

MEMORIAL LIBRARY August 27, 1970: Our 39th Year: \$1.00
SOUTHWESTERN COLLEGE



AUG 27 1970

WINFIELD, **Broadcasting**
THE BUSINESSWEEKLY OF TELEVISION AND RADIO ®

FCC heads for showdown meeting this week
Ken Cox: at center stage for final act
How competitors line up for domestic satellites
Fairness case queers CBS-TV's 'Loyal Opposition'

67156 E50746GCK<JUN/71
SOUTHWESTERN COLLEGE
LIBRARY
WINFIELD KS 67156

DISTURBIA...



AS OUTER SPACE BECOMES SUBURBIA, AND OUR WORLD HAS SHRINKING PAINS — WMAL RADIO DISTINGUISHES THE FACTS WITH AWARD-WINNING PERSPECTIVE — LIVELY NEWS-IN-CONTINUITY FOR WASHINGTON, D.C.!

WMAL RADIO

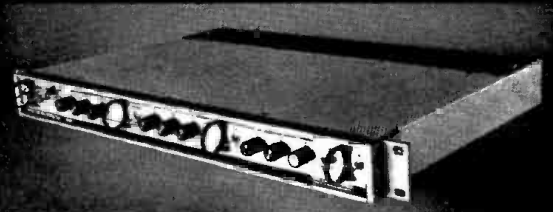
WASHINGTON, D.C.
THE EVENING STAR
BROADCASTING COMPANY
CALL: McGAVREN-GUILD-PGW FOR
WASHINGTON'S HOTTEST RADIO STORY!

Color Calisthenics?



Up Down, Up Down . . . despite all the advances in color receivers and broadcasting techniques, the only way the viewer can cope with color variations from one program segment to the next is to keep adjusting the hue control on his set. Even an athlete can't keep up with it! Now, the CBS Laboratories' Color Corrector changes all that. For the first time the broadcaster can correct encoded signals at a single viewing point to achieve consistent color values from a variety of signal sources. Program material from cameras, tapes and film with wide ranging color values can be matched to each other to reduce the viewer's subjective shock from one program segment to the next. The Color Corrector can be installed with cameras or VTR's or film chains or in the program line.

Let your audience relax.
Write or call collect. 203-327-2000.



PROFESSIONAL PRODUCTS

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc., 227 High Ridge Road, Stamford, Connecticut 06905

They laughed when he
sat down at the typewriter.
They didn't know he was programming
the station for a week in advance!



We don't recommend that the night
maintenance man program your station.

But he could—with just a few hours of
training on the new Schafer 8000 Automation
System.

Imagine. A system that gives you 21 times
more walk-away—that can increase "people
utilization" by 100% or more—that
automatically types the program log. A system
which you can't possibly outgrow.

Mind boggling but true. Because with the
Schafer 8000 you can individually program
each day of the week up to 7 days in advance.
Then, without disturbing the basic structure,
you can add, delete or change segments at will.
Merely by typing a few simple commands on
the system typewriter.

And don't let the word "computer" shake
you. Ours is the size of a stereo receiver. It's
about as simple to use as your office calculator.
Simple yes. But far more flexible and
expandable than any other system.

Our new 16-page brochure is must
reading for everyone in AM and FM radio.
Just mail the coupon.

schafer

Schafer Electronics, 9119 De Soto Avenue,
Chatsworth, California 91311 (213) 882-2000
A division of Applied Magnetics Corporation

Send me the new brochure describing the Schafer 8000

name

title

station

phone

address

city

state

zip

**MEMORIAL LIBRARY
SOUTHWESTERN COLLEGE**

AUG 27 1970

WINFIELD, KANSAS

accent on action!



The attention of the Dallas-Fort Worth football televiewer will again be focused on the action-packed KDFW-TV special telecasts of the Dallas Cowboy pre-season games, in addition to the CBS-TV/NFL games.

Channel 4 dominated last season's football viewing, reaching 388,000 adults per average quarter hour, compared to 217,000 adults for the station telecasting collegiate football and 59,000 adults for the station telecasting other professional football.*

To score with the football fans in the nation's 12th ranked television market, contact your H-R representative for Dallas Cowboy and NFL availabilities.

*November, 1969 ARB
Television Audience Estimates
Program Audiences
Total Survey Area

KDFW-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

A certain expertise

House Investigations Subcommittee investigators, no strangers to FCC files and halls, are on prowl at commission again. Their interest this time is payola, and what commission is doing to stamp it out. Purpose of check is unknown, but observers recall that subcommittee's parent Commerce Committee, which has oversight responsibility for commission, held headline-making hearings on payola and plugola in broadcasting some 10 years ago.

One ironic twist Washington observers were quick to point out in committee's renewal of interest in subject involves committee chairman, Representative Harley O. Staggers (D-W.Va.). He is one of several members of House and Senate revealed to have been renting prestige cars at rates far below those otherwise available. He turned in Lincoln Continental he had been renting, for \$750 yearly (normal rental is \$3,480), after story broke in press three weeks ago.

Many chances

Guessing game on what Ken Cox will do to earn living when he leaves FCC probably will be ended next weekend. Only thing certain is that he will remain in Washington. But he reportedly has under consideration at least two propositions from law firms: His former FCC colleague, Newton Minow, wants him to open Washington branch of Mr. Minow's Chicago law firm; old established Washington law firm of Haley, Bader & Potts has offered him quarters as counselor to firm, one of whose important clients is Microwave Communications Inc., new entity in domestic carrier field. Another common-carrier entity in esoteric field of data transmission also in category of satellite hopefuls, Data Transmission Co., also is regarded as possible employer of departing commissioner.

Mysterious hang-up

Suddenly it develops that Republican, not Democrat, was responsible for delaying Senate confirmation of Sherman Unger to FCC. Chairman Warren Magnuson (D-Wash.) of Senate Commerce Committee confirmed report that no hearing date had been set as courtesy to at least one GOP committee member, identity not disclosed. Mr. Unger, who has resigned as general counsel for Department of Housing and Urban Development, was named for 10

months remaining in term of Commissioner Robert Wells, who has been nominated for new seven-year term, succeeding Commissioner Ken Cox.

Chairman Magnuson said confirmation hearings would be scheduled soon, and administration source predicted date would be set this week after Mr. Cox attends his last meeting on Wednesday (see page 19). Committee has received only three requests to be heard on nominations: from Black Efforts for Soul in Television (BEST), Action for Children's Television (ACT), Boston-based women's group that has asked FCC to ban all advertising in children's programing and require broadcasters to carry minimum of 14 hours weekly of adless kiddie shows, and Anthony Martin-Trigona, ex-UHF broadcaster who has attacked network affiliation policies before FCC and other forums.

Faint blooming

It may be smaller than man's hand, but some sources close to spot TV and radio business think they can discern—at least vaguely—some justification for believing sales will pick up sooner than commonly expected. If that happens, they figure they will weather 1970 in better shape than had previously seemed likely. Others, while not going that far toward predicting upturn, do take comfort from their observation that, as one put it, "Salesmen are not griping about the third quarter nearly as much as they did about the second."

Money tree

Noncommercial-television interests are eyeing cable-television acquisition as potential source of permanent financial support. Children's Television Workshop, New York-based producer of widely promoted *Seasame Street*, is expected soon to file application for cable franchise in Washington—where seven other applicants, all commercial, have been on file for as long as year. (So far District of Columbia government has set no terms for CATV introduction or operation.) One commercial-TV broadcaster has estimated it would take as much as \$100 million to wire Washington with modern cable plant.

Another noncommercial entity taking hard look at CATV ownership is KCET(TV) Los Angeles. That station is moving toward establishment of separate corporation that would acquire cable franchises and existing systems. Under consideration is Beverly Hills, Calif., franchise. Thought is also be-

ing given to possibility that ban on network ownership of cable may put number of other California CATV's on market. KCET's cable aspirations are contingent on aid from Ford Foundation.

Thumb in dike

FCC Chairman Dean Burch's latest campaign is to plug leaks at FCC. Word of it leaked last week. In his unusual, if not unprecedented, statement last week upbraiding newspapers and magazines for inept coverage of FCC fairness doctrine package rulings (page 28), Mr. Burch, who was on week's holiday at nearby Rehoboth Beach, Del., observed that FCC's advance press-release innovation was designed to "alleviate the insidious practice of news reports based on internal leaks from within the commission."

What he didn't say was that he was incensed over what had happened week before when interim report of conglomerate study task force (BROADCASTING, Aug. 17) was made available to *Wall Street Journal*, FCC had released mere statement that preliminary study would be pursued. Aroused over this, as breach of confidence, Mr. Burch ordered inquiry, and FCC's chief security officer, Fred Goldsmith, is on prowl.

Double Huntley

Five-minute, five-a-week TV and radio commentaries by Chet Huntley, retired NBC newsmen, are due to start on air Sept. 14 on syndicated basis. Deal is through Horizon Communications Corp., in which he has stock interest ("Closed Circuit," May 11). It's understood syndication of TV commentaries will be handled by MG Films, radio commentaries by UPI Audio. In production, mostly in New York, commentaries will be "simulcasts."

Another media house

Now Detroit will have its own version of timebuying specialist, American Media Group Inc., expected to be announced soon. It will operate on flat "up front" fee basis only, assist regular agency media departments or clients. Buying savings are to be returned to agency or sponsor or used to extend campaigns. Fee is based on total budget size. Principals include two ABC television spot sales veterans, Ron Hammer and Roy Wade, and Pat Connelly, formerly with McCann-Erickson, Detroit. Big initial market: fall political campaigns.



GIVE AND LET LIVE. In Cleveland, as elsewhere, there are people who need kidney transplants to live. But donors are not easy to find. In a "Montage" program called "A Legacy of Life," WKYC-TV showed a film of a kidney transplant operation, and appealed to viewers to register as donors in the event of death. ■ In 48 hours, 1500 viewers requested donor registration cards. By the end of three weeks, the total had reached 20,000. ■ "A Legacy Of Life" was unusual television fare, but just one more example of the way WKYC-TV involves itself with this city. It's typical, too, of the way *each* NBC Television Station recognizes community problems—and responds.

*For more information, write to "A Legacy of Life" WKYC-TV, P. O. Box 5912, Cleveland, Ohio 44115

The NBC Television Stations  Community Service. Community Involvement.

WNBC-TV New York/WRC-TV Washington, DC/WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC Los Angeles

FCC's agenda for meeting this week includes controversial one-to-customer rule. However, it appears unlikely final action will be taken before Sept. 1 departure of Commissioner Cox, whose vote would be crucial. See . . .

FCC heads for showdown this week . . . 19

When Kenneth A. Cox leaves FCC Sept. 1, commission will lose last of tough-minded members named by President Kennedy. Group was dedicated to using commission as instrument to affect product of broadcasting. See . . .

At center stage for last act . . . 19

Philadelphia lawyer Miles W. Kirkpatrick appears certain for confirmation as new head of Federal Trade Commission; is subjected to close questioning on print cigarette advertising by Senator Frank E. Moss (D-Utah). See . . .

Cigarette print ads worry Moss . . . 22

House closes shop for Labor Day recess without voting on political broadcasting bill. Now measure could not take effect until late October, setback for Democrats who wanted passage before Nov. 3 elections. See . . .

Campaign-spending measure bogs down . . . 26

FCC Chairman Dean Burch levels sharp and detailed criticism at number of leading newspapers and magazines for what he feels was careless reporting of commission's fairness decision. See . . .

Press carelessness irks Burch . . . 28

CBS suspends 'Loyal Opposition' show after FCC rules network must afford equal time to Republican spokesman to reply to Democratic National Committee Chairman O'Brien's appearance. See . . .

CBS takes 'Opposition' off the air . . . 34

Daytime and prime-time product hit hard on drug-abuse problem through 'subtle sell' of entertainment; source of inspiration credited to White House conference with media men on turn on, tune in, drop-out craze. See . . .

TV backing Nixon on drug abuse . . . 36

Senator John McClellan (D-Ark.) says no further action on Senate copyright revision bill will be sought until next year. He introduces resolution temporarily extending protection in certain cases to Dec. 31, 1971. See . . .

No new copyright bill this year . . . 39

As the football season draws near, NFL Films camera crews stand ready to capture the action of 182 National Football League games, later to be shown before, during and after live telecasts. See . . .

Everything but the live action . . . 40

Five prospective applicants for domestic communications satellite systems indicate they are working on filings but will need two to seven months to complete them. Networks say they need three months to begin preparations. See . . .

Satellite hopefuls seek more time . . . 42

Departments

AT DEADLINE	9	PROGRAMING	34
BROADCAST ADVERTISING	22	PROMOTION	50
CHANGING FORMATS	39	WEEK'S HEADLINERS	10
CHANGING HANDS	30	WEEK'S PROFILE	69
CLOSED CIRCUIT	5		
DATEBOOK	14		
EDITORIALS	70		
EQUIPMENT & ENGINEERING	42		
FATES & FORTUNES	55		
FOCUS ON FINANCE	50		
FOR THE RECORD	58		
INTERNATIONAL	33		
LEAD STORY	19		
THE MEDIA	28		
MONDAY MEMO	16		
OPEN MIKE	12		



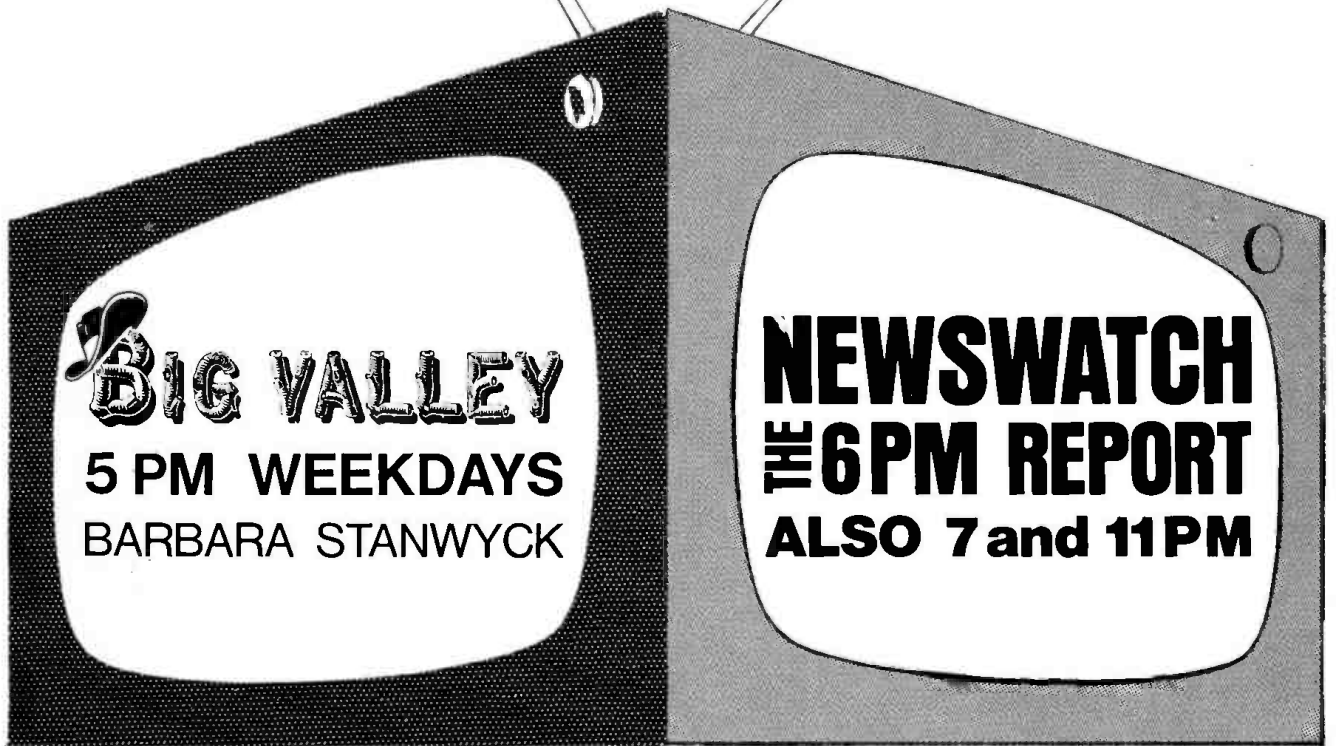
Broadcasting

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 \$14.00. Add \$4.00 per year for Canada and \$6.00 for all other foreign countries. Subscriber's occupation required. Regular issues \$1.00 per copy. BROADCASTING YEARBOOK published each January, \$13.50 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.

NOW!
TWO
NEW
ONES
ON
2



Supported by a continuous multi-media promotion campaign — newspapers, radio, king-size bus posters, TV magazines, merchandising aids, on-air promotion!

No Wonder . . . In Maryland Most People Watch

WMAR-TV

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



A CBS AFFILIATE

NBC sets antiwar talk

NBC reacted Friday (Aug. 21) to FCC's fairness-doctrine ruling requiring networks to provide time for views opposing President's on Indochina, by scheduling half-hour in prime TV Monday, Aug. 31.

Network said Democratic Senators William Fulbright of Arkansas and George McGovern of South Dakota would discuss war issue on NBC-TV in 7:30-8 p.m. EDT period. FCC had ruled that major networks must make prime time available to spokesmen for contrasting views to President in light of multiplicity of speeches made by Mr. Nixon on this issue (BROADCASTING, Aug. 17).

NBC said program "conforms" to FCC's fairness ruling, noting also that FCC had cited NBC as coming "closest to satisfying the requirements of the fairness doctrine" in providing opportunities to answer President.

NBC said program would be introduced by NBC News which also would supply "brief summary" at conclusion.

ABC and CBS said they had not yet completed plans for complying with FCC ruling.

Nominees to be heard

Confirmation hearings on four nominees to be directors of Corp. for Public Broadcasting will take place tomorrow (Aug. 25) before Senate Commerce Committee.

Last May President Nixon nominated for six-year terms John Hay Whitney, former ambassador to Great Britain under Eisenhower administration and principal stockholder in Corinthian Broadcasting Corp., and John D. Wrather, chairman and president of Wrather Corp., which owns Muzak Corp., Disneyland, hotels, and produces television programs (Lassie). Mr. Wrather is also 12% stockholder in Teleprompter Corp., multiple CATV owner. Nominated for reappointments were Frank E. Schooley, director of broadcasting, University of Illinois, and Saul Haas, chairman of KIRO Inc. (KIRO-AM-FM-TV Seattle).

At same hearings, nomination of Randolph A. Peterson, former president of Bank of America, as presidential appointee to board of communications Satellite Corp., will come up. Mr. Peterson, now public director, is taking place of Dr. William W. Hagerty of Drexel University, Philadelphia, who has been

elected as stockholder director.

Electronic logs touted

Electronic logging of broadcast commercials—at broadcasters' expense—is earnestly advocated by American Association of Advertising Agencies in statement being released today (Aug. 24).

Statement by AAAA's Operations Committee said: "The AAAA believes that proof of performance lies with the seller, not the buyer, and that it is proper for broadcast media to furnish and pay for electronic logging to verify the broadcast of commercials and the resulting time charges."

Of present proof systems, AAAA said: "There is today much dissatisfaction with station affidavits as a measure of performance. The [electronic] systems promise a marked improvement in logging, identification and verification."

AAAA said it "encouraged" stations to get into electronic logging "as soon as systems and services are proved practical and operative."

Officials of one system—International Digisonics—said their system was operative now in sense that it is monitoring TV commercials and that it will be operative in real sense in September when it starts issuing reports to 24 leading advertisers.

Encoding is also dealt with in Screen Actors Guild contracts, which say that when time comes whoever producers given commercial—whether advertiser, agency or production company—will be responsible for its encoding. Under contracts, move to recognize operative en-

Affiliates cry 'ouch'

Affiliates associations of three networks told FCC Friday (Aug. 21) that if local TV's are eventually authorized to own and operate earth stations for domestic communications satellite systems, they cannot be expected to pay fees exceeding cost of those facilities.

Comments from ABC, CBS and NBC affiliates groups came in joint request for declaratory ruling to clarify term "earth station" of commission's new few schedule. Affiliates said new schedule for common carrier earth stations requires \$500 filing fee and \$50,000 grant fee for initial construction permits.

Groups said it is not clear whether term is intended to include "relatively simple" receive-only ground stations used to provide satellite interconnec-

coding systems must be initiated by Industry/Guild Standing Policy Committee and must also have consent of Joint Policy Committee of AAAA and Association of National Advertisers as well as consent of American Federation of Television and Radio Artists.

Audicom Inc., New York, is "still in engineering phase" with its radio-TV monitoring system using audio rather than video code. Company was formed earlier this year by two former Wells, Rich, Greene executives, Robert Engleke and Wesley Hobson, and inventor Murray Crosby (BROADCASTING, March 9). It completed FCC-authorized tests last month that officials say proved system works but also turned up some station-equipment problems that they say can be resolved shortly. They've asked FCC for 90-day test extension for that purpose.

Third approach is that of Broadcast Advertisers Reports (BAR), commercial monitoring service, which has Videomatic video encoding-monitoring system. BAR has not installed Videomatic equipment in markets, however, contending standardized code is needed before any system gets under way.

Conglomerate query drawn

FCC has referred to Federal Office of Management and Budget for clearance questionnaire that it proposes to send to upwards of 50 licensees in its expanded study of conglomerate ownership of broadcast properties (BROADCASTING, Aug. 17).

Questionnaire is revised version of

tion services to local TV stations. They said they assumed term was intended to be synonymous with "satellite terminal station," which can transmit signals to or receive them from satellites.

Ownership by affiliates of receive-only ground stations is "most practical" method of assuring that users of satellite services receive economic and technological benefits from interconnection, they said, and local TV's could afford \$40,000-to-\$100,000 cost.

However, it was added, they could not afford them if burdensome fees apply to receive-only stations.

If fees are applicable to these facilities, affiliates concluded, charges should be comparable to those for other TV interconnection services such as point-to-point microwave radio or local television transmission.

Week's Headliners



Mr. Levy



Mr. Mackey



Mr. Caravatt



Mr. Heekin

David Levy, former VP in charge of television programming, Young and Rubicam Inc., Los Angeles, named executive VP in charge of television, Four Star International Inc., there. Mr. Levy was also VP at NBC-TV where he pioneered using feature motion pictures on television with *Saturday Night at the Movies*.

Willard C. Mackey Jr., VP-international marketing director, Coca-Cola Co., Atlanta, elected board chairman and chief executive officer of the Mar-

schalk Co., New York, succeeding **Paul J. Caravatt Jr.** Mr. Caravatt will become chairman of executive committee and will assist Mr. Mackey in management of agency for next six months and then will join Interpublic Group of Companies Inc., New York, parent company of Marschalk, in executive capacity. **James R. Heekin**, president of Ogilvy & Mather Inc., New York, from 1966 until his resignation in December 1969, has joined Interpublic Group of Companies as executive VP.

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

one that was sent to six companies in February, as commission was getting study underway.

Nine-page document contains 27 questions aimed at eliciting information on effects conglomerate ownership has on broadcast operations. As was true of pilot questionnaire, new one asks questions aimed at determining whether licensees with nonbroadcast interests use economic power to induce suppliers to buy advertising on their stations.

Questionnaire also asks what safeguards licensee has established to prevent nonbroadcast interests from affecting selection of broadcast matters, and in what manner ownership of nonbroadcast holdings benefit broadcast operation.

Proposed questionnaire goes beyond pilot in several respects. It asks for information on interests of officers and principals of licensee's parent or related companies in financial institutions, other broadcast properties, publishing ventures, spot representation business and production or syndication company. And questionnaire reflects interest in licensee-related companies that serve as national spot representative for stations not owned by licensee's parent.

Unlike original questionnaire, proposed document does not have separate sections on station-affiliated newspapers and station-affiliated CATV systems. Presumably, questions concerning those

associations will be explored in current rulemaking aimed at breaking up multimedia holdings within individual markets.

Office of Management and Budget, which is required by law to approve questionnaire that any government agency sends to more than 10 parties, will confer with industry advisory committee before acting.

Committee on Communications Industry, headed by attorney Frank Fletcher, is composed of 13 representatives of broadcast, CATV and common carrier industries. And at least five broadcast-industry representatives are associated with companies that could be classed as owned by conglomerates—ABC, CBS, NBC, Westinghouse Broadcasting Co. and Avco Broadcasting Corp.

Toledo ducks test

Toledo, Ohio, has become third city in that state to forego definitive court fight on constitutionality of gross-receipts tax that cities across country impose on CATV systems they franchise.

Louis Young, director of law for city of Toledo, said Friday (Aug. 21) that city would not appeal opinion of Federal District Judge Don Young that city's franchise providing for gross-receipts tax violates interstate commerce clause of Constitution (BROAD-

CASTING, Aug. 17).

Judge Young had issued similar ruling in cases involving cities of Sandusky and Fremont earlier and he was upheld by appeals court. Last June, those cities decided not to seek Supreme Court review of appeals court decision (BROADCASTING, June 22).

Mr. Young, in saying no appeal would be taken, noted that Judge Young's decision in Sandusky-Fremont case had been upheld.

Union fracas erupts

WNEW-TV New York news director Ted Kavanau and station news producer Don Young were booked by police on charges of assault in second degree Friday (Aug. 21), as was their complainant, sound cameraman Michael Calvacca of WNBC-TV New York.

Action followed fracas on Thursday (Aug. 20) when union newsmen and cameramen from several New York stations and non-union camera crew from WNEW-TV staged camera-swinging melee in office of city's correction commissioner where they had assembled for assignment.

Union technicians of WNEW-TV have been on strike since May 22, and Mr. Kavanau and Mr. Young, as non-union supervisors were part of crew covering story for station. Mr. Calvacca and Robert Grainier, sound man for WABC-TV New York, were injured slightly in brawl.

Disturbance erupted, it was said, because union personnel at TV stations resented presence of non-union workers, who have been substituting for striking members of Local 794, International Alliance of Theatrical Stage Employees.

Technicians at WNEW-TV and at WTTG(TV) Washington, both Metro-media stations, struck almost three months ago over issues of manning automated and computerized equipment; wages and fringe benefits. Negotiations have broken off several times and since Aug. 6, management and union officials have been meeting twice weekly with representatives of Federal Mediation and Conciliation Service.

Harry Daly services

Funeral services were scheduled to be held today (Aug. 24) for Harry J. Daly, 63, Washington communications lawyer for almost 40 years, who died Wednesday (Aug. 19) after heart attack in his office.

He was member of Federal Communications, District of Columbia, Maryland and American bar associations, and Knights of Columbus.

Interment was scheduled to be at Mount Olivet Cemetery, Washington. He leaves wife, Maryhelen, five daughters, son, and one grandson.

FAMOUS JURY TRIALS

A Sensational New Case for Strip Programming



Donnelly Rhodes

Tim Henry



New for first-run syndication.

52 Weeks.

Half-hour continuing drama
for daytime/evening striping.

New stories inspired by
actual courtroom cases.

Adapted for television by
famous writers.

Co-produced by Talent
Associates and 20th
Century-Fox TV.

Starring Donnelly Rhodes
and Tim Henry.

IN COLOR — ON VIDEOTAPE.

Available Now for a Fall Start!



INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

22nd CINE-MEETING
MILAN 23-31 OCTOBER 1970

2 GRAND AWARDS
FOR TV-FILMS

The International Film, TVfilm and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences. Its comfortable quarters are provided with all modern facilities and include numerous studios for the projection of cinema and TV films. International telephone, cable, telex and telephoto services are available. Conference rooms and offices. All forms of business and secretarial assistance. Legal and notarial consultants. Medical advice. Dining rooms and bars. Advance bookings should be made to MIFED by letter or cable before 18 September.

For information and bookings write to: MIFED - Largo Domodossola 1 - 20145 Milano (Italy)
Telegrams: MIFED - Milano - Telex 33660 Fieramil
Delegation in Los Angeles: 1900 Avenue of the Stars - 90067 Los Angeles, Cal.
Delegation in London: 31 Old Burlington Street - London W1X 2DQ
Delegation in Paris: 90 Champs Elysées - 75 Paris 8^e - Telex 29642 Inconta
Delegation in Rome: via del Corso 184 - 00186 Roma

OpenMike

Puzzled by relaxing of rules

EDITOR: With reference to the story in BROADCASTING, Aug. 3 about the FCC easing requirements for first-class operators of radio stations, the broadcasting business is the only business where it gets easier for anyone off the street to get employment.

In all other professions, the standards and qualifications get higher and higher; in broadcasting it seems to get lower and lower.—Eddie Lane, Mount Pleasant, S.C.

It wasn't KRIS-TV's tower

EDITOR: The press around the world, including BROADCASTING Aug. 10, printed a picture and a story of a television tower that had fallen on our building and it appeared that KRIS-TV was operating under temporary conditions. We have received several notices from advertising agencies cancelling contracts until full operation is restored.

The problem is that this was not our tower. Our big tower is 14 miles west, near Robstown, Tex., and received no damage from this hurricane. We were able to return to the air with full power all studio facilities and network services as soon as power was restored to the area beginning Sunday, Aug. 9.—T. Frank Smith Sr. president, KRIS-TV Corpus Christi, Tex.

(The wire service photo caption identified the wreckage as a fallen TV tower, which was pictured atop KRIS-TV's building. Actually, the structure at one time belonged to KVDO-TV, a UHF that no longer exists. When the station went off the air, the tower was left standing on the property in back of KRIS-TV's studios. Due to the communications blackout in the wake of Hurricane Celia, BROADCASTING was unable to get these further details.)

BookNotes

"Color Film for Color Television," by Rodger J. Ross. Communications Arts Books, Hastings House, New York. 165 pp. \$10.00.

The intent of this book is to demonstrate to people in both motion pictures and TV methods for producing high quality color-TV material with film. The book contends that TV program production with film needs a different approach than motion-picture production. It offers an introduction to the principles of color TV, with practical information ranging from exposures, control of processing solutions, color printing, duplicating and adjusting color balance, to use of color slides and sound-track characteristics. Recent proposals for TV film review rooms and for standardized film reproduction are included. Mr. Ross is super-

Please send

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

SUBSCRIBER SERVICE

- 1 year \$14
 2 years \$27
 3 years \$35

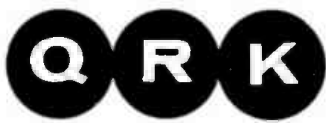
Canada Add \$4 Per Year
Foreign Add \$6 Per Year

- Payment enclosed
 Bill me

- 1971 Yearbook \$13.50
January Publication (cash only)
 1971 CATV Sourcebook
\$8.50

Off press fall 1970 (cash only)

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.



Announces a Breakthrough

QUALITY CONSOLES AT REALISTIC PRICES!



**QRK-5
MONO PRE-WIRED
SYSTEM
\$1995**

QRK-5/5S Prewired Systems — Reflects the epitome of quality to produce either a mono or stereo system capable of serving as either a local or remote studio or production facility. Incorporates the QRK-5 (Mono) or QRK-5S (Stereo) console; (2) QRK-12C Turntables with synchronous motors; (2) Rek-O-Kut S-320 Stereo Tone Arms; (2) QRK F3 stereo cartridges; QRK Ultimate Preamplifiers; and substantial, pre-wired transportable furniture.

**QRK-5S
STEREO PRE-WIRED
SYSTEM
\$2995**



QRK-8 — 8 CHANNEL MONO \$1695
QRK-8S — 8 CHANNEL STEREO . . \$2495

QRK-8/8S — 8 Channel Console — QRK offers a professional console with Altec faders; plug-in modules (3) pre-amplifiers; built-in power supply; 10 watt monitor amplifiers; independent audition and program channels; muting relays; cue amplifiers; built-in speaker; substantial capacity and ultimate access.



QRK-5 — 5 CHANNEL MONO \$995
QRK-5S — 5 CHANNEL STEREO . . \$1595

QRK-5/5S — 5 Channel Console — Both mono and stereo units incorporate Altec attenuators with cue switches in every fader, 10 watt monitoring amplifiers, plug-in modules, muting relays, and self-contained power supply. The stereo unit, QRK-5S contains independent audition and program channels as well as a cue amplifier. Both consoles have substantial capacity and total access.

main office
CCA ELECTRONICS CORPORATION
716 Jersey Ave., Gloucester City, N. J. 08030
Phone: (609) 456-1716

subsidiary
QRK ELECTRONIC PRODUCTS INC.
1568 N. Sierra Vista, Fresno, Calif. 93703
Phone: (209) 251-4213

division
REK-O-KUT COMPANY, INC.
1568 N. Sierra Vista, Fresno, Calif. 93703
Phone: (209) 251-4213



“ARE THINGS GETTING TOUGH?”

Only you know. You may not know why, but you know if the decision making process is getting tougher.

Competition itself is tougher. Is it because the competitors are younger, smarter, or just better informed? It can't all be luck.

The bitter truth is, it takes more information at hand for management to make the right decisions now than it used to. Everybody's newscast is getting better. How do you make yours the best in town? How do you tell which of your on-the-air people from sign on to sign off are really helping you, and which ones aren't pulling their weight in rating points? The rating books can give you clues about fifteen minute segments; but these “estimates” tell you very little about people, and nothing about why things go wrong, particularly these days when rating points mean dollars that are even tougher to get.

The solution? That's our problem. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making specific follow-up suggestions — these are all part of it. Give us a call for a no obligation presentation. Make your life a little easier.



McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

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

visor of technical film operations for the Canadian Broadcasting Corp., and executive vice president, American Society of Motion Picture and TV Engineers.

“Introduction to Mass Communications,” by Edwin Emery, Phillip H. Ault and Warren K. Agee. Dodd, Mead and Co., New York. 444 pp. \$7.95.

This is the third edition of a volume designed to acquaint students considering a career in mass communications with all areas of professional work—including newspaper, television and radio, magazines, book publishing, film making, photographic communication, press associations and syndicates, advertising, public relations and information writing, mass-communications research and teaching. Three chapters trace theories

of press freedom and the growth of the print media and of television, radio and film, with special emphasis on the current problems and criticism of the media.

“International Communication: Media-Channels-Function,” edited by Heintz-Dietrich Fischer and John C. Merrill. Communications Arts Books, Hastings House. New York. 508 pp. \$12.95.

This collection of 41 essays is grouped to present a cross section of guidance and open discussion on almost every major world problem in communication. The specifically related readings in international communications begin with the broader, more general aspects of the area and work toward more specific concerns and areas of the field. The book is designed as a textbook, but also to be of interest to the general reader.

Datebook

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

■ Indicates first or revised listing.

August

Aug. 24 - Sept. 4—Animation workshop conducted by *University Film Association* in conjunction with *Ohio State University*. Workshop will be conducted by Dr. Roy Madsen, executive director, film, San Diego State University. Program covers story-boards, sound tracks, shooting scripts, art and cinematography for animation. Ohio State University, Columbus.

Aug. 25-28—Western electronic show and convention (WESCON). Los Angeles sports arena and Hollywood Park, Los Angeles.

September

Sept. 1—FCC administrative conference on pending rulemaking and inquiry regarding ownership of broadcast stocks by banks acting through their trust departments.

■Sept. 7-11—International Broadcasting Convention, sponsored by *Electronic Engineering Association*, *Institution of Electrical Engineers*, *Institute of Electrical and Electronics Engineers*, *Royal Television Society*, and *Society of Motion Picture and Television Engineers*. Inquiries: Secretariat, Savoy Place, London, W.C. 2. Grosvenor House, London.

Sept. 10-12—Annual fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

■Sept. 11—Florida CATV Association fall meeting. Coronado motor hotel, Fort Walton.

Sept. 11-13—Meeting of board of trustees, *Educational Foundation of American Women in Radio and Television Inc.* St. Louis.

Sept. 11-13—Meeting of *Maine Association of Broadcasters*, Sebasco Lodge, Sebasco Estates.

Sept. 14-15—CATV engineering seminar, Los Angeles. For further information, contact Mr. Phil Simon, Crown Electronics, 5657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

Sept. 15—Public hearing of the *Canadian Radio-Television Commission*. Skyline hotel. Ottawa.

Sept. 15—Deadline for comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

Sept. 15—Deadline for comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF's.

Sept. 15—FCC hearing on renewal of Frontier Broadcasting Co. for KFBC-TV Cheyenne, Wyo.

Sept. 15—FCC evidentiary hearing in competitive proceeding for WPIX(TV) New York, to be held there. Previously scheduled for July 20.

■Sept. 16—FCC Chairman Dean Burch is to be

speaker at *International Radio & Television's Newsmaker luncheon*. Waldorf-Astoria hotel, New York.

Sept. 16—Semi-annual meeting, national awards committee, *National Academy of TV Arts and Sciences* to review Emmy Awards structure and procedures for 1970-71. Essex House, New York.

Sept. 16-18—Meeting of *Michigan Association of Broadcasters*. Hidden Valley, Gaylord.

Sept. 17-18—Seminar on low-light level imaging systems of *Society of Motion Picture and Television Engineers*. Airport Marina, Los Angeles.

Sept. 17-19—Semi-annual meeting, board of trustees, *National Academy of Television Arts and Sciences*, Essex House, New York.

Sept. 18-19—First annual tri-state (North Carolina, South Carolina and Virginia) programing clinic presented by *Smiles Group Broadcasting* to be held at WRNC(AM) Raleigh, N.C. Contact Bob Raleigh there.

Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 244-3699.

Sept. 21-24—10th annual convention, *Institute of Broadcasting Financial Management*, Statler Hilton, Washington.

Sept. 22-23—Annual *CBS Radio Affiliates Association* convention, New York Hilton hotel.

Sept. 22-26—Conference of *Radio-Television News Directors Association*. National editorial conference is to run concurrently, Brown Palace hotel, Denver.

Sept. 23-25—Meeting of *Minnesota Broadcasters Association*. St. Paul Hilton, St. Paul.

Sept. 24-25—Annual broadcast symposium, *Group on Broadcasting of Institute of Electrical and Electronic Engineers*. Four technical sessions are planned covering cable TV, AM and FM broadcasting, and one on TV receivers. Contact Edward L. Shuey, Ampex Corp., 7222 47th Street, Chevy Chase, Md. 20015. Washington Hilton hotel, Washington.

Sept. 25-27—Western area conference of *American Women in Radio and Television*, Rainbow hotel, Great Falls, Mont.

Sept. 25-27—Second annual joint meeting of boards of *Georgia, Florida, North Carolina, South Carolina State Broadcast Associations*. Ponte Vedra club, Ponte Vedra, Fla.

■Sept. 27-29—*Nebraska Broadcasters Association* annual convention. Omaha Hilton, Omaha.

Sept. 28—Meeting, *Radio Code Board of National Association of Broadcasters*. Agenda includes following topics: personal-product advertising, racetrack betting, review of advertising guidelines for alcoholic beverages. Jack Tar hotel, San Francisco.

Sept. 28-29—Fall display meeting, *Pacific Northwest Cable Television Association*. Hanford House

convention center, Richland, Wash.

October

Oct. 1—Deadline for reply comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF's.

Oct. 1-2—Fall meeting of *New York State Cable Television Association*. Agenda and location to be announced.

Oct. 2-4—West central area conference of *American Women in Radio and Television*. Omaha Hilton hotel, Omaha.

Oct. 2-4—Northeast area conference of *American Women in Radio and Television*. Syracuse motor inn, Syracuse, N.Y.

Oct. 4-6—Annual fall convention, *New Jersey Broadcasters Association*. Pocono Manor inn, Pocono Manor, Pa.

Oct. 4-7—Western region meeting, *American Association of Advertising Agencies*. Broadmoor, Colorado Springs.

Oct. 4-9—103rd technical conference of *Society of Motion Picture and Television Engineers*. Speaker: David V. Picker, president of United Artists.

Oct. 7—Deadline for comments of FCC's proposed rules concerning extent of local, state and federal regulation of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

Oct. 7-9—Annual fall meeting of *Pennsylvania Community Antenna Television Association*. LeChateau, White Haven.

Oct. 11-13—Annual convention, *North Carolina Association of Broadcasters*. Downtowner Motor inn, Fayetteville, N.C.

Oct. 12-13—Meeting of Midwest chapter, *National Religious Broadcasters*. Mr. President Motor Inn, Grand Rapids, Mich.

■Oct. 12-14—*First International Symposium of TV Cassettes*. Hollywood Paladium, Los Angeles.

Oct. 12-15—Fall conference, *Electronic Industries Association*. Fairmont hotel, San Francisco.

Oct. 13—Deadline for reply comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

Oct. 13-15—*Illinois Broadcasters Association* fall convention, LaSalle hotel, Chicago.

Oct. 15-16—Meeting of *Tennessee Broadcasters Association*. River Terrace, Gatlinburg.

■Oct. 15-17—*Seventh Hollywood Festival of World Television*. Directors Guild of America Auditorium, Hollywood.

Oct. 15-17—Wsm-am-fm Nashville's Grand Ole Opry 45th birthday/anniversary celebration.

Oct. 16-18—Southwest area conference of *American Women in Radio and Television*. Raiderland inn, Lubbock, Tex.

Oct. 16-18—East central area conference of *American Women in Radio and Television*. Ponchartrain hotel, Detroit.

Oct. 19-20—CATV engineering seminar, State College, Pa. For further information, contact George P. Dixon, vice president, C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

Oct. 20—Annual radio commercials workshop, sponsored by *International Radio and Television Society*, Waldorf-Astoria hotel, New York.

Oct. 21—Pulse Man of the Year luncheon. Plaza hotel, New York.

■Oct. 21-23—*Missouri Broadcasters Association* fall meeting. Plaza Inn, Kansas City.

Oct. 22-23—Annual fall convention, *Ohio Association of Broadcasters*. Neil House, Columbus.

Oct. 23-25—Southern area conference of *American Women in Radio and Television*. Marriott Motor Inn, Atlanta.

Oct. 23-31—22d Cine-meeting of *International Film, TV-Film and Documentary Market (MIFED)* in Milan, Italy. Market is for trading feature, TV and documentary films on worldwide basis. Advance bookings should be made to MIFED by letter or cable before Sept. 18. Address for information and bookings: MIFED-Largo Domodossola 1-20145 Milano (Italy). Telegrams: MIFED-Milano-Telex 33660 Fieramil.

Oct. 26-27—Fall convention of *Kentucky Broadcasters Association*.

1970 National Association of Broadcasters conference schedule:

Oct. 19-20—Sheraton Biltmore, Atlanta.

Oct. 22-23—Palmer House, Chicago.

Oct. 26-27—Benjamin Franklin, Philadelphia.

Nov. 12-13—Monteleone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

Nov. 19-20—Mark Hopkins, San Francisco.

(For list of NAB's 1971 fall conference dates, see BROADCASTING June 29).

casters Association. Phoenix hotel, Lexington.

Oct. 28—Deadline for reply comments on FCC's proposed rules prohibiting TV broadcasters from local crossownership of CATV systems; concerning CATV technical standards and desirability of minimum channel requirements for future CATV's.

Oct. 29 - Nov. 1—Western Region fall conference, *American Advertising Federation*, Casa Royale, Bakersfield, Calif.

Oct. 30 - Nov. 1—Midwest area conference of *American Women in Radio and Television*. Cherry Hill Inn, Cherry Hill, N.J.

November

Nov. 2—Deadline for comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

■Nov. 3-6—*New York State Educational Communication Association* convocation. Grossinger, N.Y.

Nov. 5-7—Eleventh annual *Information Film Producers of America Conference*. Newporter inn, Newport Beach, Calif.

Nov. 5-7—Annual fall meeting, *Oregon Association of Broadcasters*. Ramada Inn, Portland, Ore.

■Nov. 7—15th annual Petry promotion seminar, conducted by *Edward Petry & Co.* Astroworld motel, Houston.

Nov. 7-21—*Sixth Chicago International Film Festival*. Includes U.S. TV commercials competition. Write: Michael J. Kutza, 12 East Grand Avenue, Rm. 301, Chicago 60611.

Nov. 8-10—Annual convention, *Broadcast Promotion Association*. Astroworld complex, Houston.

Nov. 10—Public hearing of the *Canadian Radio-Television Commission*. Winnipeg Inn, Winnipeg, Man.

Nov. 10-11—National conference, *National Industrial Television Association* in conjunction with National Association of Educational Broadcasters Conference. Washington Hilton, Washington.

Nov. 11-14—*Sigma Delta Chi* convention. Palmer House, Chicago.

Nov. 12-13—*SMPTE-SPSE* tutorial seminar on "Technologies in Motion Picture Film Laboratories", Airport Marina, Los Angeles.

Nov. 13-15—Meeting of board of directors of *American Women in Radio and Television Inc.* Shoreham hotel, Washington.

Nov. 20—Third annual fall management seminar, *Kansas Association of Radio Broadcasters*, Radisson Hotel, Wichita.

Nov. 20-22—*Annual Radio Program Conference* sponsored and directed by Bill Gavin. Speakers and special presentations will relate to conference theme, which celebrates Golden anniversary of commercial broadcasting. Century Plaza hotel, Los Angeles.

Nov. 23—Deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulations of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

December

Dec. 1—Deadline for reply comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

■Dec. 4—Annual meeting, *Arizona Broadcasters Association*, Mountain Shadows, Scottsdale.

January, 1971

Jan. 11-17, 1971—Triannual meeting, Unda, international Catholic association for radio and TV. Loyola university, New Orleans.

February, 1971

Feb. 4-6, 1971—New Mexico Broadcasters Association convention. Palms motor hotel, Las Cruces, N.M.

■Feb. 16-18, 1971—Winter convention, *South Carolina Broadcasters Association*. Wade Hampton hotel, Columbia.

March, 1971

March 8-11, 1971—Spring conference, *Electronic Industries Association*. Statler Hilton hotel, Washington.

March 28-31, 1971—*National Association of Broadcasters* annual convention. Conrad Hilton, Chicago.

BROADCASTING PUBLICATIONS INC.

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

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

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

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

EDITORIAL

Edwin H. James, VP-executive editor.
Rufus Crater, editorial director (N.Y.)
Art King, managing editor.
Frederick M. Fitzgerald, Earl B. Abrams, Leonard Zeidenberg, senior editors.
Joseph A. Esser, Steve Millard, Norman H. Oshrin, associate editors.
Alan Steele Jarvis, Mehri Martin, Timothy M. McLean, J. Daniel Rudy, Robert Sellers, staff writers.
Katrina Hart, Don Richard, Antoinette W. Roades, Steve Safferstone, editorial assistants.
Beth M. Hyre, secretary to the editor and publisher.
Erwin Ephron (vice president, director of media, programing and media research. Carl Ally), research adviser.

SALES

Maury Long, VP-general manager.
David N. Whitcombe, director of marketing.
Jill Newman, classified advertising.
Doris Kelly, secretary to the VP-general manager.

CIRCULATION

David N. Whitcombe, director.
Bill Criger, subscription manager.
Janice Gray, Kwentin Keenan, Mary Ann Lucki, Jean Powers, Shirley Taylor.

PRODUCTION

John F. Walen, assistant to the publisher for production.
George L. Dant, production manager.
Harry Stevens, traffic manager.
Bob Sandor, production assistant.

BUSINESS

Irving C. Miller, comptroller.
Sheila Thacker, Judith Mast.
Laura Steel, secretary to the executive vice president.

BUREAUS

NEW YORK: 444 Madison Avenue, 10022. Phone: 212-755-0610.
Rufus Crater, editorial director; David Berlyn, Rocco Famighetti, senior editors; Helen Manasian, Cynthia Valentino, staff writers; Warren W. Middleton, sales manager; Eleanor R. Manning, institutional sales manager; Greg Masefield, Eastern sales manager; Mary Adler, Harriette Weinberg, advertising assistants.

CHICAGO: 360 North Michigan Avenue, 60601. Phone: 312-236-4115.
Lawrence Christopher, senior editor.
James G. Croll, Midwestern sales manager.
Rose Adragna, assistant.

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Morris Gelman, senior editor.
Stephen Glassman, staff writer.
Bill Merritt, Western sales manager.
Sandra Klausner, assistant.

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

© 1970 by BROADCASTING Publications Inc.

The advertising message needs an added dimension

At an Association of National Advertisers seminar last April, it was concluded that television more or less remains entrenched as our number-one communications medium. E. H. Meyer, president of Grey Advertising, and Jim Duffy, president of ABC-TV, each made some interesting comments about the subject.

Mr. Meyer said that TV's two stalwart sources of support have been "the high and unflagging loyalty level of the TV audience" and the "total and unflinching degree of advertising and agency commitments to the medium. . . . The key problem facing television today lies in a very real possibility that both of these sources of strength may be beginning to undergo a dangerous erosion."

Mr. Duffy said: "How effective is TV today? It is not only serving so-called emerging affluent masses, but has become a pace-setter for their aspirations. This is caused by your commercials and our programs, probably in that order. There are some important new words in TV today—like 'reality, social awareness, now, communication.' Never before has our nation been faced with so many different problems—minority groups, crime in the cities, youngsters in trouble, general rebellion. We must keep changing our programming to keep pace."

Both statements are essentially about programming. One observes an erosion of TV's strengths; the other talks of pace-setting and need for change.

Meaningful quality programming is emerging more and more, and viewers are watching it. *Sesame Street* is doing a job long-needed and the timing now is right for it. *The Forsyte Saga* appeals to a sophisticated audience and this fall's *Civilization* series on National Education Television will be introduced on NBC with a special sponsored by Xerox. Other concepts embodying a combination of entertainment and information are being planned and produced. Will they be recognized and aired by advertisers on leading stations or will they be passed in favor of the more popular, safe vehicles? Such decisions can be made by advertisers.

For a number of reasons the advertising agency's programming role has lessened and concurrently programming has acquired a general quality of sameness.

Perhaps this is coincidence. The networks today split 90-plus percent of the audience rather evenly. If one falls way behind, it reprograms to maintain an efficiently delivered cost-per-thousand audience, an action demanded by many agencies and advertisers. Thus networks alone cannot be singled out for criticism.

Some numbers-only oriented program buyers should venture forth without their rating books and find out what is turning which people on and off. Sure, viewers want entertainment. They also want their minds and horizons expanded. They want truth. They would like less commercial clutter as well as less frenetic, contrived commercial presentation. We are on the brink of a creative-commercial break-through, fact and truth, and the sooner we get to this point the better.

Our problems today stem from the industrial-technical revolution and the population explosion, which oddly enough are compounded by a singular lack of two-sided communication in this age of communication—television communication.

Networks and stations have their work cut out for them. A president recently suggested that his network will become more involved with issues, weaving them into programs. Advertisers and agencies also have provocative opportunities to take the initiative and propel television up and out of its lethargy. A few have already begun.

Pick a problem, Mr. Advertiser. Create an advertising campaign. Relate it to the problem and its solution. Tie the two together with multimedia use. Make people aware and offer solutions just as product and service advertising does. Close the gap, encourage cour-

tesy, start an antilitter (cleanliness) program. A candy company could endear itself to mothers by promoting the brushing of teeth to children. Create a positive, good company aura. Let people know you also care about them and want them to care about you.

A paper company could extol the merits and how-to of family camping. A chemical company could promote safety at home as Mobil does on the road. A computer company could explain the need and how-to of basic communications. General Electric could promote numbered, color-keyed labeling for fabrics—enough of all those lost and complicated unread cleaning tags—and then match it on their washing machines.

Much consumerism is justified and long overdue. Products must improve or fail. Many big companies must re-establish their leadership position. The product has to match up and even exceed expectations. If on a par with other products, the company might well have something extra going for it, such as a public-relations effort in an area of interest to their customers.

Advertisers can also encourage their agencies to find or create suitable programs for sponsorship. Scatter buying may reach more bodies statistically but the clutter factor can make information retention difficult, if not impossible, depending on the expertise of production and placement. Sponsorship of the right program for the right advertiser in the right markets can generate a lot of viewer and consumer loyalty.

Networks, agencies and advertisers have the most wonderful access to communications and such a need for its proper use. Reach out and do it now before it's too late.



Richard H. Depew rose to general programming executive at ABC-TV before moving in 1957 to Cunningham & Walsh, where he was director of TV programming from 1961 to 1965. He then moved to Ogilvy & Mather and, in 1967, to his present post as vice president, media and programming, at F&S&R, where his contributions have included the program-buying/placement concept exemplified by Alcoa's sponsorship of Life-produced specials on Hughes Television Network this year.

