged in a campaign of intimidation. It now becomes increasingly clear that the attack against media is not purely partisan.

Last week prime time to the tune of about \$80,000 was pre-empted on NBC-TV by five Senators—three Democrats and two Republicans (albeit liberal ones)—as the "Amendment to End the War Committee," lobbying their audience to petition their elected representatives in Congress to end the Indo-Chinese conflict. Incidentally, they solicited funds to support their effort.

This constituted a departure in political action, but one based on the ancient formula of "free will" offerings. It is the kind of business that broadcasters could do without (and would if there were no inhibiting Section 315).

Last week also the news media reported that Vice President Agnew had taken another poke at the networks, charging they "manufactured news," playing up violence and confrontation to hold their audiences (see story this issue).

The dispatches read as if Mr. Agnew was making off-the-cuff observations about the unrest on the college campuses and coverage of other spot anti-war activities. Actually his views appeared in a signed article in TV Guide's issue of May 16. That magazine operates on an article deadline of

about five weeks, so the piece had been fabricated a considerable time before TV's coverage of the campus activities of last week or the week before.

It seems evident name-calling, with TV in the middle, is going to worsen as the November elections come closer.

Easy mark

Readers of this businessweekly learned last week that the House Appropriations Committee had completed its annual chore of reporting to the House its recommendations for funds for the independent offices and commissions. They learned that the committee magnanimously had recommended for the FCC a budget of nearly \$25 million—practically all it had asked for, while other agencies were cut in varying degrees.

And they learned that the committee commended the FCC alone for steps it had taken "to increase its filing fees and service charges to recover operating costs." This is the proposed rulemaking that would compel licensees—mainly broadcasters—to pay inordinately high fees for everything the FCC does for them and to them.

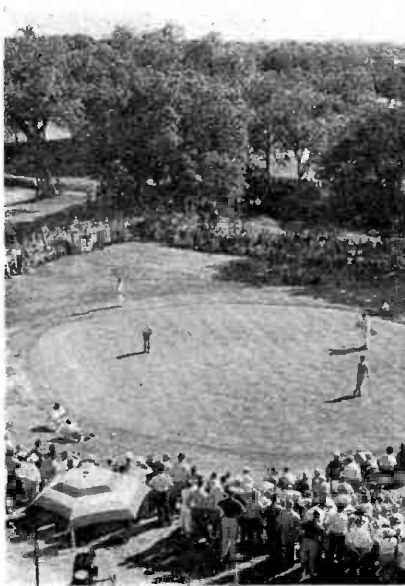
There are 23 separate agencies and commissions covered in the report. Not one other is cited for even a first step toward recouping its budget from users or licensees—not the power companies regulated by the Federal Power Commission, businesses under scrutiny of the Federal Trade Commission, or the stock exchanges or brokerage houses regulated by the Securities and Exchange Commission.

Then the committee staff adds insult to the injury that would result from discriminatory and even confiscatory taxation by mouthing such nonsequiturs as development of policies regarding violence and obscenity on television and the potential of TV to enhance the quality of American life which are not within its purview.

Vincent Wasilewski, president of the National Association of Broadcasters, last week called upon broadcasters to alert their elected representatives in Congress to the dangers inherent in the FCC's quest to squeeze from licensees fees arbitrarily fixed to pay its operating overhead on the fallacious notion that broadcasters are getting something for nothing, blithely ignoring the taxes they pay like all others who derive service, such as it is, from the government they underwrite.



Drawn for BROADCASTING by Sid Hix
"He took a speed-reading course just so he could read all the gags on those Laugh-In dancers!"



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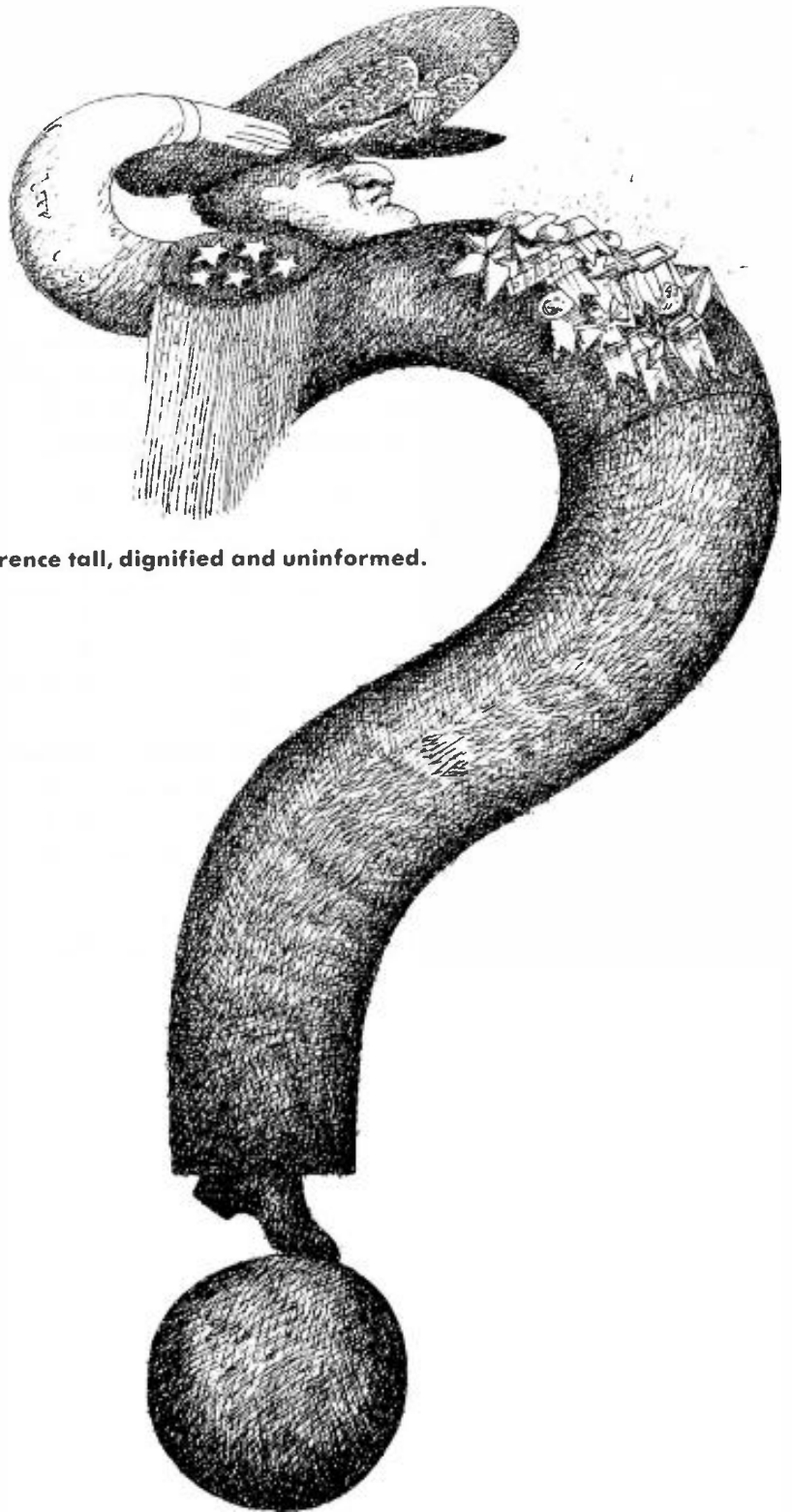
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General Marshall arrived at the conference tall, dignified and uninformed.