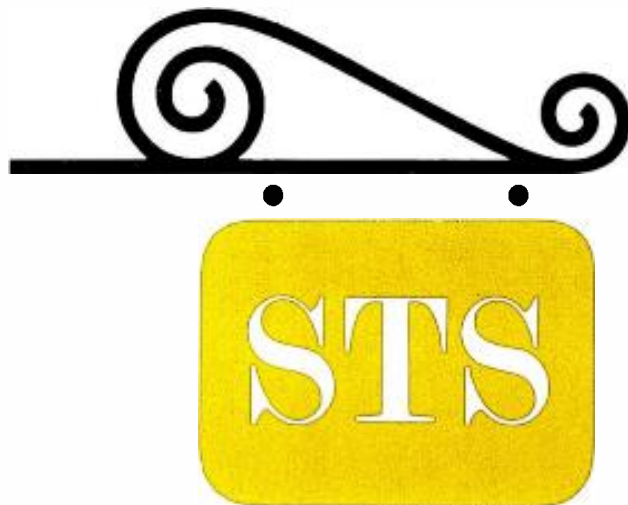
Effective August 3, 1970.....



KCRA-TV
Channel 3

Sacramento-Stockton

now represented by—



STORER TELEVISION SALES

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA

KRON-TV

KRON-TV

KRON-TV

KRON-TV

KRON-TV

People who can view
PGW represented
TV stations

will take
54,100,000 airline trips
this year.

Do you sell air travel?

**You can sell more
with spot TV**

...and we can show you how

...market by market

...season by season

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.

FCC heads for showdown this week

In last meeting with pre-Nixon majority on hand, question is whether crucial votes can be put off

The FCC is preparing a meaty agenda for its Aug. 26 meeting—the last that Commissioner Kenneth A. Cox is expected to attend—and the meatiest items have long been of interest to the outgoing Democrat.

But the way the agenda is shaping up, the meeting may leave unresolved, and therefore in doubt, the fate of one of the most controversial regulations ever adopted by the commission—the so-called one-to-a-customer rule.

Other items include proposed license-renewal and station-commercialization standards, and the wisdom of approving agreements under which stations reimburse citizens groups that withdraw petitions to deny their licenses.

The one-to-a-customer rule, which prohibits the owner of a full-time station from acquiring another full-time outlet in the same market, was adopted in March in the face of heavy industry opposition (BROADCASTING, March 30).

At the same time, the commission proposed rules to break up existing multimedia combinations, including broadcast-newspaper, in the same market.

The question of granting reconsideration of the new rule is on the agenda. But the staff reportedly is recommending that the commission hold an oral argument on the implications of the rule, as requested by a number of petitioners, before acting.

Thus, whatever action the commission takes—whether it accepts that recommendation or rejects it and directs the staff to prepare an order denying reconsideration—it seems unlikely that that final action can be taken before Commissioner Cox's scheduled departure from the commission on Sept. 1. And his vote would be crucial.

He and the other three Democratic commissioners—Robert T. Bartley, Nicholas Johnson and H. Rex Lee—voted for the rule, while Republicans

Robert E. Lee and Robert Wells opposed it. Chairman Dean Burch dissented in part and concurred in part. The chairman's statement, however, made it clear he opposed the idea of acting on the one-to-a-customer rule before consideration was given to what he considers the critical concentration-of-media-control problem—crossownership of VHF television stations and newspapers in the same city.

And once Commissioner Cox departs, Chairman Burch will probably have the kind of control of the agency he needs to have his way. Commissioner Robert Wells, now filling an uncompleted term, has been named by the President to succeed Commissioner Cox, and Sherman Unger, now general counsel of the Department of Housing and Urban Development and a political associate of Chairman Burch, has been nominated to complete the 10 months left of Commis-

Continued on page 20

At center stage for last act

Preparing to leave FCC, Ken Cox is key figure as touchy policies come up

With the announced departure on Sept. 1 of Kenneth A. Cox from the FCC, the commission is losing the last of its Kennedy men. Newton N. Minow, E. William Henry, Lee Loevinger and Kenneth A. Cox: The men named by President Kennedy made up an unusually tough-minded group of FCC appointees and, with the exception of Mr. Loevinger who favored less government regulation rather than more, a group dedicated to using the commission as an instrument to affect the product of broadcasting.

Of them all, none was tougher

mind than Mr. Cox.

Whether the issue involved a supposed paucity of local-live programming in prime time or of the broadcast of news and public affairs at any time, Mr. Cox has felt the FCC could fix things, and should.

He has been prepared to test the limits of the commission's authority in applying the fairness doctrine; indeed, he still feels Congress could apply the doctrine to newspapers without violating the First Amendment to the Constitution (see page 32).

He was a strong supporter of the commission's proposal to loosen the networks' grip on prime-time programming, believing that the new rules would help stimulate new sources of programming. And, since he believes a multitude of editorial voices enables the country's democratic system to function best, he spiritedly approached the prospect of breaking up multimedia holdings within the same communities.

Mr. Cox did not always have at hand all the evidence he needed to support his views, but he gamely struggled on in the face of such deficiencies. He conceded as much in stating his opinion on the benefits to be derived from a wide dispersal of media ownership (BROADCASTING, June 15).

If, in urging that the commission be used as an engine of change, Mr. Cox was confronted by a strict-constructionist colleague with the argument that the commission would be exceeding its authority, Mr. Cox's ultimate response was that if the FCC were wrong, the courts could correct the error.

And in some cases that challenged the commission's authority the agency emerged not only affirmed but also with its power enhanced. This was true of the Supreme Court decisions upholding the commission's authority to regulate CATV systems, whether served by microwave or not, and to enforce the

Continued on page 20

Showdown at FCC

Continued from page 19

sioner Wells's term.

In addition, Chairman Burch's hand-picked men for the key staff jobs of general counsel and Broadcast Bureau chief—respectively, Richard E. Wiley, of Chicago, and Francis Walsh, San Francisco University law-school dean—are expected to move into those slots early in September.

The proposed license-renewal standards under consideration involve matters that have long concerned Commissioner Cox. One deals with staff actions, taken under delegated authority, granting renewal applications of stations proposing to devote less than 5% of their time to news, 1% to public affairs and 5% to public affairs and "other" programming (religious, instructional and agricultural). Along with Commissioner Johnson, Commissioner Cox has long opposed granting such applications without further inquiry by the commission as to whether the stations would be serving the public interest.

Another issue involves Commissioner Cox's long-held conviction that the commission should scrap the community-needs survey question in its renewal-application form in favor of a question merely asking applicants to list the 10 most important issues in their

areas and to describe programming they carried to deal with them. He would keep the community-needs survey in applications for transfer of stations and for new stations.

There is sentiment within the commission for the major-issue proposal. But there is opposition to the suggestion that 5-1-5—or any other firm formula—be used as a guideline for determining whether renewal applicants should receive letters of inquiry. Some commissioners feel it would encourage stations now exceeding the standard to do less.

Commissioner Cox, however, says the standard should not be used as a permissible minimum. He would recommend an examination of some stations—possibly a prosperous VHF television outlet—proposing even as much as 12% news.

The staff is known to feel that the Cox-Johnson criticism that renewals are granted "wholesale" without regard to whether minimal standards are met is not warranted; it contends that applications containing apparently minimal standards are checked and that grants can be defended as serving the public interest. (For instance, a large-market, all-music FM station that carries only five minutes of news an hour and no public affairs or "other" programming would, in the staff's opinion, warrant renewal.)

The staff, while it would like a reaffirmation of its authority to use its judgment in granting renewals of stations proposing less than 5-1-5, is requesting commission guidance on what guideline, if any, it should use.

Whatever decision is reached will probably be formally announced. Chairman Burch is said to feel that broadcasters should be told the standards the commission staff applies in examining their renewal applications.

The commercial-standards issue involves a matter that has long troubled the commission and one that had presumably been settled last February (BROADCASTING, Feb. 16). The commission at that time directed the staff to question radio stations proposing to carry more than 18 minutes of commercial time per hour (the National Association of Broadcasters code limit). And the tone of the letters indicated that those stations proposing to exceed the standard in more than 10% of their broadcast hours would face renewal hearings—absent an extraordinary justification for its proposals. [TV stations rarely exceed the standard the commission has set for them—16 minutes per hour.]

However, the staff has asked for further guidance on this matter. It says the standard is unfair to daytime stations since they would be permitted fewer

Cox at center stage

Continued from page 19

fairness doctrine and the so-called personal-attack rules that had been adopted to implement portions of it.

Unlike the swifter departures of the Kennedy men who preceded him, Mr. Cox's leaving is involuntary. He made no secret of his wish to remain, but he is a Democrat, and the expiration of his term afforded President Nixon his first opportunity to give the commission a Republican majority.

As a commissioner, Mr. Cox was animated by a liberalism grounded in faith in the capacity and obligation of government to raise the public-interest quality of programming, by a mom-and-pop attitude toward broadcast ownership—and by a persistent skepticism of the willingness of broadcasters to operate in the public interest without close supervision. "I don't think the profit motive provides an incentive for the kind of programming the public needs," Mr. Cox said recently. "So long as they get an audience for what they do, broadcasters will do it, without regard to the needs of significant elements of the population that are not being served."

It was this attitude that propelled him, when he was still chief of the

Broadcast Bureau in 1962, into the center of a major controversy. Acting under a delegation of authority from the commission, Mr. Cox instructed his staff to question renewal applicants whose proposed local-live programming in prime time appeared to be inadequate. To many broadcasters receiving the letters, the staff's questioning suggested that the inclusion of a proposal for sustained local-live programming in prime time would speed commission action on their renewal applications. At one time, the renewals of some 100 California AM, FM and TV stations were deferred at least in part because of questions about program proposals.

When news of this activity broke in BROADCASTING (in its issue of Dec. 3, 1962), some commissioners charged Mr. Cox with exceeding his authority and with seeking improperly to influence programming. The letter-writing was suspended. It was later resumed, although under tighter commission control and on a much smaller scale. Still later it petered out completely.

Now, however, the commission may be back where it was seven years ago. Because of the concern of Commissioner Cox, now supported by Commissioner Nicholas Johnson, over the need for standards to assure that broadcasters will provide a reasonable amount

of news, public-affairs and other non-entertainment programming, the commission is considering whether to establish new guidelines for processing renewal applications (see story page 19). And while it ponders, applicants that fail to meet the standards suggested by Commissioner Cox and Johnson—5% news, 1% public affairs and 5% public affairs and "other" programming—are being deferred.

If broadcasters will not miss his advocacy of a tight regulatory rein on their business, they will miss the Cox approach to CATV—or at least that may be said of television operators not yet in CATV themselves. His has been one of the strongest voices urging a hold-the-line policy against cable. He is unmoved by talk of the wonders that CATV technology can bring. "They [CATV systems] are being pulled kicking and screaming into the business of program originations," he says sourly. In his view, CATV systems are interested only in the simple, and profitable, business of importing distant signals into major markets and in paying as small a copyright fee for the privilege as possible.

The commission policy geared to protecting television stations against competition of CATV systems importing distant signals—a policy now subjected

hours in which to exceed the 18-minute limit than would full-time stations. The staff would maintain the 18-minute "normal" limit but replace the 10% standard with a flat number of hours weekly—10 to 14—in which stations could carry up to 20 minutes of commercials [up to 22 minutes if political advertising is involved].

The question as to whether the commission should approve agreements providing for broadcaster reimbursement of citizens' groups that have challenged license renewals and then withdrawn centers on a proposed \$15,000 payment by KTAL-TV Texarkana, Tex., to the United Church of Christ. The church aided 12 black groups in petitioning the commission to deny the station's license and, later, in reaching an accommodation of their differences with the licenses.

The commission has had the matter on its agenda for more than a month ("Closed Circuit," July 20). The general counsel's office has recommended approval, but with the proviso that the commission make clear it will not approve reimbursements exceeding \$20,000. The Broadcast Bureau has opposed the agreement, contending it would trigger a rash of license-renewal protests by groups interested in harassing licensees and that the only beneficiaries would be citizens' groups' attorneys.

to second thoughts—is one Mr. Cox helped to fashion when still chief of the Broadcast Bureau. Under his direction, the bureau took the position that the commission, when passing on an application for microwave facilities to serve CATV systems, can consider the impact of that service on local television stations. That position was later upheld by the courts in the landmark Carter Mountain Transmission Corp. case, in 1963 (BROADCASTING, Dec. 23, 1963).

In looking back on his service with the commission, Mr. Cox says he has experienced more defeats than victories. And if the stream of dissents that has issued from his office over the past seven years is any indication, he is right. But, somewhat ironically, in the final months of his service, while the commission has operated under a Republican chairman, it moved in a direction he had long urged it to take—toward diversifying media ownership within communities to assure a multitude of competing voices, and toward curbing network power to dominate prime-time programs.

But Mr. Cox knows all of these are close things and can be reversed after he departs. He is concerned, also, about the commission's apparent decision to change course in its CATV policy by permitting CATV systems to import



FCC Commissioner Kenneth A. Cox (l), who is scheduled to leave the commission on Sept. 1, receives a plaque from Commissioner Robert E. Lee, in behalf of the commission, commemorating Commissioner Cox's seven years of service. The award was presented last Thursday in the commission meeting room at a reception attended by the commission staff, communications attorneys and communications-industry rep-

resentatives. Present also were former colleagues of Commissioner Cox—ex-Chairman Rosel H. Hyde and Fred Ford and ex-Commissioner Lee Loevinger. The only other present commissioner attending was H. Rex Lee. The others were away on vacation. But they will have an opportunity to say their farewells at the commission meeting this week, when a number of major items are expected to be considered.

distant signals into major as well as minor markets. He is not entirely pleased with the commission's resolution of the land-mobile radio case. For more than three years he headed a government-industry committee that studied the congestion on land-mobile radio channels and that eventually concluded the principal need was additional spectrum space. The commission's decision to permit land mobile to share one or two of the seven lowest UHF channels in the 10 largest urban areas and to reallocate to land mobile 115 mc of space in the 900 mc band he regards as providing "modest relief." The land-mobile forces had hoped ultimately to get exclusive access to the seven lowest UHF channels.

He is concerned, also, about the commission's shift toward a get-tough policy aimed at broadcast stations airing obscenities. He sees the problem, in real terms, as minor—and the efforts to eradicate it as a threat to broadcasters' freedom. On the other side of the censorship issue—that involving news and public-affairs programming—he feels a series of rulings in which the commission rejected complaints about network news and documentaries on the ground that the agency is not the national "arbiter of truth" has strengthened the hand of the broadcast journalist.

It is because the issues in which he is interested have not been fully resolved—at least to his satisfaction—that he is reluctant to leave the commission. He

also says frankly that he likes the job. "The frustrations sometimes make me wonder why I ever left Seattle," he said recently, in reference to the law practice he left years ago to enter government service. "But on balance, it is the most rewarding job I ever had."

Most commission observers, regardless of their opinion of his regulatory philosophy, generally agree that Mr. Cox was an uncommonly able commissioner.

Chairman Dean Burch, President Nixon's choice to lead the commission, has called Mr. Cox "a worthy and noble advocate of his position on the commission. Although we disagreed frequently, it was not because of a lack of scholarship or candor on Ken's part."

Mr. Cox's appetite for work is awesome. No item on a commission agenda was too insignificant for him to prepare to discuss in detail. And, as Chairman Burch, among others, has pointed out, Mr. Cox was formidable in debate. His forensic battles with Mr. Loevinger, another articulate debater with strongly held views, when the latter was on the commission, achieved heights of passion and eloquence that have earned them places in commission folklore.

Mr. Cox's first brush with communications law came in 1956, when, while practicing law in Seattle and taking part in local Democratic politics, he was tapped by Senator Warren G. Magnuson (D-Wash.), then as now chair-

man of the Senate Commerce Committee, to serve the committee as special counsel on communications matters. Over the next four years he travelled between Seattle and Washington a number of times to work with the committee on issues that were later to occupy his time on the commission—network practices, pay television and CATV, among them. Then, when the Democrats came to executive power in Washington in 1961 and Newton N. Minow was named FCC chairman, Mr. Cox became chief of the commission's Broadcast Bureau—an appointment

which at the time was openly regarded as a way station on his route to a commissionership. He completed the journey in March 1963 (BROADCASTING, March 18, 1963).

The end of his tour with the commission became predictable when President Nixon won the election in 1968. There were some who spoke for Mr. Cox at the White House, including some broadcasters and land-mobile radio operators (who had spent more than three years educating him in their spectrum-shortage problems). They received a cool response.

Mr. Cox has not yet disclosed what he intends to do after leaving the commission. However, reports are circulating that he will practice law with a Washington communications law firm ("Closed Circuit," Aug. 17). His colleagues agree he could have much to contribute.

But one question some are asking is: Can a hard-nosed regulator who relishes the use of government power to achieve ends he considers worthy achieve happiness representing private interests in resistance against government power.

Broadcast Advertising

Cigarette print ads worry Moss

Senator asks FTC nominee Kirkpatrick to 'monitor' tobacco expenditures in '71

The Senate Commerce Committee quizzed Philadelphia lawyer Miles W. Kirkpatrick for almost two hours last Thursday (Aug. 20) on his nomination to be chairman of the Federal Trade Commission. Virtually to a man, those half-dozen senators present, plus other members who sent word, said they would vote to confirm him.

Mr. Kirkpatrick was nominated by President Nixon to succeed California lawyer Casper W. Weinberger, who left the FTC Aug. 7 to become deputy director of the Executive Department's new Office of Management and Budget (BROADCASTING, Aug. 17, July 27).

But the hearing did give senators an

opportunity to press on the nominee their individual concerns.

Senator Frank E. Moss [D-Utah] urged Mr. Kirkpatrick to have the FTC "monitor" cigarette advertising in newspapers and magazine after Jan. 1, 1971, when cigarette advertising on TV and radio becomes forbidden by law.

Senator Moss, who, as chairman of the Senate Commerce Subcommittee on Consumers, led the fight to ban cigarette advertising on the airwaves, said he is afraid the money released from broadcast advertising [an estimated \$240 million] would be used in increased advertising in the print media.

Senator Moss also urged the FTC nominee to back Mr. Weinberger's promise to study the question of drug advertising and its relation to drug abuse, and the question of dry cereal advertising as part of its study of that industry. Both subjects have been investigated by the Utah senator and his Consumer Subcommittee (BROADCASTING, Aug. 3, July 27).

The only other mention of broadcasting came from Senator John O. Pastore [D-R.I.], who is the chairman of the Subcommittee on Communications. Senator Pastore called on Mr. Kirkpatrick to strengthen the liaison between the FTC and the FCC to take care of what the senator called "outlandish" advertising claims on TV that are "frauds against the consumer."

Mr. Kirkpatrick, who headed the 1969 investigation of the FTC for the American Bar Association, commented in

answer to other questions that he was uncertain about the merits of the classification bill, now pending before the Senate. This would, he said, lead to a host of "clientless" lawsuits. He also said he was not sold on the need for a consumer counsel in the agency. "That is why the FTC was established," he said. He also said he didn't know where a consumer counsel would fit in at the agency.

The consumer counsel idea had been recommended last June by the Consumer Federation of America. It was urged again by Howard T. Frazier, president of that organization, in a statement submitted to Senator Warren



Senator Magnuson



Mr. Kirkpatrick

G. Magnuson [D-Wash.], chairman of the Senate Commerce Committee, who presided at the confirmation hearings.

Mr. Frazier complained that although his organization, which he said represents 179 consumer organizations with 130 million members, had asked to be consulted in the appointment of a new FTC chairman, President Nixon had not done so. He praised Mr Kirkpatrick for his qualifications, but said he could not endorse him because there had been no opportunity to query Mr. Kirkpatrick about his background and attitude on consumer questions.

The only other opposition to Mr. Kirkpatrick came from Senator William Proxmire [D-Wis.], who charged that the FTC had done little for the consumer. The Wisconsin senator said he was "profoundly skeptical of the fairness of appointing to the country's major consumer agency men who have devoted their professional lives to the representation of precisely those interests that the consumer is currently demanding protection from."

But the committee's attitude toward the nominee was summed up by Senator Magnuson who, in an opening statement at the hearing, termed Mr. Kirkpatrick "uniquely qualified" to carry on the previous chairman's initiatives.

"It may well be," Senator Magnuson said, "as some critics have suggested, that a lifetime of defending corporate clients does not qualify a man to be a vigorous advocate of the consumer interest—nor does it disqualify him from being a consumer advocate."

Mr. Kirkpatrick, a partner in the Philadelphia law firm of Morgan, Lewis & Bockius, submitted a list of his investments to the committee which he said he intends to place in a blind trust.

He also listed clients he has been actively counseling since October 1969—among them were Jerrold Corp., a major CATV equipment manufacturer and multiple-CATV owner, and the Bulletin Co. (*Philadelphia Bulletin*), which owns WPBS(FM) in that city and KTMS-AM-FM Santa Barbara, Calif., and has interests in CATV systems in Levittown, Pa., Salem, N.J., and a franchise for a section of Philadelphia.

What comes next after the cigarette ad ban?

A broadcaster, asked by the American Cancer Society about his industry's plans for continuing antismoking public-service programming after the January 1971 ban on cigarette commercials, had some questions of his own.

Eldon Campbell, vice president and general manager of WFBM-TV Indianapolis, was responding to a letter from

Code: Don't emphasize smoking in any ads

The Code Authority of the National Association of Broadcasters has warned television broadcasters that they should watch carefully that cigarette smoking isn't over-emphasized in commercials for products other than cigarettes—especially after Jan. 1, 1971, when cigarette commercials are banned.

Responding to a request from an unidentified advertising agency, the Code Authority noted that Part IV, paragraph 12 of the TV code, calls on telecasters to refrain from depicting cigarette smoking in a manner "to impress the youth of our country as a desirable habit worthy of imitation."

To follow this objective, the Code Authority has recommended to all ad-

William B. Lewis, chairman of the board of directors of the ACS and former chairman of Kenyon and Eckhardt. The letter thanked broadcasters for their efforts in the campaign against cigarette smoking and also asked whether broadcasters intended to go on carrying anti-cigarette messages after cigarette commercials go off the air, by federal law, next Jan. 2.

Mr. Campbell's response was to pose his own questions to the cancer society. When is ACS going to propose that the Tobacco Institute and its affiliated companies cease advertising their products on all media? When is the ACS going to ask Congress to review government subsidies to tobacco growers in this country and government subsidies of advertising of American cigarettes overseas?

Mr. Campbell stated that when the American Cancer Society "approaches the total problem of cigarette advertising in all forms," he would then be prepared to answer the question Mr. Lewis offered.

Easy-Off demonstration questioned by FTC

A complaint charging the makers of Easy-Off window cleaner with using a deceptive TV demonstration to show the merits of its product has been proposed by the Federal Trade Commission. The complaint also cites the firm's agency, Cunningham & Walsh, New York.

The commercial in question purports to show that Easy-Off causes no spotting and streaking as compared to an unnamed "leading brand". Both products are sprayed on halves of a window, spread and allowed to dry. The

vertisers and agencies wishing to use cigarette-smoking scenes in noncigarette commercials that a careful evaluation be made "to help assure that [the scene] is in keeping with the letter and spirit of the [code provisions]."

Specifically the Code Authority recommended that advertisers avoid "gratuitous" depictions of cigarette smoking, or showing of excessive cigarette smoking, or scenes that relate smoking to "glamorous, romantic, heroic, sports or like settings which are capable of creating the impression to youth that smoking is a desirable habit worthy of imitation."

Where commercials are used that show a bona fide relationship to cigarette smoking [e.g. a commercial for a cigarette lighter], the smoking incident should be as brief and incidental as possible, the Code Authority said.

voice-over in the commercial says: "See, the leading brand left spots . . . but the Easy-Off dried spotless and streakless."

The FTC says that there is reason to believe that "in the demonstrations the directions for use of the 'leading brand' of window cleaner were not followed" and that the commercial does not give actual proof of Easy-Off's superiority over competitive window cleaners when both are used in the intended manner.

American Home Products Corp., the makers of Easy-Off, and Cunningham and Walsh may avoid a formal complaint by filing a consent order agreeing to stop the alleged deception. Such an action would not be an admission to a violation of any laws.

FTC asks warnings on pesticide ads

The Federal Trade Commission has announced the second revision of its proposed trade regulation rule regarding advertising of pesticides and insecticides and has invited filing of views on the proposal.

The revised rules would make failure to display a health warning on all product advertising, including broadcast, of insecticides and pesticides a deceptive practice.

The proposed warning would read "This product can be injurious to health; read the entire label carefully and use only as directed."

The proposed rules would ban any advertising which contradicts information printed on the label of the product. This would include any statements that the product is less hazardous or requires fewer precautions than the label indicates.

WHAT KIND OF LEAD WOULD YOU PUT ON THIS STORY:

"The West Side smoldered today after looters reveled...!"?

OR HOW ABOUT: "An uneasy calm hung over Hartford's riot-torn ghetto...!"?

The times are crying for a new specialist in journalism, because the old cliché-ridden stories are shallow and inadequate. A specialist in urban affairs.

A reporter and interpreter who understands causes and consequences. Who knows why there are riots. Why pollution, transportation paralysis, banal city design. Why there is tension.

Who isn't too ignorant to keep on asking "Why? Why? Why?"

If headier story development on urban affairs is of absorbing interest to you, a special program at the University of Chicago may be your meat.

It's called the Urban Journalism Fellowship program, under the wing of the University's Center for Policy Study. Attendance is very select.

Ten—and only ten—working journalists from print media or broadcast, will be chosen to take part in the third year of the Program, starting in January 1971.

You spend two quarters at the University as a Fellow.

You receive a stipend of \$200 per week, plus tuition money.

You audit certain highly relevant courses.

You meet with brainy, high-powered men like Hans Morgenthau, Philip Hauser, Morris Janowitz. They give you insights that help your stories sink deep.

You are thrown into contact with politicians, city planners. With movers and shakers of every kind of urban activity.

You will come out way ahead of where you are now in journalistic capabilities. Because you will understand why the rioters threw Hartford up for grabs, not just who got hurt. And a lot more about urban decay and how to stop it.

If you're interested in becoming an Urban Journalism Fellow, if you're between 23 and 35—and if you're good, very good—write for an application.

You may end up as the only person in your particular city who really understands it.

**Urban Journalism Fellowship Program
University of Chicago
5801 South Ellis Avenue
Chicago, Illinois 60637**



Is it time for



a new kind of reporter?

Campaign-spending measure bogs down

House recess may make action too late for effect in fall elections

Democratic hopes for effectively limiting campaign expenditures for broadcast time during the 1970 congressional elections vanished in the dust of House members who left Washington for the Labor Day recess without voting on the political broadcasting conference report. A vote now cannot come until the House returns to work Sept. 8.

Assuming the conference report is passed early in September by the House and then the Senate—both must either accept or reject the report in its entirety—congressional sources estimate that it cannot reach the President for signing before Sept. 15 or 16. If the President does sign, and he has 10 days to consider his decision before he acts, the bill will not take effect until 30 days later, some time late in October—too late to have any measurable effect on the general elections on Nov. 3.

Until it actually went into force in October (and it could even be later), candidates would not be bound by the bill's spending limitations and could continue to purchase broadcast time freely.

The House had scheduled a vote on the conference report (which changed the effective date from Jan. 1, 1971, provided for in the House bill, to 30 days after signing into law), for the last day before the recess, but the Democratic leadership abandoned the effort.

A tally of members present showed the numbers from each party to be fairly equally divided—too close to guarantee passage of the report, according to a Democratic source. House Republicans were strongly opposed to the date switch made in conference.

The delay in House action is a setback for Democrats who supported the effort to apply the bill's spending limitations to the upcoming congressional contests. They had hoped it would help equalize the spending advantage that more prosperous Republican candidates would have over their Democratic opponents.

The measure would limit a candidate's spending for political broadcast time in general elections to seven cents for each vote cast for all legitimate candidates for that office in the last general election, or \$20,000, whichever is greater.

M-E, Milwaukee agency reach merger accord

McCann-Erickson Inc., New York, has reached an agreement in principle to acquire Mathisson and Co., Milwaukee-based ad agency. Mathisson will operate as the Milwaukee office of M-E. The transaction is subject to approval of the boards of directors of both agencies.

Mathisson, with billings of approximately \$13 million, has handled the Miller Brewing Co.'s Miller High Life Beer account since 1939.

Miller is a subsidiary of Philip Morris Inc.

26-minute film of All-Star Game marketed

Organized baseball has produced a 26-minute color film of the 1970 All-Star Game played last month in Cincinnati, as the first project in an expanded program promoting the sport on TV and through other outlets around the country. The motion picture will be made available for sponsorship on TV.

The film was shown last Thursday (Aug. 20) before a selected group of advertisers, agency personnel and newsmen in New York.

The All-Star Game film, which was completed earlier in the week, was produced by the Major League Baseball Promotion Corp., through its film division, W&W Films Inc. Of 20,000 feet shot in Cincinnati, 900 feet were used in the film, which also includes 15,000 feet of film shot weekly since April as part of the promotion company's film library.

The Baseball Promotion Corp., which is owned by the major league clubs, was organized four years ago to serve as the coordinating group for baseball's promotional interests. Its film will be distributed through established outlets and made available for sponsorship both nationally and locally. By the end of the year, the corporation expects it will have produced and distributed throughout the world 20 baseball films.

The responsibility for promotional activities was formerly assigned to the motion picture division of the major leagues, but now is directed by Robert C. Shea, president and chief executive officer of the subsidiary.

Mr. Shea reported that his organization is producing two-minute weekly film clips for distribution to TV stations "to increase fan involvement" and films of the world series and highlights of American and National League play. It also develops and sells film ideas for network TV specials and for educational and instructional purposes. In addition, the Major League Baseball Promotion Corp. is in licensing and publishing and helps conduct national promotion activities.

Two firms offer tailor-your-own research

Schwerin Research Corp. and Visual Information Systems, both New York, have announced a "flexible" TV commercial-testing service in 25 cities.

According to officials of the joint venture, an advertiser client chooses any city for his survey. In each one, facilities staffed by technical personnel have been set up at a Holiday Inn. Visual owns the hardware—Amplex Videotape playback machines. Besides the city, a

'Dinty Moore' stars in Hormel campaign

A new animated character, "Dinty Moore," is star of a new TV campaign of 30-second and 60-second spots being launched by George A. Hormel & Co., Austin, Minn., manufacturer of Dinty Moore beef and meatball stew, through BBDO, Minneapolis.

In one of the new spots, Dinty is approached by a scout from the National Football League, seeking to persuade him to give up stew-making for a football career.

The name Dinty Moore, first used for a tavern owner character in the pioneer comic strip, "Maggie and Jiggs", was adopted as a name for the food product during less prosperous time when the emphasis was on economy.

The advertising theme has since been changed.



client can choose any tools, subjects, sampling method, or evaluation techniques he wants.

Respondents, selected from a client-picked sampling technique, are invited by mail or phone to the Holiday Inn to view the prospective black-and-white or color commercial and to fill out a questionnaire. The commercial might be tested as part of, separated from, or adjacent to a TV program.

The first assignment for the new service is a four-day \$30,000 study in Cleveland, Boston and Seattle of six commercials for a major food manufacturer, the identity of which was not disclosed.

Other cities with testing facilities at Holiday Inns are New York, Chicago, Los Angeles, Detroit, Philadelphia, Washington, Cincinnati, St. Louis, New Orleans, Denver, San Francisco, Miami, Atlanta, Charlotte, N.C., Memphis, Minneapolis, Phoenix, Kansas City, Dallas, Houston, Omaha and Oklahoma City.

The cost of the commercial testing service varies depending upon the components of the survey, but it is said to vary between \$2,000 and \$6,000 for a given test.

Former competitors set up N.Y. rep firm

Bolton/Burnside Representatives Inc. has been formed as a new station-representation firm in New York. Carmen Bolton, formerly an account executive with CBS-TV spot sales, and Glen Burnside, formerly an account executive with NBC-TV spot sales, are president and executive vice president, respectively.

The company will "concentrate on a short list of television stations in major markets," according to Mr. Burnside.

First client is CKLW-TV Windsor, Ont., Detroit which B/B will represent in the New York market. RKO Television Representatives, New York, represents the station outside the New York area. Bolton/Burnside is at 1700 Broadway 10019, Phone (212) 265-0660.

TWA's marketing unit absorbs ad department

Trans World Airlines, New York, said last week it has "eliminated the traditional advertising department" and will work directly with its advertising agency, Wells, Rich, Greene, that city, through its marketing staff.

Blaine Cooke, senior vice president-marketing, TWA, said the advertiser was changing the "traditional agency/client relationship" so as to simplify procedures and to allow both agency and client staffs to work together "more productively." He said the marketing

Business briefly:

Purchases on ABC Radio include **Carter-Wallace Inc.**, through SSC&B, both New York, for Arrid on American Contemporary, Information, Entertainment and FM networks; **Admiral Corp.**, Chicago, through Campbell-Ewald Co., Detroit, and **Ford** division of Ford Motor Co., Detroit, through J. Walter Thompson, New York, both on American Contemporary Network.

Eastman Chemical Products Inc., through Needham, Harper & Steers, both New York, will begin a network-TV and print campaign for its Kodel Polyester carpets beginning Sept. 22 and continuing through Oct. 31. Use of 30-second spots will be piggybacked with Eastman Kodak camera commercials.

Dupont Co., Wilmington, Del., through BBD&O, New York and **Hartford Insurance Group**, Hartford, Conn., through Laroche, McCaffrey & McCall Inc., New York, have renewed their co-sponsorship for ABC-TV's *The Undersea World of Jacques Cousteau*.

Purchases on NBC Radio include **Ralston Purina Co.**, through Gardner Advertising, both St. Louis, for its Purina Dog and Cat Chow on NBC Radio's *News on the Hour, Emphasis and Monitor*; **Seven-Up Co.**, St. Louis, through J. Walter Thompson, New York, on *News on the Hour, Emphasis and Monitor*, and **General Mills**, Minneapolis, through Dancer-Fitzgerald-Sample, New York, for Total cereal, on *News on the Hour and Emphasis*.

■ **Kool-Aid** division of General Foods

staff at TWA, which has the responsibility for sales programs, would now work directly with the agency.

Mr. Cooke said that Wallace J. Smith, vice president-advertising and marketing programs, would have overall responsibility and report directly to him "to insure that the advertising doesn't get splintered in support of too many programs, and that corporate advertising receives top-level attention." He said the new procedure should make for greater coordination between sales and advertising "with fewer people involved in fewer decisions."

'Cupid' bares a spray

Tawn Limited, which met with NAB code resistance when it introduced its liquid douche concentrate, Cupid's Quiver, earlier this year (BROADCASTING, Jan. 12), is adding a new deodorant spray to its list of feminine hygiene products. Like its predecessor, the new deodorant will come in two fragrances—raspberry and champagne. The company, through its agency, Kane, Light,

Corp., White Plains, N.Y., through Benton & Bowles, New York, has placed Danka, toaster Danish pastry, into national distribution. Campaign, scheduled to begin Sept. 20, is supported by 30-second piggyback commercials on prime-time network TV.

General Mills, Minneapolis, through Needham, Harper and Steers, Chicago, will begin daytime network and spot-TV campaign Sept. 14 to introduce Betty Crocker Apple Cinnamon Upside Down Cake Mix and Topping.

Pillsbury Co., Minneapolis, through BBDO, New York, and **American Dairy Association**, through Comp'on Advertising, New York, will launch a tie-in campaign next month on their television and print advertising promoting the theme, "cookie and cow—wow!", to run from September through November.

Timex Corp., through Warwick & Legler Inc., both New York, this fall starts one-minute participations for electric men's watches that will supplement six Timex specials also scheduled for new season. Spots will appear during November and December on NBC-TV's *Red Skelton Show, Laugh-In, Julia, Men From Shiloh, Four In One, Flip Wilson Show, Dean Martin Show, Andy Williams Show, Adam-12* and *Evening News*.

Admiral Corp., Chicago, through Campbell-Ewald, Detroit, plans to use mix of six different commercials for its color TV and other home entertainment product on nine prime-time CBS-TV programs from Sept. 15 to Dec. 12.

Gladney, New York, will introduce Cupid's Quiver deodorant spray in December. Both spot-TV and spot-radio campaigns are planned as well as print advertising. Tawn Limited is a division of McKesson Laboratories.

Rep appointments:

■ **WHEC-TV** Rochester, New York: Katz Television, New York.

■ **WILZ(AM)** Tampa-St. Petersburg, Fla.; **WHEL(FM)** Detroit; **KMND(AM)** Phoenix; **KMOR(AM)** Salt Lake City; **WAFT(AM)** Grand Rapids, Mich.; **KZEL-FM** Eugene, Ore.; **WPAD-AM-FM** Paducah, Ky.; **WNLA-AM-FM** Indianola, Miss.; **KGUS-FM** Hot Springs, Ark.; **KPEN-FM** Los Altos, Calif.; **KQYX(AM)** Joplin Mo.; Gert Bunchez & Associates, St. Louis.

■ **KWTO-AM-FM** Springfield, Mo., and **WLEE(AM)** Richmond, Va.: Katz Radio, New York.

■ **WDCJ(AM)** and **WKTZ-FM** Jacksonville, Fla.: Edward Petry & Co., New York.

Firm offers TV help

Production Security Corp., New York, has been formed to provide the services of a television department to agencies and advertisers that do not maintain their own facilities, it was announced last week. The principals are Helen Macordes and John Newman, who have been production executives at Jack Tinker & Partners and McCann-Erickson, respectively. They said the company has received assignments from Kurz Kambanis Symon Inc., New York, and Rockwell, Quinn and Wall Inc., New York. Headquarters is at 572 Madison Avenue.

Agency appointments:

■ Kane, Light, Gladney Inc., New York, has been chosen by Representative Lester L. Wolff (D-N.Y.) to handle advertising for his re-election campaign. KLG also handled his 1968 campaign.

■ Fashion Tress Inc., New York wig and hairpiece manufacturer, has named Wyse Advertising, there, to handle its \$1-million radio, television and print campaign. Wyse is Fashion Tress's first agency.

Also in advertising:

Statement instead of spot ■ Sentry Insurance will waive its two commercials on the Sept. 14 presentation of ABC-TV series *Now*. Episode, titled "P.O.W.—

Next of Kin," is in-depth study of families of thousands of American soldiers missing in Vietnam. Sentry President John W. Joanis will replace commercials with short statement that "American business has a responsibility in its television advertising, a responsibility to support and present meaningful programs like this."

Enjoy joined billings ■ Two Chicago agencies, Albert Nader Co. and Todd Lief Advertising, merged last week to become Nader-Lief Co. at 919 North Michigan Avenue. Albert Nader continues as president and Todd Lief is executive vice president-creative director. Total billing is about \$5 million, part in broadcast.

New rep firm ■ Norwood J. Patterson and Louis A. Gillespie have formed Radio Rep Inc., a new representative firm which will handle accounts of religion-oriented stations. The company is located at 220 Campo Drive, Long Beach, Calif. 90803.

House agency ■ Gimbels-Pittsburgh, retail clothing store, will form its own advertising agency. Effective Sept. 1, G-P Promotion Services Co., will handle campaigns, including extensive use of radio and television, for the Gimbel stores operated by the Pittsburgh division. F. Richard Schwartz, vice president and sales promotion director of Gimbels-Pittsburgh, will direct the new house agency.

Department stores lead local gainers

Television Bureau of Advertising reported last week that 10 major local categories invested \$68.6 million in television during the first quarter of 1970, an 18% increase over the corresponding period of 1969. This marked the first time TVB has released dollar investments for local advertiser classifications.

Paul Benson, vice president in charge of local sales, pointed out that department stores registered the largest percentage gain in dollar investment, exceeding the 1969 first quarter by 51%. Other substantial gains, he said, were made by builders and real estate (36%) and auto repair, service stations and auto supply stores (31%).

The top local categories by TV-dollar investments:

Category	1st quarter 1969	1st quarter 1970	% Change
Financial	\$16,426,700	\$17,727,000	8%
Auto dealers	10,009,600	11,449,200	14
Department stores	6,710,700	10,120,000	51
Restaurants	6,781,200	8,105,400	20
Food stores	5,031,700	6,333,600	26
Furniture stores	3,323,100	3,988,700	20
Public utilities	5,592,700	5,829,700	4
Builders, real estate	1,354,100	1,834,700	36
Auto repair, service stations, auto supply stores	1,186,600	1,559,500	31
Clothing stores	1,491,700	1,640,500	10
Total	\$57,908,100	\$68,588,300	18%

BAR, 75 Markets

TheMedia

Press carelessness irks Burch

Chides newspapers, magazines for false reports on FCC fairness rulings

Criticism of the press by members of government is not new. But the kind of criticism FCC Chairman Dean Burch directed at a number of leading newspapers and magazines last week was. He felt they had been careless in reporting the commission's decision in one of the most delicate and difficult issues the commission has faced in the fairness area, and he went out of his way to point out the errors—almost publication by publication, point by point.

Principally at issue was the commission's decision, announced Friday, Aug. 14, directing the three major networks to make prime time available to spokesman for those opposing President Nixon's views on the Southeast Asia war (BROADCASTING, Aug. 17).

Some publications had described the commission's action as providing "anti-Nixon prime time" as giving critics of the war "equal time," or had speculated that the decision would affect the President's use of television.

The chairman took sharp issue with all of those accounts. And he felt strongly enough about the matter to start his administrative assistant, Robert Cahill, working on the statement over the weekend, and, on Tuesday, to drive 150 miles into Washington from the Maryland shore, where he had been vacationing and resting a sore back, to complete the job.

The White House was also said to have been upset by initial press accounts. Presidential aides reportedly

took some reporters aside to caution them against accepting the stories' accuracy, and to suggest that they contact Mr. Cahill for an accurate interpretation.

Mr. Cahill, however, disavowed any knowledge of any White House involvement, and said he did not receive any calls from reporters until after Mr. Burch's statement was released with the text of the commission decision late Tuesday afternoon. Coverage of the commission's action was based on a four-page news release. And part of the difficulty with the coverage apparently stemmed from headline writers trying to pack drama into the fewest possible words. The chairman cited the *Christian Science Monitor* headline, "Anti-Nixon

TV Time Ordered." No such time was ordered, said Mr. Burch.

But a major problem faced by headline writers and reporters writing the stories, apparently, was a confusion of the requirements imposed by the "equal opportunities" provision of Section 315 of the Communications Act and the requirement of "reasonable opportunity" implied by the fairness doctrine.

President Nixon's five speeches on network television dealing with the Southeast Asia war since November had been the critical factor in the commission's decision. The commission said all three networks had afforded time for contrasting views on the issue but that, in view of the five speeches, their efforts had fallen short. It said fairness required the networks to afford at least "one more uninterrupted opportunity" to an appropriate voice for the other side.

But the commission made a point of distinguishing between the requirements of the equal-time law, which permits little if any discretion on the part of the broadcaster, and those of the fairness doctrine, which permit the broadcasters to make "reasonable judgments in good faith," as Chairman Burch said last week. And it stressed that it was rejecting any principle embodying the right of reply to the President.

Yet, as the chairman said, the *Washington Star*, *Chicago Sun Times*, *Boston Globe* and *St. Paul Pioneer Press* used the phrase "equal time" or "equal TV time" in headlines on stories reporting the action.

He thought the problem might have stemmed from the AP story, which said in part: "The FCC has ruled broadcast networks must give opponents of President Nixon's Indo-China war policy equal, prime-time rebuttal." And he was dismayed by the story in the *National Observer* which said the networks "were ordered to provide five segments of prime time" to critics of the administration's war policy.

The chairman also found fault with some interpretations placed on the commission decision. He noted that both *Time* and the *New York Times* speculated that the ruling would affect the President's broadcast habits, although, Mr. Burch said, the commission said it was not meant to discourage the networks' presentation of presidential reports to the nation.

[And White House aides were telling reporters the decision would not affect the President's use of television. "If the President feels there is something he should discuss on television to report to the people, he will ask for the time, as he has in the past," one White House aide said.]

Chairman Burch also said the commission decision did not, as *Newsweek* said it did, establish "a new fairness

doctrine."

"We have not changed, altered or in any way expanded the basic precepts of the fairness doctrine," he said. "It still relates to issues, not to people and requires a licensee to make reasonable judgments in good faith as to the presentation of viewpoints on controversial issues of public importance."

The chairman's statement came too late to head off another press account he would have regarded as inaccurate.

As he and his administrative assistant were putting the finishing touches to the

document, the AP moved the text of a telegram to the commission from the Freedom of Information Committee of the Associated Press Radio-Television Association expressing concern over the commission's ruling "on equal time for response to addresses by the President of the United States."

The wire said the decision "suggests that the commission should substitute its decisions for those of the nation's highly trained and experienced journalists who constantly strive for objectivity and balance in their newscasts."

Klein lauds broadcast progress

He says Nixon uses TV as FDR used radio, rejects reports of intimidation of press

Herbert G. Klein, White House director of communications, using a joint anniversary celebration of the golden anniversary of WWJ(AM) Detroit and of broadcasting last Thursday (Aug. 20) as a forum, said more progress had been made in broadcasting in the last 10 years than in the preceding 40 years.

And Mr. Klein cited the development of satellite communications as a trend that will render the next decade an even greater one for broadcasting.

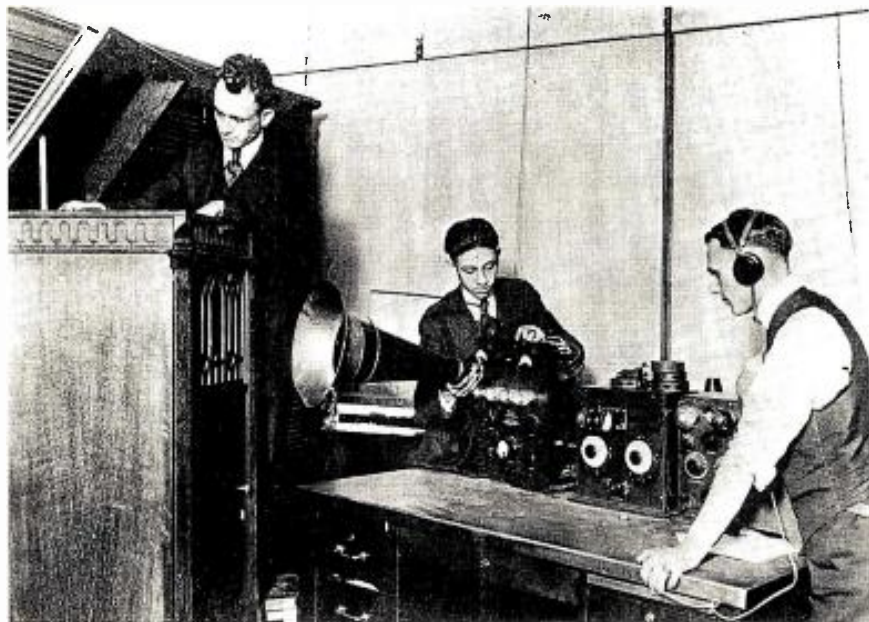
But, in between the nostalgia and the predictions, Mr. Klein also had a word on contemporary broadcasting developments. Acknowledging that there's room for dissent and debate, Mr. Klein urged all media to take advantage of their opportunities for leadership by commenting not only on what's bad, but on what's good in the U.S.

Mr. Klein, addressing nearly 300 government, business, civic and education leaders in Detroit, once again denied that the Nixon administration is "attempting to intimidate" the news media. "The very success of government," he said, "depends upon a vigorous and free press."

Mr. Klein also warned that efforts in Congress to limit spending in political campaigns (see story, page 26) could establish a "dangerous trend." He urged greater scrutiny of the matter.

He also likened President Nixon's frequent TV appearances to the "fireside chats" of former President Franklin D. Roosevelt in the 1930's. Mr. Klein said the administration wants to continue "to take the White House to the people."

Featured at the golden anniversary luncheon was the firing up and use of



This DeForest Model OT-10 transmitter, shown here as it picked up phonograph music, worked on Aug. 20, 1920, the day broadcasting was born at WWJ

Detroit. It operated again on Aug. 20, 1970, the day Detroit was host to the golden anniversary of WWJ and the broadcasting industry.

the original transmitter—a DeForest model OT-10 (see picture)—used by wwj when it first went on the air 50 years ago. Using the transmitter flawlessly was Edwin K. Wheeler, executive vice president of the Evening News Association and a former general manager of the wwj stations.

Among those in the audience were Michigan Governor William G. Milliken, Arthur A. Watson, president, NBC Radio Division (of which wwj is an affiliate); and Willard E. Walbridge, chairman of the board, National Association of Broadcasters. Mr. Walbridge, now senior vice president of Capital Cities Broadcasting, based in Houston, was once a sales executive at wwj and later station manager of WWJ-TV.

Mr. Walbridge praised wwj and called radio a "new force for freedom" that has engendered "formidable adversaries who would seek to limit its freedom and shape its contents."

WwJ, a pioneer radio station, presented its first regularly scheduled broadcast to 30 Detroit-area homes equipped with crystal receivers on Aug. 20, 1920.

Collegians protest grant to Ala. ETV

The Student Government Association of the University of Alabama is protest-

ing a \$1-million grant awarded to the Alabama Educational Television Commission by the Office of Education.

In a letter to U.S. Attorney General John Mitchell, the SGA executive assistant, Steve Suits, said the funds should not be given to AETC "until their prejudicial actions, conscious or unconscious, have ended altogether."

The AETC came under fire two months ago from local individuals and black groups protesting the license renewals of the AETC stations because they had deleted a number of programs on blacks supplied by National Educational Television. AETC said the programs were dropped because they contained objectionable material. The commission renewed the licenses, contending the matter was a discretionary one of "licensee taste or judgment" (BROADCASTING, July 6, et seq.).

Mr. Suits and others had filed a joint petition for reconsideration of the renewals, charging that AETC failed to meet the educational needs of the black community and failed to employ blacks.

In his letter to the attorney general, Mr. Suits again pointed to the lack of black AETC employes and said AETC has "denied [blacks] equal opportunity . . . to be informed on issues of importance and receive the benefits of the economic investment which has been made through taxation." AETC does

not impose "blanket censorship," he said, but it does exclude from broadcast "programs which contain elementary matters of black power, Afro-American pride and enterprises and cultural experimentation." AETC's structure and programming practices, he concluded, are "discriminatorily whitewashed in appearance and attitude."

Campaign in Congress urged against cables

West Virginia broadcasters were to be told last Saturday (Aug. 22) that their congressmen and senators had better be told the facts about cable TV before the FCC restructures the broadcasting industry.

The message was to come from Fred Weber, Rust Craft Broadcasting Co., a member of the Future of Broadcasting Committee of the National Association of Broadcasters. Mr. Weber was to make his appeal at the annual meeting of the West Virginia Broadcasters Association in White Sulphur Springs.

Mr. Weber, stressing the approved NAB position, declared that "congressional direction is dictated should the pattern of home communications experience the structural change that could result from the commission and [Senate] copyright proposals."

The FCC proposals (BROADCASTING, June 27) and the Senate copyright proposals, Mr. Weber said, would "artificially foster a wire service now for the public that can, or will pay, but which ultimately may require everyone to do so."

Mr. Weber's call to arms is one of the first to follow an Aug. 12 letter to NAB members from Willard E. Walbridge, chairman of the board, urging broadcasters to contact their congressmen in support of the NAB position. The NAB board last June adopted a resolution calling on Congress to assume jurisdiction over what Mr. Walbridge called "the changing and deteriorating CATV situation."

Outstanding Values in Radio-TV Properties

NORTHEAST AM-FM

\$1,000,000

Excellent daytimer with full power Class B stereo FM in top 40 market. Producing revenues at \$450,000 level for absentee owner. Good cash flow. Includes transmitter site. \$250,000 cash required, plus assumption of liabilities with extended payout.

COLORADO . . . \$110,000

Non-directional daytimer in single-station market/area with great coverage. Equipment like new. Owns unique studio building and real estate. Ideal opportunity for owner-operator. Submit offer, terms.

BLACKBURN & Company, Inc.

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

WASHINGTON, D.C. CHICAGO

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

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

ATLANTA

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

BEVERLY HILLS

Colin M. Selph
Roy Rowan
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151 70-24

Changing Hands

Announced:

The following sales were reported last week subject to FCC approval:

■ CKLW-AM-FM Windsor, Ont.-Detroit: Sold by RKO General Inc., subsidiary of General Tire & Rubber Co., Akron, Ohio, to Baton Broadcasting Ltd. for \$4 million (see page 33).

■ WKBO(AM) Harrisburg, Pa.: Sold by Steinman Stations to Michael Rea for \$500,000. Steinman Stations are owned by John F. and estate of J. Hale Steinman and families. Steinman Stations: WGAL-AM-FM-TV Lancaster, WORK(AM)

York and WEST-AM-FM Easton, all Pennsylvania; WDEL-AM-FM Wilmington, Del., and WTEV(TV) New Bedford, Mass. Mr. Rea owns WRSC(AM) and WQWR-(FM) both State College, Pa. WKBO is full time on 1230 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ WGOE(AM) Richmond, Va.: Sold by Stanley H. and Irwin L. Fox and Seymour L. Dworsky to James S. Beattie for \$275,000. Messrs. Fox and Dworsky own WIZS(AM) Henderson, WRMT-(AM) Rocky Mount, and WEYE(AM) Sanford, all North Carolina. Mr. Beattie formerly held interests in WPTX(AM) Lexington Park, Md., WYPR(AM) Danville, Va., WSSB(AM) Durham, N.C., and others. WGOE operates on 1590 kc daytime with 5 kw.

■ KGLN(AM) Glenwood Springs, Colo.: Sold by Jerry and Marcie Fitch to Jack Warkentin for \$225,000. Mr. and Mrs. Fitch own KDGO(AM) Durango, Colo. Mr. Warkentin has interests in ranch land and office supplies stores in Oklahoma. KGLN is a daytimer on 980 kc with 1 kw. Broker: Hamilton-Landis & Associates Inc.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 58).

■ WFMW-AM-FM Madisonville, Ky.: Sold 50% by H. W. Wells to Elmer L. Kelley Jr. for \$200,000. Mr. Kelley previously owned 50%, and is commercial manager and sports director of the station. WFMW(AM) is a daytimer on 730 kc with 500 w. WFMW-FM is on 93.9 mc with 28 kw and an antenna 355 feet above average terrain.

Nielsen increasing frequency of reports

A. C. Nielsen Co. announced last week it is making several changes in its National Television Index (NTI) measurement of network TV audiences for 1970-71.

A major change, according to a spokesman, is that the National Audience Demographics (NAD) report will be issued six times a year, instead of twice, and measured weeks will be increased to 24 for regular programs, as compared to 12 now. He added that the National Audience Composition (NAC) cost supplement will continue, issued six times annually on the same schedule as the NAD report.

The NTI pocketpiece is eliminating the "man of the house" and "lady of the house" classifications, making room for several categories not now included: men, 25 to 48 and women, 25-49, and households with any viewing adult and households with any viewing non-adults.

Small markets on, FM off NAB board

A revision of the Radio Board of the National Association of Broadcasters was announced last week, following overwhelming approval by the membership of a proposal to drop the two FM representatives and increase the small-market delegation.

NAB announced that the radio membership had voted 1,683 to 58 in a mail ballot to approve last June's radio board recommendation that representation of small market radio stations be doubled and that the two FM delegates be abolished. The FM category was established in 1947.

The roster of the radio board will be changed to provide for four directors from markets with less than 100,000 population—two from those with 25,000 to 100,000, and two from markets under 25,000.

At its meeting earlier this year, the radio board noted that FM broadcasters no longer wish to be differentiated from AM, but desire to be treated as part of radio. It also noted that almost half of the 25 station representatives on the board represent both AM and FM operations.

The FM representatives are Edward D. M. Allen, WDOR-FM Sturgeon Bay,

Wis., whose term runs to 1972 and Julian F. Haas, KAGH-FM Crossett, Ark., whose term expires next year. Representing the small markets (class C) are Clint Formby, KPAN(AM) Hereford, Tex., whose term expires in 1972 and John F. Hurlbut, WVMC(AM) Mt. Carmel, Ill., whose term ends next year.

The FM members will serve out their terms, it was stated, but voting at the next election will include candidates for the new class D market (below 25,000).

Ford loans, gives \$4 million to ETV

Ford Foundation announced last week it will make grants and a loan totaling about \$4 million for national and local public television.

The loan, for \$2.5 million, is to KCET(TV) Los Angeles to acquire, renovate and convert buildings to studios. The loan is for 10 years at 8% interest.

The grants include \$300,000 to Educational Broadcasting Corp. (WNET(TV) Newark-New York) for additional programs of *Soull*, a television series produced by and for blacks; \$175,000 to Community Television (WJCT[TV] Jacksonville, Fla.) for TV programs involving the community; \$392,000 to the Corp. for Public Broadcasting for its

EXCLUSIVE LISTINGS!

PENNSYLVANIA:—Daytimer and FM rated No. 1 in 2 station market. Extremely high retail sales index in excess of 87,000,000 for city only. Station revenues are excellent. Real estate included. Price \$400,000—terms open.

Contact Les Vihon in our Washington office.

SOUTHWEST:—Full timer in top 100 market and still growing, 5,000 watts, excellent coverage. Abundance of equipment superbly maintained. Long history of profit and cash flow. Price \$525,000—29% down, balance 10 years. Selling for health reasons.

Contact George W. Moore in our Dallas office.

Hamilton-Landis
AND ASSOCIATES, INC.

Brokers of Radio, TV & Newspaper Properties
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

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

CHICAGO
1507 Tribune Tower 60611
312/337-2754

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

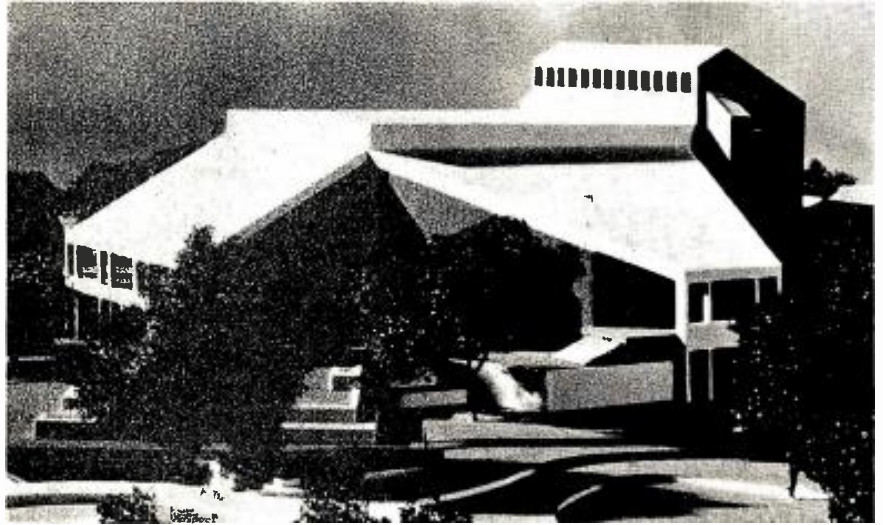
SAN FRANCISCO
111 Sutter St. 94104
415/392-5671

Grand Ole Opry's new home begun

Ground has been broken for WSM's new Grand Ole Opry House, heart of the \$27-million Opryland U.S.A. entertainment-recreation complex now under development in Nashville. Last week, Irving Waugh, president of WSM Inc., said the new Opry House will cost an estimated \$9 million without television equipment.

When completed in 1972, the 147,270-square-foot Opry House (shown in illustration) will include a semicircular performing area and rehearsal and dressing-room areas.

Mr. Waugh said the architects, Welton Becket and Associates of Los Angeles, "have developed a structure which will recapture the relaxed atmosphere of the existing Opry House, while providing thoroughly contemporary facilities for live radio and television audiences." Flooring from the stage and some of the brick from the present Opry House will be used in the new structure, Mr.



What WSM's Grand Ole Opry House will look like in Nashville.

Waugh added.

The Grand Ole Opry was founded almost 45 years ago by WSM and its parent company, National Life and Accident Insurance Co. For the past 27

years it has been staged in the old Ryman Auditorium in Nashville. The new site is six miles from downtown Nashville in the Pennington Bend area.

recently established Public Broadcasting Service and for documentary program development and promotion.

Also, \$445,145 to Greater Washington Educational Television Association (WETA-TV Washington) for *Newsroom*, its nightly one-hour news program; \$60,000 to National Educational Television and Radio Center for program promotion, and \$50,000 to WGBH Educational Foundation (WGBH-TV Boston) for 13 one-hour programs titled *Sunday Night at the Pops*.

Fairness doctrine for newspapers?

Cox repeats plea, but says he prefers 'voluntary action'

Even as he prepared to bid farewell as a regulator of broadcasters, common carriers and CATV systems, FCC Commissioner Kenneth A. Cox last week nudged along the idea that perhaps newspapers, and magazines too, ought to be brought within the ambit of government regulation.

The commissioner, in a speech to the Association for Education in Journalism, at American University, Washington, was concerned principally with application of the fairness doctrine to print media.

He spoke of the public's "unparalleled need for information and analysis"

dealing with the urgent problems facing the nation, and of "the simple truth . . . that we need to use all the tools we have available if we are to resolve our difficulties in time."

He said "voluntary action is to be preferred to government coercion in this sensitive area," and said owners of print media should regard themselves as trustees for the public. But he also said that "government can have a proper role here."

Commissioner Cox, who is scheduled to leave the commission on Sept. 1 after more than seven years of service, had expressed the same idea publicly last year, in a speech to the American Bar Association in Dallas (BROADCASTING, Aug. 18, 1969).

Last week he cited the Supreme Court's landmark decision in the Red Lion case, in which the high court upheld the constitutionality of the commission's fairness doctrine, as providing support for his view. The court's emphasis "on the First Amendment's role in insuring a forum for the discussion of the public's business—and inferentially for the presentation of candidates for public office—applies with equal logic to newspapers, and perhaps to some national magazines," he said.

Two bills have been introduced in Congress that would place newspapers under the fairness doctrine, and one would authorize the FCC to see that the newspapers complied (BROADCASTING, Aug. 17). But Commissioner Cox was not enthusiastic about the prospect of that kind of responsibility being given

the commission. There would be serious problems in extending the commission's jurisdiction to the print media, he said—"not the least" of them the fact that the commission "is overburdened and understaffed."

But he did say that the commission, in its administration of the doctrine, has made clear it does not intend to function "as a judge of the truth in news or the soundness of a broadcaster's editing of the available materials." He expressed the hope this "is reassuring to the media."

He agreed that the Red Lion case, in advancing the idea that the mass media owe "a cognizable duty" to permit the public access, may mean more problems for everyone concerned. But, he added, "I think the potential benefits to our society are so great that further exploration along these lines should be encouraged."

Media notes:

New street address ■ Cablecom-General Inc., Denver-based multiple CATV owner, has moved headquarters to 4705 Kingston, Denver 80207, Box 7251. Phone: (303) 344-3420.

Change of image ■ KWIK-EE Survey Co., Casa Grande, Ariz., has changed name to National Radio Research. Dale Bennett, president, said change was result of poll taken of firm's subscribing stations. NRR conducts one-day radio audience surveys and other observers. Address: 406 Paseo de Paula, Casa Grande, Ariz. 85222.

FM's at the top in two markets

They lead all radio in audience shares as others move into rating contention

FM stations had the highest radio-audience shares—AM and FM—in two markets in the American Research Bureau's April-May reports, and placed second in three others.

These results, out of approximately 120 markets covered in the April-May measurements, appeared to represent the clearest breakthrough yet made by FM. The rankings were in terms of metro shares, total persons aged 12 and up, 6 a.m. to midnight Monday through Sunday.

In many other markets FM stations were said to have placed third, fourth or fifth on this basis. WOOD-FM Grand Rapids, Mich., and WEAT-FM West Palm Beach, Fla., were the two that came out on top of all radio stations in their markets.

WOOD-FM had a metro share of 14.5 to nose out WLAV(AM) shown with a 14.0. WEAT-FM had a 15.0 to WIRK(AM)'s 11.3.

Both WEAT-FM and WOOD-FM use the middle-of-the-road taped music service supplied by Stereo Radio Productions, whose president, Jim Schulke, said they were the first FM stations to rank first in metro shares in their markets on an all-persons, full-day, full-week basis.

Both stations are independents, and automated. WEAT-FM went on the air last September; WOOD-FM in 1962.

WOOD-FM's first place led a total of 18 stations reported in the Grand Rapids April-May book. WLAV(AM) took its close second place with a music

format described as adult contemporary. The station is also affiliated with the ABC Contemporary Network.

WEAT-FM was first among 15 stations reported in the West Palm Beach book. WIRK's second place was achieved with what representatives described as a modern music format. WIRK is also an MBS affiliate.

An examination of other ARB April-May reports showed three FM's in second place in metro shares in their markets—KRDO-FM Colorado Springs, KRFM(FM) Phoenix and KORK-FM Las Vegas.

KRDO-FM, which also programs the SRP service, was shown with an 11.2 behind KYSN(AM)'s 19.5 achieved on a contemporary music format. (Together, KPIK-AM-FM Colorado Springs, edged KRDO-FM by a fraction of a share point, scoring 11.6 with a country-western format, but on a single-station basis KRDO-FM was counted second among 14 reported stations in the market.)

In Las Vegas, KENO(AM), whose music is described as modern, was a clear first with a 19.9 metro share. KORK-FM, a good-music station, with a 11.4 share, was tied for second place with the combined KLUC-AM-FM operations programming what representatives say is contemporary rock but will be changed to adult contemporary music effective Sept. 15. Eleven stations were reported in the Las Vegas book.

In the Phoenix book, where 27 sta-

tions were reported, KRFM(FM) was shown with a 10.3 metro share, second only to KRUX(AM) Glendale's 11.4. Representatives of KRFM said it programs good music; those of KRUX said it specializes in contemporary music.

Dispute still simmers after secretary quits

ABC News said last week that Sharon Niederman, a secretary who accused the organization of discriminating against women (BROADCASTING, Aug. 17), had resigned her post voluntarily on Aug. 14 and had left for a vacation in New England.

ABC authorities emphasized that Miss Niederman was secretary to George Merlis, director of public relations for ABC News, and was not "a secretary in the office of ABC News President Elmer Lower" as previously reported.

Miss Niederman could not be reached last week to discuss her reported resignation. Earlier, she had enlisted the support of the American Civil Liberties Union, which filed a complaint on behalf of Miss Niederman and other women employed at ABC News with the New York City Commission on Human Rights. A spokesman at the ACLU said last week the organization probably would pursue the action irrespective of Miss Niederman's status since it was acting also on behalf of other women at ABC News.

International

RKO General selling all Canadian stations

RKO General Inc. is getting out of the Canadian broadcasting business. The company announced last week that its CKLW-AM-FM Windsor, Ont.-Detroit, is being sold to Baton Broadcasting Ltd., Toronto—the same company that recently bought 75% of CKLW-TV there (BROADCASTING, March 16). Purchase price: \$4 million.

Last year S. Campbell Ritchie, president of RKO General, announced the stations would be sold to comply with the Canadian Radio-Television Commission foreign-ownership rules (BROADCASTING, July 28, 1969). Canadian legislation requires that citizens of that

country own at least 80% of any Canadian broadcasting stations. Sale of the AM-FM combination is subject to CRTC approval.

Baton Broadcasting bought CKLW-TV jointly with the Canadian Broadcasting Corp. on a 75-25% basis for about \$5 million.

The arrangement was with the condition that CBC agree to become the full owner of the television station within five years of the initial sale.

John Bassett, chairman and president of Baton Broadcasting, which also operates CFTO-TV Toronto, is also owner of Toronto Telegram Publishing Co.

Negotiations for the sale of all three stations were handled for RKO General by R. C. Crisler & Co.

Equipment firm opens second Canadian office

International Video Corp., Sunnyvale, Calif., has expanded its operations in Canada with opening of a district office in Toronto. Robert Cezar, formerly field engineer in the Montreal office will be in charge of the new district office.

Full sales and service capabilities will be available to Ontario broadcasters as well as educational, industrial and CATV distributors in Canada.

Address of the Toronto district office of International Video Corp. is 1770 Albion Road, Rexdale, Ont. Telephone: (416) 749-7539.

CBS takes 'Opposition' off the air

Network hoped to counter Nixon dominance on TV, but FCC says show failed to rebut Nixon on war

CBS's *Loyal Opposition*—a program series the network had initiated as a means of affording fairness to the party out of power—has become a casualty, if only temporarily, of an FCC fairness-doctrine ruling.

CBS President Frank Stanton announced last week that the series was being suspended, "for the time being," and that the network was withdrawing an offer to the Democratic National Committee to schedule the next program on Nov. 17.

Dr. Stanton said the action was the result of the commission's Aug. 14 ruling requiring CBS to afford "some reasonable period of time" to a Republican spokesman to reply to DNC Chairman Lawrence F. O'Brien in his 25-minute appearance on the first *Loyal Opposition* program, on July 7.

But he also announced that CBS will petition the commission to reconsider that ruling and indicated that the network will go to court if rebuffed by the commission. He disclosed the network's plans in letters to O'Brien and to the Republican National Committee Chairman Representative Rogers Morton (R-Md.).

The Democrats have already asked the commission to reconsider its ruling. The DNC, in a petition filed on Thursday, a few hours before Dr. Stanton's letters were made public, said that the commission had misconceived the purpose of the July 7 program and that its order "threatens the very survival of the two-party system in the age of television." It also asked the commission to stay the effectiveness of its order until after it rules on the petition.

Dr. Stanton said that the purpose of the *Loyal Opposition* series—CBS was expected to make prime time available to the Democrats four times over the course of a year—was to help "redress" the "imbalance arising from presidential appearances" on network television.

He noted that the commission, in its ruling, acknowledged that the program represented "a good faith" effort on the part of CBS to achieve balance in the presentation of contrasting views and that CBS "is to be commended for its concern."

But the practical effect of the ruling requiring CBS to offer time to a Republican spokesman to respond to Mr. O'Brien, Dr. Stanton said, "is to vitiate the series."

Dr. Stanton, in his letter to Representative Morton, expressed the hope that "the commission and, if necessary, the courts" act promptly in the matter. It would be "unfortunate" if the network were ultimately required to air a Republican response "during the height of the campaign period," he said.

CBS's decision to suspend the *Loyal Opposition* series apparently caught the Democrats by surprise. Mr. O'Brien, in a news conference at which he announced the petition for reconsideration was being filed, said only that he had been informed there would not be another *Loyal Opposition* program before the November elections.

The DNC, in its petition for recon-

12 suggested as anti-war spokesmen

Letters have been sent to the three network presidents by the Los Angeles chairman of Business Executives Move for Vietnam Peace (BEM) containing a list of 12 "highly responsible citizens" the group believes are capable of "presenting an alternative viewpoint to the President's actions in Vietnam.

Albert R. Appleby sent the letters following the ruling by the FCC requiring that networks make available prime time to spokesmen for those anti-administration views. Two other groups had also brought complaints to the commission. They included 14 antiwar senators and the Committee for Fair Broadcasting of Controversial Issues. (BROADCASTING, Aug. 17).

Among those listed were: Clark Clifford, former secretary of defense; General David Shoup, former Marine Corps commandant; Mrs. Martin Luther King Jr.; Kingman Brewster, president of Yale University; General James Gavin, president of A.D. Little Co.; and Leonard Woodcock, president, United Auto Workers.

sideration, said the commission had based its ruling on an incorrect premise—that Mr. O'Brien had spent only a few minutes in the July 7 program on the IndoChina war while the President in five addresses carried by the networks since November had concentrated almost entirely on that subject.

The DNC petition said that the program was not designed as a rebuttal to those five addresses but "as a partial response to 18 months of unprecedented prime-time presidential television appearance covering a broad spectrum of controversial issues of public importance."

The petition said that President Nixon "has spent more than seven hours of prime time on all major networks simultaneously, advocating his viewpoints on numerous controversial public issues of the day at any length he desired in a format he totally controlled."

And the networks, it added, have permitted virtually no effective reply. CBS's *Loyal Opposition* series, the petition added, was intended to rectify the situation by affording the Democrats prime time in which to air their views on a number of issues raised by the President—not merely his views on the Southeast Asia situation.

Furthermore, the petition said, none of the issues discussed by Mr. O'Brien—the state of the economy, the nation's crime problem, civil rights for black and other minorities, among them—was being raised for the first time. The President had discussed them all in his broadcast appearances, the petition said. Thus, it added, CBS is under no fairness-doctrine obligation to afford time for a contrasting view.

And if "the prodigious impact of a presidential television appearance is coupled with the untenable proposition that the party controlling the White House must get two bites at the apple for every one by the out party," the petition said, the survival of the two-party system is endangered.

The commission ruling had come as the DNC was still smarting from the commission decision, on Aug. 6, that while broadcasters may not arbitrarily refuse to sell political parties time to

solicit funds, they may refuse to sell time for the discussion of controversial issues (BROADCASTING, Aug. 10).

Mr. O'Brien, at his news conference, said the two decisions make clear that the fairness doctrine "now stands as a monument of partisan unfairness."

And he accused the Republicans and the FCC under its chairman, Dean Burch, of conspiring to "slow down" programing for the Democrats.

He said he intends to pursue every available means, "administratively and legally, to achieve some semblance of balance and fairness on the networks and their affiliated stations between the major political parties."

The DNC has already filed a notice of appeal in the U.S. Court of Appeals for the District of Columbia from the commission ruling permitting broadcasters to refuse to sell time for the discussion of issues.

"That decision," Mr. O'Brien said, "would be like telling the American Cancer Society it could solicit contributions on television but that it could not tell the viewers about the dangers of cancer."

Congressman queries stations on policies

Representative Bob Eckhardt (D-Tex.) has mailed to 104 radio and TV stations in larger markets a questionnaire asking information on their political endorsement and editorial policies. Representative Eckhardt is a member of the House Commerce Committee.

Some broadcasters have made it known they feel the questions to be too personal and an invasion of their privacy.

The questionnaire, prepared by a summer intern in the congressman's office, asks for the political affiliation of the station owners and managers, if the station identifies with a particular party (and, if so, which one), and candidates supported by the station in presidential elections since 1956 and senatorial elections since 1960.

In the editorial policy portion, the station is asked if it editorializes and, if it does, whether the editorials focus on local or national issues. The questionnaire also asks for editorial positions taken by the station on six major issues, including the anti-ballistic missile system, the Carswell Supreme Court nomination and Vice President Agnew's statements on dissenters.

Similar questionnaires were sent to selected newspapers, generally with circulations of 100,000 or more.

Representative Eckhardt, in an accompanying letter, states: "In the light of the current controversy over the media's treatment of the current administration, I feel that it would be

beneficial to obtain hard statistical data on the diversity of editorial and endorsement positions represented by our nation's radio and TV stations."

An Eckhardt aide said the information received would be used only for statistical purposes and that the congressman did not plan to use the replies as basis for any legislation.

The stations selected for the sample tend to be located in larger markets, according to the aide. Particular emphasis was given to stations owned by newspaper interests.

D.C., N.Y. bid for prime-time fight

A jurisdictional issue arises after ABC files its appeal in Washington

The initial court question to be resolved in the appeals broadcasters have taken from the FCC order denying reconsideration of its prime-time access and related rules will be a jurisdictional one.

ABC made that a certainty by filing a petition for review of the commission's decision in the U.S. Court of Appeals for the District of Columbia on Aug. 14, it was learned last week.

CBS and WCAX-TV Burlington, Vt., had filed appeals in the U.S. Second Circuit Court of Appeals, in New York, a week earlier, on Aug. 7, shortly after the commission announced its decision in the case. (BROADCASTING, Aug. 17).

CBS and WCAX-TV had presumably rushed to the New York court in an effort to avoid having the case argued before the District of Columbia circuit, where such cases would normally be heard. The Washington court is privately regarded by some communications lawyers as unduly hospitable to commission views.

But to get into court as soon as they did they were forced to file with their appeals the commission's news release announcing the decision. The text of the order had not yet been published. And it is on this point that ABC will argue that it has established the Washington court as the one with jurisdiction in the case.

ABC attorneys attached to their petition for review a copy of the text, which was issued the day they filed. And Vernon L. Wilkinson, Washington attorney for the network, said the court rules require the filing of such documents when appeals are taken.

When asked why ABC wanted the case argued in Washington, Mr. Wilkinson said only that the court was a "convenient" one. He also rejected the suggestion that broadcasters might fare better in some other court. He thought the

odds would be the same regardless of the court.

ABC broke with CBS, NBC and even its own television affiliates' group in acquiescing to the commission's prime-time access rule; ABC said it "can live" with it. The rule prohibits major market affiliates from taking more than three hours of network programing between the hours of 7 and 11 p.m.

However, it opposed the companion rules that require the networks to divest themselves of their domestic-syndication operations and prohibit them from acquiring subsidiary rights in independently produced programs.

ABC's petition for review does not specify the rules the network will seek to have the court overturn. Mr. Wilkinson said ABC was reserving its freedom of action.

CBS similarly has not indicated what the scope of its appeal will be. Since it plans to spin off its syndication operations as well as its CATV systems to a publicly held corporation owned by CBS stockholders (BROADCASTING, July 6, et seq.), some observers speculated the network might not make a major issue of the syndication-ban rule.

However, NBC, which also intends to file an appeal, is expected to attack all aspects of the commission's decision.

Buckeye subscribers get a world view

A Toledo, Ohio, CATV system is offering its subscribers the option of receiving via cable shortwave-radio programing provided by such eclectic sources as Radio Moscow, Radio Havana and the Toledo police department.

For an extra \$1 monthly, Buckeye Cablevision Inc. has, for over a year, been augmenting its television fare with shortwave signals, which it picks up with its 350-foot tower, modulates to FM and then converts to an unused frequency before feeding to FM sets in subscribers' homes.

Buckeye Manager Leo Hoarty reports that some 2,000 subscribers (out of 14,637) now receive the radio broadcasts, which besides shortwave include standard and stereo FM programing emanating from cities in Ohio, Michigan and Windsor, Ontario.

Mr. Hoarty said the radio service was inaugurated almost a year and a half ago, but that Buckeye began actively promoting it only last July. He attributes its popularity to generally poor radio reception in the highly industrialized Toledo area and a "peculiar local habit" of avidly following police broadcasts. He notes that British Broadcasting Corp. programing is also highly popular and says he hopes to add some South American stations for Toledo's Spanish-speaking population of approximately 26,000.

TV backing Nixon on drug abuse

'Subtle sell' turning up in entertainment story lines
in wake of special White House conference last April

The more than four-million viewers, including some two-million teen-agers and children, who tune in regularly to ABC's soap opera *One Life to Live* are being told in dramatic terms these hot summer days of the sordidness and despair associated with drug abuse. Drug users and ex-addicts from New York's Odyssey House, a therapy home for addicts, are appearing as actors in some segments.

Episodes dealing with the same problem are showing up in another ABC daytimer, *General Hospital*. And these are only for openers. When September comes, prime-time viewers will frequently be running into stories dealing with the drug-abuse problem. More such programs are in preparation for the 1971 season.

This "relevant" programing may in part be due to producers' views as to the marketability of entertainment programs dealing with a major domestic problem. But in large part, inspiration for the series now being planned was provided by President Nixon at a White House conference on the drug-abuse problem, on April 9 (BROADCASTING, April 13).

The President appealed for help from the 35 network, production and advertising executives from New York and Hollywood who attended. He cited the power the television industry could bring to bear in helping government deal with the problem. But documentaries and news shows were not what he had in mind; entertainment shows were. They present the most effective medium for the "subtle sell," he said.

Judging by responses to a follow-up letter that a White House aide, Jeb Magruder, sent to those attending the conference, the appeal was successful. The letters, reporting plans for programs dealing with the drug-abuse problems, had White House aides concerned with that field smiling. Indeed, the conference is now regarded as such a success that others keyed to other media are under consideration.

According to letters from ABC and program producers, as well as to statements from producers' spokesmen in Hollywood, that network will carry nine series in which the drug-abuse problem will figure in at least one episode—*The FBI* (Warner Bros. Television-Quinn Martin), *The Mod Squad* (Thomas-Spelling Productions), *Marcus Welby, M.D.* and *Matt Lincoln* (both Universal

Television), *Room 222* (20th Century-Fox), *The Young Lawyers*, *Immortal* and *Love American Style* (all Paramount), and *Dan August* (Quinn-Martin).

CBS, in a letter from William H. Tankersley, vice president for program practices, pointed out that its policies "prohibit" dictating program content to producers. But he said he noticed that a number of episodes dealing with the subject of drug addiction are scheduled for the fall season.

Two production companies filled in some of the CBS gaps—though one of them expressed some doubt as to the freshness of the theme the President had asked them to hammer home. Leonard Freeman of Leonard Freeman Productions reported that a *Hawaii Five-O* segment—"Funky Junky Blues"—was put into production on his return from the White House conference "where the inspiration was supplied to again tackle the drug theme, and to attempt a new and exciting approach to what is now a much over-used dramatic premise." He also said he expects to come up with a drug-abuse subject for a segment in the new *Storefront Lawyers* series, which will also appear on CBS.

And Frank Glicksman and Al C. Ward of MGM reported progress on a segment for *Medical Center* dealing with drug abuse as it affects college students—again, with credit for the inspiration being given the White House conference.

Another CBS series that will include a segment on the drug-abuse theme is *Mannix*. This was reported by a spokesman for the producer, Paramount.

In addition, the Treasury Department has reached an agreement with Jack Webb and his Mark VII Productions under which a television series entitled *Treasury Agent* will be pro-

Before the seal act

Vice President Spiro Agnew, whose network appearances usually fail to elicit laughter from the broadcasters themselves, will help launch the *Red Skelton Show* on Sept. 14 (7:30-8 p.m.) when the comic begins his new series on NBC-TV. Mr. Skelton, who had been on CBS-TV for the past 17 years, begins his 20th year in television this fall. Mr. Agnew will introduce Mr. Skelton on the premiere program.

duced featuring Treasury law enforcement agencies. A two-hour pilot is to be made for CBS which will present it as a movie in October.

The White House heard from only one producer working a drug-abuse theme into a series for NBC for the coming season. Richard Irving, executive producer of Universal's *Name of the Game*, sent along a script of a show that will be based on the White House conference that inspired the new flurry of television programing on the problem. And it will feature Presidential Counselor Robert Finch in a cameo role (Mr. Irving had asked for the President).

However, Paramount is said to be preparing for presentation on NBC a two-hour movie, yet untitled, dealing with school dropouts and drugs. A series spin-off is a hoped for possibility.

As for 1971-72, WB-TV reported a number of plans for series that would include segments on the drug-abuse problem. One is a daytime serial, *The Woman Inside*, WB-TV says has been optioned to a network it declines to identify. Another, still in the early stages of development, would feature an inter-agency governmental "strike force" active in law enforcement. And pilots for three other proposed series are being prepared. Two are for CBS (one centering on a police chief and his three sons—"a sort of contemporary Bonanza"); the other, on a university-based psychiatrist) and one is for NBC (it would feature Fess Parker as a law-enforcement officer in the modern far West).

Metromedia Producers Corp. also has a proposed television series devoted to telling the story of the government's efforts to fight drug abuse. It is called *Three Seals* and consists of three rotating series based on the activities of Bureau of Narcotics and Dangerous Drugs, Customs and the National Institute of Mental Health. But no buyer has yet been found.

Warner Bros., which has no commitments from any of the networks for its new product for the 1971 season, ended its letter to the White House on a plaintive note. After outlining the company's plans for new series, Gerald J. Leider, WB-TV president, said: "I trust you will share our belief that, with the cooperation of the networks, these projects of ours will become meaningful broadcasts for the 1971-1972 broadcast year."

FCC alters primer on political TV

The FCC announced last week it has revised its primer on Section 315 of the Communications Act as it applies to political candidates.

Titled "Use of Broadcast Facilities by Candidates for Public Office," the primer is a compilation of the commission's interpretive rulings under 315 and the rules implementing that section. The commission said it was designed as a guide to prevailing law and policy on Section 315 and as an aid "to reconstruct the evolution or modification of particular 315 questions."

Included in the revision are FCC decisions on problems that appear likely to be involved in future campaigns. The commission noted that, while the information does not cover every problem in political broadcasting, the documents included have been of assistance to candidates in understanding their rights and obligations under Section 315.

The commission added that the 315 provisions are also applicable to programs originated on CATV systems.

The previous primer was issued in 1966. Copies of the revised publication are available from the FCC office of information in Washington.

Group wants air time to rate stations' merits

Should stations give a citizens group free air time to solicit listener comments on how well the station is serving the public interest?

A new group in Chicago thinks so.

The Illinois Citizens Committee for Broadcasting wrote nearly three dozen radio and TV stations in the greater Chicago area last week and asked for free minute spots—not fewer than five a day for two weeks on each outlet starting Sept. 7—to survey listeners on station performance. ICCB said it wants an answer on compliance by this Wednesday and will petition the FCC for "rule making" if stations refuse to cooperate.

The committee explained the plan is part of its desire to make listeners more involved in the FCC license renewal proceedings facing all Illinois stations this fall. The committee claimed that provisions of the Communications Act and the FCC's fairness doctrine rulings establish the legality of its demands.

ICCB said it will use its requested air time "for the purpose of gathering together the opinions of the community concerning broadcasting in Chicago. These opinions will then be used in negotiations with broadcasters and in possible presentation to the FCC."

ICCB said it felt "this collection of

opinion by a citizen-oriented organization can be very helpful and beneficial to both the station and the community, if the station is truly concerned about broadcasting in the public interest."

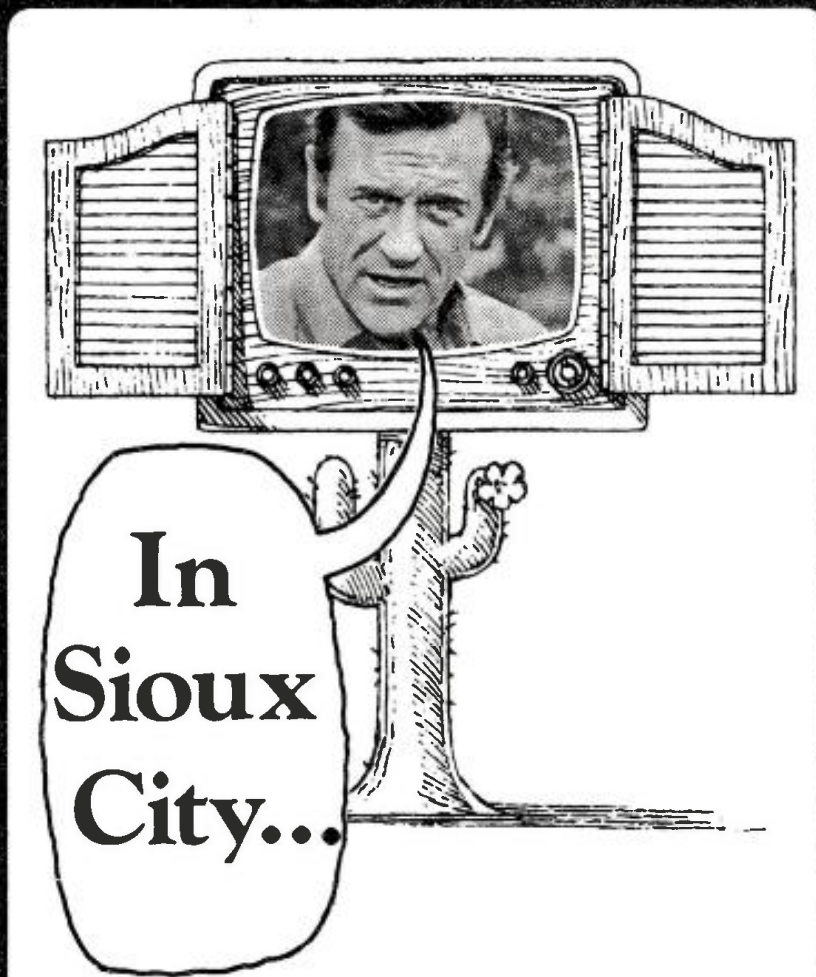
However, ICCB continued, the committee "realizes that the public interest is not at the heart of every station's broadcasting. Therefore, in the event that certain stations do not grant time, preparations are being made to petition the FCC for 'rule making' which would give independent citizens' organizations the right to have 'equal time' on broadcast stations in which to solicit audience opinions concerning that station."

Duane Lindstrom, executive director

of ICCB, said the group is an outgrowth and extension of the former "Citizens Committee to Save WFMT," which had considered itself "victorious" in blocking the transfer of WFMT(FM) Chicago to a Tribune Co. subsidiary there, WGN Continental Broadcasting Co., operator of WGN-AM-TV Chicago.

The FCC had approved sale of WFMT to the WGN group, but after protracted litigation and further proceedings, including a hearing in Chicago, the commission subsequently approved a plan by the WGN group that transferred WFMT to noncommercial WTTW(TV) in Chicago.


Mr. Lindstrom said this successful




In Sioux City...

Matt Dillon is KMEG-TV

The Channel 14 efficiency experts deliver the Siouxland sales center at the right price. With a million-watt primary signal. No inflated rate cards, no waste audience. Strong movies nightly — Mike Douglas, Dennis the Menace daily. And attractive news buys, early and late.



The Felzer Stations
 RADIO: KALMAZOO-BATTLE CREEK
 WFTZ GRAND RAPIDS
 WUPH GRAND RAPIDS-KALAMAZOO
 WYAN-WYLETOWN-FRONTLICK
 TELEVISION:
 WYZZ-TV GRAND RAPIDS-KALAMAZOO
 WYTT-TV CANTONAL-TRAVERS CITY
 WYMT-TV SHARPLES HARBOR
 WYLN-TV LINCOLN-NEBRASKA
 KMEG-TV GRAND RAPIDS, ILL.
 WYZZ-TV SIOUX CITY, IOWA



KMEG-TV
 A CBS Affiliate
 A megawatt of sales power for Sioux City
 Avery-Knodel, Inc., Exclusive National Representatives

protest encouraged the group to expand its operating scope. The executive committee, he indicated, continues virtually the same and includes Robert Bennett, Northwestern University Law School instructor who once was aide to FCC Commissioner Nicholas Johnson. Also still active, he said, is Charles Benton, son of William Benton, publisher of *Encyclopedia Britannica*.

Mr. Lindstrom is on leave of absence from the Businessmen for the Public Interest, a civic-action group in Chicago supported by Gordon Sherman, Midas-International Inc. Corp. BPI is giving ICCB office space at 109 North Dearborn, Chicago. ICCB is an affiliate of the National Citizens Committee for Broadcasting, Washington, D.C., but is raising its own funds locally, Mr. Lindstrom said.

WMCA drops pop music for all-talk format

WMCA(AM) New York will abandon its 20-year format of popular music on Sept. 21 and introduce a 24-hour telephone-talk program structure.

Stephen B. Labunski, managing director of the station, said last week WMCA will be the only outlet in New York with this format, which is touted as "Dial-Log Radio 57" (WMCA operates on 570 kc). He describes the programming as "24 hours a day of audience involvement, listener participation radio." WNBC(AM) New York tried an all-talk format earlier but abandoned it several months ago.

Mr. Labunski pointed out that a large number of stations in the New York area now play the popular music that WMCA has been carrying. He said the management has decided that the needs and interests of the audience and advertisers could best be served by programming that would involve New Yorkers with the questions and issues that are besetting them.

The new programming will consist of news and information; interviews with prominent persons around the city, nation and the world; and telephone conversations with New Yorkers.

Music service available

Continental Radio, Los Angeles, reported last week that 18 hours of pre-recorded contemporary music programming are available for weekend use by stations.

Each show, available either in 7½ or 3¾ IPS in monaural or stereo, is three hours long. Three disc jockeys, including Jeff Alan, general manager of the programming service, provide the full nine hours for each Saturday and Sunday.

Using one machine to beat another KNX's computer gives freeway drivers tips on escaping traffic jams

Helicopters are useful to broadcast traffic reports, but their sightings do little to tell drivers how long the tie-ups are going to last or the time it will take to get to the next exit ramp. One Los Angeles radio station, CBS-owned KNX(AM), has abandoned airborne reports in favor of computers to provide the specific information pilots cannot—how long will it take to drive a certain distance at prevailing speeds.

The first computerized traffic report was aired on Sept. 30, 1968. Since that time, George Martin, KNX traffic reporter, has broadcast daily, covering the morning and evening rush hours.

This kind of information is the result of nearly 800 initial man-hours of planning and testing the computer program and countless additional hours of updating the data on the more than 600 miles of Los Angeles area freeways currently open to traffic and the more than 800 miles expected to be in use by 1980. The data was compiled from studies conducted by the California Highway Patrol, Los Angeles Police Department and the state division of highways. KNX also makes its own timed runs along various parts of the freeway system at different rush-hour times to provide other first-hand information.

Flow charts of the highway system during periods of heavy use were programmed along with information about the effect of lane closings, weather conditions, distances between exits, rush-hour traffic density averages, the "slow-and-look" or "rubberneck" effect and



George Martin, KNX traffic reporter, monitors one of more than a dozen police and fire frequencies in order to provide current information for the station's computerized traffic reports.

other factors affecting traffic flow. All told, some 10,000 bits of information have been programmed into the XDS Sigma 7 computer, linked to KNX by telephone lines.

The service provided by the station, according to Mr. Martin, is to enable the driver to decide if he wants to stay on the freeway or use parallel surface streets. This service includes the comparative times on nearby freeways that may not be as congested.

Daily updating of the information available to the computer is supplied by Mr. Martin from monitoring five police and six highway-patrol radio frequencies as well as fire and sheriff's departments emergency calls.

Computerized traffic reports in Los Angeles may get even more precise in the amount of information they can provide. The state division of highways has announced plans for encoding three of the most heavily traveled freeways. Sensors will be placed along 42 miles of roadway to provide speed and density data to a central traffic headquarters. Combining this immediate information with the computer program, according to Mr. Martin, should improve the computer's accuracy to near perfection.

UA-TV plans new package

United Artists Television, which has not placed any new feature films into TV syndication since 1968, reported last week that it plans to offer to stations a package of motion pictures for the fall or late 1970. Erwin H. Ezzes, president of UA-TV, made the disclosure as part of an announcement that pointed to substantial increases in the company's syndication sales during the first half of 1970. He added that if the new features package can be cleared soon, UA-TV "can look forward to an even better half for 1970."

Dual media effort for rock

Metromedia and Avco Broadcasting have collaborated on a 90-minute television rock festival with stereophonic sound to be broadcast by FM stations in the same cities. The program is a condensed version of a 15-hour rock concert held June 13 at Crosley Field, Cincinnati. The eight-track stereo sound was mixed down to two channels for the FM broadcasts. Three of the four Metromedia television stations—New York, Washington and Los Angeles—and their affiliated FM's will broadcast the program as will the five Avco TV outlets. Separate agreements were reached with FM stations in the Avco markets. Also scheduled to carry the stereo program is KTVU(TV) Oakland, Calif., in conjunction with Metromedia's KSAN(FM) San Francisco.

No new copyright bill this year

McClellan hopes FCC will adopt regulation to make cable legislation easier next session

Declaring that action on the Senate copyright revision bill could not be completed this session, Senator John McClellan [D-Ark.] said last week that no further action would be sought until next year, when a successor bill would be introduced.

Senator McClellan's Patent, Trademarks and Copyright Subcommittee reported the copyright measure (S-543) to the full Senate Judiciary Committee Dec. 10, 1969. The committee then failed to consider the bill.

To tide affected copyright holders over, Senator McClellan has introduced a resolution (S.J. Res. 143) temporarily extending the duration of copyright protection in certain cases to Dec. 31, 1971. Purpose of the temporary extension is to continue the renewal terms of the copyrights, pending enactment by Congress of a general revision of the copyright law, as is envisioned in the Senate bill.

The senator said in a speech on the Senate floor that the complexities of the cable-TV issue, dealt with in Section 111 of the long-delayed copyright bill, were in part responsible for the Judiciary Committee's lack of action during the current session. That section tackles the knotty problem of copyright liability of secondary transmissions by cable systems (BROADCASTING, Dec. 15, 1969).

Action by the next Congress on the CATV provisions, the senator said, should be facilitated by anticipated FCC promulgation of rules relating to the carriage of broadcast signals by cable systems.

"The FCC apparently now recognizes its responsibility to proceed expeditiously toward adopting appropriate CATV rules," he said, adding that FCC Chairman Dean Burch had promised that the commission "would make every effort to complete the rule-making process by the end of this calendar year." The FCC has set Nov. 23 as the final date for comments on the proposed CATV rules.

The FCC has indicated, however, Senator McClellan said, that the implementation of certain of the rules, including those relating to improved television service to the public and the importation of distant signals, must await action by the Congress to resolve the CATV copyright question.

He commented that the proposed rules in the FCC's Public Dividend

Plan for CATV appeared to be seeking the same objectives sought by his subcommittee in Section 111. But he called the subcommittee plans more workable and equitable.

Section 111, he said, recognizes that in certain situations it is desirable to protect the interests of broadcasters who have acquired the exclusive right to perform a copyrighted work in a certain market. Accordingly, he added, the section grants limited protection to those broadcasters and places some restrictions on cable systems importing such programs.

By contrast, the FCC's proposed rules, he said, would give no protection to broadcasters who have acquired exclusive rights. The rules instead propose a "complex scheme" whereby commercials on imported programs would be deleted and replaced by the commercials appearing on the programs of local UHF stations, a plan designed to produce revenues for UHF's which, it is

Changing Formats

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

■ **KFML-AM-FM Denver**—O'Fallon-O'Connor Broadcasting Inc., effective Aug. 17, switched format from classical music to modern middle-of-the-road music. Joseph R. McGoey, president, told the FCC "the type of music had to be changed . . . for plain economic factors and the desire to survive as a business." KFML(AM) operates on 1390 kc with 5 kw daytime. KFML-FM is on 98.5 mc with 10 kw and an antenna 670 feet above average terrain.

■ **KOOL-FM Phoenix**—Kool Radio-Television Inc., effective Aug. 17, switched from middle-of-the-road to popular-contemporary music by reducing simulcasting of its KOOL(AM) Phoenix from 25% to 5%. Lem Johnson, program director, said the only duplication now is of news programming and a public-affairs show. The new sound features album cuts and selected 45 rpm records and is aimed at the 20- to 40-year-old audience, Mr. Johnson said. KOOL-FM is on 94.5 mc with 100 kw and an antenna 1,620 feet above average terrain.



claimed, may be hurt by competition with imported signals carried by cable systems.

"Many experts in the communications field who have commented on this provision of the Public Dividend Plan have described it as unworkable," Senator McClellan concluded.

Taped pageant finals will be distributed

Century Broadcast Communications, New York, will distribute the finals of the 1970 Miss Black America beauty pageant to TV stations around the country. The finals will be taped at Madison Square Garden in New York Friday (Aug. 28) as a 90-minute special.

According to Century, more than 25 stations have signed for the pageant for showing in late August or early September. Among the TV outlets are WGN-TV Chicago; WBAL-TV Baltimore; WTVN-TV Columbus, Ohio; WKRC-TV Cincinnati; WGR-TV Buffalo; WDAF-TV Kansas City, Mo.; KSD-TV St. Louis; KSL-TV Salt Lake City; WJBK-TV Detroit; KWGN-TV Denver; WMAL-TV Washington; WTEN(TV) Albany, N.Y.; KTVT(TV) Fort Worth-Dallas; WTIC-TV Hartford, Conn., and KETV(TV) Omaha.

Madison Square Garden produced the show in association with Motown Productions and J. Morris Anderson Productions.

Ziegler to address RTNDA conference

Ronald L. Ziegler, press secretary to President Nixon, has been added to the list of speakers who will address the 24th annual conference of the Radio-Television News Directors Association in Denver Sept. 22-26.

Mr. Ziegler will speak at the awards luncheon on Sept. 24 when broadcasters will be recognized for outstanding performance in spot-news coverage, editorials and documentaries. Mr. Ziegler is the second presidential press secretary to address the association, having been preceded in 1962 by Pierre Salinger, who served in that capacity for both Presidents Kennedy and Johnson.

Other speakers at the conference will be FCC Chairman Dean Burch and CBS Newscaster Walter Cronkite.

Everything but the live action

NFL Films shoots entire football season, edits it, and returns it to viewers

When the regular National Football League season opens on Sept. 20, NFL Films camera crews will be scurrying to take their posts at each of the kick-offs. Their assignment: to shoot the myriad of films for showing before, during and after football telecasts and at post-season gatherings and programs around the nation.

The shooting of 182 games throughout the season and the subsequent editing and dissecting of the films are the prime functions of eight-year-old NFL Films, self-described as the "exclusive film representatives for all National Football League teams."

But filming the games is only the beginning. The application of the filmed end-product is the crux of the action. It's "more than a million-dollar business enterprise," explained Kenneth M. Flower, vice president-sales for NFL Films, as he ticked off the many and diverse destinations of the films.

For example, *NFL Action* and *NFL Today* on CBS-TV and the pre-game filmed segments for this season's NBC-TV telecasts are productions of NFL Films. And then there's *This Week in Pro Football*, fed by the Hughes Sports Network to 150 stations, and the half-

time segments planned for ABC-TV's Monday-night prime-time football telecasts featuring highlights of Sunday's games. They also are productions of NFL Films.

Besides the 32 hours scheduled on national TV, the films are used in other ways, according to Mr. Flower:

- By ad agencies needing footage for commercials.

- By movie producers—the football portions of "The Fortune Cookie" and "The Paper Lion" were furnished by NFL Films.

- By the U.S. Navy, which shows filmed games as morale-builders among submarine crews.

- By Arabian oil companies, which show films to its American workers far from home, and American Express offices that schedule special screenings for Americans abroad.

- By high-school and college coaches.

And, Mr. Flower recalled, the football films carried by Secretary of State William Rogers on his last Far Eastern tour were supplied by NFL Films.

NFL Films was organized in 1962 as an outgrowth of a hobby pursued by Ed Sabol, a clothing manufacturer in Philadelphia.

Mr. Sabol, who had been shooting amateur football games as a hobby, bid for and won the film rights for National Football League games. The result: NFL Films, now owned by all the teams, with each of the 26 owners sitting on the board and Mr. Sabol as president. Main office of NFL Films is in Philadelphia. The New York office, in the same building as the NFL league offices, is principally a sales office.

Following their clicking and shuttering of the Sunday games, the NFL Films camera crews return to Philadelphia to process their day's work. A team of 45 creative persons then prepares the narration to go with the films and the project is under way.

NFL Films, always looking for an innovative wrinkle, thinks it has found one this season. Much like ABC-TV's ambition to hook the woman viewer on football through its Monday night prime-time telecasts, NFL Films wants to encourage women to share equally their rights in front of the TV screen and their interests in football.

The vehicle eyed for that is a segment in each Sunday's *NFL Today* show, in which Hostess Carol Howley, wife of former CBS executive Norman Walt, helped by Marjorie Margolis of WCAU-TV Philadelphia, will explain aspects of the game to women.

Discussed will be on-field action and even such significant topics as what and how much food is consumed by the players.

National General cuts new TV production

The economic crisis threatening the major Hollywood studios has knocked one out of television production for the present. National General Studios reported that it would not be entering into any new development or production agreements during the near future.

Malcolm Klein, president of NGC's television production and distribution division, said previous commitments on shows in production would be honored. Included is the "Trouble With Tracy," series of 130 episodes in production in Canada. The taped series is based on Goodman Ace scripts. About 30 segments have been completed. Also committed is the "Special of the Month" with Ralph Story. Six one-hour specials have been filmed with contracts signed



Ed Sabol (l), president of NFL Films, sizes up the situation while on location with Gene Mason, NFL Films staff

cameraman-producer. NFL films will shoot 182 games this season for the professionals.

for showings in 23 markets, Mr. Klein pointed out.

Primary reason for the temporary move away from TV production was the immediate need for operating capital. "There is no desire by the company to tie up cash in a product, no matter how potentially profitable, when the return is to spread over the next 12 months while the original outlay is in one month," Mr. Klein said.

Mr. Klein also said no decision has been reached on the fate of 60 hours of film of the recent eastern European tour of Blood, Sweat and Tears.

'Misterogers' gets \$200,000 from Sears

National Educational Television received a monetary boost for its *Misterogers' Neighborhood* daily series last week in a \$200,000 grant by Sears-Roebuck Foundation to the Corp. for Public Broadcasting.

The grant was announced jointly by Sears Foundation President William F. McCurdy and CBS President John W. Macy Jr. The grant will enable NET to produce 65 new half-hour programs in the young children's series.

A matching grant was given by CPB to the Public Broadcasting Service to distribute the series for 1970-71 to 194 non-commercial television stations. CPB made a \$521,000 grant in support of the program earlier this year (BROADCASTING, Feb. 2).

The present grant is the fourth in support of *Misterogers' Neighborhood* by the Sears-Roebuck Foundation, which since 1967 has contributed \$700,000 to the program.

'Rosko' takes aim at college market

College Marketing Corp. has signed "Rosko," New York radio personality, as host for a new radio program directed at the nation's college student.

Radio Syndicate Inc., a new division of College Marketing, has created a network of 100 college and 11 commercial FM radio stations in 10 major markets to carry the new program, which will feature progressive rock music and a discussion of events and issues of interest to students. The commercial FM outlets, which will receive 10 hours a week of Rosko, are WDAS-FM Philadelphia; WKOX(FM) Framingham, Mass. (Boston); WBRU(FM) Providence, R.I.; WHFS(FM) Bethesda, Md. (Washington) WGLD(FM) Oak Park, Ill.; WKNR-FM Dearborn, Mich.; WMMS(FM) Cleveland; KMET(FM) Los Angeles, KGO-FM San Francisco; WVOX-FM New Rochelle, N.Y., and WBAB-FM Babylon, N.Y.

ITC budgets \$20 million for TV

Funds to be used for new programming in six-month period

Independent Television Corp., New York, has committed \$20 million for new production of programs in the current six-month period, a \$5-million increase over the same period a year ago.

The production commitment was reported last week by ITC President Abe Mandell, who said the funds represented the period of July through December.

ITC, which is the production and distribution arm of Associated Television (ATV) of England, has several shows on or committed to ABC-TV. They are one-hour series, *This Is Tom Jones*, entering its third season this fall, and *The Friendly Persuaders* (working title) with Tony Curtis and Roger Moore, slated for showing in 1971; and a half-hour series starring Shirley MacLaine. Also mentioned by ITC is *The World of Jason King* (also working title), which will star Peter Wyngarde, a one-hour suspense-adventure series spin-off from *Department S*, a one-hour adventure property not yet released in the U.S.

Included in ITC's production schedule are several specials, some now completed. They are *Carol Channing's Mad English Tea Party*, slated for NBC-TV, Sept. 9, 9-10 P.M. NYT; a projected musical-variety one-hour series starring Petula Clark, the first to be shown on ABC-TV in January; a dramatic vehicle with Elizabeth Taylor for showing on NBC-TV next season; a 90-minute trilogy, *Female of the Species*, starring Faye Dunaway, Maggie Smith and Shirley MacLaine; and the two-hour *Hamlet* starring Richard Chamberlain for showing as a *Hallmark Hall of Fame* entry on NBC-TV.

ITC said the schedule included fea-

ture films produced for network telecast: *Firechasers*, with Chad Everett, Anjanette Comer and John Loder, for CBS; an untitled Norman Felton production for NBC; and two for ABC, *M.A.C.E.*, produced by Monty Berman, and another property to be selected. ITC also has completed *The Tribe That Hides from Man*, a 90-minute documentary filmed in the jungles of Brazil, and another one-hour documentary, *The Violent Earth*, about volcanoes.

Program notes:

Proud country ■ Cine-Vox Programming Inc., New York, is placing into distribution to radio stations 30 hours of country music programming titled *My Country, My Music*. Programming traces musical events and personalities of country genre, with emphasis on music from 1957 to 1970. Ralph Emery is host and executive producer.

New pact ■ Tele-Tape Productions and Children's Television Workshop, both New York, have renewed contract for CTW to continue to produce *Sesame Street* at TTP's second stage. Agreement stipulates that Tele-Tape, in addition to its stage, will provide technical production facilities and services.

Auto racing ■ Metavision, New York closed-circuit television company, will televise live via closed circuit, the California 500 auto races Sept. 6. Firm is headed by E. William Henry, former chairman of the FCC.

More music from Capitol ■ Volume six in continuing series of programming and production music for broadcasters is being made available to radio and television stations by Capitol Records. New release consists of ten 12-inch records and provides varying types of music from country and western to ecological themes. Majority of selections in volume six are in 30- and 60-second lengths for easier commercial use.

Signed for children's dramas ■ Beckwith Presentations Inc. has signed Alvin Boretz to write first teleplay for series

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, James J. Espy, Ted Hepburn
36 East Fourth Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 50544, 85703, phone (602) 622-3336

of feature-length children's dramas which NBC recently commissioned Beckwith to develop for 1971-72 season. Mr. Boretz is author of more than 1,000 television and motion picture scripts and has written for *The Defenders*, *Alcoa Playhouse*, *Mod Squad* and *Hallmark Hall of Fame*.

CPB grants ■ Noncommercial stations KPFF-FM Los Angeles and WBUR-FM Boston have each received \$25,000 from Corp. for Public Broadcasting for projects they proposed in national programming category of CPB's 1970 Public Radio Program Production Grant project. KUAT-FM Tucson, Ariz., and WETA-FM Washington each received \$25,000 in local programming category for news projects.

New Paar special ■ *The Jack Paar Diary*, which will depict the star's encounters in Europe, will be on NBC-TV, Monday, Oct. 5 (10-11 p.m. NYT). Special, fully sponsored by American Gas Association, through J. Walter Thompson Co., New York, is Jack Paar's sixth on NBC-TV since he gave up his regular series on the network in 1965.

Indian special ■ KTVU(TV) San Francisco will feature special programming on the American Indian on Aug. 24 and 25. The two-day special will feature film presentations and panel discussions on tribes from four areas of the country. Members of Sioux, Cheyenne and Navajo tribes will take part in special

Hughes plans basketball

Hughes Sports Network will telecast live 10 Saturday afternoon games from the Big 10 and Pacific Eight collegiate basketball conferences starting Jan. 9 and continuing through March 13. Hughes reported that 43 stations in the Midwest will pick up the Big 10 games and 21 stations on the West Coast have signed for the Pacific Eight. Advertisers for both conferences include Pabst Brewing Co., through Kenyon & Eckhardt Advertising, Chicago, and Dodge and Chrysler cars, both through BBDO, New York. Half of the sponsorship is still open.

called *The American Indian: Man in Exile*. Excerpts of special will be used in regular daytime programs and prime-time will be given to the program.

Tennis buffs ■ Independent producer Dick Feldman taped special close-up sequences during recent U.S. Professional Tennis Championship match at Brookline, Mass., for inclusion in future world championship tennis TV special. Lewron Television, New York, was assigned by Mr. Feldman to shoot sequences and handle editing and post-production work.

Ring that bell ■ Revival of the format of former network series *Name That Tune* has begun by Tulchin Productions Ltd., New York. Tulchin scheduled taping on Aug. 29 of half-hour

pilot, cost of which Tulchin reportedly will underwrite. Initially, company sought outside backers. Firm has signed Richard Hayes as master of ceremonies. Tulchin said series will be offered to stations for evening stripping, Monday through Friday.

Away the anchor ■ Correspondent John Hart becomes anchor man on *CBS Morning News with John Hart* on CBS-TV (Mon.-Fri., 7-8 a.m.), effective Aug. 31, replacing Joseph Benti, who is leaving for reassignment to a foreign bureau. Correspondent Bernard Kalb, most recently based in Hong Kong, was named Washington anchor man for the morning news program, assuming role being relinquished by Mr. Hart. Mr. Kalb is also joining correspondent Hart on CBS News's weekday *Mid-Day Report* on CBS Radio, effective the first week of September. Mr. Kalb takes over the Tuesday and Thursday anchor port, replacing Mr. Benti, also in that assignment.

French fry at Chicago ■ WGN-TV Chicago has announced new 26-week series of full hour live color musical programs, *International Cafe*, which if successful in its Saturday 6 p.m. period this new season on that station may be offered in tape syndication. Program features French singer Jean-Paul Vignon as host and will include the music, dancing and entertainment of various countries in contemporary settings. Series starts Sept. 26.

Equipment & Engineering

Satellite hopefuls seek more time

Ask FCC to delay deadline; say further analysis is necessary

Five prospective applicants for domestic communications satellite systems have indicated they are working on their applications but will need several months to complete them. However, the networks say they need three months just to begin their preparations.

The statements were filed with the FCC last week in response to its request earlier this month asking interested parties to submit by Aug. 19 estimates of how much time they will need to prepare their filings (BROADCASTING, Aug. 10).

Responses were filed by AT&T, Communications Satellite Corp., Data Transmission Co., Microwave Communications Inc. and Hughes Aircraft Co., in

addition to the networks.

In their joint response and comments, ABC, CBS and NBC told the commission they need about 90 days to analyze the results of a contracted study by Page Communications Engineers Inc., and to analyze proposals advanced by Western Union and others. Western Union filed the first—and to date only—application for a domestic satellite system (BROADCASTING, Aug. 3).

The Page report, submitted to the networks early this month, concluded that either a satellite system or a terrestrial microwave system could be constructed and operated for \$15 million to \$30 million a year less than they are currently paying AT&T. Payments to

AT&T this year would amount to about \$70 million, the networks estimated.

The networks asked the commission to provide a period during which additional satellite proposals, with respect to the time for filing applications, could be submitted.

They added it is of "major importance" that no policy determinations blocking the institution of a specialized system for program transmission be adopted by the commission on the basis of WU's application or others that may be filed. WU favors restricting domestic satellite systems to common carriers.

In its response, Comsat recommended that the commission permit applicants to make submissions until Oct. 23, and

**Hit Your Market
Every Day
Of The Year
With One Shot
In The 1971
Broadcasting
Yearbook**

The most complete and most authoritative source of facts about the business of radio and television ever published.

The 36th annual edition of this respected broadcast encyclopedia—off the press, 25,000 copies strong, in January—will contain 650 pages, index-tabbed for instant reference.

So wide is its range of information that the 1971 *Broadcasting Yearbook* will actually combine 54 different and distinct directories within a single volume . . . 54 directories covering every possible background fact needed by people who work in the broadcasting business.

They find this invaluable sourcebook so essential that it stays on top of

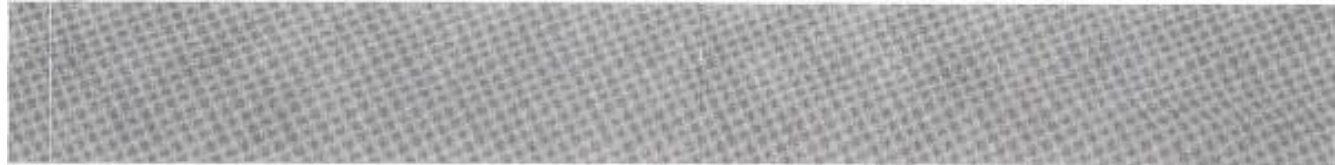
their desks, ready for constant use. It leads an active, useful life for a full 12 months . . . until the next edition replaces it.

Your advertisement, strategically placed in the pages of the 1971 *Broadcasting Yearbook* keeps on making multiple impressions all year long—and makes them at the very times the people who buy are receptive to your story.

One display in *Broadcasting Yearbook* thus gives you the impact of a full year's campaign . . . continuous performance, maximum exposure . . . at minimum cost

Final deadline is October 1.

Reserve the best position in the directory section of your choice.



**54 Separate
Directories In A
Single Volume!**

No wonder *Broadcasting Yearbook* is the most reached-for reference work in the whole business of television and radio.

Arranged according to five major index-tabbed groups, here's the treasury of individual directories you'll find in the giant 1971 *Broadcasting Yearbook*—the one-book library of television and radio information.

A—The Facilities of Television
TV Station Directory
Call Letters
Canadian TV Stations
Channels
Canadian Channels
Allocations
Experimental TV Stations
Transfers of Ownership
Newspaper Ownership
TV Applications Pending
Group Ownership
International
Broadcasting

B—The Facilities of AM-FM Radio
AM & FM Radio
Directories
Canadian AM & FM
Stations
AM Station Call Letters
FM Commercial Call
Letters
FM Educational Call
Letters
AM Radio by
Frequencies
Canadian AM by
Frequency
FM, Frequencies,
Channels
Canadian FM by
Frequency
FM Assignments
Caribbean, Mexican
Stations
College Stations

C—Equipment and Products
Product Guide
Equipment Manufacturers
FCC Rules & Regulations
Station Application

D—Radio and TV Program Producers and Distributors
Radio Program
Producers
Television Program
Producers
Television Commercial
Producers
NAB Television Code
NAB Radio Code
Talent Agents and
Managers
Radio-TV News Services
Radio Commercial
Producers
Business, Promotion
Films
Television Processing
Labs
Foreign Language
Programs
Negro Programing
C&W Stations
Major Awards &
Citations

E—Agencies, Reps, Networks, Brokers, Schools, Misc.
Radio & TV
Representatives
Network Executives
Regional Radio Networks
Government Agencies
Associations, Societies
Unions, Labor Groups
Attorneys in Radio-TV
Consulting Engineers
Schools
Farm Directors
Advertising Agencies
Major Trends, Events

The 1971 Yearbook includes new population, marketing and audience data: ARB Areas of Dominant Influence giving TV stations and affiliations, county ADI homes, ADI total homes, men, women, children; Markets in rank order by ADI households; color household data; Spot TV Cost summary and Spot Radio Budget Estimator affording quick calculations of rates for any time class, length of spot on frequency basis for top 10 markets, top 50; top 100.

Plus dimensions of broadcasting (broadcast time sales since 1935, extent of broadcast editorializing, program analysis data, recent books and reference works published).

Reserve space today. Call your nearest Broadcasting office:

**Broadcasting
1971 Yearbook**

54 directories
650 pages,
9 1/4" x 11 1/4"
\$13.50 per copy

Washington Headquarters
1735 DeSales St., N.W. 20036,
(202) 638-1022

New York
444 Madison Ave. 10022,
(212) 755-0610

Chicago
360 No. Michigan Ave. 60601,
(312) 236-4115

Hollywood
1680 N. Vine St. 90028,
(213) 463-3148



Altogether now. The best color camera is...

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Thank you, gentlemen.

RCA



Purpose:

To provide national recognition of outstanding sales promotion efforts prepared by Promotion Departments in the television industry. This sales promotion should be designed to promote facilities, programming, a TV station or market, or the industry.

Eligibility:

Television stations and station groups, television representatives and networks are eligible to enter. Membership in BPA is not a prerequisite for participation.

Entries:

Entries must be television sales promotion created and employed between September 1, 1969 and August 31, 1970. Entries may be submitted in any form employed . . . VTR, film, slide, flip-over, brochure or trade ad(s).

Categories:

There will be two categories:
Category I: TV stations in first 10 TV markets ranked by ADI TV Households (1969 ARB Television Market Analysis)
New York
Los Angeles
Chicago
Philadelphia
Boston
San Francisco
Detroit
Cleveland
Washington, D.C.
Pittsburgh
Networks
TV station groups
TV station representatives
Category II: TV stations in all other TV markets

Awards:

There will be a first-place winner for each category. Citations will be announced for additional entries which merit recognition. Winners will be announced at the BPA Seminar in November 1970.

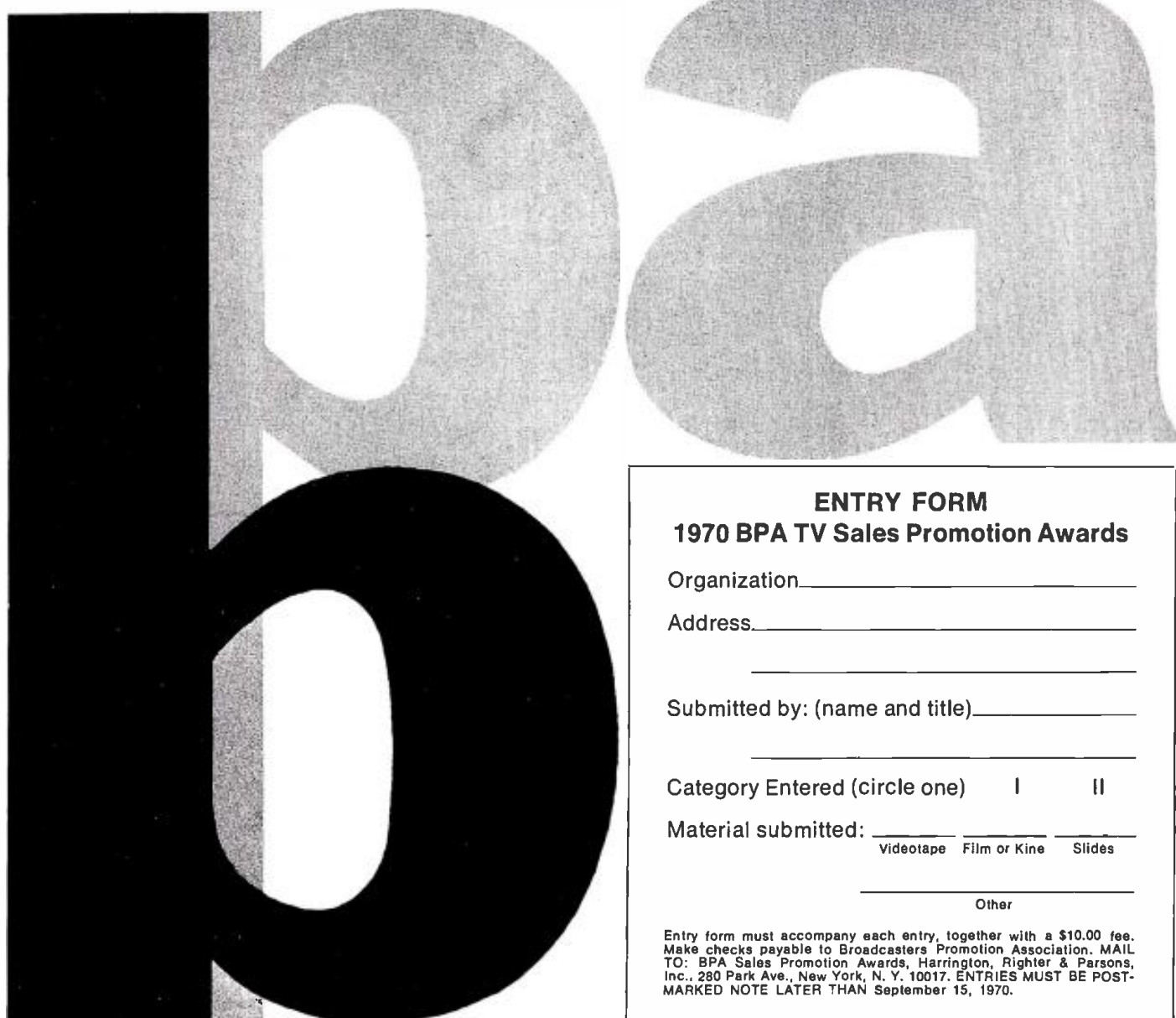
Judges:

Selection of the winners will be made by a panel of professional representatives in/or associated with the television medium. If, in the opinion of the judges, the quality of the entries is not of award winning caliber, the judges can elect to make no award.

To Enter:

Entries must be mailed and postmarked by September 15, 1970. It is suggested that entries be sent by registered or insured mail. Entries will be returned, collect, if requested in writing when entry is submitted.

BPA TV Sales Promotion Awards—1970



ENTRY FORM
1970 BPA TV Sales Promotion Awards

Organization _____

Address _____

Submitted by: (name and title) _____

Category Entered (circle one) I II

Material submitted: _____
 Videotape Film or Kine Slides

_____ Other

Entry form must accompany each entry, together with a \$10.00 fee. Make checks payable to Broadcasters Promotion Association. MAIL TO: BPA Sales Promotion Awards, Harrington, Righter & Parsons, Inc., 280 Park Ave., New York, N. Y. 10017. ENTRIES MUST BE POST-MARKED NOTE LATER THAN September 15, 1970.

the recommendation from AT&T was that the deadline for applications should be no earlier than Oct. 15. AT&T and Comsat have reached a tentative plan whereby Comsat will apply for a satellite system and AT&T will file applications with the FCC for permission to construct ground stations. AT&T would use the Comsat system for domestic transmission. (BROADCASTING, July 20).

Hughes Aircraft said it is filing with Teleprompter Corp. and/or others and that its application would be ready by Oct. 15.

Data Transmission Co. told the commission it and other subsidiaries of the parent company—University Computing Co.—are engaged in negotiations with regard to a joint participation with independent firms who would prepare the application and operate the system. The negotiations would be consummated in 30 days, DTC said, but it would need until Dec. 1 to file the application. DTC did not identify the parties with whom it is negotiating, but said "they are expected to include, among others, a major aerospace firm and a communications system supplier."

Microwave Communications said it is reaching a final decision as to how satellite facilities could be integrated into their service and whether a separate satellite system is required for MCI carriers to serve the public adequately. These studies will be ready for filing March 31, 1971, it said.

Systems help originate live, tape color shows

Origination of live and video-tape programs in color suitable for cable-television operators or industrial, medical and educational applications has been facilitated by the introduction of three new studio system packages by International Video Corp., Sunnyvale, Calif.

The new "Colorcaster" systems provide all the equipment necessary, according to IVC President Donald F. Eldridge. Two of the three also provide for film and slide programming.

Installation and training of operating personnel are provided by IVC and included in the equipment cost. The three systems range in price from \$12,400 to \$47,900 and, according to Mr. Eldridge, represent a combination of elements of custom studio systems installed by IVC during the past few years.

Colorcaster I includes one IVC-90 color camera, an IVC-600 color video-tape recorder, color monitor, audio system and cable. It is the lowest priced of the three at \$12,400.

Colorcaster II includes film and slide projectors, multiplexer, color monitor, audio system and cabling, plus the IVC-92 color film chain camera and IVC-

Plans Apollo 16 unit

RCA is developing an earth-controlled space-TV system that will beam live, color pictures from the lunar rover vehicle driving over the moon's surface, it was announced by the company last week. An RCA spokesman said the system under development for NASA is scheduled for use in Apollo 16 and in subsequent lunar exploration missions. He said it will permit complete earth command of a color-TV camera on the moon.

820C color video tape recorder. Including installation, cost of this system is \$20,700.

The Colorcaster III is designed to provide relatively sophisticated color productions comparable to commercial broadcasts. The IVC-90 color camera, IVC-870 video-tape recorder and color film chain island with IVC-92 camera provide the backbone for the system. Also included is a video switcher and special effects unit, monitors, assemble and edit adapter for the IVC-870, audio console cartridge and recorder, operating and remote consoles, lighting and other items for a complete production studio.

Networks seeking circuit commitments

Television networks hope they've started something that may get TV commitments for communications satellite circuits honored on a par with message traffic.

At a meeting two weeks ago of the coordinating committee of carriers and Communications Satellite Corp., plus representatives of all the networks, NBC submitted its complaint that it was short-changed July 4 when the Wimbledon, England, tennis matches it had ordered failed to come through earlier in the day (except for an 18-minute segment) because one of the Atlantic satellites had gone out and priority was given to message traffic on the remaining circuits. The second program later in the day from Wimbledon was delivered as promised, but NBC was charged for a double-hop circuit—from England to the Indian Ocean satellite to Australia to the Pacific satellite to the West Coast of the U.S. ("CLOSED CIRCUIT," July 13).

The American carriers and Comsat promised to work out a format that would honor TV commitments, but could not give assurances at the meeting until they had conferred with their executives. Another meeting was promised, some time this fall, at which time, if there is agreement, the proposals will be submitted to the International Tele-

communication Satellite Consortium which represents all the owners of communication satellites.

What makes the problem complex is that even if the U.S. carriers and Comsat agree to treat TV on a par with other traffic in restoration of circuit outages, this represents only half of the decision makers. The other half are the foreign telecommunications entities in each nation that has an earth station—and they've never denied they are more interested in message traffic than in TV.

Color TV sales dip 27% in first half of 1970

The Electronic Industries Association reported last week that sales of domestic and foreign color-TV sets in this country during the first six months of 1970 were down 27.2% (to 2,146,079 units) over the same period in 1969, with monochrome set sales off by 10.2% (to 2,965,131 units).

Total half-year sales of U.S. and foreign-made radios were down 6.9% (to 21,660,105 units) compared to the same period last year, with table models the only category showing an increase—up 66.9%.

EIA noted "sizable increases" in sales of magnetic tape recorders and players in the January-June period, up 26.7% over the first six months of 1969.

TV-radio set sales by distributors to dealers during July fought this year's early downward trend but still lagged behind July 1969 totals, EIA figures showed. Color TV set sales were off by 20.5% and monochrome sales by 8.7%; total radio set sales were 17.1% lower than the same month last year.

EIA's year-to-date sales totals are as follows:

	Television	
	1970	1969
Color	2,304,932	2,943,048
Monochrome	2,330,408	2,703,390
Total	4,635,340	5,646,438
	Radio	
AM home	2,490,877	3,165,229
FM home	1,471,481	1,995,822
Auto	4,976,821	5,629,327
Total	8,939,179	10,790,178

Translators sought for Spanish audience

A group of Spanish-language stations has urged the FCC to permit translators to distribute UHF programming beyond a station's coverage area to reach groups of Spanish-speaking people.

In reply comments last week on the commission's proposal to shift translator operations from the upper to the lower portion of the UHF spectrum, the stations—KWEX-TV San Antonio, Tex.; KMEX-TV Los Angeles, and WXTV(TV) Paterson, N.J.—supported the measure

and suggested that translators could be used separately or in combination with satellite stations "to reach concentrated pockets of Spanish-speaking viewers" who are not now able to receive foreign-language programming.

The stations had pointed out in comments last month that "standing alone, such minority populations may not represent a sufficient number . . . to support a regular television station" and translators provided a "realistic answer" to providing needed program service to minority groups." They said CATV would not be an "effective alternative" because the charges would be directed to those least able to pay.

The stations acknowledged in their reply comments that "at certain distances degradation in signal quality occurs through use of intermediate

translators or translator relays," but said that unattended 1 kw satellites could overcome this problem and serve as further translator distribution points. Illustrating the benefits of such a system, they said that using a combination of translators and a satellite, KWEX-TV could reach about 100,000 Spanish-speaking people in and around Corpus Christi, Tex.

NAB, Rust ask new tower rules

Two comments filed last week at the FCC seek changes in a proposed commission rule to increase from 40 to 100 feet the maximum width of painted bands on antenna towers.

In comments on the proposal, the National Association of Broadcasters

and group owner Rust Communications Corp. asked the FCC to delete the proposed mandatory seven-year conversion period and specify that existing structures must comply with the rule at the time of next repainting.

The FCC proposal was based on tests conducted by the Federal Aviation Administration.

The current commission rules require that antennas be painted with alternate bands of orange and white one and a half to 40 feet wide and that the bands equal about one-seventh of the total antenna height.

NAB also suggested that action on the proposal be deferred until "a total solution can be effected" to increase tower visibility. Pointing to studies made for the FAA recommending the use of black and white bands, NAB said the commission's proposal would be an "interim and inconclusive measure" that may result in complete repainting of all antennas in the foreseeable future. It said the question needs "much research and investigation."

Rust Communications stated that while seven years may be a reasonable average life for tower painting, some situations require shorter or longer intervals due to variables such as weather and paint quality. It added that two coats of white paint would be needed to cover orange, resulting in additional costs, especially for stations with multiple-tower arrays.

Rust also pointed out that the FAA has not suggested any deadline period for stations or other structures such as smokestacks. It would be "unreasonable and discriminatory" to impose a deadline applying only to commission licensees, Rust concluded.

'Minicomputer' helps control studio light

CBS-TV reported last week that it has developed a computerized-memory lighting-control system for television studios. The system, said by CBS to be the first of its kind to make use of a standard "minicomputer," is in use for shows prepared for broadcast during the 1970-71 season.

A small computer memorizes the patterns of lighting required through the course of a show and displays all the information on a conventional TV

monitor. The operator gives instructions to the computer through the screen on the television monitor with the aid of a small pencil-like device called a "light pen." (see photo) This activates the lights through the computer as quickly as the pace of the show requires. Result: a speeding up of lighting effects and an elimination of the huge expanse of control levers that are common on manual pre-set lighting controls.

Adrian Ettlinger, a staff consultant to the network's engineering and developing department, developed the new control system.



Telemation forms subsidiary

Telemation Inc., Salt Lake City-based television equipment maker, has acquired the facilities and personnel of Audio-Video Industries Inc. to form a new subsidiary, Telemation East Inc., with offices in Washington, Cambridge, Mass. and Norfolk, Conn. District manager of the new firm is Joseph S. Botali.

8mm for cable

Riker Corp., Clark, N.J., has developed professional quality 8mm film chain, with TV shutter and synchronous motor, for CATV use. Chain handles both Super-8 and standard 8mm films, translating them into video and audio signals. Model 709, selling to cable operators for \$795, is complemented by model 710 Uniplex (\$250) and model 177 solid state, 1-inch vidicon camera (\$995). Model 711 system—including all three units—sell for \$1950.



Women are Revolting

IT'S OFF WITH THE BRA AND ON WITH THE FIGHT FOR
EQUAL RIGHTS!

WHAT DO WOMEN REALLY WANT??

National General Television has captured the essence of the women's lib movement in a graphic humorous hour filmspecial. Hosted by that most articulate gentleman — Ralph Story. Filmed on location in California and New York.

SOLD:

MARKET	STATION	REP.	MARKET	STATION	REP.
New York	WNEW	Metro.	Baltimore	WJZ	TVAR
Los Angeles	KTTV	Metro.	Atlanta	WSB	TeleRep
Philadelphia	WTAF	H.R.P.	Cincinnati	WXIX	Petry
Boston	WBZ	TVAR	Buffalo	WGR	Katz
San Francisco	KTVU	TeleRep	Kansas City	KMBC	Metro.
Detroit	WJMY	T.B.A.	Providence	WTEV	H.R.
Cleveland	WUAB	Petry	Denver	KBTV	P.G.W.
Washington, D.C.	WTTG	Metro.	Charlotte, N.C.	WSOC	TeleRep
Pittsburgh	WIIC	TeleRep	Dayton, Ohio	WHIO	TeleRep
St. Louis	KPLR	Metro.	Little Rock	KARK	Blair
Minneapolis	WCCO	P.G.W.	Omaha	KMTV	Petry
			Chattanooga	WDEF	Blair

Secure an option on other contemporary "specials" including "THE NUDITY THING," "THE FOUNTAIN OF GROOVY" and "THE WEIRD WORLD OF WEIRD" when you purchase "WOMEN ARE REVOLTING".



NATIONAL GENERAL
TELEVISION PRODUCTIONS, INC.
A National General Company

(212) 752-0300 • 600 Madison Avenue, New York, NY 10022
(213) 937-4100 • 1 Carthay Plaza, Los Angeles, CA 90054

MGM merchandising arm handling pro basketball

MGM Merchandising Corp., a subsidiary of MGM Inc., has signed separate contracts with the American Basketball Association and its players' association, covering their merchandising activities.

Under the contracts, MGM will handle all merchandising rights in areas such as motion pictures and television, apart from game coverage, and industries including foods, sporting goods, toys, games, soft drinks, clothing, books, special films, and franchising. David J.

Jacobson, president of MGM Merchandising Corp., said that in television and motion pictures, it is conceivable that training films on basketball could be produced.

Promotion tips:

Sesame Street hits the road ■ Characters from *Sesame Street* children's show have scheduled two-week road show in inner cities of 13 of nation's major metropolitan areas. Such stars as Gordon, Susan and Big Bird will put on 30-minute stage presentations to preview series' second TV season that opens on Nov. 9. Cities

to be visited are San Francisco, Los Angeles, Chicago, Detroit, Cleveland, New Orleans, Atlanta, Washington, Baltimore, Philadelphia, Boston, New York and Jackson, Miss.

PR educationals ■ *The Word Is Out, Radio Is In* is title of new public relations workbook on the medium prepared for colleges across the U.S. by Steve R. Smirnoff, director, special communications, Wisconsin State University, Oshkosh, Wis. 54901. Mr. Smirnoff tells schools how to prepare public service and news program materials useful to broadcasters.

FocusOnFinance

Earnings nearly doubled in 6 months, Cowles says

Cowles Communications Inc., New York-based multiple-station owner and publisher, nearly doubled net income and

Advertisement

We'll share your exposure to Broadcasters Liability losses

You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here's how to handle a bigger judgment: insure the excess with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once.

Employers Reinsurance Corp.,
21 West 10th, Kansas City,
Missouri 64105. Other U. S.
offices: New York, San
Francisco, Chicago, Atlanta.

per-share earnings in the first half of 1970 (BROADCASTING, Aug. 17). Company credited the substantial increase in consolidated net income of more than \$1.2 million to extraordinary credits such as the gain on the sale of the Star Publishing Corp. (*San Juan Star* in Puerto Rico) to Scripps-Howard for \$9.75 million, and sale of stock in Television Communications Corp. last January providing \$709,000 after provision for taxes.

The company said it had a net loss of \$1,152,000, before extraordinary credits of \$3,909,000 resulting mainly from the sale of the San Juan paper and leaving a net income of more than \$2.7 million. In the comparable period of 1969, the extraordinary credit was \$859,000. Reduced advertiser budgets during the current economic slowdown were cited as responsible for the loss, before extraordinary credits.

For the first half of 1970 ended June 30:

	1970	1969
Earned per share	\$ 0.69	\$ 0.37
Revenues	78,029,000	85,234,000
Net income	2,757,000	1,481,000
Shares outstanding	3,966,587	3,968,587

Commerce expects drop in '70 TV profits

According to industry projections released last week by the Department of Commerce, television broadcasting this year will enjoy a three percent gain in revenues over 1969. Profits, however, will decline because of increased costs, with 1970 pre-tax income falling from 1969's high of \$553.6 million to a level near \$450 million.

The forecasts are contained in "The Economy at Midyear 1970," a publication of Commerce's Business and

Defense Services Administration. Data on the communications industries was compiled by the communication and electronics division.

Television revenues next year, Commerce predicted, may reach \$3,180 million (net time sales plus talent, program and other revenues), making 1971 the first \$3 billion year for the industry. But costs—which Commerce estimated would rise 9% next year—will put 1971 pre-tax income at around \$540 million.

Because of the loss of cigarette spot business next January and the potential impact of prime-time programing restrictions on the networks next year, Commerce said the industry would have to generate more than \$500 million in new business in 1971 to reach the projected \$3,180 million level of revenues.

"Advertising budgets are under close scrutiny, and competition for the advertising dollar is unusually keen," Commerce noted.

The FCC released its compilation of television's 1969 financial showing last month (BROADCASTING, July 27).

Memorex income up 26%

Memorex Corp., Santa Clara, Calif., manufacturers of magnetic tape products reported a 26% increase in net income and a 34% rise in sales for the six-month period ended June 30, compared to last year. The company did not release figures for the second quarter, however, comparisons between first-quarter and six-month statistics show a five cents per share increase in second-quarter earnings over the previous year.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 1.04	\$ 0.83
Revenues	47,704,000	35,703,000
Net income	3,884,000	3,073,000
Shares outstanding	3,733,000	3,886,000

Company reports:

Columbia Cable Systems Inc., Westport, Conn., group CATV operator, reported increased revenues and net income for the nine months ended June 30:

	1970	1969
Earned per share	\$ 0.27	\$ 0.04
Revenues	2,472,000	2,171,000
Net income	164,000	33,000
Average shares outstanding	945,193	874,128

Note: 1969 figures restated to reflect results of acquired companies on basis of pooling of interests. 1969 net income figures are after non-cash, non-recurring charge of \$157,000 or \$0.18 per share, for write off of Florida and Ballinger, Tex., plants, rebuilding of which is completed.

Combined Communications Corp., Phoenix-based group broadcaster, reported a 30.7% increase in net income for the six months ended June 30:

	1970	1969
Earned per share	\$ 0.24	\$ 0.24
Gross revenue	10,973,273	8,228,349
Net income	473,548	362,415
Shares outstanding	1,944,794	1,538,164

Doremus & Co., New York-based advertising and public relations agency, reported a 31% decrease in net income for the three months ended June 30, and a 2.8% decrease in net income for the first six months of 1970.

The company also declared a regular quarterly dividend of 8 cents per share on common stock owned by shareholders of record July 31.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.48	\$ 0.49
Gross billings	22,199,000	22,073,000
Net income	206,000	212,000

Note: 1969 figures restated to reflect acquisition of di. media Advertising Inc. as a pooling of interests, and per-share figures based on 430,513 average number of shares outstanding.

LaRoche, McCaffrey and McCall Inc., New York, reported almost doubled earnings per share from 29 cents to 57 cents for the first half of 1970.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.57	\$ 0.29
Net income	325,000	178,000
Billings	126,409,000	21,076,000

MCA Inc., Universal City, Calif., parent corporation of Universal Studios, reported revenue increases but declines in net income for the six month period ended June 30. Second quarter statistics also reflect higher sales but lower income trend.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.78	\$ 1.02
Revenues	138,419,000	129,834,000
Net income	6,342,000	8,145,000
Shares outstanding	8,174,263	7,981,876

National General Corp., Los Angeles-based diversified firm with major leisure-time interests, reported about a \$2 mil-

lion decline in operating income for the six-month period ended June 30, compared with last year. The company also shows a \$325,000 decline in net income for the same period. Revenues were up nearly 14% for the six month period.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 1.33	\$ 1.43
Revenues	256,372,000	224,167,000
Net income	6,860,000	7,185,000
Shares outstanding	5,154,000	5,040,000

Note: 1969 figures restated to account for acquisition of Wygod, Weis, Florin Inc. as pooling of interests. Extraordinary items amounted to \$1,364,000 or 26 cents per share in 1970.

Ogilvy & Mather International Inc., New York, reported an increase in net income and in billings for the first six months ended June 30:

	1970	1969
Earned per share	\$ 1.14	\$ 1.05
Billings	122,958,834	111,343,444
Fees and commissions	19,677,819	16,989,839
Net income	1,249,740	1,184,478

Rahall Communications Corp., St. Petersburg, Fla., group station owner, reported an increase in gross revenues of 55% and an increase of 37% in net income for the six months ended June 30:

	1970	1969
Earned per share	\$ 0.29	\$ 0.26
Gross revenues	4,080,792	2,625,017
Broadcasting revenues	2,184,075	2,005,233
Net income	298,694	252,909

Average shares outstanding 1,025,297 847,089
Note: 1969 net income includes extraordinary credit of \$35,000 or 4 cents per share.

Tele-Communications Inc., Denver-based multiple CATV and microwave systems operator, reported a 43% increase in revenues, a 32% increase in CATV revenues and a 98% increase in microwave revenues for the first half of 1970.

Bob Magness, president, also reported TCI's entry into TV network trunking service with an NBC feed from Denver to Salt Lake City, already completed, and an application filed with the FCC for a similar CBS feed.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.06	\$ 0.02
Total revenues	3,702,412	2,591,934
CATV revenues	2,858,005	2,164,805
Microwave revenues	844,407	427,129
Net income	151,773	38,015
CATV subscribers	87,850	69,363
Shares outstanding	2,735,830	2,251,980

Notes: Figures based on average shares outstanding: 2,656,641 in 1970 and 2,108,068 in 1969. Microwave revenues do not include Intercompany microwave charges of \$375,928 in 1970 and \$290,178 in 1969.

Vikoa Inc., cable television systems operator, manufacturer of equipment for CATV and producer-distributor of TV programming, reported last week an increase in sales and a net loss for the first six months of 1970.

Theodore Baum, president, said the decrease in earnings was attributable to softness in the economy, high copper and labor costs as related to selling prices, continuing restrictions on CATV construction and an estimated loss on a transaction with San Jose Cable Co. amounting to \$325,000.

For the six months ended June 30:

	1970	1969
Earned per share	(\$ 0.07)	\$ 0.40
Gross revenues	12,863,000	12,702,000
CATV revenues	1,214,000	793,000
Average shares outstanding	(157,000)	749,000
	2,316,000	1,888,000

Ampex quarter income drops

Ampex Corp., Redwood City, Calif. broadcast equipment manufacturer, reported a sharp decline in earnings for the first quarter of its fiscal year. The reduction was attributed to the depressed economic climate which lowered orders and to start-up expenses associated with several new product lines to be introduced this year. William E. Roberts, president, noted that production would reach its peak at the end of the second quarter and would generate improved sales and earnings in the last half of the year.

	1970	1969
Earned per share	\$ 0.05	\$ 0.29
Revenues	64,528,000	68,558,000
Net income	519,000	3,093,000

Rapid-Q Tape Cartridge Equipment





- Automatic fast-forward rapid cue — minimizes wait between messages
- Exceeds all NAB standards
- Full logic switching — without relays
- Stereo or monaural
- Latest integrated circuitry — most compact recorder-reproducer available
- Proven servo-controlled drive
- Desk-top or rack-mount

VISUAL ELECTRONICS CORPORATION
358 W. 40th St., New York, N. Y. 10018 ■ (212) 736-5840

The Broadcasting stock index

A weekly summary of market activity in the shares of 103 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing August 20	Closing August 13	Closing August 6	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	23 3/4	22 1/2	23 3/4	39 1/4	19 1/2	7,073	162,679
ASI Communications		O	2 1/4	2 1/4	2 1/4	7	2 1/4	1,789	4,920
Capital Cities	CCB	N	22 1/4	21 1/2	23 1/4	36 1/2	19 1/2	6,061	141,646
CBS	CBS	N	24 3/4	25 1/4	26 1/4	49 1/2	24 1/2	26,512	729,080
Corinthian	CRB	N	25 1/4	24	26 1/2	33 1/2	19 1/4	3,384	93,466
Cox	COX	N	13 1/2	13 1/2	13 1/2	24 1/4	10 1/4	5,789	77,399
Gross Telecasting	GGG	A	9 1/4	9 1/4	9 1/4	17 1/4	9 1/4	803	8,632
Metromedia	MET	N	13 1/4	12 3/4	14 1/4	22 1/4	9 1/4	5,733	82,383
Pacific & Southern		O	9 1/4	9 1/4	9 1/2	23	7 1/2	1,636	13,906
Rahall Communications		O	5 1/4	6	6	16 1/2	6	1,040	6,240
Reeves Telecom	RBT	A	3 1/4	3 1/4	3 1/4	15 1/2	2	2,288	7,139
Scripps-Howard		O	17 1/2	12 3/4	16 3/4	24	15 1/2	2,589	45,308
Sonderling	SDB	A	16 3/4	16 1/4	17 1/4	34 1/2	10 1/4	991	18,581
Starr Broadcasting	SBG	M	9	8 1/2	9	18	7 1/2	461	4,610
Taft	TFB	N	18 1/4	17 1/4	19 1/4	29 1/4	13 1/2	3,712	7,238
								Total	69,861
									\$ 1,403,227
Broadcasting with other major interests									
Avco	AV	N	9 1/2	9 1/4	10 1/4	25 1/4	9 1/4	11,469	117,557
Bartell Media	BMC	A	5 1/4	5 1/4	5 1/2	14	3 1/4	2,254	11,540
Boston Herald-Traveler		O	27 1/4	27 1/2	27 1/2	43	25	574	15,498
Chris-Craft	CCN	N	5 1/4	5 1/4	5 1/2	11 1/2	4 1/4	3,660	20,130
Combined Communications		O	6 1/2	6 1/2	6	16 1/2	6	1,938	12,113
Cowles Communications	CWL	N	3 1/2	3 1/2	3 1/2	10 1/2	3 1/2	3,969	14,368
Fuqua	FQA	N	7 1/4	7 1/4	9	31 1/4	9	6,190	57,258
Gannett	GCI	N	21 3/4	22 1/4	23	29 1/2	18 1/2	7,117	163,791
General Tire	GY	N	16 1/2	15 1/2	16 1/2	20 1/4	12 1/4	18,434	317,987
Gray Communications		O	4	4	4	7 1/4	4	475	1,900
Lamb Communications		O	2	2 1/2	2 1/2	6	2	2,650	7,288
Lae Enterprises	LNT	A	12 1/2	12 1/4	14 1/4	20 1/4	12	1,957	27,633
Liberty Corp.	LC	N	15 1/4	15	15 1/2	21 1/2	13	6,744	101,160
LIN		O	4 1/4	4 1/4	3 1/4	11	3 1/2	2,244	12,903
Meredith Corp.	MDP	N	19 1/2	20	19 1/2	44 1/4	18	2,779	55,580
Outlet Co.	OTU	N	12 1/4	12	10 1/4	17 1/4	10	1,342	14,427
Plough Inc.	PLO	N	58 1/4	59	60 1/2	85	55	6,880	455,800
Post Corp.		O	9	9	9 1/4	17 1/2	8	713	6,774
Ridder Publications		O	12 1/4	13	13 1/4	22	9 1/2	6,217	84,676
Rollins	ROL	N	25	24 1/4	25 1/4	40 1/4	19 1/2	8,034	206,876
Rust Craft	RUS	A	19	19 1/4	19	32 1/2	18 1/2	1,159	21,731
Storer	SBK	N	18 1/2	17 1/2	18	30 1/4	14	4,223	69,680
Time Inc.	TL	N	33 1/2	32 1/4	32 1/4	43 1/2	25 1/2	7,257	261,252
Trans-National Comm.		O	1/2	1/2	1/2	4 1/2	1/2	1,000	870
Turner Communications		O	2 1/4	3	3	8 1/4	2 1/4	1,328	3,984
Wometco	WOM	N	17 1/4	17 1/4	18 1/2	20 1/4	13 1/4	5,817	102,496
								Total	116,434
									\$ 2,165,272
CATV									
Ameco	ACO	A	4 1/4	4 1/4	4 1/4	16	4 1/4	1,200	6,300
American TV & Comm.		O	10 3/4	12 1/4	12 1/4	22 1/4	10 3/4	1,775	21,744
Cablecom-General	CCG	A	8 1/4	8 1/4	9 1/4	23 1/4	7 1/4	1,605	16,243
Cable Information Systems		O	2 1/4	2 1/4	3	3	1/4	955	2,865
Citizens Finance Corp.	CPN	A	10	11	11 1/2	17 1/2	9 1/4	994	10,308
Columbia Cable		O	7	7 1/4	7 1/4	15 1/2	6 1/4	900	6,750
Communications Properties		O	6 1/4	6 1/2	6 1/2	10 1/2	6	644	4,186
Cox Cable Communications		O	12 1/2	12	13 1/2	24	12	3,550	48,813
Cypress Communications		O	6	7 1/2	7 1/4	17 1/4	6	1,887	14,624
Entron	ENT	A	3	3	3 1/4	8 1/2	2 1/4	1,320	3,960
General Instrument Corp.	GRL	N	12 1/4	13	14 1/4	30 1/2	11 1/2	6,250	93,750
H & B American	HBA	A	16 1/2	16 1/4	18 1/4	30 1/4	12 1/4	5,283	97,736
Sterling Communications		O	4 1/2	5	5	7 1/4	3	1,100	4,950
Tele-Communications		O	9	9	9	20 1/4	9	2,704	25,688
Teleprompter	TP	A	54 1/2	56 1/4	64 1/4	133 1/2	46	1,161	4,433
Television Communications		O	6	6	6 1/4	18 1/4	5 1/2	2,816	17,600
Vikoa	VIK	A	6 1/4	6 1/4	8 1/4	27 1/2	6 1/4	2,228	17,824
								Total	36,372
									\$ 397,774

Stock trading by insiders

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for June (all common stock unless otherwise indicated):

■ Adams-Russell Inc. (CATV)—C. J. Adams sold 5,000 shares, giving him a total of 39,260, and his wife a total of 11,200.

■ ABC—E. H. Erlick sold 5,500 shares, leaving 899.

■ American TV & Communications Corp.—D. H. Dittrock bought 2,000 shares, totaling 10,000.

■ Ampex Corp.—E. P. Larmer bought 100 shares, totaling 100. A. M. Poniatoff bought 500 shares, giving him a total of 2,095. A. E. Ponting bought 500 shares, totaling 1,000. R. J. Weismann bought 400 shares, totaling 3,400. A. M. Adams bought \$38,000 worth of 5 1/2% convertible debentures, giving him a total of \$38,000 worth of such stock.

■ Burnup & Sims (CATV)—C. W. Cox through trading account bought 12,200 shares, and sold 12,000 shares, leaving 100. M. L. Pieper bought 1,000 shares in private purchase, totaling 2,737. T. R. Pledger bought 3,500 shares, giving him a total of 6,000. R. V. Sims sold 8,875 shares in a private transaction, leaving 209,062 personally and 42,975 as trustee.

■ Cablecom General Inc.—J. B. Poor bought \$65,000 worth of 6 1/2% convertible debentures, totaling \$65,000. W. L. Westerman, as executive,

bought \$10,000 worth of such stock, totaling \$10,000.

■ Capital Cities Broadcasting Corp.—J. B. Fairchild sold 300 shares personally and 1,500 shares as custodian, leaving 12,686 personally and 2,500 as custodian.

■ Chris-Craft Industries—A. G. Erpf sold \$50,000 worth of 6% convertible debentures, leaving none. H. J. Siegel bought 500 convertible preferred stock shares, totaling 155,560; as custodian Mr. Siegel bought 800 shares of convertible preferred stock, totaling 3,194.

■ CBS—C. C. Brown bought 100 shares, giving him a total of 522.

■ Columbia Pictures Industries—M. N. Felsing bought 400 shares, totaling 400.

■ Comsat—L. C. Meyer bought 100 shares, totaling 130 individually and 20 as custodian. J. J. McTernan Jr. bought 100 shares, totaling 100.

■ Conrac Corp.—Dwight Whiting bought 1,000 shares, totaling 3,830 individually and 1,200 in trust.

	Stock symbol	Ex-change	Closing August 20	Closing August 13	Closing August 6	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	8%	9%	9%	31½	8%	5,942	60,133
Disney	DIS	N	92½	92½	100%	158	92½	5,133	549,231
Filmways	FWY	A	6%	6%	7	18½	6%	1,700	11,679
Four Star International	O		2	1%	2%	4	1½	666	1,665
Gulf & Western	GW	N	12%	11%	12%	20%	9½	15,362	193,868
Kinney National	KNS	N	22%	21%	24%	36	21	9,067	226,675
MCA	MCA	N	13%	13%	13%	25%	11%	8,195	114,730
MGM	MGM	N	13%	12%	14%	29%	12%	5,843	92,027
Music Makers Group	O		2%	3	3	9	2%	589	1,914
National General	NGC	N	13%	12%	14%	20%	9	4,910	70,556
Transamerica	TA	N	11%	12%	13%	26%	11%	63,630	859,005
20th Century-Fox	TF	N	7%	7%	8%	20½	6	8,562	67,383
Walter Reade Organization	O		2%	3	3%	13½	2%	2,312	7,514
Wrather Corp.	WCO	A	5%	5%	6%	10%	4%	2,211	14,637
Total								134,122	\$ 2,271,017

Service									
John Blair	BJ	N	11%	12%	13	23½	10%	2,605	34,178
Comsat	CQ	N	36%	36%	37%	57%	25	10,000	395,000
Creative Management	O		6%	7%	7%	14½	4½	1,075	8,600
Doyle Dane Bernbach	O		14%	14%	14%	24%	14	1,924	26,455
Foote, Cone & Belding	FCB	N	7%	7½	8	12%	7%	2,167	18,680
Grey Advertising	O		7%	7%	7½	13%	6%	1,207	9,354
LaRoche, McCaffrey & McCall	O		9	9%	10	17	9	585	6,143
Movielaab	MOV	A	2%	2%	2%	7½	2	1,407	2,983
MPO Videotronics	MPO	A	5%	5%	6	9%	4%	558	3,627
Nielsen	O		32%	30%	32%	42	26%	5,299	182,816
Ogilvy & Mather	O		16%	16%	17%	22%	15	1,096	20,002
PKL Co.	PKL	A	3%	3%	2%	12%	2%	740	1,939
J. Walter Thompson	JWT	N	21%	22%	23%	38	21%	2,773	69,325
Wells, Rich, Greene	WRG	A	5%	5%	6	8%	5%	1,581	10,671
Total								33,017	\$ 789,773

Manufacturing									
Admiral	ADL	N	7%	6%	6%	14%	6%	5,158	38,685
Ampex	APX	N	14½	13½	14½	48½	13%	10,846	166,307
CCA Electronics	O		2%	1%	1%	5	1%	800	1,800
Collins Radio	CRI	N	11%	10%	11%	37%	9	2,968	34,488
Computer Equipment	CEC	A	4	3%	3%	12%	3½	2,406	10,514
Conrac	CAX	N	11%	12	12%	32%	11	1,254	15,048
General Electric	GE	N	76%	73%	75%	77%	60%	90,884	7,008,974
Harris-Intertype	HI	N	44	41%	42%	75	36%	6,357	266,994
Magnovox	MAG	N	29%	28%	29	38%	22%	16,401	508,431
3M	MMM	N	81½	79%	80%	114%	71	56,058	4,526,684
Motorola	MOT	N	39%	38%	39%	47½	31	13,334	531,627
RCA	RCA	N	23%	22%	22%	34%	18%	66,926	1,564,060
Reeves Industries	RSC	A	2%	2%	5%	5%	2%	3,446	10,338
Telemation	O		9%	9%	10	24	9	1,080	10,530
Visual Electronics	VIS	A	†	†	†	10%	1	1,357	2,198
Westinghouse	WX	N	64	63%	66%	69%	53%	39,685	2,619,210
Zanith Radio	ZE	N	32%	31%	31%	37%	22%	19,020	587,147
Total								337,980	\$17,903,035

Grand total 727,786 \$25,036,348

Standard & Poor Industrial Average 85.09 81.75 84.51

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

Shares outstanding and capitalization as of Aug. 3.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
† Trading suspended July 16 by American Stock Exchange.

■ Cowles Communications—C. B. Brakefield bought 1,000 shares, totaling 4,000. C. S. Hanson sold 4,350 shares, leaving 7,650.
■ Cox Broadcasting Corp.—M. S. Kievan bought 300 shares, totaling 500. R. D. Rice bought 200 shares individually and 100 shares as custodian totaling 328 individually and 100 as custodian.
■ Creative Management Associates Inc.—L. M. Rosenthal, through trading account, bought 23,850 shares and sold 975 shares, leaving 38,869.
■ Cypress Communications—T. W. Kollie Jr. through partnership bought 1,060 shares and sold 910 shares, leaving 725.
■ Downe Communications—Eric M. Javits sold 32,500 shares, leaving 57,500.
■ Filmways Inc.—John R. Schoemer bought 450 shares, totaling 858.
■ Fuqua Industries Inc.—Robert H. Brethen bought 1,000 shares, totaling 1,000. R. S. Divine sold 2,601 shares, leaving 459; Mr. Divine sold 127 warrants, leaving 23. Gerrard N. Letourneau bought 1,000 shares, totaling 1,001. Eddy G.

Nicholson bought 2,500 shares. Nelson Strawbridge bought 3,000 shares, totaling 68,066; his wife and son sold 1,111 shares, leaving none. Mr. Strawbridge bought 2,000 warrants, totaling 5,200; his wife and son sold 55 warrants, leaving none. Hiram M. Nowlan Jr. bought 1,000 warrants, totaling 1,000.
■ Gannett Inc.—Paul Miller sold 600 shares, leaving 62,343.
■ General Electric Co.—R. H. Beaton sold 107 shares, leaving 1,664. J. T. Coe, through incentive plan, acquired 152 shares, totaling 1,098. L. I. Wood sold 1,000 shares, leaving 1,677.
■ General Instrument—F. C. Rummel bought \$10,000 worth of 4¼% convertible debentures, totaling \$10,000.
■ General Tire & Rubber Co.—T. E. Pittenger bought 500 shares, totaling 1,095.
■ Grass Valley Group Inc.—W. T. Bacon Jr. sold 900 shares, leaving 1,600; his family owns 1,300 shares.
■ Grey Advertising—R. L. Humphreys sold 1,200

shares, leaving 11,300.
■ Gulf & Western Industries—R. T. Abbott Jr. sold 300 shares, leaving 2,100. Mr. Abbott sold 100 warrants, leaving 11,450. C. G. Bluhdorn bought 16,024 shares, giving him a total of 409,000; Mr. Bluhdorn sold 2,000 warrants, leaving 67,500. Through corporation Mr. Bluhdorn owns 472,892 shares. Mrs. F. S. Levien bought 7,000 shares, totaling 220,000. G. A. Smathers bought 500 shares, totaling 600.
■ Kaufman and Broad Inc. (CATV)—Louis Berkowitz bought 9,750 shares, totaling 9,783. B. J. Fenmore bought 9,750 shares, totaling 11,250. R. W. Fish bought 9,750 shares, giving him a total of 9,750. E. S. Rosenfeld bought 1,350 shares, totaling 49,914; with his wife they bought 8,100 shares, totaling 8,100. W. J. Schworer Jr. bought 9,750 shares, totaling 9,750. E. B. Stulberg bought 11,362 shares, totaling 29,034. Keystone Custodian Fund Series S-4 dispensed of 86,100 warrants, leaving 108,900 warrants.
■ Kinney National Service—S. L. Lewis bought 10,000 shares, totaling 10,000; his wife bought

5,000 shares, totaling 5,000; his son bought 2,000 shares, totaling 2,000. Morton Rosenthal, his wife and brother as trustees sold 1,000 shares, leaving 95,620; his adult children sold 100 shares, leaving 3,120; his wife sold 203 shares, leaving 100.

■ Lee Enterprises Inc.—W. J. Rothschild bought 400 shares, totaling 17,004. R. P. Galligan, in joint tenancy, bought 300 shares, totaling 723. Mrs. C. D. Waterman Jr. bought 100 shares, totaling 500.

■ Magnavox Co.—C. H. Fezell sold 2,000 shares, leaving 9,400. J. W. Schrey bought 4,100 shares, leaving 16,013.

■ Memorex Corp.—P. C. Hale's child sold 200 shares, leaving 1,900; Mr. Hale as trustee sold 400 shares leaving 3,800. Gordon MacBeth bought 2,438 shares, totaling 10,450. L. M. Wilson bought 739 shares, giving him a total of 2,339.

■ MCA Inc.—Edd Henry bought 500 shares, totaling 22,565. C. B. Thornton bought 400 shares, giving him a total of 1,075.

■ Meredith Corp.—C. W. Aurand bought 100 shares, totaling 200.

■ MGM—C. L. Killion sold 1,900 shares, leaving 19,100. Benjamin Melnick sold 1,000 shares, leaving 17,013.

■ Metromedia Inc.—A. T. Birsh bought 1,000 shares, totaling 2,022. George Etkin bought 300 shares, giving him a total of 2,499. M. L. McKenna bought 100 shares, totaling 600. Mrs. A. L. Schwartz bought 200 shares, totaling 500. J. B. Sias sold 500 shares, leaving 20. Mrs. C. M. Weber bought 200 shares, totaling 200.

■ Motorola Inc.—J. F. Mitchell sold 500 shares, leaving 518.

■ National General Corp.—William E. Newcomb sold 5,288 shares, leaving 8,000. M. C. Klein sold 750 warrants, leaving none.

■ A. C. Nielsen Co.—J. R. Erickson sold 100 shares, leaving 50. H. E. Nickelson sold 100 shares, leaving 3,181. M. E. Goodin sold 2,500 shares of class B common, leaving 17,500.

■ PKL Co.'s—W. A. Murphy sold 1,200 shares, leaving 1,400. Frederic Papert bought 300 shares, giving him a total of 55,196. Peggy Prag sold 500 shares, leaving 2,500.

■ Pacific & Southern Broadcasting Inc.—Heywood Fox, through Fox Wells & Rogers, sold 2,000 shares, leaving 517,396 held through that company. J. O. Gilbert bought 285 shares, totaling 10,770.

■ Plough Inc.—W. E. Bush bought 120 shares, totaling 900. J. C. Dillion sold 2,100 shares, leaving 20,510. Cooper Turner bought 100 shares, totaling 500.

■ RCA Corp.—D. L. Mills sold 6,500 shares, leaving 8,976.

■ Reeves Telecom Corp.—E. L. Glockner sold 500 shares, leaving 94,802. G. H. Walker Jr., through G. H. Walker & Co., sold 100 shares, leaving 1,000 held through that company.

■ Republic Corp.—R. F. Schmid bought 2,000 shares, totaling 4,250. R. H. Wessler bought 1,000 shares, totaling 3,000.

■ Rollins Inc.—R. R. Rollins, through trust, bought 200 shares, totaling 48,400 held through trust.

■ Signal Co.'s—L. A. Green, through trust for child, sold 2,972 shares, leaving 31,334 individually and none in trust.

■ Sonderling Broadcasting—A. H. Becker sold 1,000 shares, leaving 6,000. Egmont Sonderling sold 2,100 shares, leaving 219,280.

■ Sterling Communications—Salvatore Miserendino bought 300 shares, totaling 500.

■ Storer Broadcasting—Grady Edney sold 3,375 shares, leaving none. Bill Michaels bought 3,900 shares, totaling 30,000. J. P. Storer sold 1,000 shares leaving 24,250 individually and 600 held by wife. F. W. Sullivan bought 100 shares, totaling 12,100.

■ Technicolor Inc.—J. T. LaFollette bought 1,000 shares, totaling 1,000. G. L. Murphy sold 1,100 shares, leaving 457.

■ Transamerica Corp.—J. R. Dant bought 1,500 shares, totaling 10,158; Mrs. Dant bought 500 shares, totaling 500. W. J. Holcombe bought 3,202 shares, totaling 3,202. Henry Salvatori bought 1,000 shares, totaling 8,369. D. A. Tapley sold 2,162 shares, leaving 110 personally and 313 in savings plan.

■ Vikoa Inc.—Robert Baum sold 6,000 shares, leaving 167,576.

■ Walt Disney Productions—D. B. Tatum sold 600 shares, leaving 1,040. Franklin Waldheim bought 500 shares, totaling 1,540.

■ Walter Reade Organization—Matthew Huttner bought 42,000 shares, totaling 175,935; his wife bought 1,560 shares, totaling 7,222.

■ Wells Rich Greene Inc.—M. W. Lawrence bought 100 shares, totaling 225,850.

■ Westinghouse—C. H. Bartlett sold 1,000 shares, leaving 2,335. R. D. Blasier sold 100 shares, leaving 4,840. L. E. Kust sold 100 shares, leaving 1,664. J. W. Simpson sold 3,000 shares, leaving 7,150. F. E. Spindler bought 900 shares, giving him a total of 2,101. R. H. Wagner bought 4,800 shares, totaling 7,198.

■ Wometco Enterprises—R. A. Renick sold 1,900 shares of class A common, leaving 5,124. Frances Wolfson, through corporations, bought 105 shares, totaling 168,690. Louis Wolfson II, through corporations, bought 105 shares, totaling 173,497. Michael Wolfson, through corporations, bought 105 shares, totaling 173,497. R. F. Wolfson sold 400 shares, leaving 8,761. Investors Stock Fund disposed of \$484,000 worth of 5½% convertible subordinate debentures, leaving \$1,692,000 worth of such stock. F. Wolfson sold \$2,000 worth of 5½% convertible subordinate debentures, leaving \$8,000 worth of such stock. L. Wolfson II sold \$2,000 worth of such stock, leaving \$8,000. M. Wolfson, through employes trust bought \$56,000 worth of 5½% convertible subordinate debentures, totaling \$160,000 worth of such stock.

■ Wrather Corp.—General TV Inc., in private transaction, sold 16,000 shares, leaving 308,219. J. D. Wrather Jr. bought 16,000 shares, totaling 480,459.

■ Zenith Radio Corp.—J. E. Brown sold 500 shares, leaving 21,900. E. M. Schroeder sold 200 shares, leaving 2,100.

Meredith reports 24.3% earning drop

Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, reported a 24.3% decline in earnings despite an 8.8% increase in revenues for fiscal 1970.

Meredith also reported that fourth quarter earnings of \$311,626 were down \$1,251,486 or 80.1%. Fourth quarter operating earnings per share were 12 cents as compared to 55 cents the previous year.

For the year ended June 30:

	1970	1969
Earned per share	\$ 2.32	\$ 3.67
Revenue	143,868,833	132,189,608
Net income	6,419,031	10,192,240
Average shares outstanding	2,762,293	2,779,406

Note: 1969 net income figures include extraordinary income of \$1,711,135 primarily gain on sales of 50% interest in Meredith-Avco Inc., CATV systems operator.

CBS sales up slightly; earnings stay at '69 pace

CBS Inc. earnings for the first six months of 1970 were exactly even with last year's period, but revenues for those 26 weeks ended July 4 represented an increase from \$519.4 million to \$593.7 million.

The figures, released last week, had been reported earlier by CBS as estimates (BROADCASTING, July 20).

The CBS statement said net sales rose \$24 million in the second quarter with per-share earnings off one cent from 61 cents in the like period in 1969 to 60 cents in 1970.

For the 26 weeks ended July 4 (June 28 in 1969):

	1970	1969
Earned per share	\$ 1.10	\$ 1.10
Net sales	593,793,000	519,403,000
Income before taxes	58,874,000	60,207,000
Net income	30,222,000	30,222,000

TCI earnings show a big leap forward

Tele-Communications Inc., Denver, multiple CATV owner, reported a 43% increase in revenues in the first six months of the year, with earnings per share up 200%.

TCI also reported that company revenues from microwave service almost doubled, while cable TV revenues were up by 32%.

TCI President Bob Magness told stockholders that among the factors contributing to the company's growth was the FCC's actions permitting specialized common carriers to serve geographical areas, and that TCI has filed applications to provide such services.

In reporting on its microwave business, TCI stated that its service to NBC, feeding that network's TV signals from Denver to Salt Lake City, would soon be joined by a second, CBS. The NBC service began last May and includes common carrier service to other Intermountain NBC affiliates. A contract for TCI to carry CBS television network programs to CBS affiliates in the Intermountain region was signed a month ago, and applications for FCC approval have been filed with that agency.

TCI serves 88,000 customers in 16 stations over 58 cable TV systems. It also operates more than 10,000 miles of common carrier microwave routes.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.06	\$ 0.02
Revenues	3,702,412	2,591,934
Cable TV	2,858,005	2,164,805
Microwave	844,407	427,129
Net earnings	151,773	38,015
Shares outstanding	2,735,830	2,251,980

Financial notes:

■ CBS has declared a cash dividend of 35 cents per share on common stock payable Sept. 11 to shareholders of record Aug. 28. In addition, CBS declared a cash dividend of 25 cents per share on preferred stock, payable Sept. 30 to shareholders of record Aug. 28.

■ Downe Communications Inc., New York, 40% owner of group-broadcaster Bartell Media Corp. and publisher of *Ladies' Home Journal*, *American Home* and *Family Weekly*, completed acquisition of Founders Mutual Depositor Corp. Founders sponsors Founders Mutual Fund and is investment adviser and principal underwriter of Gryphon, Apollo and Meridian funds. Acquisition is for 500,000 Downe shares and marks Downe's entry into mutual fund field.

■ Publishers Broadcasting Corp., subsidiary of Publishers Co., both Washington, has reported first six months figures ended June 30. Firm said sales were \$921,708 and net after tax income

amounted to \$84,216 or 9 cents per share on 910,882 average shares outstanding. Donald Price, president of Publishers Broadcasting, added that registration statement of dividend by parent firm of 150,178 shares of common stock has cleared Securities and Exchange Commission, permitting Publishers Broadcasting Corp.'s stock to be traded over counter.

■ Scripps-Howard Broadcasting Co., New York-based group broadcaster, has declared a quarterly dividend of 35 cents per share, payable Sept. 10 to stockholders of record Aug. 28.

■ Young & Rubicam Inc., New York, has offered in principle to purchase certain assets and operations of the J. K. Gill Co., Portland, Ore., which operates 11 retail outlets in Oregon and Washington, and acts as both retailer and wholesaler of art supplies, gifts and office supplies. Offer has been accepted by

Gill's board of directors and will be submitted shortly to that company's stockholders for ratification.

■ Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, has declared a regular quarterly dividend of 10.5 cents on class-A stock and 3.75 cents on class-B stock, payable Sept. 15 to stockholders of record Sept. 1.

■ RKO General Inc., New York, group broadcaster and diversified subsidiary of General Tire & Rubber Co., reported net income of \$2,879,000 on revenues of \$45,907 for the six months ended May 31, vs. revenues of \$48,271,000 and net income of \$3,983,000 in the same 1969 period. The figures do not include operations of Frontier Airlines. RKO said earnings from broadcast operations were "substantially" below the 1969 level due to lower TV revenues and higher costs.

Fates&Fortunes

Broadcast advertising



Carl E. Sturges, VP and director of radio-television production department, Young & Rubicam, New York, named senior VP of agency.

Dorothy Glasser, media director, and **Edward J. Rogers**, director of personnel, Ted Bates, New York, named VP's.

Mr. Sturges

Harry J. Durando, sales VP, Metro Radio Sales, New York, named VP and New York sales manager.

Carol Moberg, group manager, consumer division, PR department, Ketchum MacLeod & Grove, New York, named VP.

Anthony C. Thurston and **William W. Young**, account supervisors, Grey Advertising, New York, elected VP's.

Richard C. Phalen Jr., with Mutual Broadcasting System, Chicago, named western sales manager. His office will be in Los Angeles.

Jonathan C. Thwaites, art group head, SSC&B, New York, and **Richard Francis Rack**, account supervisor at agency, both named VP's.

Bill McQuillan, with Dodge & Delano, New York, named VP-creative.

Richard J. Dilworth, **Michael Kennedy** and **Alan P. Stess**, account supervisors, Richard K. Manoff Inc., New York, agency, named VP's. **Remar M. Sutton Jr.**, with Young & Rubicam there, joins Manoff as assistant to president.

George F. Howlett Jr., with Sudler & Hennessey, New York, named VP. **Stephen M. Parello**, VP and director of marketing services, Multiplex Corp., publisher of Latin American medical journal, joins Sudler & Hennessey as VP and director of agency's international marketing activities. **Barry Siegel**, market analyst, Hoffman-LaRoche, New York, joins Sudler & Hennessey as marketing manager, basic projects.

Byron B. Schlesinger, formerly group product manager, Alberto Culver Co., Melrose Park, Ill., joins Robert S. Block Advertising, Milwaukee, as executive VP. **Noel (Bud) Wiegele**, operations director with Robert S. Block, named VP.

J. Patrick Graham, with Grubb Advertising, Champaign, Ill., named VP in charge of account services.

Bruce Glenn, VP and creative group head, and **Dave Kolesar**, executive art director, Barickman and Selders Advertising, Minneapolis, resign to become principals in Glenn & Kolesar Inc., new agency there.

Doug Barker, with Edward Petry, Detroit, joins Tele-Rep as Detroit sales manager.

David E. Michels, assistant director of sales, WBAL-TV Baltimore, named director of sales, succeeding Willis K. Friert, who died last month (BROADCASTING, Aug. 3).

Charles B. Kahao, formerly account supervisor, Norman, Craig & Kummel, New York, appointed to newly created position of director of media services, SFM Media Service Corp. there.

Robert A. Malone, senior editor, BROAD-



Riding high with Bronson KORK-TV, Las Vegas

26 colorful episodes
now available from



CASTING magazine, Washington, joins American Advertising Federation there as director of information.

Richard Simmons, producer, Ketchum, McLeod & Grove, Pittsburgh, joins Raymond E. Finn Advertising, Baltimore, as director of radio/TV production.

Richard S. Heckenkamp, with KEMO-TV San Francisco, appointed sales manager.

Tom Hemphill, creative director, Kieffer Associates, Des Moines, Iowa, agency, joins W. B. Doner and Co., Baltimore, as copy supervisor.

Robert M. Fulton, with WRCP-AM-FM Philadelphia, appointed general sales manager.

Jack W. Kortegast, manager, John C. Butler & Co., Dallas rep firm, joins KVIL-AM-FM Highland Park, Tex., as sales manager.

George E. L. Barbee, assistant product manager and **Roger Yeager**, assistant products manager, Noxell Corp., named new product manager and product manager, respectively.

Bill Harper, with WAND-TV Decatur, Ill., joins WTWO(TV) Terre Haute, Ind., as commercial production manager.

Al Mancinetti, with L. G. Hughes and Associates, joins the Haboush Co., Los Angeles, commercial production firm, as director of sales.

Media

William Rubens, director of marketing services, NBC-TV stations division, elected VP, audience measurement. He replaces **Paul L. Klein**, who resigned earlier this summer to enter his own business.

Stuart Temkin, director of business affairs, CBS-TV Stations National Sales, New York, named director of business affairs at CBS-owned WBBM-TV Chicago. He is succeeded by **Jonathan L. Evans**, manager of CBS foreign treasury operations. **Louis Rauchenberger**, associate controller, Singer Co., and previously assistant controller of CBS, appointed controller, CBS-TV, New York, effective Sept. 1. He succeeds **James H. Geer**, named controller for CBS (BROADCASTING, July 27).

W. J. Wheeler, general manager, KHOZ-AM-FM Harrison; **Jack Freeze**, general manager, KFPW(AM) Fort Smith; **Mike Horne**, KARV(AM) Russellville, and **Dewitt Waites**, KXLR(AM) North Little Rock, named president, first and second VP, and secretary-treasurer, respectively, of Arkansas Broadcasters Association.

Gerald Fleisher, director of advertising and promotion, Reeves Telecom Corp., New York, joins ABC-TV there as manager, new-business development.



Mr. Faust



Mr. Shouse

A. Donovan Faust, VP and general manager, WSIX-AM-FM-TV Nashville, named VP, KOA-TV Denver. WSIX stations and KOA-TV are General Electric stations. He is succeeded by **Ray A. Shouse**, general sales manager, WSIX-TV.

Ward B. Chamberlin Jr., VP of Corp. for Public Broadcasting since 1969, appointed executive VP of Educational Broadcasting Corp., operator of non-commercial station WNDR(TV) New York. Mr. Chamberlin will assume his post on Sept. 20, after National Educational Television has been dissolved and its production resources consolidated with those of WNDR, which will be renamed WNET(TV).

Eugene J. Timmons, personnel manager, CBS Laboratories, New York, named director of administration services of Viacom International Inc. there.

John P. Frankenfield, program director, WBAL-TV Baltimore, appointed assistant station manager. He will also continue in his present position.

Charles W. Newcomb, managing director, WSPA-TV Spartanburg, S.C., named manager, WSPA-AM-FM.

David R. Greene, executive VP and general manager of KBLL-AM-TV Helena, Mont., joins KLO(AM) Ogden, Utah, as general manager.

Robert Dalton Jones, program director, WRNC(AM) Raleigh, N.C., joins WKBQ(AM) Garner, N.C., as general manager.

Peter Kadesky, Midwest sales manager, Radio Advertising Representatives, Chicago, joins WDHF(FM) there as station manager.

Anne Spotts and **Debra Spotts**, wife and daughter of late James A. Spotts, general manager of WLEM(AM) Emporium, Pa., take over management of station. Mrs. Spotts assumes control of licensee, Emporium Broadcasting, and Debra Spotts becomes general manager.

Marc B. Nathanson, with Harshe-Rotman & Druck, Chicago PR firm, joins Cypress Communications Corp., Los Angeles, as director of marketing.

R. Lee Brand, program supervisor, TV programming, William Esty Co., Hollywood, named operations manager, non-commercial KQED(TV) San Francisco.

Programing

Larry E. Burroughs, operations manager, WATL-TV Atlanta, joins Turner Communications Corp., group owner there, as national program director.

Robert Margulies, senior VP, Ted Bates, New York, joins Transcommunications Corp., New York, as VP and director of sales for Transcom Group, subsidiary of Transcommunications, which includes Video Production Services Inc. and Manchester Color Labs.

Wolfgang Bayer, VP, production, Bill Burrud Productions, Los Angeles, named executive VP.

Tim Wholey, director of promotion and TV distribution, Association Films, New York, named group VP in charge of promotion, TV distribution and client services, Association-Sterling Films, subsidiary of Association Films.

Hal Brown, syndication sales manager, American International Television, New York, named VP, sales. He succeeds **Stanley E. Dudelson**, who resigns.

Bobby Dark, with KBOX-AM-FM Dallas, joins WINN(AM) Louisville, Ky., as program director.

Bruce L. Wolfson, VP, operations, Reeves Production Services, New York, joins EUE/Screen Gems there as director of syndication.

Harvey Seslowsky, director of program purchasing, Telcom Associates, New York, joins Telemation Program Services there as director of programming.

Harlan Kleiman, producer and theatrical consultant, named executive producer of video-cassette division of Teletronics International Inc., New York, to develop programming material. **Gary Bradley**, assistant director of special collections, New York main library, joins Teletronics International Inc., New York, to manage tape library and to install computer procedures in its operations.

Samuel C. Gale, president, Corser Enterprises, Washington, audio-visual firm, joins Videorecord Corp., Westport, Conn., as director of marketing, operations division.

David Grieve, independent filmmaker, named executive director, local programming, noncommercial KQED(TV) San Francisco.

Robert Nary, program director, WBMT(FM) Hartford-Meriden, Conn., joins WNHC-FM New Haven, Conn., as music director.

News

Roy Heatly, news editor, KCRA-TV Sacramento, Calif., joins KRON-TV San

Francisco as news manager.

John Mies, executive news producer, WLS-TV Chicago, appointed news director. He is succeeded by **Thomas Hodson**, producer.

Joseph Alvarez, reporter, NBC News, New York, joins WNBC-TV, NBC-owned station there, as manager, editorial services.

John E. Mantle, UPI Newspictures foreign editor, European division, London, appointed Latin American Newspictures editor, Buenos Aires. **Richard Blindheim**, with UPI, Oslo, Norway, appointed resident correspondent there.

Jim Kelter, with WVLN(AM) Olney, Ill., joins WTWO(TV) Terre Haute, Ind., as sports director, succeeding **Jerry Palma**, appointed night news editor.

John Adair, with WJAS-AM-FM Pittsburgh, joins KDKA-AM-FM there as newsman.

Jerry Klein, news director, WRCP-AM-FM Philadelphia, joins WCAU(AM) there as newsman.

Rick D'Amico, news director, WREO-AM-FM Ashtabula, Ohio, joins WKFR-AM-FM Battle Creek, Mich., in same capacity.

Connie Chung, news writer, WTTG(TV) Washington, named news correspondent and on-air reporter.

Bill Schonely, sports director, KVI(AM) Seattle, appointed sportscaster for Portland Trail Blazers, professional basketball team. He is succeeded by **Bob Robertson**, who is with KVI and KTNT-TV Seattle.

Bill Lorin, with KFVB(AM) Los Angeles, joins KPRO(AM) Riverside, Calif., as newsman.

Equipment & engineering

Harry Heltzer, president, 3M Co., St. Paul, elected chairman of board and chief executive officer. He is succeeded as president by **Raymond H. Herzog**, VP of Graphic Systems, subsidiary of 3M.

David R. Stott Jr., with Ampex Corp., Redwood City, Calif., joins CMX Corp., Sunnyvale, Calif., joint CBS-Memorex venture for manufacture of advanced TV equipment and systems, as director of marketing.

Michael A. Moscarello, VP and general manager, Philco-Ford Corp. audio-visual division, Philadelphia, named president, chief executive officer, International Video Corp., Sunnyvale, Calif.

Fred W. Grab, with Commercial Electronics Inc., Mountain View, Calif., appointed eastern regional sales manager with headquarters in Westport, Conn.

George J. Ferguson, with Telemation

RTNDA chooses five

Members of Radio-Television News Directors Association have elected following to two-year terms: Region 1 (West), **Jack Eddy**, KOMO-AM-TV Seattle; Region 2 (Midwest), **Fred Douglas**, WKZO-AM-TV Kalamazoo, Mich.; Region 3 (Northeast), **Richard Wright**, WTAG(AM) Worcester, Mass.; Region 4 (South), **Don Owen**, KSLA-TV Shreveport, La.; and for Canada, **Gary McLaren**, CKCO-TV and CKKW-AM Kitchener, Ont. Holdover directors, with terms ending in 1971 are: Region 1, **Chet Casselman**, KSFO(AM) San Francisco; Region 2, **Mark Gautier**, KMTV(TV) Omaha; Region 3, **Tom Frawley**, Cox Broadcasting, Washington, and Region 4, **Ed Planer**, WDSU-AM-TV New Orleans. Membership will elect three directors-at-large for one-year terms at annual conference in Denver next month.

Sales Inc., subsidiary of Telemation Inc., Salt Lake City, named sales engineer in charge of Telemation Sales's newly opened branch in Las Vegas.

Holmes Bailey, with Weston Instruments Division, Weston Instruments Inc., Newark, N.J., named director of marketing.

Donald W. Nash, chief engineer, WOKO(AM) joins KTLK(AM) Denver in same capacity. He is succeeded by **Randy Smith**, with WGIG-AM-FM Brunswick, Ga.

Flavio Blanco, with Superscope Inc., Sun Valley, Calif., U.S. distributor of Sony tape recorders, appointed director of engineering.

Walter Wisneski, with noncommercial KQED(TV) San Francisco, named studio engineering supervisor.

Denis B. Trelewicz, staff director, business planning and information, Avco Corp., Wilmington, Mass., office, appointed VP-business and financial planning for Avco's subsidiary, Cartridge Television Inc., New York.

C. Dale Criswell, with General Electric Cablevision Corp., Schenectady, N.Y., named manager-operator, western region, Walnut Creek, Calif.

Promotion

Stephen Corman, with New York public relations staff of Westinghouse Broadcasting Co., rejoins WIND(AM) Chicago, Westinghouse station, as advertising and promotion manager.

Ed Nix, news director, KEZY(AM) Anaheim, Calif., appointed marketing and public relations director.

Jerome Manigan, coordinator of youth programs, Cincinnati area Community

Action Commission, joins WLW(AM)-WLWT(TV) Cincinnati as assistant community services director.

Allied fields



Mr. McDowell named director of office of public affairs of DOT. Office of information was reorganized as office of public affairs.

Ralph Renick, VP, news, WTVJ(TV) Miami, named to national television committee, Boy Scouts of America. Other members include: **Walter Cronkite**, CBS News; **James Hagerty**, ABC Inc.; **George A. Heinemann**, NBC News and **Carl Lindemann Jr.**, NBC News.

Deaths

Tams Bixby Jr., 79, vice president of Springfield Newspapers Inc. and president and 40% owner of Oklahoma Press Publishing Co., died Aug. 19 in Bemidji, Minn. Springfield Newspaper is 50% owner of Springfield Television Inc., licensee of KYTV(TV) Springfield, Mo., and 99% owner of Springfield Broadcasting Co., licensee of KGBX(AM) Springfield. Oklahoma Press is licensee of KBIX(AM) Muskogee. Mr. Bixby is survived by his wife, Esther, son and two daughters.

Bob Ekstrum, 59, director of sales, WCCO-TV Minneapolis, died Aug. 13 at his home in St. Louis Park, Minn. He had been with station licensee since 1938 when he joined WCCO(AM). He is survived by his wife, Susan, and two sons.

W. Argyle Nelson Sr., 68, former VP in charge of production, Desilu Productions, died Aug. 14 in Los Angeles following lengthy illness.

Bob Ross, 61, creator and producer of *Mayberry R.F.D.* TV series, died Aug. 17 at his home in Beverly Hills, Calif., of heart attack. He had been producer of *Andy Griffith* show and began career as writer for Marx brothers and *Amos n' Andy* radio shows.

Ira Marion, 60, radio-TV writer and producer for ABC for 25 years until 1965, died on Aug. 13 in New York. He was former president of Radio Writers Guild, later merged into Writers Guild of America. Surviving are his wife, Edith, son and daughter.

Horace W. Brower, 70, former president and chairman of board of Transamerica Corp., San Francisco, died Aug. 14 in Fairbanks, Alaska. He is survived by his wife, Marguerette.

Daniel J. Murphy, 74, director of Federal Trade Commission's bureau of deceptive practices from 1961 until he

retired in 1965, died after long illness in Sibley Memorial hospital, Washington. He joined commission in 1936 as trial attorney. He is survived by his wife, Esther, and daughter.

Paul W. Orr, 43, creator-producer of *Joey Bishop* show, died Aug. 14 in Los Angeles, of pneumonia. Mr. Orr also

produced *The Jack Paar Show* for eight years. He is survived by his mother and two brothers.

J. Stevan Darrell, 65, character actor, died Aug. 14 of brain tumor. He had been on radio and TV, last of which was on series, *Daniel Boone*. He is survived by his wife, Gertrude.

ForTheRecord®

As compiled by BROADCASTING, August 11 through August 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, PSA—presumise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

Actions on motions

■ Chief, Broadcast Bureau on request of Vue-Metrics Inc., extended through Aug. 20 time to file reply comments to notice of proposed rulemaking in matter of amendment of TV table of assignments (Camden and Atlantic City, both New Jersey, and Philadelphia) (Doc. 18882). Action Aug. 10.

■ Hearing Examiner Charles J. Frederick in Glendive, Mont. (Meyer Broadcasting Co. and Harscope Broadcasting Corp.), TV proceeding, granted petition by Harscope Broadcasting Corp. for leave to amend application to correct certain minor errors relating to power gain and geographic co-ordinates of proposed Harscope transmitting ant. (Docs. 18737-8). Action Aug. 12.

■ Hearing Examiner Millard F. French in Prescott, Ariz., (Prescott T.V. Booster Club Inc.) TV proceeding, granted request by applicant and extended certain procedural dates; continued hearing to Nov. 10, 1969. (Docs. 18817-8). Action Aug. 11.

■ Chief Hearing Examiner Arthur A. Gladstone in Greensburg, Pa. (Western Broadcasting Corp. and Warman Communications Inc.), TV proceeding, designated Hearing Examiner Lenore G. Ehrig as presiding officer; scheduled prehearing conference for Sept. 23 and scheduled hearing for Oct. 20 (Docs. 18938-9). Action Aug. 10.

Call letter actions

■ WGBH Educational Foundation, Springfield,

Mass. Granted *WGBY-TV.

■ Mississippi Authority for Educational Television, State College, Miss. Granted *WMAB(TV).

■ Blue Ridge ETV Association, Norton, Va. Granted *WSVN-TV.

Designated for hearing

■ Greensburg, Pa.—FCC designated for consolidated hearing mutually exclusive applications of Western Broadcasting Corp. and Warman Communications Inc. for new TV stations to operate on ch. 40 at Greensburg. Action Aug. 7.

Existing TV stations

Final actions

■ Broadcast Bureau granted licenses covering following: WCVN(TV) Covington, Ky.; WBLG-TV Lexington, Ky.; WMCV(TV) Nashville. Action Aug. 5.

■ Broadcast Bureau granted licenses covering changes in following: KBAK-TV Bakersfield, Calif.; KTRE-TV Lufkin, Tex.; WTAP-TV Parkersburg, W. Va.; and WISC-TV Madison, Wis. Action July 27.

■ Broadcast Bureau rescinded actions of July 30 which granted renewal of licenses to WSBT-TV South Bend, and WSJV(TV) Elkhart, both Indiana. Action Aug. 10.

■ KNTV(TV) San Jose, Calif.—Broadcast Bureau granted CP to replace expired permit for changes. Action Aug. 11.

■ William B. Ray, chief of FCC Complaints and Compliance Division, in Washington (Evening Star Broadcasting Co. [WMAL-TV]), TV proceeding, informed Black Efforts for Soul in Television (BEST) that WMAL-TV did not violate fairness doctrine in Dec. 1, 1969 in commentary allegedly critical of black militants. In letter to BEST, Mr. Ray said, "it appears that station has presented contrasting views in overall programing concerning leadership in black community." Action July 28.

■ WMAL-TV Washington—FCC granted group of individuals and organizations opposed to license renewal application of WMAL-TV, 21-day extension to submit comments to licensee's amendment to renewal application; denied petition asking for reconsideration of decision by chief of Broadcast Bureau denying motion to strike and remove amendment. Action Aug. 14.

■ WFTV(TV) Orlando, Fla.—FCC granted modification of CP to operate with non-directional ant.

system. Action Aug. 5.

■ WNDU-TV South Bend, Ind.—Broadcast Bureau rescinded action of July 31 which granted renewal of license to WNDU-TV. Action Aug. 10.

■ WRTV(TV) Asbury Park, N.J.—FCC denied Atlantic Video Corp., formerly holder of CP for WRTV(TV) petition for reconsideration of Broadcast Bureau action deleting call sign, but granted motion for stay in request to retain call sign WRTV(TV) for use by ch. 68, Newark, N.J. Commission said it was granting motion for stay in order not to prejudice Atlantic's court appeal and call sign would be kept in reserve. Action Aug. 5.

■ WNBC-TV New York—FCC in response to complaint that WNBC-TV failed to comply with fairness doctrine or to meet public interest obligations concerning coverage of air pollution caused by automobiles using leaded gasolines found WNBC-TV could "reasonably reject" announcement approach sought by complainant, and that no further action is warranted. Action Aug. 7.

Actions on motions

■ Office of Opinions and Review in Norfolk, Va., (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, granted request by WTAR Radio-TV Corp. and extended to Aug. 3 time to file application for review of review board's memorandum opinion and order released July 20; and application for review tendered for filing on Aug. 3 accepted for filing (Docs. 18791-2). Action Aug. 10.

■ Hearing Examiner Charles J. Frederick in High Point, N.C., (Southern Broadcasting Co. [WCNP-TV] and Furniture City Television Co. Inc.), TV proceeding, except for request for subpoenas denied request by Furniture City Television Co. for notice to take depositions, motion for production of documents for inspection and copying, and for issuance of subpoenas; and ordered that within three weeks following release of this order, Aug. 5, parties meet in informal conference and within one week thereafter inform examiner of agreements reached (Docs. 18906-7). Action Aug. 3.

■ Hearing Examiner Arthur A. Gladstone in Cheyenne, Wyo. (Frontier Broadcasting Co.) renewal of license of KFBC-TV, granted request by Frontier Broadcasting Co. and extended to Aug. 24 time to respond to Broadcast Bureau's written interrogatories and motion to produce (Doc. 18797) Action Aug. 11.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va., (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.) TV proceeding, granted motion for further extension of time filed by WTAR Radio-TV Corp. to respond, either by answer or by objection, to initial interrogatories filed by Hampton Roads and determination of date will be accomplished in subsequent order (Docs. 18791-2). Action July 30.

■ Hearing Examiner Forest L. McClennen in Boston (RKO General Inc. [WNAC-TV], Community Broadcasting of Boston Inc. and the Dudley Station Corp.), TV proceeding, set certain procedural dates and scheduled hearing for Nov. 16 in Boston. (Docs. 18759-61). Action Aug. 5.

■ Hearing Examiner Chester F. Naumowicz Jr. in Florence, S.C., (Daily Telegraph Printing Co. [WBTW(TV)]), TV proceeding, continued hearing to Sept. 9 (Doc. 18650). Action Aug. 7.

■ Hearing Examiner Herbert Sharfman in Miami, (Post-Newsweek Stations, Florida Inc. [WPLG-TV] and Greater Miami Telecasters Inc.), TV proceeding, granted joint motion by applicants to extent that prehearing conference is rescheduled to Sept. 28; continued Sept. 14 hearing without date. Action Aug. 10. Granted petition by Post-Newsweek for leave to amend application and proposed amendment of most recent balance sheet of applicant-licensee accepted. (Docs. 1889-90). Action Aug. 11.

■ Hearing Examiner James F. Tierney in New


EDWIN TORNBERG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164



PROFESSIONAL CARDS

JANSKY & BAILEY

Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006 296-6400
Member AFOCE

JAMES C. McNARY

Consulting Engineer
Suite 402, Park Building
6400 Goldsboro Road
Bethesda, Md. 20034
(301) 229-6600
Member AFOCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFOCE

COHEN & DIPPELL
CONSULTING ENGINEERS
Formerly GEO. C. DAVIS
527 Munsey Bldg.
783-0111
Washington, D. C. 20004
Member AFOCE

COMMERCIAL RADIO Consulting Engineers

Everett L. Dillard
Edward F. Lorentz
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D. C. 20005
Member AFOCE

A. D. Ring & Associates CONSULTING RADIO ENGINEERS

1771 N St., N.W. 296-2315
WASHINGTON, D. C. 20036
Member AFOCE

GAUTNEY & JONES CONSULTING RADIO ENGINEERS

2922 Telearstar Ct. (703) 560-6800
Falls Church, Va. 22042
Member AFOCE

LOHNES & CULVER

Consulting Engineers
1242 Munsey Building
Washington, D. C. 20004
(202) 347-8215
Member AFOCE

KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D. C. 20036
Member AFOCE

A. EARL CULLUM, JR.

CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member AFOCE

SILLIMAN, MOFFET & KOWALSKI

711 14th St., N.W.
Republic 7-6646
Washington, D. C. 20005
Member AFOCE

STEEL, ANDRUS & ADAIR CONSULTING ENGINEERS

2029 K Street N.W.
Washington, D. C. 20006
(202) 223-4664
(301) 827-8725
Member AFOCE

HAMMETT & EDISON CONSULTING ENGINEERS

Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFOCE

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES

Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D. C. 20036
Member AFOCE

CARL E. SMITH CONSULTING RADIO ENGINEERS

8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFOCE

VIR N. JAMES CONSULTING RADIO ENGINEERS

Application and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
Data Fone (303) 333-7807
DENVER, COLORADO
Member AFOCE

A. E. Towne Assoc., Inc. TELEVISION and RADIO ENGINEERING CONSULTANTS

727 Industrial Road
San Carlos, California 94070
(415) 592-1394

E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT

Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

ROSNER TELEVISION SYSTEMS

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

ORRIN W. TOWNER

Consulting Engineer
11008 Beech Road
Anchorage, Kentucky 40223
(502) 245-4673

Associated Communications Consultants

WALTER J. STILES

Suite 1621, Tucson House
Tucson, Arizona 85705
(602) 792-2108
LUKE O. HODGES
(214) 351-3820

GUY C. HUTCHESON

817-261-8721
P.O. Box 808
1100 W. Abram
Arlington, Texas 76010

TERRELL W. KIRKSEY

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

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING CO. PRECISION FREQUENCY MEASUREMENTS

AM-FM-TV
103 S. Market St.
Lee's Summit, Mo.
Phone Kansas City, Laclède 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

RTV International, Inc. RADIO PROGRAM CONSULTATION

Sheldon Singer
Vice President
405 Park Avenue
New York, N. Y. 10022
(212) 421-0680

Summary of broadcasting

Compiled by FCC, July 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,275	2	11	4,288	82	4,370 ¹
Commercial FM	2,089	0	37	2,126	134	2,260
Commercial TV-VHF	493	2	15	510	13	524
Commercial TV-UHF	137	0	44	181	115 ²	299
Total commercial TV	630	2	59	691	128	823
Educational FM	395	0	21	416	46	462
Educational TV-VHF	76	0	6	82	7	89
Educational TV-UHF	97	0	11	108	15	123
Total educational TV	173	0	17	190	22	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

York, (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, denied motion by WPIX Inc. for protective order (Docs. 18711-2). Action Aug. 12.

■ Hearing Examiner James F. Tierney in Charlotte, N.C. (Jefferson Standard Broadcasting Co. [WBTV(TV)]), TV proceeding, granted motion by Jefferson Standard Broadcasting Co. to produce by Southern Broadcasting Co. and other parties respondent documents for inspection and copying which it urges are relevant and necessary to preparation of Jefferson's case (Doc. 18880). Action July 31.

■ Hearing Examiner James F. Tierney in Charlotte, N.C. (Jefferson Standard Broadcasting Co. [WBTV(TV)]), TV proceeding, denied motion by Southern Broadcasting Co. to appoint counsel; and ordered question of considering and disposing of merits of withdrawing party certified to commission (Doc. 18880). Action Aug. 4.

Rulemaking actions

■ FCC ruled that major television networks must afford prime time for presentation of contrasting viewpoints to President's views on war in Southeast Asia, presented by him in five televised addresses since November 1969. Commission made determination in response to fairness doctrine complaints filed by Committee for Fair Broadcasting of Controversial Issues; 14 United States senators and Business Executives Move for Vietnam Peace. Action Aug. 14.

■ FCC denied petitions for reconsideration of rules restricting network ownership and syndication of programs, and amount of network programming stations in top-50 markets may carry during prime time. Commission dismissed petitions by MCA, NBC, CBS, Paramount Pictures and Warner Brothers for stay of effectiveness of rules. (Doc. 12782). Action Aug. 7.

Call letter application

■ WKHM-TV, Jackson Television Corp., Jackson, Mich. Requests WWLD-TV.

New AM stations

Final action

■ Wanchese, N.C.—Outer Banks Radio Co. Broadcast Bureau granted 1530 kc, 250 w D. P.O. address c/o Douglas Lystra Craddock, Box 632, Leaksville, N.C. Estimated construction cost \$29,380; first year operating cost \$27,600; revenues \$42,000. Principals: Douglas Lystra Craddock (50%) and Lacy Phil Wicker (50%). Mr. Craddock owns WLOE-AM-FM Leaksville, N.C., and has theater interests. Mr. Wicker has interest in theater supply firm. Action Aug. 11.

Actions on motions

■ Chief, Broadcast Bureau, granted request by Association for Broadcast Engineering Standards Inc. and extended through Oct. 5 time to file comments and through Nov. 2, time to file reply comments to notice of proposed rulemaking, adopted May 20, in matter of amendment of rules concerning AM's to prescribe limit on positive modulation (Doc. 18867). Action Aug. 12.

■ Hearing Examiner Basil P. Cooper in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, on motion by Southeastern Broadcasting Co., scheduled further prehearing conference for Aug. 13 (Docs. 18782-3). Action Aug. 12.

■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois, (DuPage County Broadcasting Inc. and Central DuPage County Broadcasting Co.) AM proceeding, granted request by DuPage County Broadcasting Inc. and rescheduled certain procedural dates and resched-

uled hearing for Oct. 6 (Docs. 16965-6). Action July 31.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma, (Creek County Broadcasting Co., Tinker Area Broadcasting Co. and M. W. Cooper), AM proceeding, granted petition and supplement by M. W. Cooper for leave to amend application; denied petition by Tinker Area Broadcasting Co. for leave to amend application; dismissed as moot motion to compel strict proof by M. W. Cooper against applicants Creek County Broadcasting Co. and Tinker Area Broadcasting Co. and petition by Broadcast Bureau for extension of time to respond to Tinker's petition for leave to amend (Docs. 13341-2 and 13344). Action Aug. 10.

■ Hearing Examiner Jay A. Kyle in Ponce, P.R., (Radio Antilles Inc. and Zaba Radio Corp.) AM proceeding, on request by Zaba Radio Corporation, ordered deposition of James J. Kirwin III, by interrogatories be rescheduled for Aug. 18 (Docs. 18564 and 18566). Action July 31.

■ Hearing Examiner Chester F. Naumowicz Jr. in Bentonville, Ark., (Northwestern Communications Corp.) AM proceeding, granted motion by Broadcast Bureau and applicant shall produce notes taken contemporaneously at time of contact and referred to by applicant in answers of reply to Broadcast Bureau's initial interrogatories at time and place mutually convenient to applicant and Broadcast Bureau (Doc. 18869). Action Aug. 11.

Existing AM stations

Applications

■ WANA Anniston, Ala.—Seeks CP to increase daytime power to 1kw and change studio and trans. location to 201 Connor Street, Anniston. Action Aug. 11.

■ KOIL Grand Junction, Colo.—Seeks CP to increase daytime power to 1kw and change type trans. to Gates, BC-1G. License on 1340kc, 250w-U. Action Aug. 11.

■ WOCN Miami—Seeks CP to increase daytime power to 1kw. License on 1450kc, 250w. Action Aug. 11.

■ KWRW Guthrie, Okla.—Seeks CP to increase power to 250w 500w-LS, change type trans. to Gates, BC-500G and change ant. trans. location to 0.25 mile north of Junction of Interstate 35 and State Route 33. License on 1490kc, 100w-U. Action Aug. 11.

Final actions

■ KEVT Tucson, Ariz.—FCC denied petition by Tucson Radio Inc., licensee of KEVT, for reconsideration of commission's action which turned down KVET's request for waiver of nighttime "white area" population requirement and returned as unacceptable for filing application to change its operation on 690 kc with 250 w-D to unlimited time using DA nighttime. Action Aug. 5.

■ KAPI Pueblo, Colo.—Broadcast Bureau granted renewal of license. Action Aug. 10.

■ WTUX Wilmington, Del.—Broadcast Bureau granted mod. of license covering reduction power of auxiliary trans. to 500 w. Action Aug. 13.

■ WTOP Washington—FCC denied complaint by Business Executives Move for Vietnam Peace, against Post-Newsweek Stations, licensee of WTOP, for refusal to set advertising time for presentation of BEM's anti-Vietnam war commercials. Action July 5.

■ WOJK Jacksonville, Fla.—Broadcast Bureau granted license covering auxiliary trans. Action Aug. 13.

■ KVGB Great Bend, Kan.—Broadcast Bureau

granted license covering changes of auxiliary trans. Action Aug. 11.

■ KBXM, Kennett, Mo.—FCC granted request by Boothell Broadcasting Co., licensee of KBXM Kennett, for waiver of AM "freeze" criteria of rules. Application to increase power of KBXM from 250w to 500w during critical hours of operation accepted for filing. Action Aug. 5.

■ WIZS Henderson, N.C.—Broadcast Bureau granted license covering installation of auxiliary trans. Action Aug. 11.

■ KFGO Fargo, N.D.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action July 24.

■ WDNL Warren, Ohio—Broadcast Bureau granted mod. of CP to make changes in ant. system, delete one tower. Action Aug. 12.

■ WTAE Pittsburgh—Broadcast Bureau granted CP to make changes in ant. system to replace southwest ant. with guyed tower with top-mounted FM ant. Action Aug. 7.

■ WARM Scranton, Pa.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 13.

■ WGBI Scranton, Pa.—Broadcast Bureau granted license covering new auxiliary trans. Action Aug. 13.

■ WUNO Rio Piedras, P.R.—Broadcast Bureau granted license covering alternate main trans. N, auxiliary trans. D; trans. studio location Ponce de Leon 1577, Rio Piedras, P.R. Action July 24.

■ WAGL Lancaster, S.C.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1971. Action Aug. 11.

■ WMLR Hohenwald, Tenn.—Broadcast Bureau granted license covering new AM. Action Aug. 13.

■ KNUS Dallas—Broadcast Bureau permitted remote control. Action Aug. 5.

■ WEAM Arlington, Va.—Broadcast Bureau granted license covering use of former trans. as auxiliary trans. Action Aug. 13.

■ KZUN Opportunity, Wash.—Broadcast Bureau granted license covering studio and remote control location: 23 South Pines Road. Action Aug. 13.

■ KAYO Seattle—Broadcast Bureau granted CP to increase auxiliary power to 1 kw and install new trans. Action Aug. 11.

■ WAJR Morgantown, W. Va.—Broadcast Bureau granted license covering use of presently licensed trans. Daytime 5 kw and nighttime 500 w. Action July 31.

Actions on motions

■ Office of Opinions and Review in Lexington, Ky., Bluegrass Broadcasting Co., renewal of license of WLK, extended to Aug. 12 time to file reply to opposition to petition for clarification by Broadcast Bureau (Doc. 18285). Action Aug. 6.

■ Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, cancelled further hearing conference scheduled for Aug. 13; extended to Sept. 14, time to submit certain exhibits; continued further evidentiary hearing to Sept. 17 (Doc. 18710). Action Aug. 11.

■ Hearing Examiner David I. Kraushaar in Jackson, Ala. (Radio Jackson Inc. and Vogel-Ellington Corp. [WHOD]), AM proceeding, on request by Radio Jackson Inc., rescheduled prehearing conference for Sept. 1 (Docs. 18896-7). Action Aug. 10.

■ Hearing Examiner Jay A. Kyle in El Cajon, Calif., (Metro Communications Inc. [KDEO]), AM proceeding, continued evidentiary hearing now scheduled for Aug. 31 without date (Doc. 18879). Action Aug. 5.

■ Hearing Examiner Chester F. Naumowicz in Chattanooga, (Jay Sadow [WRIP] and Rock City Broadcasting Inc.), AM proceeding, granted petition by Jay Sadow for leave to amend application to amend financial and community survey portions in order to better satisfy certain of designated issues (Docs. 18901-2). Action Aug. 11.

Call letter applications

■ KGOL, Bear Broadcasting Corp., Palm Desert, Calif. Requests KGUY.

■ WMMJ, Dome Broadcasting Inc., Lancaster, N.Y. Requests WXRL.

■ WARD, Central Broadcasting Inc., Johnstown, Pa. Requests WJST.

Designated for hearing

■ Safford, Ariz.—FCC set for hearing mutually exclusive applications of Al G. Stanley, licensee of KATO, to improve facilities of KATO and Tri-County Broadcasting Co. for CP for new station in Safford. Action Aug. 5.

■ WISK Gulfport, Miss. and WROA Americus, Ga.—FCC designated for hearing applications of Charles W. Dowdy, licensee of WROA, and Sumter Broadcasting Co., licensee of WISK, to change operation on 1390 kc from daytime to unlimited

time. Action Aug. 5.

Processing line

■ FCC notified Aug. 12 the following AM applications will be ready and available for processing Sept. 22: KBXM Kenett, Mo., Boonville Broadcasting Co. Has: 1540 kc, 1 kw, 250 w-CH-D. Req: 1540 kc, 1 kw, 500kw-CH-D. KYAK Anchorage, Big Country Radio Inc. Has: 650 kc, 25 kw DA-1, U, Req: 650 kc, 25 w, 50 kw-LS, DA-2, U.

New FM stations

Final actions

■ Phenix City, Ala.—Broadcast Bureau granted Chattahoochee Broadcasting Inc. 100.1 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 2131, Columbus, Ga. 31902. Estimated construction cost \$25,232; first-year operating cost \$25,680; revenue \$46,000. Principals: James K. Sanders III, sole owner. Mr. Sanders is sales manager for WCLS(AM) Columbus, Ga. Action Aug. 22.

■ Des Plaines, Ill.—Maine Township FM Inc.—Review Board granted 106.7 mc, channel 294, 50 kw. Ant. height above average terrain 215 feet. P.O. address 10 North Clark Street, Chicago. Estimated construction cost \$66,804; first year operating cost \$65,000; revenue \$70,000. Principals: H. L. Atlas Jr. (60%), Howard R. Conant (10%), and others. Mr. Conant has non-broadcast business interests in Chicago area and is president of Interstate Steel Co., Des Plaines. Mr. Atlas is representative for Shearson, Hammill & Co, Chicago security brokers Action Aug. 5.

■ Lima, Ohio—Riggs-Bussard Broadcasting Corp. Broadcast Bureau granted 104.9 mc, 3 kw. Ant. height above average terrain 220 ft. P.O. address: 940 Cook Tower, 121 West High Street, Lima 45802. Estimated construction cost \$30,475; first-year operating cost \$15,500; revenue \$14,500. Principals: Richard H. Riggs and Paul Bussard (each 50%). Principals own WCIT(AM) Lima. Mr. Riggs owns retail ice cream outlet. Action Aug. 4.

Actions on motions

■ Hearing Examiner Charles J. Frederick in North Syracuse and Syracuse, both New York, (WSOQ Inc. and Eastern Associates), FM proceeding, rescheduled hearing for Aug. 20; granted petition by WSOQ Inc. for leave to amend application; dismissed with prejudice Eastern Associates application (Docs. 18667-8). Action Aug. 10.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc., Lankford Broadcasting Co. and Radio 900 Inc.), FM proceeding, ordered paragraphs 10, 11, and 12, testimony of Stuart K. Lankford, of Lankford Exhibit 3 received in evidence (Docs. 18636-8). Action Aug. 6.

■ 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, granted request by Christian Voice of Central Ohio and scheduled oral argument for Aug. 26 on petitions for leave to amend filed by Delaware-Gahanna FM Radio Broadcasting Station Inc. (Docs. 18308 and 18793). Action Aug. 6.

■ Hearing Examiner James F. Tierney in Harriman, Tenn. (Folkways Broadcasting Inc. and Harriman Broadcasting Co.), FM proceeding, granted motion by Folkways Broadcasting Inc. and changed date for prehearing conference to Sept. 2 (Docs. 18912-3). Action Aug. 6.

Other actions

■ Review board in Harriman, Tenn., FM proceeding, granted motion for extension of time to file opposition filed Aug. 13 by Folkways Broadcasting Inc. (Docs. 18912-13). Action Aug. 14.

■ Review board in Sheboygan, Wis., FM proceeding, scheduled oral argument before panel of review board for Sept. 8 in Washington. (Doc. 18374). Action Aug. 12.

Rulemaking petition

■ KHYT Tucson, Ariz.—Requests amendment of FM table of assignments to allocate ch. 281 to Tucson. Ann. 17.

■ WTHD Milford, Del.—Requests rulemaking to delete ch. 240A from Milford and to substitute ch. 249A there. Ann. Aug. 17.

■ WLKM Three Rivers, Mich.—Requests amendment of FM assignments to add ch. 240A at Three Rivers. Ann. Aug. 10.

■ WDOF-FM Sturgeon Bay, Wis.—Requests rulemaking to substitute ch. 284 for ch. 227 at Escanaba, Mich. Ann. Aug. 17.

Call letter applications

■ Chattahoochee Broadcasting Co., Phenix City, Ala. Requests WXLE(FM).

■ El Camino Broadcasting Corp., San Clemente, Calif. Requests KAPX(FM).

■ Pleasant Broadcasting Co., Mt. Pleasant, Iowa. Requests KILJ(FM).

■ St. Clair County Community College, Port Huron, Mich. Requests *WSGR-FM.

■ Rio Grande Family Radio Fellowship, McAllen, Tex. Requests KRGF-FM.

Call letter actions

■ Radio Fiesta Inc., Tucson, Ariz. Granted KXEW-FM.

■ Cedar Valley Broadcasting Co., Waverly, Iowa. Granted KWAY-FM.

■ Falmouth Broadcasting Inc., Falmouth, Mass. Granted WUCV(FM).

■ Manistee Broadcasting Corp., Manistee, Mich. Granted WMTE-FM.

■ Lewis County Broadcasting Co., Canton, Mo. Granted KCTM(FM).

■ Hampton County Broadcasters Inc., Hampton, S.C. Granted WJBW-FM.

■ Hudson Broadcasting Corp., Middleton, Wis. Granted WMAD-FM.

Existing FM stations

Final actions

■ WBRC-FM Birmingham, Ala.—Broadcast Bureau granted CP to make change in directional array. Action July 27.

■ *KUCR(FM) Riverside, Calif.—Broadcast Bureau granted CP to add vertical polarized ant. Action Aug. 7.

■ KNJO(FM) Thousand Oaks, Calif.—Broadcast Bureau granted CP to install trans. and ant.; ERP of 3 kw and ant. height minus 20 ft. Action July 24.

■ KNLT(FM) Truckee, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to Brockway Summit, Truckee; change studio and remote control location to Palisades Drive at Highway 267, Truckee; ERP 1.70 kw; ant. height 380 ft. Action Aug. 11.

■ WDOV-FM Dover, Del.—Broadcast Bureau granted CP to install new trans. and ant.; ERP 50 kw; ant. height 360 ft.; condition. Action Aug. 11.

■ WMJR(FM) Ft. Lauderdale, Fla.—Broadcast Bureau granted CP to change studio and remote control location to northwest corner East Oakland Park Boulevard and North Federal Highway, Oakland Park, Fla.; install trans. and change ERP to 100 kw; ant. height 193 ft.; delete second remote control point. Action July 24.

■ WSRF-FM Ft. Lauderdale, Fla.—Broadcast Bureau granted CP to install trans. and ant.; ERP 100 kw; ant. height 130 ft. Action Aug. 7.

■ WLCY-FM Tampa, Fla.—Broadcast Bureau permitted remote control. Action July 31.

■ WGLD(FM) Oak Park, Ill.—Broadcast Bureau granted CP to make changes in transmitting equipment. Action July 24.

■ WNDU-FM South Bend, Ind.—Broadcast Bureau permitted remote control. Action July 24.

■ WHKK(FM) Erlanger, Ky.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 5.

■ WHIC-FM Hardinsburg, Ky.—Broadcast Bureau granted license covering new FM. Action Aug. 13.

■ *WMEH-FM Bangor, Me.—Broadcast Bureau granted request for SCA on 41 kc and 67 kc. Action Aug. 7.

■ *WTBS(FM) Cambridge, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 19, 1971. Action Aug. 11.

■ WHAV-FM Haverhill, Mass.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 13.

■ WHFB-FM Benton Harbor-St. Joseph, Mich.—Broadcast Bureau granted CP to install trans. and ant.; ERP of 9.2 kw and ant. height 225 ft.; condition. Action July 24.

■ WQRS-FM Detroit—Broadcast Bureau granted CP to install new trans.; remote control permitted. Action Aug. 7.

■ *WKAR-FM East Lansing, Mich.—Broadcast Bureau granted license covering changes in type ant. Action Aug. 24.

■ WTIB(FM) Iuka, Miss.—Broadcast Bureau granted mod. of CP to change trans. location to east side of Pleasant Hill Road, approximately 1.3 miles south of Iuka; change studio location to 311 west Eastport, Iuka; operate by remote control from proposed studio location; change trans. and ant.; make changes in ant. system; ant. height 225 ft. Action July 24.

■ WIL-FM St. Louis—Broadcast Bureau granted license covering changes in trans. Action July 24.

■ KCNA(FM) Henderson, Nev.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 307 Water Street, Henderson; operate by remote control from proposed trans.-

studio site and change ant. height to minus 140 ft.; ERP 41 kw. Action Aug. 11.

■ WEVD-FM New York—Broadcast Bureau granted mod. of CP to change trans. location to Room 8101, Empire State Building; operate by remote control from 47-01 Maspeth Avenue, Maspeth, N.Y.; install trans. and ant.; make changes in ant. system. Action Aug. 7.

■ WLIB-FM New York—Broadcast Bureau granted license covering use of former main trans. as alternate main trans. Action July 24.

■ WGWR-FM Asheville, N.C.—Broadcast Bureau granted license covering changes in type trans. Action July 24.

■ KRMG-FM Tulsa, Okla.—Broadcast Bureau granted mod. of CP to change ERP to 62 kw. Action Aug. 11.

■ *KBOO(FM) Portland, Ore.—Broadcast Bureau granted license covering studio location: 234 S.W. Salmon. Action Aug. 13.

■ WMLP-FM Milton, Pa.—Broadcast Bureau granted license covering new FM. Action Aug. 13.

■ WPBS(FM) Philadelphia—Broadcast Bureau granted CP to install new auxiliary ant. at main trans. location on 98.9 mc; ERP 29 kw; ant. height 120 ft. Action Aug. 7.

■ WGCB-FM Red Lion, Pa.—Broadcast Bureau granted license covering changes. Action July 24.

■ WLBG-FM Laurens, S.C.—Broadcast Bureau granted license covering changes for main and auxiliary trans. Action July 24.

■ KTCN-FM Belton, Tex.—Broadcast Bureau granted license covering new FM. Action Aug. 13.

■ KIVY-FM Crockett, Tex.—Broadcast Bureau granted license covering new FM. Action Aug. 13.

■ KHER(FM) Longview, Tex.—Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; ant. height 255 ft.; ERP 100 kw. Action Aug. 11.

■ KLIS(FM) Palestine, Tex.—Broadcast Bureau granted license covering new FM; studio and remote control location: 1118 N. Link. Action Aug. 13.

■ WRAD-FM Radford, Va.—Broadcast Bureau permitted remote control. Action July 24.

Action on motion

■ Chief Broadcast Bureau on request of Regional Broadcasting Co., licensee of WHAG-FM Halfway, Md., extended through Aug. 24 time to file oppositions to supplement to petition for rulemaking and issuance of order to show cause in matter of amendment of FM table of assignments for new class A allocation at New Brunswick, Md. Action Aug. 7.

Call letter applications

■ KCBH(FM), Able Communications of California, Los Angeles. Requests KJOI(FM).

■ WTOW-FM, Robert W. Sudbrink, Baltimore. Requests WLIF(FM).

■ WQDC(FM), Habco Inc., Midland, Mich. Requests WSWC(FM).

■ WZIP-FM, Margareta S. Sudbrink, Cincinnati. Requests WWSH(FM).

■ WARD-FM, Central Broadcasting Inc., Johnstown, Pa. Requests WJST-FM.

■ WTOS(FM), Margareta S. Sudbrink, Wauwatosa, Wis. Requests WLYF(FM).

Designated for hearing

■ KRAB-FM Seattle—FCC set expedited license renewal hearing to determine whether Jack Straw Memorial Foundation, licensee of KRAB-FM, has exercised proper licensee responsibility in carrying out policy in determining whether material is suitable for broadcast, and whether station should be issued one-year or full three-year renewal of license. Action Aug. 7.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WAUG-FM Augusta, Ga., to Nov. 1; WJFM(FM) Grand Rapids, Mich., to Dec. 1; KOBX-FM Orange, Tex., to Dec. 9. Action Aug. 13.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WQJK-FM Jacksonville, Fla., to Sept. 10; KKAI(FM) Kailua, Hawaii, to Jan. 14, 1971; KWTX-FM Waco, Tex., to Nov. 18; KSTU(FM) Centerville, Utah, to Dec. 16. Action July 24.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: KAJN(AM) Crowley, La., to Jan. 12, 1971; KIRL(AM) St. Charles, Mo., to Jan. 10, 1971; KWTX(AM) Eugene, Ore., to Oct. 23; WCHO(AM) Camuy, P.R., to Oct. 15; WAMB(AM) Donelson, Tenn., to

(Continued on page 68)

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.

All other classifications 35¢ per word—\$4.00 minimum.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$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. No charge for blind box number. **Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.**

RADIO

Help Wanted Management

Major market station looking for an experienced program manager. Must have background that emphasizes dedication to job so necessary to succeed in highly competitive area. Responsibilities of this position will be well known to person we are seeking. Excellent working conditions as well as employee benefits. Send complete resume to Box H-217, BROADCASTING.

If you're a selling manager or top salesman . . . here's your chance to take charge of an established, solid, fine small market operation. Excellent equipment. Prefer 1st phone but all considered. It's really a good opportunity. Send resume and picture to Box H-266, BROADCASTING.

Wanted: To enter partnership with CATV system in separate venture. Young man, now working in announcing or sales in radio-TV. Local origination is the coming thing in communications. Good opportunity for aggressive person with record of past success. Position will require management posture. Midwest, small community. Write to Box H-295, BROADCASTING. Position will be filled as soon as possible.

Sales manager for top rated fulltime AM Negro programed station in Richmond, Va. Starting salary \$15,000, plus both monthly and annual bonuses. We want a man who can both sell and supervise sales. Company insurance and many other benefits. If you want a good job with a hard working little company where you're important contact George Lund, WENZ, 111 N. 4th St., Richmond, Va. 23219.

Help Wanted Sales

Before school starts and before you endure another long cold winter make that move to Florida now! A beautiful tropical city on the ocean working with the best radio station in town will make life pleasant and rewarding. But it will only be a beautiful thing if you can sell and if you will work. Substantial base plus commission. Write Box H-116, BROADCASTING today and give full resume! Yes . . . management opportunity but prove yourself first.

Needed: Dependable floater. Mature representative to implement proven programing concept at medium market radio stations. Excellent salary, expense account, bonuses. Prefer single man, or married man who enjoys extensive travel. Minimum three years radio experience suggested—sales experience helpful but not required. Clean record, good voice, neat appearance, enthusiasm, essential. Wonderful opportunity with growing, progressive company. All replies confidential. Photo, resume, voice check to Box H-162, BROADCASTING.

New York-based salesman or rep. firm with strong agency contacts needed to represent nationwide FM broadcast service. Expenses plus commission. Send full particulars to Box H-276, BROADCASTING.

Major southeastern market programing commercial religion, spiritual music requires experienced full-time salesman. Send complete references and resume to Box H-307, BROADCASTING.

Florida large coastal market major station with adult programing and top coverage needs a thoroughly experienced hard working successful radio salesman with a provable track record. (None others need apply). Full details first letter please. Box H-319, BROADCASTING.

First class ticket—sales—announcing helpful: KHIL-Willcox, Arizona.

Wanted, salesman or radio man wanting to learn sales. Midwest only. Dale Low. KLSS/KSMN. Mason City, Iowa.

Salesman or sales/news combination. Play-by-play of football and basketball helpful. Contact Gene Stanley, KLV, Levelland, Texas.

Account Exec. for KSAN—San Francisco's top-rated progressive rock station needs one account executive. List provided of retail and agency accounts. Draw, commission, liberal Metromedia profit-sharing and insurance benefits for an experienced salesman. Send resume to KSAN, 211 Sutter, S.F. or call Mr. Harris at (415) 968-2825. Equal opportunity employer.

Sales continued

Opportunity for young man to break into sales and a good income. First phone announcer for short air show wanting to sell. Send tape, resume and picture to KWCO Radio, Box 770, Chickasha, Oklahoma 73018; attention Michael McKee.

Real opportunity, number one, AM MOR station, 200,000 plus population, metro New England two station market. Large potential account list. Excellent guarantee against 15% commission. Fullest fringe benefits. Send resume, photo, work and credit references, WCAP, Lowell, Mass. 01852.

Experienced salesman for fulltime AM station in Richmond, Va. Start with \$10,000 guarantee, company insurance and many other benefits. Only hard worker with ambition and desire to make money need apply. Call or write George Lund, WENZ, 111 N. 4th St., Richmond, Va. 23219.

WPRC—Lincoln, Illinois. New management doubled business first year. Need customer centered pro. Resume to: John L. O'Donnell.

Leave the ulcer factory . . . sell for WIDG, 5000 watts, St. Ignace, Michigan. Resort area . . . no pressure . . . great working conditions . . . top notch staff. Rush details to Bill Victor.

Wanted, salesman for new AM outlet in southern Pennsylvania. Good corporation future for right men. Company car plus generous commission to right men. Call Jack O'Lantern, 717-762-7883.

Sales manager/announcer with ticket (no main.). One of America's unbelievable small market C&W stations located in Minnesota's beautiful vacation area is looking for a guy who can stand on his own two feet and run a sales dept. Make no mistake . . . we want no leeches or draw-hungry order takers . . . only proven salesmen. This station just received an International news award to add to our list of awards. We are sold out most of the time. We promote like crazy . . . just completed a two thousand dollar treasure hunt. Our sound is major market . . . our sales are unreal. The man who gets this job will inherit a fantastic account list . . . our best sales territory . . . and money. The man you are replacing left at 23 years of age to put his own 100 kw FM on the air . . . he made money with us. You better be a great salesman, great announcer and have a ticket. Immediate opening. Call 218-927-3322.

Announcers

Medium market station looking for P.D. to help regain lost numbers—excellent opportunity for right man—mild climate—salary commensurate with background & ability—personal production important. Send resume, tape and photo to Box G-208, BROADCASTING.

Ohio major market swingin' MOR has fine opportunity for experienced personality. Should have interest in music programing. Send tape, picture and resume. Box H-188, BROADCASTING.

Announcer with first class ticket for MOR small market in the East. We want versatility. Send 7½ tapes and details of experience to Box H-200, BROADCASTING.

Interesting person is how we could best describe the radio air talent we are seeking. Previous track record as an announcer should show the capability of winning in a very competitive Midwest major market. We have the best of working conditions and an outstanding employee benefit program. Send resume of experience, audition tape and salary history to Box H-215, BROADCASTING.

Lively, happy morning man for MOR adult audience. Stable, group operation. First phone preferred, no maintenance. Excellent medium-sized midwest market. Good staff, good equipment, we need a good man. Could handle talk show, too. Send brief resume now, will arrange interview in confidence. Box H-218, BROADCASTING.

Announcers continued

Penna. 10,000 watt, contemporary music station needs one experienced, upbeat night man. No screamer . . . strong on news and commercials. Excellent working conditions and complete fringe benefits. Salary based on ability and experience. Send tape, resume and salary requirements with first reply to Box H-222, BROADCASTING.

Virginia. 125,000 market. Bright MOR. Need mature personality to do four hour airshift and commercial production. No beginners, please. \$125/week. Send aircheck, photo, resume first letter. Box H-236, BROADCASTING.

Need first phone man for air work and sales to start with new AM station near Pittsburgh, Penna. Salary and commission. Contact Box H-270, BROADCASTING.

Announcer with first ticket—Virginia station. New equipment. Write Box H-305, BROADCASTING.

Wanted first phone for chicken rock night show. Must run tight board. Immediate opening. Send resume, picture and air check to KOLT, Box 660, Scottsbluff, Nebr.

Need first phone ticket, good voice. Immediate opening. Dayshift. Send resume, picture and air check to KOLT, Box 660, Scottsbluff, Nebr.

Information station needs morning man. Top pay. Send tape and resume. Open now. KOLY, Moberg, S.D.

If you've peaked in your present job, maybe it's mountain time. Try Denver! Our good music stations (AM-FM) need another mature, heavyweight voice. Bases respondez, s'il vous plait. Tape, resume. John Dawson, PD, KOSI, Box 98, Aurora, Colorado 80010. An equal opportunity employer.

We need you but we won't promise anything we can't deliver. Opening for announcer with some experience who wants to sharpen his skills in a good small station. Reasonable salary. Good working conditions. Think it over. Write Arch Harrison, WJMA, Orange, Va. 22960.

Wanted: Staff announcer for afternoon shift in AM-FM combination. Send resume, photo, tape to WMFC, Monroeville, Alabama 36460.

Building permanent, happy staff, need first-phone announcer with mature voice; no floater or "character" will fit. 5 kw daytime plus FM, MOR, 50 miles from Detroit. Send resume and tape to WTHM, Lapeer, Michigan 48446. (313) 664-8555.

If you're experienced, if you have a first class license, if you would like living in a small town in the Pennsylvania mountains, if you can stick with a MOR and country format, we can probably get together. Send your qualifications and a 7½ audition tape to WVSC, Somerset, Pa. 15501.

You're in your twenties . . . loaded with soul . . . a great swinger for the morning slot . . . so, soul brothers, send your audition's, photo's, resume to Dave Oliver, P.O. Box 5156, Chattanooga, Tennessee, Now! No phone calls please.

1st phone, heavy weight network, MOR station, resort Florida, afternoon drivetime, great opportunity for stable family man, good pay, fringe benefits. 305-278-1420.

"On the Ball?" Join aggressive small market MOR—experienced, credit references. Send resume, tape, picture. Box 426, Carthage, Missouri.

We're staffing a new contemporary AM in southern Pennsylvania. If you're great and have something to say, call Jack O'Lantern, 717-762-7883. New studios and equipment.

Intelligent announcer with mature voice and style with production savvy and writing ability needed immediately by one of the northeast's most powerful, influential stations. You will make key contribution to exciting new program format being introduced to the industry in near future. Rush tape resume to Mr. Hobler, Box 1350, Princeton, New Jersey or call 609-924-3600.

Technical

Major market group owned and operated 50 kw staff. Is interviewing candidates for staff technician recording and production. Experience essential. Salary commensurate with experience first phone. Box H-229, BROADCASTING.

New CP seeking engineer to make installation. Beautiful small mid-south city. Planning FM, salary negotiable, needed within a month. Box H-306, BROADCASTING.

Tacoma calling: KTAC 10,000 watt 850 KC rocker needs chief engineer for 4 antenna directional remote operation plus FM. Man must be able to climb towers. Prefer Northwest man with rock-jock experience and sound know how. Contact: Jim Nelly, General Manager, 206-475-7737.

Chief engineer for WIXZ McKeesport—Pittsburgh. Must be familiar with AM directionals. 5000 ND days—1000 D night. We are looking for an experienced man able to take full responsibility for all studio and transmitter operations. Opening is immediate, so phone me today. Be prepared to discuss background and salary requirements. John Tenaglia, Area code 412-391-9700.

Chief engineer for northern Ohio 5KW directional daytime. Good equipment, excellent pay and fringes. Call or write: Manager, WOIO, Canton, Ohio 44708 216-477-8585.

Engineer for top eastern independent, good technical man to build and maintain equipment. 1st ticket. No announcing. Call chief engineer: 215-696-3690.

First phone strong on maintenance, good country music, 5000 watts non directional. Daytime call collect 703-347-1420.

Chief engineer. Automation, announcing experience. Multi station chain for California property. Send resume to 4917 Crooks Road, Apt. 1-5, Royal Oaks, Michigan, 48073.

Chief engineer southern Indiana AM/FM station. Some announcing. Great opportunity for good play-by-play man. But not necessary. Send tape, resume, salary, picture to Box 167, Jasper, Indiana.

News

Important station in York-Lancaster-Harrisburg area needs professional, hard working news director. Nice area to live. Interesting area for a newsman. Send tape, resume, salary requirements to Box H-208, BROADCASTING.

Midwest station in top 15 market looking for an aggressive, dedicated newsman. Previous experience must show ability to seek, write and report local news. Facilities and employee benefit program are excellent. Send resume and audition tape to Box H-216, BROADCASTING.

Experienced newsman for southern Indiana station. Must have good quality air voice. Play-by-play is available if desired. Tape, resume, salary, picture to Box H-304, BROADCASTING.

A challenging news position! Qualifications: authoritative delivery, writing skill, dedication to responsible broadcast journalism. Good pay, good benefits, great place to live—Denver. Send tape and resume to—Tony Larson, Managing Editor, KOSI News, P.O. Box 98, Aurora, Colorado 80010.

Large, medium market station in Midwest wants experienced newsman to join seven-man news staff. Man we are seeking must be an excellent writer, reporter and air man. Send resume, air check and writing samples to: Jerry Reid, News Director, KSTT, Inc., P.O. Box 3788, Davenport, Iowa 52808.

Northeastern New York CBS affiliate needs news director who is fully qualified and experienced in interviewing, and in gathering, writing, editing and delivering news and editorials on the air. We offer a permanent position, comfortable salary, automobile, dominant coverage, and 35 year reputation for outstanding news. Send resume, salary requirements, tape, photo and sample stories airmail to: Lewis Edge, WEAV AM/FM, Plattsburgh, N.Y. 12901. The Plattsburgh Broadcasting Corp.

BLACK news director or news man wanted by Negro programmed station WENZ in Richmond, Va. The man we want must be experienced, know what the Black community wants, know how to get it, and report it on the air. We want to rebuild our news department with men who will tell it as it is, be able to editorialize and take complete charge. . . . if you fill the bill call or contact Mr. George Lund, WENZ 111 N. 4th St., Richmond, Va. 301-643-7436. Starting salary \$750.00 per month.

News continued

Need a seasoned professional to join an eight-man staff. Must be able to dig, write and air the news in a mature manner. You will work with former network and New York newsmen in one of the most well-equipped and experienced newsteam in the southeast, greater Miami. A station owner who believes news is our most important product. A great place to live and work with a top paycheck to match. Send resume, photo, news copy samples and tapes of air work to Tom Shafer, News Director, WVCG News, Post Office Box 1516, Coral Gables, Florida 33134.

Programing, Production, Others

Major southeastern market programing commercial religion, spiritual music requires man for program director, production and air shift. Send complete references and resume to Box H-308, BROADCASTING.

Program director—Florida, excellent for young pro needing an opportunity. Sound citizen, some college, creative music ability for up-MOR. Must be well read, interested in community and show it on air. Tape, resume to Box H-326, BROADCASTING.

Women's director needed for big station in small town. Variety of assignments. Must be able to communicate effectively with rural and small town people in the midwest. The good life is here. None of the urban problems. Group owner. Send complete resume, tape and salary requirements to: Manager, KMA, Shenandoah, Iowa.

Station executive, well-organized, and experienced in administration and programing, for year-round public stereo station. M.A. preferred. Opportunity for free graduate work. Send picture, tape, and resume to WFSU-FM, Florida State University, Tallahassee, Florida 32306.

WCIS Columbus, Georgia, the only all top-40 station in Georgia's second largest city, is expanding staff and is accepting applications in all departments. Send all tapes, resumes to Ken Carlisle PD. No phone calls.

Program director. Professional PD with mature announcing voice and style, outstanding production ability and writing talent, for key position in young growth group. Exceptional opportunity to learn and grow as you help to develop exciting new program concept and at the same time program one of the northeast's most powerful, most influential stations. Rush tape resume to Mr. Hobler, Box 1350, Princeton, New Jersey or call 609-924-3600.

Situations Wanted

Management

Natural #1 general manager in top market—highest record of achievement in multi-state area. Seeks part ownership. Grant sales professional. Will invest. Box H-264, BROADCASTING.

Let's get it together! Station falling apart? Ratings and income down? \$275 wkly buys 12 years experience. Manager/programer/promoter. Any size market. Calif., Fla., Ohio, or sunny south. Box H-299, BROADCASTING.

Honest, successful manager wants to talk about your station and market. Strong sales and programing experience. College graduate. Married with young children and want them to know clean air and good schools. Interested in becoming part of proud community and ood broadcast station or group. Call or write: William Musser, 360 Boundry Avenue, North Massapequa, N.Y. Telephone (516) 249-1791.

Announcers

Young black announcer, third endorsed, five years experience, ready to relocate. Box G-233, BROADCASTING.

First, MOR New York, Florida, anywhere. 315-478-8896. Box H-5, BROADCASTING.

Black P.D. or operations manager. 6 yrs. experience, first phone fast pace, college, draft exempt, married. R&B's with low ratings. Answer now. Box H-103, BROADCASTING.

First phone. Four years experience. Completing military service late September. Want to work and finish school in southeast, medium market, university town. Write, Box H-207, BROADCASTING.

Experienced, reliable and hard working top 40 di with first phone. Desires medium market top 40 station, job security, at least \$550.00 per month, a five and six hour airshift and some production. Let's get together! Write: Box H-209, BROADCASTING.

Announcers continued

DJ/announcer: experience working with MOR and top 40; tight board. News, commercial delivery and quality production. Available immediately. Box H-227, BROADCASTING.

Announcers: Experienced, dependable, tight board. Broad background, social work, psychology and sales. Bilingual. Authoritative newscaster, sports-caster. Available immediately. Box H-238, BROADCASTING.

Make "talk" vital to your community. Feedback that not only discusses the news but makes it. For the man who can do it and has the awards to prove it, write Box H-249, BROADCASTING.

Beginner, professionally trained, D.J. announcer newscaster, 3rd endorsed, stable, will relocate. Box H-253, BROADCASTING.

Bill Wade graduate, 1st phone, draft exempt and single. Ready to move. Limited experience and excellent references. Box H-262, BROADCASTING.

Top 40 or C&W personality . . . 3 years experience . . . 3rd . . . Box H-281, BROADCASTING

Professionally trained strong voiced announcer di and newsreader, short on experience, long on talent yet, mature, will travel. Box H-294, BROADCASTING.

DJ newscaster, authoritative, experienced, versatile, creative, aggressive salesman. Third endorsed. Tight board. Box H-296, BROADCASTING.

Number one medium market morning personality with award winning production will perform either function for station willing to pay for quality. Serious inquiries only. Box H-298, BROADCASTING.

Attention Gulf Coast. 15 years experience in both radio & TV including as weathercaster & film narrator. Interested in Gulf Coast but consider anywhere. All inquiries answered. Box H-301, BROADCASTING.

1st phone—young aggressive man looking for a chance to work for you. Limited experience, but willing to learn. Box H-303, BROADCASTING.

AFRTS veteran station manager seeks C&W, MOR board shift, 24, single, school grad, 3rd endorsed, 2 years college. Tight board, creative production, personable on and off air, 12 months C&W experience, 8 months TV news. I can give you the sound that sells. Can relocate after October 10th. Box H-313, BROADCASTING.

No button pusher I, this hip, witty, ten-year first phone heavy production communicator wants modern MOR home, prefers radio/television complex. Available October 1st. Box H-314, BROADCASTING.

Rock personality. Remember the old top 40 days with the personable and informative jock? Try me. Experienced. Age 26. Military completed. 3rd endorsed. Available immediately. Box H-328, BROADCASTING.

South and west . . . Large or small stations, available good voiced disc jockey with ability to write and produce commercials. Experienced, versatile, some college, and desire to mature slowly under the supervision of professional. Box H-329 BROADCASTING.

Detroit . . . Experienced announcer, copywriter, production man seeking right position. Box H-330 BROADCASTING.

First Phone announcer, college graduate, experience, contemporary or top 40. Box H-332, BROADCASTING.

At last! The chance you've been waiting for, "Miss Jennifer Halel" Young, beautiful, ambitious, talented, modest. N.Y.C. trained, 3rd endorsed. Finest references and tape. Is my big chance yours? Box H-333, BROADCASTING.

Experienced, aggressive sports announcer/talker seeking "big league" employer. Play-by-play basketball, baseball, football, hockey. Box H-335, BROADCASTING.

Rookie looking for experience, 3rd endorsed, broadcasting school, 22, draft exempt, single, willing to go anywhere now. Ken Bay, 4206 N. Hamlin, Chicago, Illinois 60618.

Here I am, D. J., newscaster, sales, dependable, married, limited experience. Willing to work any format. Fred Tucker, 3216 Sycamore Lane, Suitland, Md. 301-736-0146.

First phone . . . graduate . . . super nite jock, 24, former TV-recording personality—rock or MOR. Derek, 617-334-3865.

Announcers continued

Broadcast school graduate hard worker, dependable, seeking position with rhythm and blues station. Army veteran, young, single, good voice, willing to relocate. Samuel Ginn, 943 Grant Ave., Bronx, N.Y. 10456.

Oregon; Washington; Northern California: Outstanding midwest announcer/copywriter moving to Pacific Northwest this fall. I offer eight years of solid radio experience. All formats country to classical. Flawless news delivery. Competent interviewer, MC, color man. Powerful copy plus honest on-air delivery pleases clients, brings repeats, attracts new accounts. Family, Third, to study for first. Dependability a matter of record. Your market size doesn't concern me; security you offer does. Salary requirements very moderate. Part time in view to full time. Interested in these assets? Let's arrange an interview in the near future. Write Ron Bland, Route 4, Box 2230, Bremerton, Washington 98310.

Mature, dependable, radioman, first phone, experienced all phases. 601-825-4045 mornings.

Beginner, broadcast school graduate, 3rd endorsed, draft exempt, will relocate. Creative, hard worker. Al Garber, 38 Rockridge Road, Walham, Mass. 02154 or 617-899-2373.

1st phone, 2 years experience, available now! Phone 312-834-6355, Bob Peacock.

Young announcer, 22, with experience, 3rd. class ticket, now employed. Two years college specializing in radio. Seeking out of Chicago opportunity. Will come for personal interview, photo and resume available. Dan VonJenef, 4660 Kenilworth Dr., Rolling Meadows, Illinois 60008.

1st phone broadcasting school graduate desires part time work in Los Angeles area. Jock or newsman. Will travel 175 miles for weekend work. Great potential. Call Dan Perez 213-477-8529 or 213-254-3555 or write me 6198 Mesa Ave. L.A. 90042.

Recycle the stuff that's mellow and new again. Stable staffman who can read/write/talk. Old pro, 408-758-3097. 200 W. Romie, Salinas, Calif.

Experienced announcer, 3rd ticket, age 31, married, no children, B.S. Communications December, seeks employment New York City area. News, announcing, copywriting, 11 years various music/formats. In New York City September 7-12 for interviewing. James Ellis, 2901 East Fifth Avenue, Knoxville, Tennessee.

Technical

Chief engineer/announcer wanting to relocate... six years experience... prefer country or MOR formats. Hilly and wooded areas. Box H-316, BROADCASTING.

First phone, inexperienced. Need start. 28, family. Prefer Missouri or surrounding states. C. D. Harrison, 3145 E. Wayland, Springfield, Missouri 65804.

News

R-TV grad, University Illinois, seeks radio or TV news position. No commercial experience. Strong on writing, production, sports. Thorough, competent, married, 24. Box H-111, BROADCASTING.

Currently working as writer in major market. Want to get back on the air. College degree. Young. Aggressive. Can do outside and inside work. Tape and resume on request. Reply Box H-171, BROADCASTING.

1. Director of information and Captain, U.S. Air Force. (Just completed). 2. Fully qualified broadcaster. 3. Wrote, directed and anchored daily T-V newscast. 4. B.S.-Broadcasting. 5. Will relocate immediately. Box H-259, BROADCASTING.

Radio or cable news. Available mid-September. MA liberal arts. Second phone. Training and minimum experience. Plains states or Washington, D.C. area. Box H-268, BROADCASTING.

Looking for position as a newscaster and disc jockey. Have experience and knowledge of tight board. Willing to work very hard, will send tape to you. Box H-269, BROADCASTING.

Programing, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box H-115, BROADCASTING.

Professional broadcaster, stable, mature, personality plus. Two speeds: Work hard—play hard, not a clock watcher, available immediately for news or production. Box H-260, BROADCASTING.

Young aggressive and fully qualified in programing and production. B.S.—broadcasting. Will relocate immediately. Box H-261, BROADCASTING.

Programing, Production,

Others continued

Producer-director, 3 years exp. in producing commercials, newscasts, live show and specials. Now wearing "second hat": Traffic. Future aim is management. Box H-271, BROADCASTING.

Sexy? Maybe, but by adding the feminine voice to your station's ads and i.d.'s—your clients will be happier. VoiceMaster can supply that voice. VoiceMaster Box H-272, BROADCASTING.

Three-station group operation's manager is seeking a move. Strong on programing, production and promotion. Looking for step up the management or financial ladder. Box H-273, BROADCASTING.

#1 Help! We are prisoners in Broadcasting magazine classified. Box H-284, BROADCASTING.

#2 News, copy, public affairs, production, hire us pros! Box H-285, BROADCASTING.

#3 Cuddly copywriter craves creative company: object—creative copy! Box H-286, BROADCASTING.

#4 How dare you ignore this? Listeners deserve us! Box H-287, BROADCASTING.

#5 When unemployment strikes, can starvation be far behind? Box H-288, BROADCASTING.

#6 Our creditors want us! Why don't you? Hmmm? Box H-289, BROADCASTING.

#7 Whoever reads this, please hire us! We're pros! H-290, BROADCASTING.

#8 We're losing weight—maybe we'll try modelling next! Box H-291, BROADCASTING.

#9 Save your station! — Heck! — Save us from starvation! Box H-292, BROADCASTING.

#10 Scrimped for by: "Ex-cuddly" copywriter, newsless thinman! Box H-293, BROADCASTING.

Let's get it together! Going for #1? \$275 wkly buys 12 years experience. Programmer/promoter/heavy drive time jock. Calif., Fla., Ohio, or sunny south. Box H-300, BROADCASTING.

Director available. Three years commercial and educational experience. MA candidate, first phone, West preferred. (408) 373-0565. Box H-315, BROADCASTING.

Personality-plus! Ratings, creative production, voices, and versatility. Call 219-743-4611.

Ready to talk future with young but professional P.D. of six years? Unquestionable record and stability. 1st phone. Charlie Brown 806-266-8898.

Television Help Wanted

Management

General manager for expanding MSO to supervise construction operation of 60,000 household system in Western Canada. Also senior technician with management ability to supervise construction of 22,000 household system in Eastern Canada and ultimately become manager. Send resume and compensation expectations. Box H-277, BROADCASTING.

General manager-sales manager (1 man). UHF in top three market. Big job for right man. Must have dynamic sales management experience and overall G.M. knowledge. Start \$30,000. to \$40,000. Box H-318, BROADCASTING.

Wanted: To enter partnership with CATV system in separate venture. Young man, now working in announcing or sales in radio-TV. Local origination is the coming thing in communications. Good opportunity for aggressive person with record of past success. Position will require management posture. Midwest, small community. Write to Box H-341, BROADCASTING. Position will be filled as soon as possible.

Announcers

TV sports man, experienced, full time to announce, write, film. Top Wisconsin net affiliate. Confidential. Box H-283, BROADCASTING.

Announcer: Immediate opening for young, experienced man capable of handling any on-camera assignment. Send resume, VTR or film audition to: John Mackin, WXEX TV 8, P.O. 888, Richmond, Va. Excellent opportunity for a versatile, eager man with this equal opportunity employer.

Sales

Tired of the rat race? The traffic? The smog? The crime and juvenile problems? Here is the opportunity you've been hoping for. Sales position open now in small market television. Could lead to sales manager position. Rocky Mountain state. Great hunting, fishing, winter sports. Drive to work in 10 minutes (maybe 5). Clean air. Healthy family area. College community. Friendly people. Make a little less—enjoy life a lot more. Send picture, complete resume and references to Box H-248, BROADCASTING.

Technical

Chief engineer for expanding Canadian MSO, presently building 2 major market systems, totalling 80,000 households. Also senior technician for 22,000 household system under construction who can assume management position within two years. Send resume and compensation expectations. Box H-278, BROADCASTING.

Progressive mid-eastern production house is seeking a video tape operator. Must know maintenance and have experience on Ampex Editec and 2000B's. Liberal benefits & good working hours. Salary open—airmail resumes to BROADCASTING Box H-311.

Sunny California beckons engineer capable of stepping into chief's shoes. Small UHF operation soon to put on big league boots. Modest salary until ability proven. Box H-325, BROADCASTING.

Wanted, TV studio technicians... experience preferred. Union shop... fringe benefits... equal opportunity employer. Send complete experience resume to Engineering Department, WNAC-TV, RKO General Building, Government Center... Boston Mass.

Operations engineer needed by expanding Southeast TV station. Attractive salary scale, 40 hour, 5 day week, State retirement plan. Requirements: 1st class license; minimum one year experience in operation and maintenance of color VTRs. Apply to William M. Christman, Chief Engineer, WTVI, 42 Coliseum Drive, Charlotte, N.C. 28205.

Senior engineer needed by expanding southeast TV station. Attractive salary scale, 40 hour, 5 day week, State retirement plan. Requirements: 1st class license; minimum three years experience in operation and maintenance of cameras, VTRS, and transmitter. Must supervise other engineers. Apply to William M. Christman, Chief Engineer, WTVI, 42 Coliseum Drive, Charlotte, N.C. 28205.

Chief engineer for ETV station at University of Alaska. Color TV knowledge necessary. Includes installation, maintenance, operation. Some statewide systems development possible. 12 months, \$1500 per month. Open immediately, write TV Services, University of Alaska, College, Alaska 99701.

News

TV newsmen—UHF with small aggressive staff. Well equipped newsroom. Send picture and resume. Box H-145, BROADCASTING.

Anchorman, Major market southwest. The man we want will handle both 6 and 10 and should have solid experience in news gathering, writing and producing. Send tape and resume with salary history to Box H-279, BROADCASTING.

Aggressive reporter to work alone in market's number two city. Must be able to develop own stories. Will consider radio reporter. Box H-309, BROADCASTING.

Major market VHF network affiliated station in midwest needs 3 experienced newsmen; a reporter, a news photographer and a news editor. Applicants must have background that emphasizes complete dedication to news. Our station is fully committed to news and thus we have the finest facilities in the country. Send complete resume to Box H-327, BROADCASTING.

Sportscaster. Young, good-looking sports type with some TV experience and lots of drive. Daily sportscasters, no play-by-play. Major Ohio VHF. Send resume and picture to Box H-334 BROADCASTING. An equal opportunity employer.

South Florida TV station. 1—reporter-photographer and 1—news editor-producer. Require journalism degree or comparable experience. Contact Paula Flagg, 305-751-6692. Equal opportunity employer.

Programing, Production, Others

Producer-writer-on-camera talent for ETV station. Must be capable in public affairs and cultural affairs and experienced in film, studio, and remote work. Send complete resume and salary requirements to Box H-251, BROADCASTING.

Programing, Production,

Others continued

Are there any young creative TV directors around anymore? Can a TV director be found that can be motivated by a challenge? Is there a director who likes to work under pressure and is proud of it? If you want a job in a top 10 market, contact Box H-312, BROADCASTING.

Studio crewman (cameraman, floorman, break director) for ETV station. \$7,000. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203.

Producer-director for top major market independent station and production facility. Quality station seeking creative, versatile person, with ability to handle major directing assignments. Two years directing experience necessary. Send resume to: Ron St. Charles, Production Manager, WUAB, United Artists Broadcasting, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Television

Situations Wanted Management

Station manager. Strong management background with group and independent stations, both VHF and UHF—large and small markets. Best references. Box H-113, BROADCASTING.

Operations/program manager. Excellent references in every phase of both. Background includes affiliated and independent stations. Small to large markets. Box H-114, BROADCASTING.

Cable manager or regional manager. Wide experience all stages, all phases. Located central Florida, will relocate. Box H-194, BROADCASTING.

Station manager/operations/program director. Young executive presently with U in top 10 market. Can cut cost and improve quality. Experience keyed to sales, efficient operations, saleable programing and creative production. Box H-324, BROADCASTING.

Television producer-director with outstanding credits at network and local levels is seeking management opportunity in the area of production, program, or operations manager. Sixteen years of television background and experience among other qualifications. Opportunity and growth potential will be primary considerations. Resume, references, and salary requirements upon request. Box H-331, BROADCASTING.

Energetic program/operations man desires challenging position. Young and experienced. Box H-338, BROADCASTING.

Announcers

Kid's show producer-host. Quality afternoon format for older youngsters. Box H-230, BROADCASTING.

Technical

Chief engineer—maintenance TV-FM-AM directionals. 25 years experience, management, construction. Save you money—references, stable. Consider going abroad. Box H-297, BROADCASTING.

First phone, inexperienced. Need start. 28, family. Prefer Missouri or surrounding states. C. D. Harrison, 3145 E. Wayland, Springfield, Missouri 65804.

News

Want to move from writing at large major market station to street work . . . possibly with weekend or other anchor. Young. Degree. Enjoy digging for the news. 16mm. and resume on request. Reply Box H-172, BROADCASTING.

Enthusiastic college graduate, network, newsdesk experience, seeks reporting/writing position with growing news operation. Box H-210, BROADCASTING.

My 15 years of experience in news reporting, gathering and writing could be of considerable value to your station . . . if you have an operation that takes pride in its news. I am currently reporting television news in a major market . . . having joined this station after five and a half years with CBS. I would like to join a solid news operation as either news director or anchorman. Will forward resume, VTR or SOF on request. Box H-244, BROADCASTING.

National award winning radio news director in top 10 market looking for move up to T.V. Strong public affairs. Box H-302, BROADCASTING.

Radio-TV news and/or sports—MS in Mass Communications; B.A. in English composition; college varsity athlete; commercial news and sports experience, since 1965, in TV, radio, and newspaper (top 100 market properties); 25; single; draft exempt; desire principally news and/or sports assistantship in top 75 market station in northern Midwest, Midwest, or East. Box H-320, BROADCASTING.

News continued

Personable talk-host/news-personality desires position in top-twenty market. Aggressive interviewing never gets in the way of taste. Widely read, easy to take, AB degree and believable. VTR available. Box H-322, BROADCASTING.

General assignment announcer in top market, with anchorman experience, seeks full anchor or legman position. Box H-340, BROADCASTING.

Qualified black newsmen, major market, seeks reporting/writing position, combined newspaper/TV experience; will relocate, call or write: O. Perham, KQED CH 9 TV, 525 4th St., San Francisco, Ca. 94107 PH: (415) 391-1020 X17.

Asst. news director, anchorman, 300,000 plus market, award-winning newspaper background, seeks similar position on West coast. Consider general assignment reporting in major market. Thayer Walker, 640 Orange Ave., Los Angeles, Calif. 94022 (415) 948-4648.

Programing, Production, Others

TV promotion director. Six years solid medium market experience in all phases of operation, including sales promotion and public service. Especially strong with creative on-air and publicity. Married, dependable, skilled. Now in midwest and prefer to remain. Box H-237, BROADCASTING.

TV children's personality . . . producer . . . production assistant . . . Box H-282, BROADCASTING.

Energetic, enthusiastic RTVMP graduate (M.A.) desires work in ETV or PTV station in writing, research, promotion, or production. Available immediately. Box H-339, BROADCASTING.

Producer/director, 26, family. Talented, creative, resume available. I'm looking for career position with future. 813-896-7473.

Producer-announcer-TV kids personality. 746-26 Ave. North, St. Petersburg, Florida 33704. Resume available.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irburide St., Laredo, Texas 78040.

Need four used Norelco TC70 color camera chains. Contact Hillview Associates, 815 Douglas Ave., Redwood City, California 94303, (415) 365-2002.

Marti gear and good console. P.O. 472, Marshall, Minnesota 56258.

Used Marti base receiver and one mobile unit. Send serial #; description and price to C. J. Ronk, WFC, P.O. Box 475, Collinsville, Va. 24078

FOR SALE Equipment

Rigid Transmission Line—6 1/8" - 50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

Like new complete recording studio equipment, \$25,000.00, will sacrifice for \$12,000.00, terms. Ampex professional recorders—AG440's, Langevin solid state multi-channel mixer. May be seen at 552 Mt. View #8, San Bernardino, California. 714-889-9010.

HJ7-50 Andrews Heliac 1 1/2" air coaxial transmission cable jacketed 10,000 feet available 50% of factory price, can be cut to order at tremendous savings, brokers invited. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee, Chicago, Illinois. 312-235-2830.

RCA color cameras: Two RCA TK41C complete live camera chains with cables, lens complement and electric pedestals. Used only two years. Partial solid state. Excellent condition. \$3,500.00 down and assume balance of 4% notes. Call Jim Dodson or Bill Gregory—703-393-2505.

Complete T.V. mobile van, includes: GE Pell B&W cameras, 2-Sync generators, 1-Dynair VS 121 B solid state switcher, 8-Video monitors, 1-Taylor Hobson 10x1 (40-400 mm) lens, 1-Tektronix model 453 portable scope, 1-RCA TR-5 VTR w/spare head. Includes 3000 ft. camera cable, audio cable and power cable, audio mixing equipment all housed in custom made van on a 1967 GMC truck with new engine. Box H-280, BROADCASTING.

FOR SALE

Equipment continued

Automation equipment: Station gone live, like new Gates System, SC-48 control and timer, 250-RS carousel, SSA-3 silence sensor, ATC-55, two racks wired for extra carousel and playback unit. Will sell for balance. Box H-317, BROADCASTING.

1-GE 9 channel mixer with 9 transformers and power pack. 1-8 hour Ampex recorder with 4 channel mixer, very little use (portable model). 1-A.B. Dick copy machine. Located in Conn. Best offer. Box H-323, BROADCASTING.

Bauer 707 transmitter, 500 watt, can be converted to 1000 watt, seven years old. \$2,500. Box H-336, BROADCASTING.

Audio instrument reverberation unit model 44: Transport, mechanism, associated amplifiers, manual, rack. Box H-337, BROADCASTING.

For Sale: One (1) Ampex 350 7 1/2-15" tape recorder in console cabinet \$870.00 . . . good condition. One MX 10 Ampex \$350.00 . . . nearly new. Several Magnecorder recorders, as is. Contact: Goodson McKee, Waco, Texas 817-754-1488.

Blaw-Knox H-40 non-insulated, self-supporting FM-TV tower, 453 feet high. All lighting included. James Eberhart Jr., C. E. WCXL (FM), 110 Government Place, Cincinnati, Ohio 45202. 513-621-6960.

Unused Schafer remote control system model 300. Contact John Patronis, P.O. Box 1670, or (904) 234-2225, Panama City, Florida.

GE 50 kw transmitter BT-50-A1 complete with associated equipment including cabling, 3 ea. 280 ft. and 2 ea. 160 ft. guyed towers, transmitter shack, etc. To be offered for sale by public bid. Available late 1970 for disassembly and removal from location near Sacramento. Arrangements to inspect the facility, currently operating, and to request copies of the Bid form, contact immediately B. N. Brown, Sacramento Municipal Utility District, P.O. Box 15830, Sacramento, California 95813. (916) 452-3211, ext. 576.

Ampex designed Model 450 background music tape reproducers both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"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.

Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Los Angeles area radio: For call letters, formats, phones, and the person to contact; send \$5.00. Paul Thomson, 6023 Whitsett, North Hollywood, Calif. 91606. List of Ten.

Prizes! Prizes! Prizes! National brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Air check of any Ohio station, \$15 hour, 3 hour minimum. Drew, Box 248, Galena, Ohio.

Current Comedy — 65-70 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.

Washington, D.C. Aircheck tape. 8 station — \$8.00. Profound Productions, Box 1745A, Washington, D.C. 20013.

Winters Productions, hilarious old timer voice "drop-ins" personalized for you. Free demo. write "Winters productions" Box 3677, Wilmington, Del. 19805

Half hour feature programs for sale. Write for details. Box H-310, BROADCASTING.

INSTRUCTIONS

Advance beyond the FCC license level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

Instructions continued

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 312-286-0210.

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 612-721-1687.

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, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569.

Elkins* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Elkins in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921.

Announcing, programing, production, newscasting, sports casting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st class FCC licensed broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. Dallas*** — Atlanta*** — Chicago* — Houston — Memphis* — Minneapolis* — Nashville* — New Orleans*** — San Francisco***.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

"1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven! \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

Tape recorded lessons at home plus one week personal instruction prepares broadcasters for first phone in five to ten weeks. 1970 schedule includes Detroit, St. Louis, Pittsburgh, Seattle, Milwaukee, Washington and Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Oct. 7 & Jan. 6, 1971. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$395. Classes begin at all R.E.I. Schools Sept. 7 & Oct. 12. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K.C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Instructions continued

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical Broadcasting School . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVP AM and KSVP FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 Only. Bonded! Approved by the New Mexico State Board of Education! Classes begin Sept. 2, 1970 and January 2, 1971 and June 2, 1971. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition \$300.00.

Time and money a problem? Go the American way. American Institute of Radio in Florida and Tennessee.

A.I.R. in Tennessee. 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 889-2480.

A.I.R. in Florida, Koger Building, Boulevard Center, 3986 Beach Boulevard, P.O. Box 16652, Jacksonville, Florida 904-398-9600.

A.I.R. in Tennessee, 708 South Gay St., Room 305, Knoxville, Tennessee 37901-615-524-0821.

B.E.S.T. FCC-license prep-course . . . first class, four weeks, tuition \$300 . . . excellent instruction, economical lodging, attractive guarantee . . . attend Broadcast Engineering School of Technology, 304 N. Market St., Frederick, Md. 21701. 301/662-6292 . . . next class begins Sept. 7.

Move into TV news. Write Capital Broadcasting, P.O. Box 5797, Washington, D.C. 20014.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins Oct. 12, 1970. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

Help Wanted

Sales

CALIFORNIA MAJOR MARKET RADIO STATION AM & FM stereo combination changing format and going from bottom to #1 without delay. Programing, news and promotion lined up . . . now we need top-flight sales manager and six professional salesmen. Guarantee plus commission. No drifters, drinkers or problem children, please. All references checked. We sell so we can go back again. Rush resume and requirements to
BOX H-267, BROADCASTING

Announcers

ANNOUNCER-PRODUCER

Excellent opportunity for an all-around radio man. Airshift, production, music, public affairs. Send aircheck, production, and resume to:

Program Manager WOWO
Ft. Wayne, Indiana 46802

News

RADIO NEWSMAN

Experienced reader/writer . . . professional sound a must . . . solid five figures for top man . . . a great market, great living, major Northeastern city. Rush tape and resume to

BOX H-31, BROADCASTING

Ask us to fill an announcer opening at your station, and you'll get the surprise of your life.

Our 18 top-notch instructors don't teach students en masse — we do it individually, one at a time. Word by word, phrase by phrase, newscast by newscast, program by program until everything is professionally perfect.

This takes up to two years. But the difference in the announcers we turn out is worth it.

No one graduates from Columbia unless he is top-notch professional material.

You may have to pay a bit more for one of these hand-crafted graduates, but your station will sound a lot better.

For a resume, photo and professional audition tape, contact our placement director. No cost to you or the graduate.

MARIJO RISON



Placement Director
Columbia School
of Broadcasting
(Home School) 4444 Geary
San Francisco / (415) 387-3000



COLUMBIA SCHOOL
OF BROADCASTING

Not affiliated with CBS, Inc.
or any other institution.

Help Wanted

Programing, Production, Others

PROMOTION PUBLICITY ASSISTANT

Immediate opening for imaginative college graduate with some previous experience in the following areas: On air promotion, publicity, sales promotion, advertising. We are seeking candidates with proven ability who have potential to progress into a promotion manager's job. Send complete confidential resume to Don Wilburn, Promotion Manager, WLWD, 4590 Avco Drive, Dayton, Ohio 45401.

An Equal Opportunity Employer M/F

MAJOR MARKET TALK RADIO PROGRAM DIRECTOR

I've just produced one big major market winner. Now ready to produce something bigger.

BOX H-265, BROADCASTING

**Television Help Wanted
Announcers**

**Personality—Good Voice
On Camera Experience**

These three qualities plus the ability to ad-lib will get you a job with one of the top major market indies. Quality station looking for a young and personable all around station personality. No news. You must have minimum two years on camera experience. Send resume and photo (no tapes) to:

**Ted Baze, Program Director
WUAB, United Artists Broadcasting
8443 Day Drive
Cleveland, Ohio 44129**

An Equal Opportunity Employer

**Television Situations
Wanted News**

PROFESSIONAL ON-CAMERA JOURNALIST

Excellent major market ratings and demographics. Top television awards. Employed. Family. News Director/anchorman move for fall.

BOX H-180, BROADCASTING

Programing, Production, Others

DIRECTOR

Eight years major market experience, seeks growth opportunity with active operation. Reliable. Excellent references.

BOX H-263, BROADCASTING

Wanted to Buy Equipment

STATIONS WANTED

Private individual interested in buying AM stations, AM-FM stations, or FM stations (full time or day time), profitable or unprofitable. All replies positively kept in strictest confidence.

BOX H-274, BROADCASTING

For Sale Equipment

RCA SIDEBAND FILTERS

Max. pwr 5KW, RF input—51/2 ohms 1 1/2" coax; RF output—51/2 ohms 3 1/2" coax; weight—200 lbs. 1—Ch. 10 filter brand new, never used, original crate. 1 Ch. 8 mint condition. Make offer. All offers seriously considered.

**KUAM-TV, Box 368,
Agana, Guam 96910**

Employment Service

STATION MANAGERS

Why look for personnel? Call
Radio-TV Personnel Placements
3958 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

WE'LL GET YOU A NEW JOB, FREE!

Stations pay fee. No resume needed.
TV Dir'trs to \$13k Radio Mgrs. \$13-30k
R&TV Sales \$10-25k Engineers \$9-15k
Newsmen \$9-14k Combo Dis \$9-15k
518 785-3840. Many more, every area.

BENNINGTON STATION LOG

Box 252 Latham, New York 12110

Wanted to Buy Stations

I WANT TO BUY A STATION

Manager, age 37, 18 years experience, wishes to buy an AM or TV station. Personal capital available. Principals only.

BOX H-321, BROADCASTING

FOR SALE Stations

LaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20005
1801 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1587 202/223-1553

For Sale Stations

continued

STATIONS FOR SALE

1. MAJOR MARKET FM. Profitable. \$800,000. Terms.
2. PACIFIC NORTHWEST. Exclusive daytime. Absentee owned. \$15,000 down. Good payoff.
3. WEST SOUTH CENTRAL. Full time. \$90,000. Excellent terms.
4. MIDWEST. Daytimer. \$140,000. Good terms.

**Jack L. Stoll
and ASSOCIATES**

6381 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-464-7279

NORTHEAST FULLTIME—Absentee ownership of Northeast fulltime seeks manager who will invest. Up to 40% available for cash. We are looking for a capable, proven manager who will take charge and develop station to full potential. His investment will be his working capital. Minimum \$60,000 needed. Station now break-even . . . 5,000 watts fulltime . . . hour from New York . . . excellent market. Apply only if you have cash and track record. Box H-219, BROADCASTING.

VHF TV STATION

Available in top 50 markets. Profitable. Broker. Principals state finances.

BOX H-256, BROADCASTING

STATIONS FOR SALE

Two money-making radio stations with excellent facilities in two southeastern cities. Both cities have growth potential with 300,000 in each city. Special package deal for both stations. Six times cash flow or two times gross sales. Qualified buyers only. No brokers.

BOX H-275, BROADCASTING

Fla.	small	daytime	138M	nego	Wash.	small	daytime	60M	nego
Tenn.	small	AM & FM	175M	65M	La.	medium	fulltime	226M	62M
South	small	CATV	22.5M	cash	East	metro	daytime	525M	29%
Idaho	medium	daytime	200M	29%	N.Y.	metro	FM	93M	29%
MW	metro	FM	65M	50%	West	major	TV	2.2MM	nego



CHAPMAN ASSOCIATES
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 61)

Dec. 15, 1970; WHER(AM) Memphis to Oct. 15; WHHV(AM) Hillsville, Va., to Oct. 2; WISN(AM) Milwaukee to Jan. 15, 1971. Action Aug. 12.

Other actions, all services

■ FCC adopted revised primer on "Use of Broadcast Facilities by Candidates for Public Office". Revised edition brings up to date and supersedes all prior public notices issued on equal time aspects of use of broadcast facilities by candidates for public office. Previous primer was issued in 1966. Ann. Aug. 18.

■ FCC determined that fairness doctrine requires that CBS afford "some reasonable period of time" to Republican National Committee or another appropriate Republican party spokesman, to reply to July 7 television program by Lawrence F. O'Brien, Chairman of Democratic National Committee, as part of CBS' *Loyal Opposition* series. Action Aug. 14.

■ FCC granted awards for experimental and development programs totalling \$481,762 during fiscal year 1970. Congress allocated \$500,000 for 15 specific projects in 1970 FCC budget. Commission found during fiscal year that it was able to let contracts for 15 projects authorized and to authorize three additional support studies. Ann. Aug. 17.

■ KTYM-AM-FM Inglewood, Calif.—FCC granted petition by Trans America Broadcasting Corp. for addition of forfeiture issue in license renewal proceeding for station. (Doc. 18616); commission amended designation order, released Aug. 4, to authorize hearing examiner to recommend forfeiture to be determined if hearing record does not warrant denial of renewal applications. Action Aug. 5.

■ Hearing Examiner Ernest Nash in Inglewood, Calif. (Trans America Broadcasting Corp.) renewal of licenses of KTYM-AM-FM, scheduled further prehearing conference for Aug. 14 (Doc. 18616). Action Aug. 12.

■ FCC ruled, in response to request by Democratic National Committee, that broadcasters may not arbitrarily refuse to sell time for solicitation of funds for political parties but may decline to sell time for comment on public issues. Action Aug. 5.

■ Broadcast Bureau granted licenses covering changes in following: WKFM(FM) Chicago; WTCW(FM) Whitesburg, Ky.; WJMD(FM) Bethesda, Md.; WHAV(FM) Haverhill, Mass.; WNNMR(FM) Marquette, Mich.; WABO(AM) Waynesboro, Miss.; WLIR(FM) Garden City, N.Y.; WHAZ(AM) Troy, N.Y.; WNOB(FM) Cleveland; *WMO(AM) New Concord, Ohio; WFID(FM) Rio Piedras, P.R.; WIZO-FM Franklin, Tenn. Action Aug. 13.

Translator actions

■ Broadcast Bureau granted licenses covering following new VHF and UHF translators: K1110 Bloomfield and Blanco, both New Mexico; K71CH Alamogordo and Holloman Air Force Base, both New Mexico; K74DO Forrest-McAlister, N.M. Action Aug. 13.

■ K08DC Hayden, Colo.—Broadcast Bureau granted mod. of license covering change in primary TV station to KLZ-TV, ch. 7, Denver, via K13ES, Yampa Valley rural area, and Phippsburg, both Colorado. Action July 30.

CATV

Applications

■ Memphis CATV Inc. requests distant signals of WLJT-TV Lexington, Tenn.; WMCV(TV) Nashville; KPLR-TV St. Louis; WGN-TV and WFLD-TV both Chicago to Memphis and Shelby county, Tenn., and West Memphis, Ark. Ann. Aug. 13.

■ Allied Video Transmission—Seeks distant signals of WXXW(TV) Chicago to DeKalb and Sycamore, both Illinois. Ann. Aug. 7.

■ Florida Parishes Cable TV—Seeks distant signals of WWOM-TV New Orleans to Denham Springs, La. Ann. Aug. 7.

■ See-Mor Cable TV of New Madrid Inc.—Seeks distant signals of WDXR-TV Paducah, Ky.; WKMU(TV) Murray, Ky.; WHBO-TV, WMC-TV and WREC-TV, all Memphis; WBBJ-TV Jackson, Tenn.; WAIT-TV Jonesboro, Ark., and KPOB-TV Poplar Bluff, Mo., to New Madrid, Lilbourn and Marston, all Missouri. Ann. Aug. 7.

Final action

■ Walton, N.Y.—FCC authorized Walton Community Antenna System Inc., CATV operator, to carry distant signal of WOR-TV New York. Action Aug. 5.

Actions on motions

■ Hearing Examiner Millard F. French in Bryan, Tex. (Community Cablesystem Corp.) CATV pro-

ceeding, on examiner's own motion, rescheduled prehearing conference for Sept. 11 (Doc. 18922). Action Aug. 5.

■ Hearing Examiner David J. Kraushaar in Whitehall township, North Whitehall township, and South Whitehall township, all Pennsylvania (Parkland Cable TV Inc.), CATV proceeding, granted request by WBRE-TV Inc., licensee of WBRE-TV, Wilkes-Barre, Pa., and continued hearing for Sept. 1 (Doc. 18872). Action Aug. 12.

■ Hearing Examiner Chester F. Naumowicz Jr. in Williamstown, Mass., (Berkshire Telecable) CATV proceeding, granted joint request by Berkshire Telecable and Springfield Television Broadcasting Corp. and terminated proceeding (Doc. 18853). Action Aug. 4.

Ownership changes

Applications

■ KCVN Williams, Ariz.—Seeks assignment of license from Grand Canyon Airstreams to Hancock Broadcast House. Consideration \$58,000. Sellers: John H. Connor, president, et al. Buyers: Allan S. Hancock, president (37%); William L. Woodruff, vice president (25%); et al. Mr. Hancock is vicar of St. Philip's Episcopal Church, Topeka, Kan., and 30% owner of coffee house. Mr. Woodruff is program director of KTBS-TV Topeka. Messrs. Hancock and Allan have real estate holdings. Ann. Aug. 7.

■ KBBQ(AM) Burbank, KDES(AM) and KGEC(FM), both Palm Springs, all California—Seek transfers of control of George E. Cameron Jr. Communications, KDES Inc. and KGEC Inc., respectively, from the late George E. Cameron Jr. (100% before, none after) to Bank of America National Trust & Savings Association, Palm Springs Branch, Frank Todd, trust officer and executor (none before, 100% after). Ann. July 21.

■ WSWA(AM) Berea, Ky.—Seeks assignment of CP from Regional Broadcasting Co. to Shain Broadcasting Co. for \$1,008. Seller: Stephen W. Staples, sole owner. Mr. Staples has interests in WFLW-AM-FM Monticello, Ky. Buyer: Honus S. Shain Jr., sole owner. Mr. Shain owns electronics company, is chief engineer of WWTL-AM-FM Leitchfield, Ky., and has CP application for FM at Greenville, Ky., pending before commission. Ann. Aug. 7.

■ WHKK(FM) Erlanger, Ky.—Seeks transfer of control of Christian Broadcasting Assn. from the late Dr. E. M. Mortenson (75% before, none after) to Rev. Jack Mortenson (25% before as an individual, 25% after; none before as executor, 75% after). No consideration. Ann. July 27.

■ KGRV(FM) St. Louis—Seeks assignment of license from Apollo Radio Corp. to Intermedia Inc. for \$206,696.05. Sellers: J. T. Trotter, vice president and principal stockholder, Mrs. Sue H. Anderson, vice president and general manager, et al. Mr. Trotter formerly owned KLEF(FM) Houston and KBRG(FM) San Francisco and practiced law and accounting. Buyers: George D. Gee (52%) et al. Mr. Gee has interests in KQTV(TV) St. Joseph, Mo. Ann. July 27.

■ KAVE(AM) Carlsbad, N.M.—Seeks assignment of license from J. Ross Rucker to Western State Broadcasters Inc. for assumption of liabilities in amount of \$66,685.39. Buyers: Frank Cooke, president (45.3%); Meyer Rosenberg, vice president (22.6%); Dick A. Blenden, secretary (11.3%); Herman H. Linnweh, treasurer, and Jack Rosenberg (10.4% each). Mr. Cooke is former vice president and managing director of WIVE-FM Ashland, Va. Messrs. Meyer Rosenberg and Blenden are law partners in Carlsbad. Mr. Meyer Rosenberg is 1/3 owner of tire company. Mr. Blenden is 12 1/2% stockholder and secretary of petroleum gas company. Mr. Linnweh owns court reporting firm and 25% of company filing government oil and gas leases. Mr. Jack Rosenberg owns scrap metal company. Ann. Aug. 7.

■ WTNS-AM-FM Coshocton, Ohio—Seeks transfer of control of Coshocton Broadcasting Co. from Mrs. Evalyn M. Wallace, executrix of estate of late F. Bruce Wallace (51.55% before, none after), to Mrs. Evalyn M. Wallace (none before, 51.55% after). No consideration. Ann. Aug. 7.

■ WBRX(AM) Berwick, Pa.—Seeks transfer of control of Berwick Broadcasting Corp. from Thomas A. Bolan and Roy M. Cohn (25% each before, none after) to Edward R. Newman (50% before, 100% after). Consideration: \$8,500; Communications Fund Inc. stock valued at \$20,000, to be received by Mr. Newman as result of prospective sale of interest in Masscom Broadcasting Corp. to Communications Fund Inc., will be given one half to Mr. Cohn and one half to Mr. Bolan; cancellation of \$4,000 note due Mr. Newman from Mr. Cohn; and loan of \$7,500 from Mr. Newman to Mr. Bolan within 30 days after execution of sale. Principals: Messrs. Newman and Cohn have interests in WMAS(AM) Springfield, Mass., and WRNJ(FM) Atlantic City, N.J. Mr. Bolan has interests in WRNJ. Ann. July 27.

■ WBZY(AM) New Castle, Pa.—Seeks transfer of control of Lawrence County Broadcasting Co. from Thomas W. Fletcher and Robert L. Purcell (50% each before, 33 1/3% each after) to Brice

A. Miller (none before, 33 1/3% after). Consideration: \$15,000. Principals: Mr. Miller owns 10% and is general manager of WCOK(AM) S.arta, N.C., and station manager of WKSK(AM) West Jefferson, N.C. Ann. Aug. 13.

Actions

■ KWYN-AM-FM Wynne, Ark.—Broadcast Bureau granted transfers of control to East Arkansas Broadcasters Inc. from Hannah Marie Raley, administratrix of estate of Raymond O. Raley, deceased (75.86% before, none after) to Hannah Marie Raley (24.14% before, 100% after). No consideration involved. Action July 13.

■ KAPI(AM) Pueblo, Colo.—Broadcast Bureau granted assignment of license from Centennial Radio Corp. to KAPI Inc. for \$45,258.18. Sellers: George M. Sandoval, president-general manager, et al. Buyer: Joseph McGoe, sole owner. Mr. McGoe is general manager and owns 77.8% of KFML-AM-FM Denver. Action Aug. 6.

■ WKKO(AM) Cocoa, Fla.—FCC granted transfer of control of WKKO Radio Inc. from Jesse Freed and Anna, Marvin and Marilyn Rothschild (as a group, 100% before, none after) to Cocoa One Inc. (none before, 100% after). Consideration: \$255,000. Principals of Cocoa One: Stephen A. Marks (45%), Theodore A. Eiland, president-treasurer, and Lillian J. Eiland, vice president-secretary (each 27 1/2%). Mr. Marks owns less than 5% of Delaware Television Service, CATV systems. Dover. Del. Mr. Eiland is general manager of WAKR-TV Akron, Ohio. Action July 8.

■ WLOV-AM-FM Washington, Ga., and WCKM(AM) Winnsboro, S.C.—Broadcast Bureau granted transfers of control of Better Broadcasting Inc. from Mrs. Otis McDonald Braselton (50% before, none after) to B. L. Williamson (43% before, 93% after). Consideration: \$11,210. Action July 29.

■ WMPI(FM) Scottsburg, Ind.—Broadcast Bureau granted assignment of license from Howell B. and Mildred J. Phillips and Dallas D. and Neva J. Montgomery to Vogel-Bell Corp. for \$55,000. Principals: William R. Vogel, president (62.9%), et al. Mr. Vogel is majority owner of WGN(AM) Murfreesboro, Tenn.; WAMA(AM) Selma. WHOD-AM-FM Jackson and WBLO(AM) Evergreen, all Alabama and has interests in WIFN-FM. Franklin, Ind. He is buying WULA(AM) Eufaula, Ala., subject to FCC approval. Action July 23.

■ KDMI(FM) Des Moines—Broadcast Bureau granted transfer of control of Richards & Associates Inc. from Maurice L. Test and Billy O. Phillips (33 1/3% each before, none after) to Buddy Tucker Evangelistic Association Inc. (none before, 66 2/3% after). Consideration: Stock is transferred pursuant to charitable contribution agreement. Principals of Buddy Tucker: Theodore D. Tucker, president, D. Levaughn Tucker, secretary-treasurer, David Lyndal Agee, vice president, Rachel Agee and Vern Poole (each 20%). Principals are concerned with production and distribution of religious radio programs, bookstore, record shop, job printing and religious evangelism crusades. Mr. Tucker is traveling evangelist and manager of KDMI(FM). Action Aug. 12.

■ WFMW-AM-FM Madisonville, Ky.—Broadcast Bureau granted transfers of control of Sound Broadcasters Inc. from H. W. Wells (50% before, none after) to Elmer L. Kelley Jr. (50% before, 100% after). Consideration: \$200,000. Mr. Kelley is commercial manager and sports director for WFMW-AM-FM. Action Aug. 7.

■ WLSH(AM) Lansford and WPAM(AM) Pottsville, both Pennsylvania—Broadcast Bureau granted transfers of control of Miners Broadcasting Service Inc. from Joseph L. Maguire (48.6% before, none after) to Kenneth F. Maguire (32.4% before, 63.2% after) and John W. Angst (18.9% before, 36.8% after). Consideration: \$145,397.35. Principals formerly owned WMBA(AM) Ambridge, Pa. Action Aug. 12.

■ WCVU(AM) Portsmouth, Va.—FCC granted assignment of license from Seaboard Broadcasting Inc. to Rust Communications Group Inc. for \$525,000 plus \$120,000 for agreement not to compete (to be paid to Seaboard president). Sellers: Daniel P. Weing, president, et al. Buyers: William F. Rust Jr., president, et al. Buyers own WHAM(AM) and WHFM(FM) both Rochester, N.Y.; WPTR(AM) Albany, N.Y., and WAEB-AM-FM Albany, Pa. Action Aug. 11.

■ KTWD(FM) Spokane, Wash.—Broadcast Bureau assignment of license from Loren F. and Terry W. Denbrook to F. Kemper Freeman (46.67%), et al. for \$25,000. Mr. Freeman has interest in KFKE-AM-FM Bellevue, and KPEG(AM) Spokane, both Washington. Action Aug. 7.

■ KNDX(FM) Yakima, Wash.—Broadcast Bureau granted assignment of license and SCA from Corp. of Catholic Bishop to Marinar Broadcasting Co. for \$50,000. Sellers: Cornelius M. Power, incumbent, et al. Buyers: John E. Grant, president, George O. DeWitz, secretary (each 45%), and Thomas B. Purcell, vice president (10%). Messrs. Grant and DeWitz each own 50% of KRDR(AM) Gresham, Ore. Mr. Purcell is former owner of KGRO(AM) Gresham, now KRDR. Action Aug. 11.

When Sanford I. Wolff, executive secretary of the American Federation of Television and Radio Artists, began contract negotiations with the TV-radio networks last fall, he presented 319 separate demands.

However, the networks were not flabbergasted by the volume of new conditions and changes sought in the expiring contract, Mr. Wolff pointed out, because they are well aware of the complexities involved in framing more than 30 national and local codes to make up the master contract. These include provisions to cover such occupations as announcer, newsman, singer, dancer and actor appearing in such diverse areas as network TV and radio, spot radio and television, transcriptions, dramas, documentaries, commercials and phonograph recordings.

"In our final agreement, we managed to get about 150 changes through," Mr. Wolff said. "The negotiations took about nine months, but you must remember we had to take time out to brief our members on different proposals and the networks had to delay our talks from time to time to get into negotiations with other unions.

"Though we started last September and our contract actually expired last November, we continued to work while we talked. And I don't feel that an intricate negotiation such as ours can be completed in a shorter time."

Though the basic issues of wages and hours that occupied the old-line labor leaders are still paramount today, Mr. Wolff stressed that a union can and must get provisions that spell out the wages and fees, working conditions and fringe benefits for specific categories of membership.

Mr. Wolff, called Bud by his friends and industry acquaintances, is part of a new breed of union officials that has emerged in the entertainment field. He was never an actor or an announcer, but was trained in the law and practiced for more than 20 years before he assumed his AFTRA post in 1968.

His early ambition in life was to be a school teacher. But when he received his degree from Knox College in 1936, opportunities in the field of education were limited and salaries were extremely low.

"What really soured me on teaching at the time," he recalled, "was that a classmate of mine who was an excellent athlete got a teaching position that paid \$65 a month—and he had to coach on the side."

Mr. Wolff opted for a career in law and enrolled at the University of Chicago law school. He helped work his way through by serving as a clerk with a law firm. He received his degree in 1940, practiced briefly and decided in

His common sense brings harmony into labor talks

early 1941 to enlist in the Army.

"At that time the draft was on and service was for one year," he recalled. "Good jobs were hard to get if you faced the Army call. So I decided to enlist to get it over with. But, with Pearl Harbor, it turned out to be a five-year hitch."

Mr. Wolff distinguished himself in military service, serving as an infantry officer in New Guinea, the Central Pacific, the Philippines and Japan. His citations include the Purple Heart, the Bronze Star and the Silver Star. He was discharged as a lieutenant-colonel.

In 1946, he returned to his old law firm and became a partner in two years. In 1950 he formed his own firm, which specialized in tax work and estate planning, but included some entertainment unions among its clients.

By the time he was offered the post

Week's Profile



Sanford Irving Wolff—executive secretary, American Federation of Television and Radio Artists, New York; b. April 13, 1915, Chicago; B.A., Knox College, Galesburg, Ill., 1936; JD, University of Chicago Law School, 1940; attorney with David Riskin, Chicago, 1940-41; U.S. Army, 1941-46; attorney and later partner with David Riskin, 1946-50; partner in Morse & Wolff, Chicago, 1950 to present; executive secretary of AFTRA since 1968; m. Ann Barry of New York, March 1970; children (by former marriage)—Paul, 24, David, 15; Laura, 9; member—Friar's Club, New York; Chicago Urban League; American Bar Association and Association of the Bar of New York.

of executive secretary of AFTRA in 1968, Mr. Wolff was well versed in labor law and labor negotiations. His law firm represented many performers in broadcasting, as well as the Central Region of AFTRA, the American Guild of Musical Artists and the Screen Actors Guild.

He was reluctant to accept the AFTRA offer at first because he enjoyed his work and life in Chicago.

In early 1968, when the former executive secretary left abruptly during the negotiations for a contract with the phonograph-recording industry, Mr. Wolff agreed to handle the contract talks. He consented later to assume the top post at the 24,000-member union with the proviso that he be able to retain his interest in his Chicago law firm.

Mr. Wolff is a tall, trimly built man with an informal manner, who uses direct, simple speech. He is well liked and respected by his co-workers as well as those on both sides of the negotiating table. One management executive who has seen Mr. Wolff in action during contract talks over the years provided this evaluation:

"Bud is honest and direct in his approach. He is not prone to histrionics and he doesn't exaggerate. He has a lot of credibility. He is low-keyed but a persistent advocate of his own interests.

"He is an excellent negotiator, and when he gives in on one demand, he will expect management to relent in another area. He keeps in touch with his membership and is attuned to the prevailing sentiments, which is important today when about two-thirds of the agreements are rejected by members."

Mr. Wolff pointed out that beyond achieving wage and fringe-benefit increases for members during the last round of national negotiations, AFTRA was able to garner gains in working conditions for many of its members.

"At the same time, we have to be realistic," he said. "For example, we actually accepted a reduction in the network radio program spot rate because business in this area has gone down. On the other hand, we gained 25% in the radio transcription rate."

There are two areas in which AFTRA hopes to make gains in the years ahead, Mr. Wolff said, but conceded they posed problems. He said that the union would like to have the right to respect the picket lines of other unions and the right to withdraw programs recorded by its members from the air during the period of a strike.

For relaxation, Mr. Wolff skis and plays tennis and listens to modern jazz records. One of his new hobbies is raising quarter horses on a ranch in Colorado.

Newspapers, please copy

Well, let's see now, in fairness-doctrine interpretations of the past couple of weeks the FCC has ruled that broadcasters should sell time for political fund raising but may decline to sell time for political comment. Got that straight?

If the President makes one speech on Indochina, nobody is entitled to time to reply, but if he appears five times, networks must make some unstated amount of time available to unidentified spokesmen to present contrasting views. On the other hand, the delivery of 25 minutes on CBS-TV to the Democratic National Committee chairman for a presentation of opposition to the President's policies entitles the Republicans to time to reply. But why go on?

The more the commission interprets the fairness doctrine the more tangled the doctrine becomes. That is not the fault of the commission. It is the inherent fault of the theory that fairness can be objectively measured by standards acceptable to all parties in dispute. A lively demonstration of the folly of that theory is presented in the rival pleadings filed by Republicans and Democrats in recent weeks.

The evidence accumulates that the equal-time rule for candidates and the time-to-reply principle for contrasting views serve only to discourage the robust debate that the First Amendment was written to encourage. Both the rule and the principle are now embedded in Section 315, the political-broadcasting law. As long as Section 315 is on the books, the First Amendment is a joke.

Are we overblowing the dangers? As reported in this publication's Aug. 17 issue, two congressmen have introduced bills to impose the fairness doctrine on newspapers. If newspapermen think that's funny, they are herewith reminded that broadcasters 10 years ago would have laughed at a prediction of the FCC's rulings this month.

Concoction

FCC Commissioner Kenneth A. Cox, who is ticketed to leave the agency whenever his friends in the Senate get around to confirming his successor, has been a dedicated public servant. He has been dedicated to the belief that the government should be the over-all supervisor of American radio and television programming.

Back when Mr. Cox was chief of the FCC's Broadcast Bureau, he was discovered to have been conducting a campaign, without the knowledge of the commissioners then in office, to induce license-renewal applicants to reshape their programming to his specifications. As described in this publication's issue of Dec. 3, 1962, the Cox underground operated with relentless efficiency until it was unmasked.

Stations submitting program proposals that fell below Mr. Cox's marks would get formal letters, signed not by Mr. Cox but by that faceless terror, "the secretary" of the FCC, raising needling questions. How did the applicant justify the imbalance between commercial and sustaining programs? Would the public interest be served by an increase of local-discussion programs in prime time?

Broadcasters who replied by sticking to their plans more often than not got other letters raising still more questions. As the correspondence went on, so did the delay in license renewal. The word finally got around that the way to expedite favorable action was to read the tea leaves in the first letter and modify program proposals accordingly.

Upon discovery, the commissioners themselves queered Mr.

Cox's campaign, but three months later, after appointment by President Kennedy, he was one of them. It now looks as if he intends to make a last, desperate attempt to get some form of his squeeze play adopted.

Scheduled for consideration at the FCC's Aug. 26 meeting is a plan proposed by Mr. Cox, in association with his frequent accomplice, Nicholas Johnson, to establish minimum standards for time to be devoted to news and public affairs. Also set for discussion are maximum standards for commercial content. The two would constitute exactly the kind of institutionalized supervision that Mr. Cox has persistently sought.

There may be some commissioners who think a going-away gift is in order. But however sentimental the occasion, the delivery of radio and television into government bondage would be just a bit much.

Baleful 50th

Broadcasting's 50th anniversary year is its most critical.

The most frequent question these sultry August days: "Are things as bad as they appear?"

The honest answer is they couldn't be much worse.

The Washington attitude, held by Republicans and Democrats alike, goes something like this:

The fat cats have had it too good long enough. Don't kill them, but let them know who's boss.

An increasing number of owners admit they would get out if the market were favorable. They confide that the "fun" of being a broadcaster has disappeared.

It is a little late for broadcasters to wonder what they have done wrong. They realize, of course, that some have acted like the rich kids on the block. They had more interest in the bottom line than in missionary work.

If the newly endowed Future of Broadcasting Committee of the National Association of Broadcasters, with full network-group backing, does not come up—and soon—with a well-reasoned plan, the proud and affluent broadcasting business might well find itself in the posture of magazines, motion-picture exhibitors and some newspapers.

The big difference is that broadcasters are paying the government to have it done to them.



Drawn for BROADCASTING by Sid Hix

"At this point we stopped running cute commercials and began telling viewers to get the hell down to the store and buy our product!"

Houston is

a super-city with big plans!

In the last decade, Houston added 14 multi-story buildings to its downtown skyline...a remarkable increase of 6 million square feet of office space in the central business core alone.

Already in the first five months of this new decade, more construction has been announced or started than was actually realized in all of the Sixties. Only Houston could top its own phenomenal growth pattern!

Houston is...a powerfully attractive market that is drawing big investment dollars, gigantic business firms, and experiencing a startling population growth...over 38% in the last 10 years.

Houston is...the center of an unprecedented building boom...including:

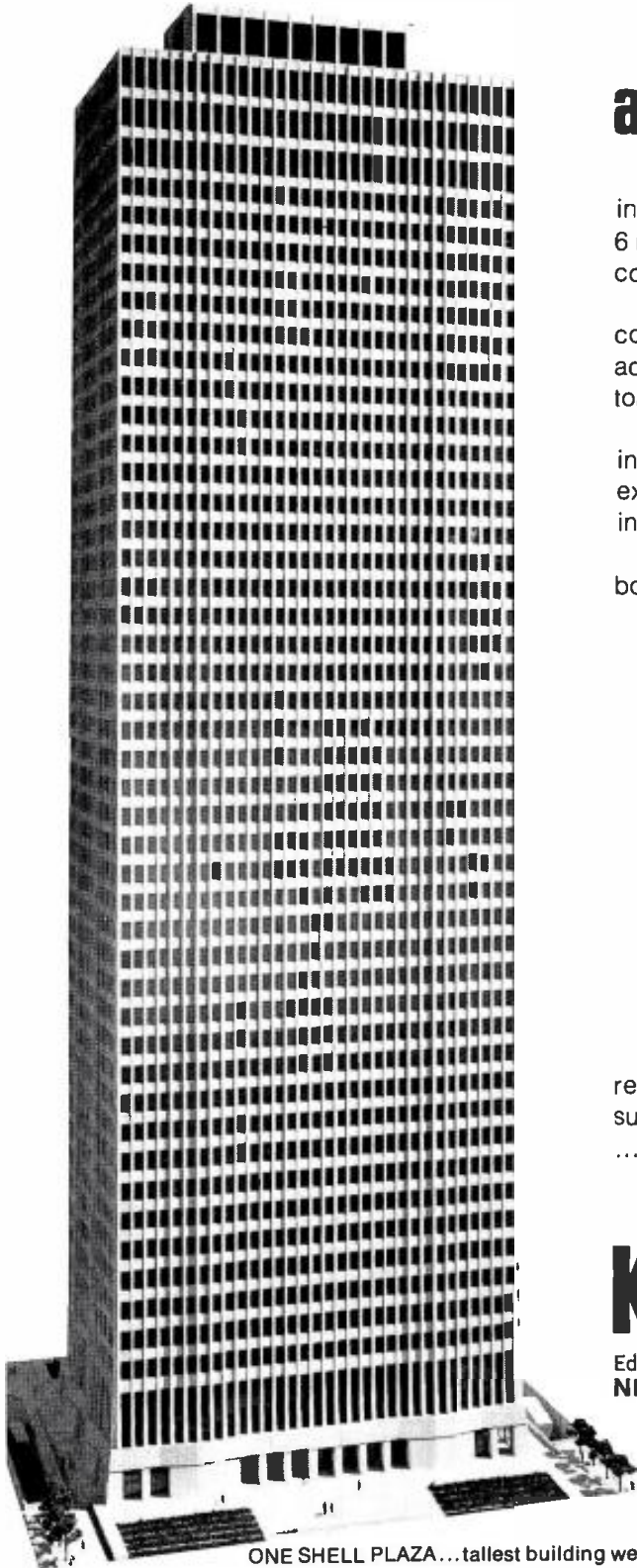
- Shell's PLAZA DEL ORO—a \$1.5 billion, 526-acre development embracing the Astrodome...ONE SHELL PLAZA—50 stories, tallest building west of the Mississippi...and TWO SHELL PLAZA—a 29-story structure on the way up even before its sister building is complete.
- GREENWAY PLAZA—an extraordinary 127-acre office/hotel/apartment environment in Houston's exploding Southwest area.
- TEXAS EASTERN'S billion-dollar, 32-block downtown urban master plan.
- A \$500 million, diversified 18-acre, 10-block downtown complex just announced by TRAMMELL CROW and METROPOLITAN LIFE.

Houston is...a farsighted approach to the future...with revolutionary building plans that specify totally self-sufficient new communities, novel means of transportation...and a keen respect for the environment.

Houston is...tomorrow happening today.

KPRC-TV/HOUSTON

Edward Petry & Co., National Representatives
NBC Affiliate



ONE SHELL PLAZA...tallest building west of the Mississippi, just one part of Houston's dramatic new skyline.



WMAL-TV calls a rat a rat.

Creeping blight isn't a pretty sight. Piles of garbage and bold, fat rats are disgusting. Frightening. Growing. And WMAL-TV isn't shy about telling Washington why.

WMAL-TV editorials deplore the short-sightedness of suburban councilmen who refuse to meet with D. C. officials to discuss metropolitan Washington housing needs. WMAL-

TV needles the people who fail to recognize that joint participation is the only way to attack area-wide housing problems. WMAL-TV points a finger at so-called planners who excel at platitudes instead of action.

When WMAL-TV talks about blight, it's more than just a conversation piece. It's a serious effort to help prevent an epidemic that could kill suburbs

just as surely as it's consuming the heart of the nation's capital.

People everywhere in the Washington area share WMAL-TV's concern. So they listen to WMAL-TV. Because they get the story. Straight.

WMAL-TV^{abc}

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

MEMORIAL LIBRARY 1970: Our 39th Year: \$1.00
SOUTHWESTERN COLLEGE



AUG 27 1970

WINFIELD,

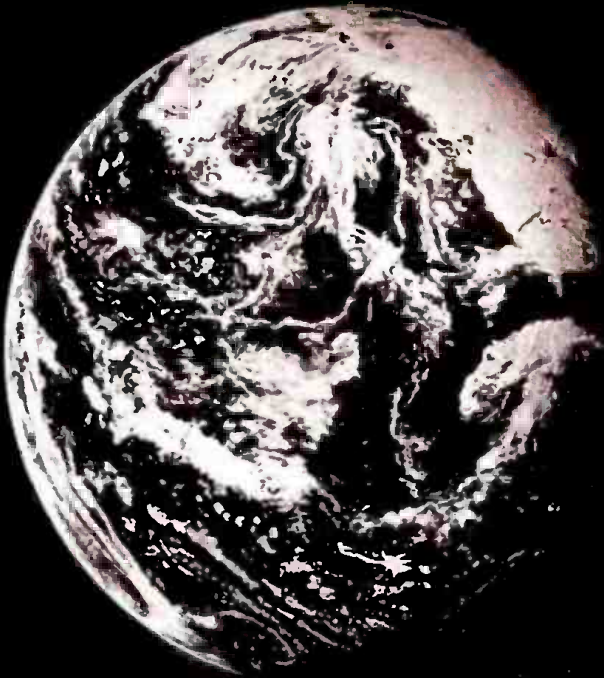
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC heads for showdown meeting this week
Ken Cox: at center stage for final act
How competitors line up for domestic satellites
Fairness case queers CBS-TV's 'Loyal Opposition'

67156
SOUTHWESTERN COLLEGE
LIBRARY
WINFIELD, KS 67156
E50746CCK<JUN/71

DISTURBIA...



AS OUTER SPACE BECOMES SUBURBIA, AND OUR WORLD HAS SHRINKING PAINS — WMAL RADIO DISTINGUISHES THE FACTS WITH AWARD-WINNING PERSPECTIVE — LIVELY NEWS-IN-CONTINUITY FOR WASHINGTON, D.C.!

WMAL RADIO

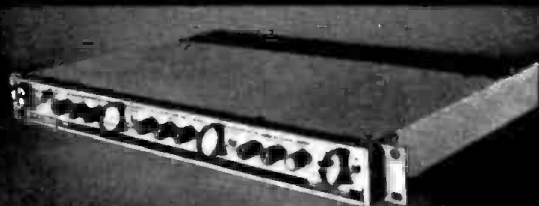
WASHINGTON, D.C.
THE EVENING STAR
BROADCASTING COMPANY
CALL MCGAVREN, GUILD-PGW FOR
WASHINGTON'S HOTTEST RADIO STORY!

Color Calisthenics?



Up Down, Up Down . . . despite all the advances in color receivers and broadcasting techniques, the only way the viewer can cope with color variations from one program segment to the next is to keep adjusting the hue control on his set. Even an athlete can't keep up with it! Now, the CBS Laboratories' Color Corrector changes all that. For the first time the broadcaster can correct encoded signals at a single viewing point to achieve consistent color values from a variety of signal sources. Program material from cameras, tapes and film with wide ranging color values can be matched to each other to reduce the viewer's subjective shock from one program segment to the next. The Color Corrector can be installed with cameras or VTR's or film chains or in the program line.

Let your audience relax.
Write or call collect. 203-327-2000.



PROFESSIONAL PRODUCTS

CBS LABORATORIES

A Division of Columbia Broadcasting System, Inc., 227 High Ridge Road, Stamford, Connecticut 06905

They laughed when he
sat down at the typewriter.
They didn't know he was programming
the station for a week in advance!



We don't recommend that the night
maintenance man program your station.

But he could—with just a few hours of
training on the new Schafer 8000 Automation
System.

Imagine. A system that gives you 21 times
more walk-away—that can increase "people
utilization" by 100% or more—that
automatically types the program log. A system
which you can't possibly outgrow.

Mind boggling but true. Because with the
Schafer 8000 you can individually program
each day of the week up to 7 days in advance.
Then, without disturbing the basic structure,
you can add, delete or change segments at will.
Merely by typing a few simple commands on
the system typewriter.

And don't let the word "computer" shake
you. Ours is the size of a stereo receiver. It's
about as simple to use as your office calculator.
Simple yes. But far more flexible and
expandable than any other system.

Our new 16-page brochure is must
reading for everyone in AM and FM radio.
Just mail the coupon.

schafer

Schafer Electronics, 9119 De Soto Avenue,
Chatsworth, California 91311 (213) 882-2000
A division of Applied Magnetics Corporation

Send me the new brochure describing the Schafer 8000

name

title

station

phone

address

city

state

zip

**MEMORIAL LIBRARY
SOUTHWESTERN COLLEGE**

AUG 27 1970

WINFIELD, KANSAS

accent on action!



The attention of the Dallas-Fort Worth football televiewer will again be focused on the action-packed KDFW-TV special telecasts of the Dallas Cowboy pre-season games, in addition to the CBS-TV/NFL games.

Channel 4 dominated last season's football viewing, reaching 388,000 adults per average quarter hour, compared to 217,000 adults for the station telecasting collegiate football and 59,000 adults for the station telecasting other professional football.*

To score with the football fans in the nation's 12th ranked television market, contact your H-R representative for Dallas Cowboy and NFL availabilities.

*November, 1969 ARB
Television Audience Estimates
Program Audiences
Total Survey Area

KDFW-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

A certain expertise

House Investigations Subcommittee investigators, no strangers to FCC files and halls, are on prowl at commission again. Their interest this time is payola, and what commission is doing to stamp it out. Purpose of check is unknown, but observers recall that subcommittee's parent Commerce Committee, which has oversight responsibility for commission, held headline-making hearings on payola and plugola in broadcasting some 10 years ago.

One ironic twist Washington observers were quick to point out in committee's renewal of interest in subject involves committee chairman, Representative Harley O. Staggers (D-W.Va.). He is one of several members of House and Senate revealed to have been renting prestige cars at rates far below those otherwise available. He turned in Lincoln Continental he had been renting, for \$750 yearly (normal rental is \$3,480), after story broke in press three weeks ago.

Many chances

Guessing game on what Ken Cox will do to earn living when he leaves FCC probably will be ended next weekend. Only thing certain is that he will remain in Washington. But he reportedly has under consideration at least two propositions from law firms: His former FCC colleague, Newton Minow, wants him to open Washington branch of Mr. Minow's Chicago law firm; old established Washington law firm of Haley, Bader & Potts has offered him quarters as counselor to firm, one of whose important clients is Microwave Communications Inc., new entity in domestic carrier field. Another common-carrier entity in esoteric field of data transmission also in category of satellite hopefuls, Data Transmission Co., also is regarded as possible employer of departing commissioner.

Mysterious hang-up

Suddenly it develops that Republican, not Democrat, was responsible for delaying Senate confirmation of Sherman Unger to FCC. Chairman Warren Magnuson (D-Wash.) of Senate Commerce Committee confirmed report that no hearing date had been set as courtesy to at least one GOP committee member, identity not disclosed. Mr. Unger, who has resigned as general counsel for Department of Housing and Urban Development, was named for 10

months remaining in term of Commissioner Robert Wells, who has been nominated for new seven-year term, succeeding Commissioner Ken Cox.

Chairman Magnuson said confirmation hearings would be scheduled soon, and administration source predicted date would be set this week after Mr. Cox attends his last meeting on Wednesday (see page 19). Committee has received only three requests to be heard on nominations: from Black Efforts for Soul in Television (BEST), Action for Children's Television (ACT), Boston-based women's group that has asked FCC to ban all advertising in children's programing and require broadcasters to carry minimum of 14 hours weekly of adless kiddie shows, and Anthony Martin-Trigona, ex-UHF broadcaster who has attacked network affiliation policies before FCC and other forums.

Faint blooming

It may be smaller than man's hand, but some sources close to spot TV and radio business think they can discern—at least vaguely—some justification for believing sales will pick up sooner than commonly expected. If that happens, they figure they will weather 1970 in better shape than had previously seemed likely. Others, while not going that far toward predicting upturn, do take comfort from their observation that, as one put it, "Salesmen are not griping about the third quarter nearly as much as they did about the second."

Money tree

Noncommercial-television interests are eyeing cable-television acquisition as potential source of permanent financial support. Children's Television Workshop, New York-based producer of widely promoted *Seesame Street*, is expected soon to file application for cable franchise in Washington—where seven other applicants, all commercial, have been on file for as long as year. (So far District of Columbia government has set no terms for CATV introduction or operation.) One commercial-TV broadcaster has estimated it would take as much as \$100 million to wire Washington with modern cable plant.

Another noncommercial entity taking hard look at CATV ownership is KCET(TV) Los Angeles. That station is moving toward establishment of separate corporation that would acquire cable franchises and existing systems. Under consideration is Beverly Hills, Calif., franchise. Thought is also be-

ing given to possibility that ban on network ownership of cable may put number of other California CATV's on market. KCET's cable aspirations are contingent on aid from Ford Foundation.

Thumb in dike

FCC Chairman Dean Burch's latest campaign is to plug leaks at FCC. Word of it leaked last week. In his unusual, if not unprecedented, statement last week upbraiding newspapers and magazines for inept coverage of FCC fairness doctrine package rulings (page 28), Mr. Burch, who was on week's holiday at nearby Rehoboth Beach, Del., observed that FCC's advance press-release innovation was designed to "alleviate the insidious practice of news reports based on internal leaks from within the commission."

What he didn't say was that he was incensed over what had happened week before when interim report of conglomerate study task force (BROADCASTING, Aug. 17) was made available to *Wall Street Journal*, FCC had released mere statement that preliminary study would be pursued. Aroused over this, as breach of confidence, Mr. Burch ordered inquiry, and FCC's chief security officer, Fred Goldsmith, is on prowl.

Double Huntley

Five-minute, five-a-week TV and radio commentaries by Chet Huntley, retired NBC newsmen, are due to start on air Sept. 14 on syndicated basis. Deal is through Horizon Communications Corp., in which he has stock interest ("Closed Circuit," May 11). It's understood syndication of TV commentaries will be handled by MG Films, radio commentaries by UPI Audio. In production, mostly in New York, commentaries will be "simulcasts."

Another media house

Now Detroit will have its own version of timebuying specialist, American Media Group Inc., expected to be announced soon. It will operate on flat "up front" fee basis only, assist regular agency media departments or clients. Buying savings are to be returned to agency or sponsor or used to extend campaigns. Fee is based on total budget size. Principals include two ABC television spot sales veterans, Ron Hammer and Roy Wade, and Pat Connelly, formerly with McCann-Erickson, Detroit. Big initial market: fall political campaigns.



GIVE AND LET LIVE. In Cleveland, as elsewhere, there are people who need kidney transplants to live. But donors are not easy to find. In a "Montage" program called "A Legacy of Life," WKYC-TV showed a film of a kidney transplant operation, and appealed to viewers to register as donors in the event of death. ■ In 48 hours, 1500 viewers requested donor registration cards. By the end of three weeks, the total had reached 20,000. ■ "A Legacy Of Life" was unusual television fare, but just one more example of the way WKYC-TV involves itself with this city. It's typical, too, of the way *each* NBC Television Station recognizes community problems—and responds.

*For more information, write to "A Legacy of Life" WKYC-TV, P. O. Box 5912, Cleveland, Ohio 44115

The NBC Television Stations  Community Service. Community Involvement.

WNBC-TV New York/WRC-TV Washington, DC/WKYC-TV Cleveland/WMAQ-TV Chicago/KNBC Los Angeles

FCC's agenda for meeting this week includes controversial one-to-customer rule. However, it appears unlikely final action will be taken before Sept. 1 departure of Commissioner Cox, whose vote would be crucial. See . . .

FCC heads for showdown this week . . . 19

When Kenneth A. Cox leaves FCC Sept. 1, commission will lose last of tough-minded members named by President Kennedy. Group was dedicated to using commission as instrument to affect product of broadcasting. See . . .

At center stage for last act . . . 19

Philadelphia lawyer Miles W. Kirkpatrick appears certain for confirmation as new head of Federal Trade Commission; is subjected to close questioning on print cigarette advertising by Senator Frank E. Moss (D-Utah). See . . .

Cigarette print ads worry Moss . . . 22

House closes shop for Labor Day recess without voting on political broadcasting bill. Now measure could not take effect until late October, setback for Democrats who wanted passage before Nov. 3 elections. See . . .

Campaign-spending measure bogs down . . . 26

FCC Chairman Dean Burch levels sharp and detailed criticism at number of leading newspapers and magazines for what he feels was careless reporting of commission's fairness decision. See . . .

Press carelessness irks Burch . . . 28

CBS suspends 'Loyal Opposition' show after FCC rules network must afford equal time to Republican spokesman to reply to Democratic National Committee Chairman O'Brien's appearance. See . . .

CBS takes 'Opposition' off the air . . . 34

Daytime and prime-time product hit hard on drug-abuse problem through 'subtle sell' of entertainment; source of inspiration credited to White House conference with media men on turn on, tune in, drop-out craze. See . . .

TV backing Nixon on drug abuse . . . 36

Senator John McClellan (D-Ark.) says no further action on Senate copyright revision bill will be sought until next year. He introduces resolution temporarily extending protection in certain cases to Dec. 31, 1971. See . . .

No new copyright bill this year . . . 39

As the football season draws near, NFL Films camera crews stand ready to capture the action of 182 National Football League games, later to be shown before, during and after live telecasts. See . . .

Everything but the live action . . . 40

Five prospective applicants for domestic communications satellite systems indicate they are working on filings but will need two to seven months to complete them. Networks say they need three months to begin preparations. See . . .

Satellite hopefuls seek more time . . . 42

Departments

AT DEADLINE	9	PROGRAMING	34
BROADCAST ADVERTISING	22	PROMOTION	50
CHANGING FORMATS	39	WEEK'S HEADLINERS	10
CHANGING HANDS	30	WEEK'S PROFILE	69
CLOSED CIRCUIT	5		
DATEBOOK	14		
EDITORIALS	70		
EQUIPMENT & ENGINEERING	42		
FATES & FORTUNES	55		
FOCUS ON FINANCE	50		
FOR THE RECORD	58		
INTERNATIONAL	33		
LEAD STORY	19		
THE MEDIA	28		
MONDAY MEMO	16		
OPEN MIKE	12		



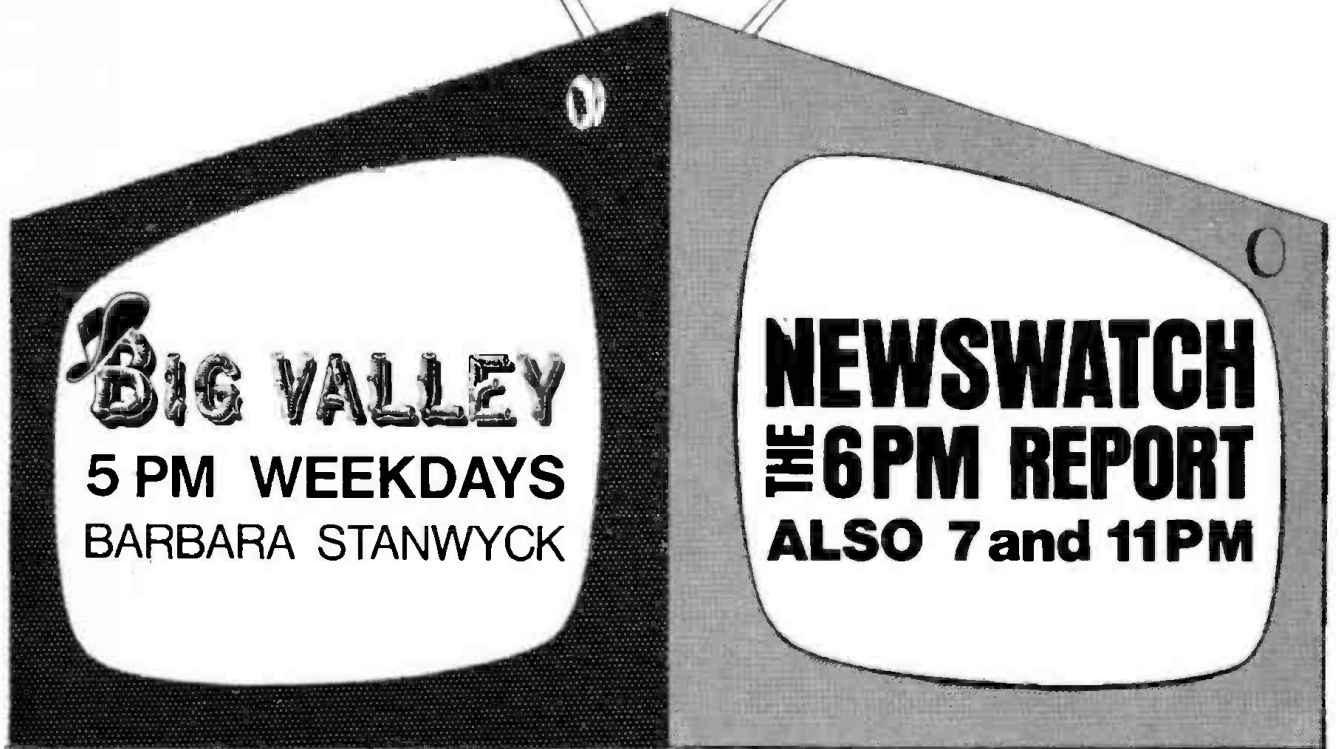
Broadcasting

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 \$14.00. Add \$4.00 per year for Canada and \$6.00 for all other foreign countries. Subscriber's occupation required. Regular issues \$1.00 per copy. BROADCASTING YEARBOOK published each January, \$13.50 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.

NOW!
TWO
NEW
ONES
ON
2



Supported by a continuous multi-media promotion campaign — newspapers, radio, king-size bus posters, TV magazines, merchandising aids, on-air promotion!

No Wonder . . . In Maryland Most People Watch

WMAR-TV



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

A CBS AFFILIATE

NBC sets antiwar talk

NBC reacted Friday (Aug. 21) to FCC's fairness-doctrine ruling requiring networks to provide time for views opposing President's on Indochina, by scheduling half-hour in prime TV Monday, Aug. 31.

Network said Democratic Senators William Fulbright of Arkansas and George McGovern of South Dakota would discuss war issue on NBC-TV in 7:30-8 p.m. EDT period. FCC had ruled that major networks must make prime time available to spokesmen for contrasting views to President in light of multiplicity of speeches made by Mr. Nixon on this issue (BROADCASTING, Aug. 17).

NBC said program "conforms" to FCC's fairness ruling, noting also that FCC had cited NBC as coming "closest to satisfying the requirements of the fairness doctrine" in providing opportunities to answer President.

NBC said program would be introduced by NBC News which also would supply "brief summary" at conclusion.

ABC and CBS said they had not yet completed plans for complying with FCC ruling.

Nominees to be heard

Confirmation hearings on four nominees to be directors of Corp. for Public Broadcasting will take place tomorrow (Aug. 25) before Senate Commerce Committee.

Last May President Nixon nominated for six-year terms John Hay Whitney, former ambassador to Great Britain under Eisenhower administration and principal stockholder in Corinthian Broadcasting Corp., and John D. Wrather, chairman and president of Wrather Corp., which owns Muzak Corp., Disneyland, hotels, and produces television programs (Lassie). Mr. Wrather is also 12% stockholder in Teleprompter Corp., multiple CATV owner. Nominated for reappointments were Frank E. Schooley, director of broadcasting, University of Illinois, and Saul Haas, chairman of KIRO Inc. (KIRO-AM-FM-TV Seattle).

At same hearings, nomination of Randolph A. Peterson, former president of Bank of America, as presidential appointee to board of communications Satellite Corp., will come up. Mr. Peterson, now public director, is taking place of Dr. William W. Hagerty of Drexel University, Philadelphia, who has been

elected as stockholder director.

Electronic logs touted

Electronic logging of broadcast commercials—at broadcasters' expense—is earnestly advocated by American Association of Advertising Agencies in statement being released today (Aug. 24).

Statement by AAAA's Operations Committee said: "The AAAA believes that proof of performance lies with the seller, not the buyer, and that it is proper for broadcast media to furnish and pay for electronic logging to verify the broadcast of commercials and the resulting time charges."

Of present proof systems, AAAA said: "There is today much dissatisfaction with station affidavits as a measure of performance. The [electronic] systems promise a marked improvement in logging, identification and verification."

AAAA said it "encouraged" stations to get into electronic logging "as soon as systems and services are proved practical and operative."

Officials of one system—International Digisonics—said their system was operative now in sense that it is monitoring TV commercials and that it will be operative in real sense in September when it starts issuing reports to 24 leading advertisers.

Encoding is also dealt with in Screen Actors Guild contracts, which say that when time comes whoever producers given commercial—whether advertiser, agency or production company—will be responsible for its encoding. Under contracts, move to recognize operative en-

Affiliates cry 'ouch'

Affiliates associations of three networks told FCC Friday (Aug. 21) that if local TV's are eventually authorized to own and operate earth stations for domestic communications satellite systems, they cannot be expected to pay fees exceeding cost of those facilities.

Comments from ABC, CBS and NBC affiliates groups came in joint request for declaratory ruling to clarify term "earth station" of commission's new few schedule. Affiliates said new schedule for common carrier earth stations requires \$500 filing fee and \$50,000 grant fee for initial construction permits.

Groups said it is not clear whether term is intended to include "relatively simple" receive-only ground stations used to provide satellite interconnec-

coding systems must be initiated by Industry/Guild Standing Policy Committee and must also have consent of Joint Policy Committee of AAAA and Association of National Advertisers as well as consent of American Federation of Television and Radio Artists.

Audicom Inc., New York, is "still in engineering phase" with its radio-TV monitoring system using audio rather than video code. Company was formed earlier this year by two former Wells, Rich, Greene executives, Robert Engleke and Wesley Hobson, and inventor Murray Crosby (BROADCASTING, March 9). It completed FCC-authorized tests last month that officials say proved system works but also turned up some station-equipment problems that they say can be resolved shortly. They've asked FCC for 90-day test extension for that purpose.

Third approach is that of Broadcast Advertisers Reports (BAR), commercial monitoring service, which has Videomatic video encoding-monitoring system. BAR has not installed Videomatic equipment in markets, however, contending standardized code is needed before any system gets under way.

Conglomerate query drawn

FCC has referred to Federal Office of Management and Budget for clearance questionnaire that it proposes to send to upwards of 50 licensees in its expanded study of conglomerate ownership of broadcast properties (BROADCASTING, Aug. 17).

Questionnaire is revised version of

tion services to local TV stations. They said they assumed term was intended to be synonymous with "satellite terminal station," which can transmit signals to or receive them from satellites.

Ownership by affiliates of receive-only ground stations is "most practical" method of assuring that users of satellite services receive economic and technological benefits from interconnection, they said, and local TV's could afford \$40,000-to-\$100,000 cost.

However, it was added, they could not afford them if burdensome fees apply to receive-only stations.

If fees are applicable to these facilities, affiliates concluded, charges should be comparable to those for other TV interconnection services such as point-to-point microwave radio or local television transmission.

Week's Headliners



Mr. Levy

David Levy, former VP in charge of television programming, Young and Rubicam Inc., Los Angeles, named executive VP in charge of television, Four Star International Inc., there. Mr. Levy was also VP at NBC-TV where he pioneered using feature motion pictures on television with *Saturday Night at the Movies*.

Willard C. Mackey Jr., VP-international marketing director, Coca-Cola Co., Atlanta, elected board chairman and chief executive officer of the Mar-



Mr. Mackey



Mr. Caravatt

schalk Co., New York, succeeding Paul J. Caravatt Jr. Mr. Caravatt will become chairman of executive committee and will assist Mr. Mackey in management of agency for next six months and then will join Interpublic Group of Companies Inc., New York, parent company of Marschalk, in executive capacity. James R. Heekin, president of Ogilvy & Mather Inc., New York, from 1966 until his resignation in December 1969, has joined Interpublic Group of Companies as executive VP.



Mr. Heekin

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

one that was sent to six companies in February, as commission was getting study underway.

Nine-page document contains 27 questions aimed at eliciting information on effects conglomerate ownership has on broadcast operations. As was true of pilot questionnaire, new one asks questions aimed at determining whether licensees with nonbroadcast interests use economic power to induce suppliers to buy advertising on their stations.

Questionnaire also asks what safeguards licensee has established to prevent nonbroadcast interests from affecting selection of broadcast matters, and in what manner ownership of non-broadcast holdings benefit broadcast operation.

Proposed questionnaire goes beyond pilot in several respects. It asks for information on interests of officers and principals of licensee's parent or related companies in financial institutions, other broadcast properties, publishing ventures, spot representation business and production or syndication company. And questionnaire reflects interest in licensee-related companies that serve as national spot representative for stations not owned by licensee's parent.

Unlike original questionnaire, proposed document does not have separate sections on station-affiliated newspapers and station-affiliated CATV systems. Presumably, questions concerning those

associations will be explored in current rulemaking aimed at breaking up multimedia holdings within individual markets.

Office of Management and Budget, which is required by law to approve questionnaire that any government agency sends to more than 10 parties, will confer with industry advisory committee before acting.

Committee on Communications Industry, headed by attorney Frank Fletcher, is composed of 13 representatives of broadcast, CATV and common carrier industries. And at least five broadcast-industry representatives are associated with companies that could be classed as owned by conglomerates—ABC, CBS, NBC, Westinghouse Broadcasting Co. and Avco Broadcasting Corp.

Toledo ducks test

Toledo, Ohio, has become third city in that state to forego definitive court fight on constitutionality of gross-receipts tax that cities across country impose on CATV systems they franchise.

Louis Young, director of law for city of Toledo, said Friday (Aug. 21) that city would not appeal opinion of Federal District Judge Don Young that city's franchise providing for gross-receipts tax violates interstate commerce clause of Constitution (BROAD-

CASTING, Aug. 17).

Judge Young had issued similar ruling in cases involving cities of Sandusky and Fremont earlier and he was upheld by appeals court. Last June, those cities decided not to seek Supreme Court review of appeals court decision (BROADCASTING, June 22).

Mr. Young, in saying no appeal would be taken, noted that Judge Young's decision in Sandusky-Fremont case had been upheld.

Union fracas erupts

WNEW-TV New York news director Ted Kavanau and station news producer Don Young were booked by police on charges of assault in second degree Friday (Aug. 21), as was their complainant, sound cameraman Michael Calvacca of WNBC-TV New York.

Action followed fracas on Thursday (Aug. 20) when union newsmen and cameramen from several New York stations and non-union camera crew from WNEW-TV staged camera-swinging melee in office of city's correction commissioner where they had assembled for assignment.

Union technicians of WNEW-TV have been on strike since May 22, and Mr. Kavanau and Mr. Young, as non-union supervisors were part of crew covering story for station. Mr. Calvacca and Robert Grainier, sound man for WABC-TV New York, were injured slightly in brawl.

Disturbance erupted, it was said, because union personnel at TV stations resented presence of non-union workers, who have been substituting for striking members of Local 794, International Alliance of Theatrical Stage Employees.

Technicians at WNEW-TV and at WTTG-TV Washington, both Metro-media stations, struck almost three months ago over issues of manning automated and computerized equipment; wages and fringe benefits. Negotiations have broken off several times and since Aug. 6, management and union officials have been meeting twice weekly with representatives of Federal Mediation and Conciliation Service.

Harry Daly services

Funeral services were scheduled to be held today (Aug. 24) for Harry J. Daly, 63, Washington communications lawyer for almost 40 years, who died Wednesday (Aug. 19) after heart attack in his office.

He was member of Federal Communications, District of Columbia, Maryland and American bar associations, and Knights of Columbus.

Interment was scheduled to be at Mount Olivet Cemetery, Washington. He leaves wife, Maryhelen, five daughters, son, and one grandson.

FAMOUS JURY TRIALS

A Sensational New Case for Strip Programming



Donnelly Rhodes

Tim Henry



New for first-run syndication.

52 Weeks.

Half-hour continuing drama
for daytime/evening striping.

New stories inspired by
actual courtroom cases.

Adapted for television by
famous writers.

Co-produced by Talent
Associates and 20th
Century-Fox TV.

Starring Donnelly Rhodes
and Tim Henry.

IN COLOR — ON VIDEOTAPE.

Available Now for a Fall Start!



INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

22nd CINE-MEETING
MILAN 23-31 OCTOBER 1970

2 GRAND AWARDS
FOR TV-FILMS

The International Film, TVfilm and Documentary Market (MIFED) is an international centre where feature, TV and documentary films are traded on a worldwide scale. Contacts are made there for negotiating agreements in any branch of film production, co-production, financing and the issue of import and export licences. Its comfortable quarters are provided with all modern facilities and include numerous studios for the projection of cinema and TV films. International telephone, cable, telex and telephoto services are available. Conference rooms and offices. All forms of business and secretarial assistance. Legal and notarial consultants. Medical advice. Dining rooms and bars. Advance bookings should be made to MIFED by letter or cable before 18 September.

For information and bookings write to: MIFED - Largo Domodossola 1 - 20145 Milano (Italy)
Telegrams: MIFED - Milano - Telex 33660 Fieramil
Delegation in Los Angeles: 1900 Avenue of the Stars - 90067 Los Angeles, Cal.
Delegation in London: 31 Old Burlington Street - London W1X 2DQ
Delegation in Paris: 90 Champs Elysées - 75 Paris 8^e - Telex 29642 Inconta
Delegation in Rome: via del Corso 184 - 00186 Roma

OpenMike

Puzzled by relaxing of rules

EDITOR: With reference to the story in BROADCASTING, Aug. 3 about the FCC easing requirements for first-class operators of radio stations, the broadcasting business is the only business where it gets easier for anyone off the street to get employment.

In all other professions, the standards and qualifications get higher and higher; in broadcasting it seems to get lower and lower.—Eddie Lane, Mount Pleasant, S.C.

It wasn't KRIS-TV's tower

EDITOR: The press around the world, including BROADCASTING Aug. 10, printed a picture and a story of a television tower that had fallen on our building and it appeared that KRIS-TV was operating under temporary conditions. We have received several notices from advertising agencies cancelling contracts until full operation is restored.

The problem is that this was not our tower. Our big tower is 14 miles west, near Robstown, Tex., and received no damage from this hurricane. We were able to return to the air with full power all studio facilities and network services as soon as power was restored to the area beginning Sunday, Aug. 9.—T. Frank Smith Sr. president, KRIS-TV Corpus Christi, Tex.

(The wire service photo caption identified the wreckage as a fallen TV tower, which was pictured atop KRIS-TV's building. Actually, the structure at one time belonged to KVBO-TV, a UHF that no longer exists. When the station went off the air, the tower was left standing on the property in back of KRIS-TV's studios. Due to the communications blackout in the wake of Hurricane Celia, BROADCASTING was unable to get these further details.)

BookNotes

"Color Film for Color Television," by Rodger J. Ross. Communications Arts Books, Hastings House, New York. 165 pp. \$10.00.

The intent of this book is to demonstrate to people in both motion pictures and TV methods for producing high quality color-TV material with film. The book contends that TV program production with film needs a different approach than motion-picture production. It offers an introduction to the principles of color TV, with practical information ranging from exposures, control of processing solutions, color printing, duplicating and adjusting color balance, to use of color slides and sound-track characteristics. Recent proposals for TV film review rooms and for standardized film reproduction are included. Mr. Ross is super-

Please send

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

SUBSCRIBER SERVICE

- 1 year \$14
 2 years \$27
 3 years \$35

Canada Add \$4 Per Year
Foreign Add \$6 Per Year

- Payment enclosed
 Bill me
 1971 Yearbook \$13.50
January Publication (cash only)
 1971 CATV Sourcebook
\$8.50

Off press fall 1970 (cash only)

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036

ADDRESS CHANGE: Print new address above and attach address label from a recent issue, or print old address including zip code. Please allow two weeks for processing. Mailing labels are addressed one to two issues in advance.



Announces a Breakthrough

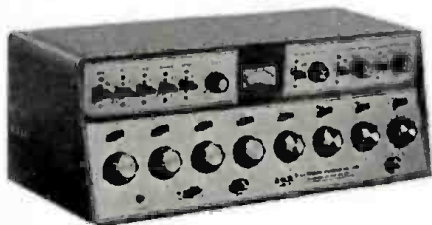
QUALITY CONSOLES AT REALISTIC PRICES!



**QRK-5
MONO PRE-WIRED
SYSTEM
\$1995**

QRK-5/5S Prewired Systems — Reflects the epitome of quality to produce either a mono or stereo system capable of serving as either a local or remote studio or production facility. Incorporates the QRK-5 (Mono) or QRK-5S (Stereo) console; (2) QRK-12C Turntables with synchronous motors; (2) Rek-O-Kut S-320 Stereo Tone Arms; (2) QRK F3 stereo cartridges; QRK Ultimate Preamplifiers; and substantial, pre-wired transportable furniture.

**QRK-5S
STEREO PRE-WIRED
SYSTEM
\$2995**



QRK-8 — 8 CHANNEL MONO . . . \$1695
QRK-8S — 8 CHANNEL STEREO . . \$2495

QRK-8/8S — 8 Channel Console — QRK offers a professional console with Altec faders; plug-in modules (3) pre-amplifiers; built-in power supply; 10 watt monitor amplifiers; independent audition and program channels; muting relays; cue amplifiers; built-in speaker; substantial capacity and ultimate access.



QRK-5 — 5 CHANNEL MONO \$995
QRK-5S — 5 CHANNEL STEREO . . \$1595

QRK-5/5S — 5 Channel Console — Both mono and stereo units incorporate Altec attenuators with cue switches in every fader, 10 watt monitoring amplifiers, plug-in modules, muting relays, and self-contained power supply. The stereo unit, QRK-5S contains independent audition and program channels as well as a cue amplifier. Both consoles have substantial capacity and total access.

main office
CCA ELECTRONICS CORPORATION
716 Jersey Ave., Gloucester City, N. J. 08030
Phone: (609) 456-1716

subsidiary
QRK ELECTRONIC PRODUCTS INC.
1568 N. Sierra Vista, Fresno, Calif. 93703
Phone: (209) 251-4213

division
REK-O-KUT COMPANY, INC.
1568 N. Sierra Vista, Fresno, Calif. 93703
Phone: (209) 251-4213

M&H

"ARE THINGS GETTING TOUGH?"

Only you know. You may not know why, but you know if the decision making process is getting tougher.

Competition itself is tougher. Is it because the competitors are younger, smarter, or just better informed? It can't all be luck.

The bitter truth is, it takes more information at hand for management to make the right decisions now than it used to. Everybody's newscast is getting better. How do you make yours the best in town? How do you tell which of your on-the-air people from sign on to sign off are really helping you, and which ones aren't pulling their weight in rating points? The rating books can give you clues about fifteen minute segments; but these "estimates" tell you very little about people, and nothing about why things go wrong, particularly these days when rating points mean dollars that are even tougher to get.

The solution? That's our problem. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making specific follow-up suggestions—these are all part of it. Give us a call for a no obligation presentation. Make your life a little easier.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

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

visor of technical film operations for the Canadian Broadcasting Corp., and executive vice president, American Society of Motion Picture and TV Engineers.

"Introduction to Mass Communications," by Edwin Emery, Phillip H. Ault and Warren K. Agee. Dodd, Mead and Co., New York. 444 pp. \$7.95.

This is the third edition of a volume designed to acquaint students considering a career in mass communications with all areas of professional work—including newspaper, television and radio, magazines, book publishing, film making, photographic communication, press associations and syndicates, advertising, public relations and information writing, mass-communications research and teaching. Three chapters trace theories

of press freedom and the growth of the print media and of television, radio and film, with special emphasis on the current problems and criticism of the media.

"International Communication: Media-Channels-Function," edited by Heintz-Dietrich Fischer and John C. Merrill. Communications Arts Books, Hastings House. New York. 508 pp. \$12.95.

This collection of 41 essays is grouped to present a cross section of guidance and open discussion on almost every major world problem in communication. The specifically related readings in international communications begin with the broader, more general aspects of the area and work toward more specific concerns and areas of the field. The book is designed as a textbook, but also to be of interest to the general reader.

Datebook

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

■ Indicates first or revised listing.

August

Aug. 24-Sept. 4—Animation workshop conducted by *University Film Association* in conjunction with *Ohio State University*. Workshop will be conducted by Dr. Roy Madson, executive director, film, San Diego State University. Program covers story-boards, sound tracks, shooting scripts, art and cinematography for animation. Ohio State University, Columbus.

Aug. 25-28—Western electronic show and convention (WESCON). Los Angeles sports arena and Hollywood Park, Los Angeles.

September

Sept. 1—FCC administrative conference on pending rulemaking and inquiry regarding ownership of broadcast stocks by banks acting through their trust departments.

■Sept. 7-11—International Broadcasting Convention, sponsored by *Electronic Engineering Association*, *Institution of Electrical Engineers*, *Institute of Electrical and Electronics Engineers*, *Royal Television Society*, and *Society of Motion Picture and Television Engineers*. Inquiries: Secretariat, Savoy Place, London, W.C. 2. Grosvenor House, London.

Sept. 10-12—Annual fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

■Sept. 11—Florida CATV Association fall meeting. Coronado motor hotel, Fort Walton.

Sept. 11-13—Meeting of board of trustees, *Educational Foundation of American Women in Radio and Television Inc.* St. Louis.

Sept. 11-13—Meeting of *Maine Association of Broadcasters*, Sebasco Lodge, Sebasco Estates.

Sept. 14-15—CATV engineering seminar, Los Angeles. For further information, contact Mr. Phil Simon, Crown Electronics, 3657 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

Sept. 15—Public hearing of the *Canadian Radio-Television Commission*. Skyline hotel. Ottawa.

Sept. 15—Deadline for comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

Sept. 15—Deadline for comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF's.

Sept. 15—FCC hearing on renewal of Frontier Broadcasting Co. for KFBC-TV Cheyenne, Wyo.

Sept. 15—FCC evidentiary hearing in competitive proceeding for WPIX(TV) New York, to be held there. Previously scheduled for July 20.

■Sept. 16—FCC Chairman Dean Burch is to be

speaker at *International Radio & Television's Newsmaker luncheon*. Waldorf-Astoria hotel, New York.

Sept. 16—Semi-annual meeting, national awards committee, *National Academy of TV Arts and Sciences* to review Emmy Awards structure and procedures for 1970-71. Essex House, New York.

Sept. 16-18—Meeting of *Michigan Association of Broadcasters*. Hidden Valley, Gaylord.

Sept. 17-18—Seminar on low-light level imaging systems of *Society of Motion Picture and Television Engineers*. Airport Marina, Los Angeles.

Sept. 17-19—Semi-annual meeting, board of trustees, *National Academy of Television Arts and Sciences*, Essex House, New York.

Sept. 18-19—First annual tri-state (North Carolina, South Carolina and Virginia) programing clinic presented by *Smiles Group Broadcasting* to be held at WRNC(AM) Raleigh, N.C. Contact Bob Raleigh there.

Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 244-3699.

Sept. 21-24—10th annual convention, *Institute of Broadcasting Financial Management*, Statler Hilton, Washington.

Sept. 22-23—Annual *CBS Radio Affiliates Association* convention, New York Hilton hotel.

Sept. 22-26—Conference of *Radio-Television News Directors Association*. National editorial conference is to run concurrently, Brown Palace hotel, Denver.

Sept. 23-25—Meeting of *Minnesota Broadcasters Association*. St. Paul Hilton, St. Paul.

Sept. 24-25—Annual broadcast symposium, *Group on Broadcasting of Institute of Electrical and Electronic Engineers*. Four technical sessions are planned covering cable TV, AM and FM broadcasting, and one on TV receivers. Contact Edward L. Shuey, Ampex Corp., 7222 47th Street, Chevy Chase, Md. 20015. Washington Hilton hotel, Washington.

Sept. 25-27—Western area conference of *American Women in Radio and Television*, Rainbow hotel, Great Falls, Mont.

Sept. 25-27—Second annual joint meeting of boards of *Georgia, Florida, North Carolina, South Carolina State Broadcast Associations*. Ponte Vedra club, Ponte Vedra, Fla.

■Sept. 27-29—*Nebraska Broadcasters Association* annual convention. Omaha Hilton, Omaha.

Sept. 28—Meeting, *Radio Code Board of National Association of Broadcasters*. Agenda includes following topics: personal-product advertising, racetrack betting, review of advertising guidelines for alcoholic beverages. Jack Tar hotel, San Francisco.

Sept. 28-29—Fall display meeting, *Pacific Northwest Cable Television Association*. Hanford House

convention center, Richland, Wash.

October

Oct. 1—Deadline for reply comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF's.

Oct. 1-2—Fall meeting of *New York State Cable Television Association*. Agenda and location to be announced.

Oct. 2-4—West central area conference of *American Women in Radio and Television*. Omaha Hilton hotel, Omaha.

Oct. 2-4—Northeast area conference of *American Women in Radio and Television*. Syracuse motor inn, Syracuse, N.Y.

Oct. 4-6—Annual fall convention, *New Jersey Broadcasters Association*. Pocono Manor Inn, Pocono Manor, Pa.

Oct. 4-7—Western region meeting, *American Association of Advertising Agencies*. Broadmoor, Colorado Springs.

Oct. 4-9—103rd technical conference of *Society of Motion Picture and Television Engineers*. Speaker: David V. Picker, president of United Artists.

Oct. 7—Deadline for comments of FCC's proposed rules concerning extent of local, state and federal regulation of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

Oct. 7-9—Annual fall meeting of *Pennsylvania Community Antenna Television Association*. LeChateau, White Haven.

Oct. 11-13—Annual convention, *North Carolina Association of Broadcasters*. Downtowner Motor Inn, Fayetteville, N.C.

Oct. 12-13—Meeting of Midwest chapter, *National Religious Broadcasters*. Mr. President Motor Inn, Grand Rapids, Mich.

Oct. 12-14—First *International Symposium of TV Cassettes*. Hollywood Paladium, Los Angeles.

Oct. 12-15—Fall conference, *Electronic Industries Association*. Fairmont hotel, San Francisco.

Oct. 13—Deadline for reply comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

Oct. 13-15—*Illinois Broadcasters Association* fall convention, LaSalle hotel, Chicago.

Oct. 15-16—Meeting of *Tennessee Broadcasters Association*. River Terrace, Gatlinburg.

Oct. 15-17—*Seventh Hollywood Festival of World Television*. Directors Guild of America Auditorium, Hollywood.

Oct. 15-17—*WAM-AM-FM* Nashville's Grand Ole Opry 45th birthday/anniversary celebration.

Oct. 16-18—Southwest area conference of *American Women in Radio and Television*. Raiderland inn, Lubbock, Tex.

Oct. 16-18—East central area conference of *American Women in Radio and Television*. Ponchartrain hotel, Detroit.

Oct. 19-20—CATV engineering seminar, State College, Pa. For further information, contact George P. Dixon, vice president, C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

Oct. 20—Annual radio commercials workshop, sponsored by *International Radio and Television Society*, Waldorf-Astoria hotel, New York.

Oct. 21—Pulse Man of the Year luncheon. Plaza hotel, New York.

Oct. 21-23—*Missouri Broadcasters Association* fall meeting. Plaza Inn, Kansas City.

Oct. 22-23—Annual fall convention, *Ohio Association of Broadcasters*. Neil House, Columbus.

Oct. 23-25—Southern area conference of *American Women in Radio and Television*. Marriott Motor Inn, Atlanta.

Oct. 23-31—22d Cine-meeting of *International Film, TV-Film and Documentary Market (MIFED)* in Milan, Italy. Market is for trading feature, TV and documentary films on worldwide basis. Advance bookings should be made to MIFED by letter or cable before Sept. 18. Address for information and bookings: MIFED-Largo Domodossola 1-20145 Milano (Italy). Telegrams: MIFED-Milano-Telex 33660 Fleramil.

Oct. 26-27—Fall convention of *Kentucky Broad-*

1970 National Association of Broadcasters conference schedule:

Oct. 19-20—Sheraton Biltmore, Atlanta.

Oct. 22-23—Palmer House, Chicago.

Oct. 26-27—Benjamin Franklin, Philadelphia.

Nov. 12-13—Montelone, New Orleans.

Nov. 16-17—Brown Palace, Denver.

Nov. 19-20—Mark Hopkins, San Francisco.

(For list of NAB's 1971 fall conference dates, see BROADCASTING June 29).

casters Association. Phoenix hotel, Lexington.

Oct. 28—Deadline for reply comments on FCC's proposed rules prohibiting TV broadcasters from local crossownership of CATV systems; concerning CATV technical standards and desirability of minimum channel requirements for future CATV's.

Oct. 29 - Nov. 1—Western Region fall conference, *American Advertising Federation*, Casa Royale, Bakersfield, Calif.

Oct. 30 - Nov. 1—Midwest area conference of *American Women in Radio and Television*. Cherry Hill Inn, Cherry Hill, N.J.

November

Nov. 2—Deadline for comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

Nov. 3-6—*New York State Educational Communication Association* convocation. Grossinger's, Grossinger, N.Y.

Nov. 5-7—Eleventh annual *Information Film Producers of America Conference*. Newporter inn, Newport Beach, Calif.

Nov. 5-7—Annual fall meeting, *Oregon Association of Broadcasters*. Ramada Inn, Portland, Ore.

Nov. 7—15th annual Pety promotion seminar, conducted by *Edward Pety & Co.* Astroworld motel, Houston.

Nov. 7-21—*Sixth Chicago International Film Festival*. Includes U.S. TV commercials competition. Write: Michael J. Kutza, 12 East Grand Avenue, Rm. 301, Chicago 60611.

Nov. 8-10—Annual convention, *Broadcast Promotion Association*. Astroworld complex, Houston.

Nov. 10—Public hearing of the *Canadian Radio-Television Commission*. Winnipeg Inn, Winnipeg, Man.

Nov. 10-11—National conference, *National Industrial Television Association* in conjunction with National Association of Educational Broadcasters Conference. Washington Hilton, Washington.

Nov. 11-14—*Sigma Delta Chi* convention. Palmer House, Chicago.

Nov. 12-13—*SMPTE-SPSE* tutorial seminar on "Technologies in Motion Picture Film Laboratories", Airport Marina, Los Angeles.

Nov. 13-15—Meeting of board of directors of *American Women in Radio and Television Inc.* Shoreham hotel, Washington.

Nov. 20—Third annual fall management seminar, *Kansas Association of Radio Broadcasters*, Radisson Hotel, Wichita.

Nov. 20-22—*Annual Radio Program Conference* sponsored and directed by Bill Gavin. Speakers and special presentations will relate to conference theme, which celebrates Golden anniversary of commercial broadcasting. Century Plaza hotel, Los Angeles.

Nov. 23—Deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulations of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

December

Dec. 1—Deadline for reply comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

Dec. 4—Annual meeting, *Arizona Broadcasters Association*, Mountain Shadows, Scottsdale.

January, 1971

Jan. 11-17, 1971—Triannual meeting, *Unda*, international Catholic association for radio and TV. Loyola university, New Orleans.

February, 1971

Feb. 4-6, 1971—New Mexico Broadcasters Association convention. Palms motor hotel, Las Cruces, N.M.

Feb. 16-18, 1971—Winter convention, *South Carolina Broadcasters Association*. Wade Hampton hotel, Columbia.

March, 1971

March 8-11, 1971—Spring conference, *Electronic Industries Association*. Statler Hilton hotel, Washington.

March 28-31, 1971—*National Association of Broadcasters* annual convention. Conrad Hilton, Chicago.

BROADCASTING PUBLICATIONS INC.

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

Broadcasting

THE BUSINESS PRIORITY OF TELEVISION AND RADIO

TELEVISION

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

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

EDITORIAL

Edwin H. James, *VP-executive editor*.
Rufus Crater, *editorial director (N.Y.)*
Art King, *managing editor*.
Frederick M. Fitzgerald, Earl B. Abrams, Leonard Zeidenberg, *senior editors*.
Joseph A. Esser, Steve Millard, Norman H. Oshrin, *associate editors*.
Alan Steele Jarvis, Mehri Martin, Timothy M. McLean, J. Daniel Rudy, Robert Sellers, *staff writers*.
Katrina Hart, Don Richard, Antoinette W. Roades, Steve Safferstone, *editorial assistants*.
Beth M. Hyre, *secretary to the editor and publisher*.
Erwin Ephron (*vice president, director of media, programing and media research, Carl Ally*), *research adviser*.

SALES

Maury Long, *VP-general manager*.
David N. Whitcombe, *director of marketing*.
Jill Newman, *classified advertising*.
Doris Kelly, *secretary to the VP-general manager*.

CIRCULATION

David N. Whitcombe, *director*.
Bill Criger, *subscription manager*.
Janice Gray, Kwentin Keenan, Mary Ann Lucki, Jean Powers, Shirley Taylor.

PRODUCTION

John F. Walen, *assistant to the publisher for production*.
George L. Dant, *production manager*.
Harry Stevens, *traffic manager*.
Bob Sandor, *production assistant*.

BUSINESS

Irving C. Miller, *comptroller*.
Sheila Thacker, Judith Mast, Laura Steel, *secretary to the executive vice president*.

BUREAUS

NEW YORK: 444 Madison Avenue, 10022. Phone: 212-755-0610.
Rufus Crater, *editorial director*; David Berlyn, Rocco Famighetti, *senior editors*; Helen Manasian, Cynthia Valentino, *staff writers*; Warren W. Middleton, *sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masefield, *Eastern sales manager*; Mary Adler, Harriette Weinberg, *advertising assistants*.

CHICAGO: 360 North Michigan Avenue, 60601. Phone: 312-236-4115.
Lawrence Christopher, *senior editor*.
James G. Croll, *Midwestern sales manager*.
Rose Adragna, *assistant*.

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Morris Gelman, *senior editor*.
Stephen Glassman, *staff writer*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

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

© 1970 by BROADCASTING Publications Inc.

The advertising message needs an added dimension

At an Association of National Advertisers seminar last April, it was concluded that television more or less remains entrenched as our number-one communications medium. E. H. Meyer, president of Grey Advertising, and Jim Duffy, president of ABC-TV, each made some interesting comments about the subject.

Mr. Meyer said that TV's two stalwart sources of support have been "the high and unflagging loyalty level of the TV audience" and the "total and unflinching degree of advertising and agency commitments to the medium. . . . The key problem facing television today lies in a very real possibility that both of these sources of strength may be beginning to undergo a dangerous erosion."

Mr. Duffy said: "How effective is TV today? It is not only serving so-called emerging affluent masses, but has become a pace-setter for their aspirations. This is caused by your commercials and our programs, probably in that order. There are some important new words in TV today—like 'reality, social awareness, now, communication.' Never before has our nation been faced with so many different problems—minority groups, crime in the cities, youngsters in trouble, general rebellion. We must keep changing our programming to keep pace."

Both statements are essentially about programming. One observes an erosion of TV's strengths; the other talks of pace-setting and need for change.

Meaningful quality programming is emerging more and more, and viewers are watching it. *Sesame Street* is doing a job long-needed and the timing now is right for it. *The Forsyte Saga* appeals to a sophisticated audience and this fall's *Civilization* series on National Education Television will be introduced on NBC with a special sponsored by Xerox. Other concepts embodying a combination of entertainment and information are being planned and produced. Will they be recognized and aired by advertisers on leading stations or will they be passed in favor of the more popular, safe vehicles? Such decisions can be made by advertisers.

For a number of reasons the advertising agency's programming role has lessened and concurrently programming has acquired a general quality of sameness.

Perhaps this is coincidence. The networks today split 90-plus percent of the audience rather evenly. If one falls way behind, it reprograms to maintain an efficiently delivered cost-per-thousand audience, an action demanded by many agencies and advertisers. Thus networks alone cannot be singled out for criticism.

Some numbers-only oriented program buyers should venture forth without their rating books and find out what is turning which people on and off. Sure, viewers want entertainment. They also want their minds and horizons expanded. They want truth. They would like less commercial clutter as well as less frenetic, contrived commercial presentation. We are on the brink of a creative-commercial break-through, fact and truth, and the sooner we get to this point the better.

Our problems today stem from the industrial-technical revolution and the population explosion, which oddly enough are compounded by a singular lack of two-sided communication in this age of communication—television communication.

Networks and stations have their work cut out for them. A president recently suggested that his network will become more involved with issues, weaving them into programs. Advertisers and agencies also have provocative opportunities to take the initiative and propel television up and out of its lethargy. A few have already begun.

Pick a problem, Mr. Advertiser. Create an advertising campaign. Relate it to the problem and its solution. Tie the two together with multimedia use. Make people aware and offer solutions just as product and service advertising does. Close the gap, encourage cour-

tesy, start an antilitter (cleanliness) program. A candy company could endear itself to mothers by promoting the brushing of teeth to children. Create a positive, good company aura. Let people know you also care about them and want them to care about you.

A paper company could extol the merits and how-to of family camping. A chemical company could promote safety at home as Mobil does on the road. A computer company could explain the need and how-to of basic communications. General Electric could promote numbered, color-keyed labeling for fabrics—enough of all those lost and complicated unread cleaning tags—and then match it on their washing machines.

Much consumerism is justified and long overdue. Products must improve or fail. Many big companies must re-establish their leadership position. The product has to match up and even exceed expectations. If on a par with other products, the company might well have something extra going for it, such as a public-relations effort in an area of interest to their customers.

Advertisers can also encourage their agencies to find or create suitable programs for sponsorship. Scatter buying may reach more bodies statistically but the clutter factor can make information retention difficult, if not impossible, depending on the expertise of production and placement. Sponsorship of the right program for the right advertiser in the right markets can generate a lot of viewer and consumer loyalty.

Networks, agencies and advertisers have the most wonderful access to communications and such a need for its proper use. Reach out and do it now before it's too late.



Richard H. Depew rose to general programming executive at ABC-TV before moving in 1957 to Cunningham & Walsh, where he was director of TV programming from 1961 to 1965. He then moved to Ogilvy & Mather and, in 1967, to his present post as vice president, media and programming, at F&S&R, where his contributions have included the program-buying/placement concept exemplified by Alcoa's sponsorship of Life-produced specials on Hughes Television Network this year.

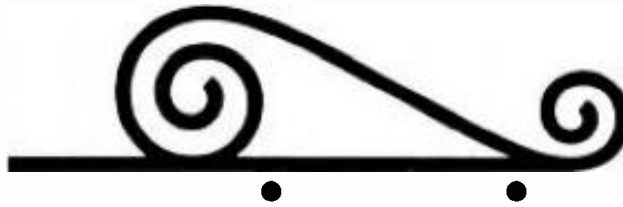
Effective August 3, 1970.....



KCRA-TV
Channel 3

Sacramento-Stockton

now represented by—



STORER TELEVISION SALES

NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA

KRON-TV

KRON-TV

KRON-TV

KRON-TV

KRON-TV

**People who can view
PGW represented
TV stations**

**will take
54,100,000 airline trips
this year.**

Do you sell air travel?

**You can sell more
with spot TV**

...and we can show you how
...market by market
...season by season

PETERS GRIFFIN WOODWARD INC.

Source: Special Brand Rating Index Analysis commissioned by PGW research and projected to total consumer universe.

FCC heads for showdown this week

In last meeting with pre-Nixon majority on hand, question is whether crucial votes can be put off

The FCC is preparing a meaty agenda for its Aug. 26 meeting—the last that Commissioner Kenneth A. Cox is expected to attend—and the meatiest items have long been of interest to the outgoing Democrat.

But the way the agenda is shaping up, the meeting may leave unresolved, and therefore in doubt, the fate of one of the most controversial regulations ever adopted by the commission—the so-called one-to-a-customer rule.

Other items include proposed license-renewal and station-commercialization standards, and the wisdom of approving agreements under which stations reimburse citizens groups that withdraw petitions to deny their licenses.

The one-to-a-customer rule, which prohibits the owner of a full-time station from acquiring another full-time outlet in the same market, was adopted in March in the face of heavy industry opposition (BROADCASTING, March 30).

At the same time, the commission proposed rules to break up existing multimedia combinations, including broadcast-newspaper, in the same market.

The question of granting reconsideration of the new rule is on the agenda. But the staff reportedly is recommending that the commission hold an oral argument on the implications of the rule, as requested by a number of petitioners, before acting.

Thus, whatever action the commission takes—whether it accepts that recommendation or rejects it and directs the staff to prepare an order denying reconsideration—it seems unlikely that that final action can be taken before Commissioner Cox's scheduled departure from the commission on Sept. 1. And his vote would be crucial.

He and the other three Democratic commissioners—Robert T. Bartley, Nicholas Johnson and H. Rex Lee—voted for the rule, while Republicans

Robert E. Lee and Robert Wells opposed it. Chairman Dean Burch dissented in part and concurred in part. The chairman's statement, however, made it clear he opposed the idea of acting on the one-to-a-customer rule before consideration was given to what he considers the critical concentration-of-media-control problem—crossownership of VHF television stations and newspapers in the same city.

And once Commissioner Cox departs, Chairman Burch will probably have the kind of control of the agency he needs to have his way. Commissioner Robert Wells, now filling an uncompleted term, has been named by the President to succeed Commissioner Cox, and Sherman Unger, now general counsel of the Department of Housing and Urban Development and a political associate of Chairman Burch, has been nominated to complete the 10 months left of Commis-

Continued on page 20

At center stage for last act

Preparing to leave FCC, Ken Cox is key figure as touchy policies come up

With the announced departure on Sept. 1 of Kenneth A. Cox from the FCC, the commission is losing the last of its Kennedy men. Newton N. Minow, E. William Henry, Lee Loevinger and Kenneth A. Cox: The men named by President Kennedy made up an unusually tough-minded group of FCC appointees and, with the exception of Mr. Loevinger who favored less government regulation rather than more, a group dedicated to using the commission as an instrument to affect the product of broadcasting.

Of them all, none was tougher

mind than Mr. Cox.

Whether the issue involved a supposed paucity of local-live programming in prime time or of the broadcast of news and public affairs at any time, Mr. Cox has felt the FCC could fix things, and should.

He has been prepared to test the limits of the commission's authority in applying the fairness doctrine; indeed, he still feels Congress could apply the doctrine to newspapers without violating the First Amendment to the Constitution (see page 32).

He was a strong supporter of the commission's proposal to loosen the networks' grip on prime-time programming, believing that the new rules would help stimulate new sources of programming. And, since he believes a multitude of editorial voices enables the country's democratic system to function best, he spiritedly approached the prospect of breaking up multimedia holdings within the same communities.

Mr. Cox did not always have at hand all the evidence he needed to support his views, but he gamely struggled on in the face of such deficiencies. He conceded as much in stating his opinion on the benefits to be derived from a wide dispersal of media ownership (BROADCASTING, June 15).

If, in urging that the commission be used as an engine of change, Mr. Cox was confronted by a strict-constructionist colleague with the argument that the commission would be exceeding its authority, Mr. Cox's ultimate response was that if the FCC were wrong, the courts could correct the error.

And in some cases that challenged the commission's authority the agency emerged not only affirmed but also with its power enhanced. This was true of the Supreme Court decisions upholding the commission's authority to regulate CATV systems, whether served by microwave or not, and to enforce the

Continued on page 20

Showdown at FCC

Continued from page 19

sioner Wells's term.

In addition, Chairman Burch's hand-picked men for the key staff jobs of general counsel and Broadcast Bureau chief—respectively, Richard E. Wiley, of Chicago, and Francis Walsh, San Francisco University law-school dean—are expected to move into those slots early in September.

The proposed license-renewal standards under consideration involve matters that have long concerned Commissioner Cox. One deals with staff actions, taken under delegated authority, granting renewal applications of stations proposing to devote less than 5% of their time to news, 1% to public affairs and 5% to public affairs and "other" programming (religious, instructional and agricultural). Along with Commissioner Johnson, Commissioner Cox has long opposed granting such applications without further inquiry by the commission as to whether the stations would be serving the public interest.

Another issue involves Commissioner Cox's long-held conviction that the commission should scrap the community-needs survey question in its renewal-application form in favor of a question merely asking applicants to list the 10 most important issues in their

areas and to describe programming they carried to deal with them. He would keep the community-needs survey in applications for transfer of stations and for new stations.

There is sentiment within the commission for the major-issue proposal. But there is opposition to the suggestion that 5-1-5—or any other firm formula—be used as a guideline for determining whether renewal applicants should receive letters of inquiry. Some commissioners feel it would encourage stations now exceeding the standard to do less.

Commissioner Cox, however, says the standard should not be used as a permissible minimum. He would recommend an examination of some stations—possibly a prosperous VHF television outlet—proposing even as much as 12% news.

The staff is known to feel that the Cox-Johnson criticism that renewals are granted "wholesale" without regard to whether minimal standards are met is not warranted; it contends that applications containing apparently minimal standards are checked and that grants can be defended as serving the public interest. (For instance, a large-market, all-music FM station that carries only five minutes of news an hour and no public affairs or "other" programming would, in the staff's opinion, warrant renewal.)

The staff, while it would like a reaffirmation of its authority to use its judgment in granting renewals of stations proposing less than 5-1-5, is requesting commission guidance on what guideline, if any, it should use.

Whatever decision is reached will probably be formally announced. Chairman Burch is said to feel that broadcasters should be told the standards the commission staff applies in examining their renewal applications.

The commercial-standards issue involves a matter that has long troubled the commission and one that had presumably been settled last February (BROADCASTING, Feb. 16). The commission at that time directed the staff to question radio stations proposing to carry more than 18 minutes of commercial time per hour (the National Association of Broadcasters code limit). And the tone of the letters indicated that those stations proposing to exceed the standard in more than 10% of their broadcast hours would face renewal hearings—absent an extraordinary justification for its proposals. [TV stations rarely exceed the standard the commission has set for them—16 minutes per hour.]

However, the staff has asked for further guidance on this matter. It says the standard is unfair to daytime stations since they would be permitted fewer

Cox at center stage

Continued from page 19

fairness doctrine and the so-called personal-attack rules that had been adopted to implement portions of it.

Unlike the swifter departures of the Kennedy men who preceded him, Mr. Cox's leaving is involuntary. He made no secret of his wish to remain, but he is a Democrat, and the expiration of his term afforded President Nixon his first opportunity to give the commission a Republican majority.

As a commissioner, Mr. Cox was animated by a liberalism grounded in faith in the capacity and obligation of government to raise the public-interest quality of programming, by a mom-and-pop attitude toward broadcast ownership—and by a persistent skepticism of the willingness of broadcasters to operate in the public interest without close supervision. "I don't think the profit motive provides an incentive for the kind of programming the public needs," Mr. Cox said recently. "So long as they get an audience for what they do, broadcasters will do it, without regard to the needs of significant elements of the population that are not being served."

It was this attitude that propelled him, when he was still chief of the

Broadcast Bureau in 1962, into the center of a major controversy. Acting under a delegation of authority from the commission, Mr. Cox instructed his staff to question renewal applicants whose proposed local-live programming in prime time appeared to be inadequate. To many broadcasters receiving the letters, the staff's questioning suggested that the inclusion of a proposal for sustained local-live programming in prime time would speed commission action on their renewal applications. At one time, the renewals of some 100 California AM, FM and TV stations were deferred at least in part because of questions about program proposals.

When news of this activity broke in BROADCASTING (in its issue of Dec. 3, 1962), some commissioners charged Mr. Cox with exceeding his authority and with seeking improperly to influence programming. The letter-writing was suspended. It was later resumed, although under tighter commission control and on a much smaller scale. Still later it petered out completely.

Now, however, the commission may be back where it was seven years ago. Because of the concern of Commissioner Cox, now supported by Commissioner Nicholas Johnson, over the need for standards to assure that broadcasters will provide a reasonable amount

of news, public-affairs and other non-entertainment programming, the commission is considering whether to establish new guidelines for processing renewal applications (see story page 19). And while it ponders, applicants that fail to meet the standards suggested by Commissioner Cox and Johnson—5% news, 1% public affairs and 5% public affairs and "other" programming—are being deferred.

If broadcasters will not miss his advocacy of a tight regulatory rein on their business, they will miss the Cox approach to CATV—or at least that may be said of television operators not yet in CATV themselves. His has been one of the strongest voices urging a hold-the-line policy against cable. He is unmoved by talk of the wonders that CATV technology can bring. "They [CATV systems] are being pulled kicking and screaming into the business of program origination," he says sourly. In his view, CATV systems are interested only in the simple, and profitable, business of importing distant signals into major markets and in paying as small a copyright fee for the privilege as possible.

The commission policy geared to protecting television stations against competition of CATV systems importing distant signals—a policy now subjected

hours in which to exceed the 18-minute limit than would full-time stations. The staff would maintain the 18-minute "normal" limit but replace the 10% standard with a flat number of hours weekly—10 to 14—in which stations could carry up to 20 minutes of commercials [up to 22 minutes if political advertising is involved].

The question as to whether the commission should approve agreements providing for broadcaster reimbursement of citizens' groups that have challenged license renewals and then withdrawn centers on a proposed \$15,000 payment by KTAL-TV Texarkana, Tex., to the United Church of Christ. The church aided 12 black groups in petitioning the commission to deny the station's license and, later, in reaching an accommodation of their differences with the licenses.

The commission has had the matter on its agenda for more than a month ("Closed Circuit," July 20). The general counsel's office has recommended approval, but with the proviso that the commission make clear it will not approve reimbursements exceeding \$20,000. The Broadcast Bureau has opposed the agreement, contending it would trigger a rash of license-renewal protests by groups interested in harassing licensees and that the only beneficiaries would be citizens' groups' attorneys.

to second thoughts—is one Mr. Cox helped to fashion when still chief of the Broadcast Bureau. Under his direction, the bureau took the position that the commission, when passing on an application for microwave facilities to serve CATV systems, can consider the impact of that service on local television stations. That position was later upheld by the courts in the landmark Carter Mountain Transmission Corp. case, in 1963 (BROADCASTING, Dec. 23, 1963).

In looking back on his service with the commission, Mr. Cox says he has experienced more defeats than victories. And if the stream of dissents that has issued from his office over the past seven years is any indication, he is right. But, somewhat ironically, in the final months of his service, while the commission has operated under a Republican chairman, it moved in a direction he had long urged it to take—toward diversifying media ownership within communities to assure a multitude of competing voices, and toward curbing network power to dominate prime-time programs.

But Mr. Cox knows all of these are close things and can be reversed after he departs. He is concerned, also, about the commission's apparent decision to change course in its CATV policy by permitting CATV systems to import



FCC Commissioner Kenneth A. Cox (l), who is scheduled to leave the commission on Sept. 1, receives a plaque from Commissioner Robert E. Lee, in behalf of the commission, commemorating Commissioner Cox's seven years of service. The award was presented last Thursday in the commission meeting room at a reception attended by the commission staff, communications attorneys and communications-industry rep-

resentatives. Present also were former colleagues of Commissioner Cox—ex-Chairman Rosel H. Hyde and Fred Ford and ex-Commissioner Lee Loevinger. The only other present commissioner attending was H. Rex Lee. The others were away on vacation. But they will have an opportunity to say their farewells at the commission meeting this week, when a number of major items are expected to be considered.

distant signals into major as well as minor markets.

He is not entirely pleased with the commission's resolution of the land-mobile radio case. For more than three years he headed a government-industry committee that studied the congestion on land-mobile radio channels and that eventually concluded the principal need was additional spectrum space. The commission's decision to permit land mobile to share one or two of the seven lowest UHF channels in the 10 largest urban areas and to reallocate to land mobile 115 mc of space in the 900 mc band he regards as providing "modest relief." The land-mobile forces had hoped ultimately to get exclusive access to the seven lowest UHF channels.

He is concerned, also, about the commission's shift toward a get-tough policy aimed at broadcast stations airing obscenities. He sees the problem, in real terms, as minor—and the efforts to eradicate it as a threat to broadcasters' freedom. On the other side of the censorship issue—that involving news and public-affairs programming—he feels a series of rulings in which the commission rejected complaints about network news and documentaries on the ground that the agency is not the national "arbiter of truth" has strengthened the hand of the broadcast journalist.

It is because the issues in which he is interested have not been fully resolved—at least to his satisfaction—that he is reluctant to leave the commission. He

also says frankly that he likes the job. "The frustrations sometimes make me wonder why I ever left Seattle," he said recently, in reference to the law practice he left years ago to enter government service. "But on balance, it is the most rewarding job I ever had."

Most commission observers, regardless of their opinion of his regulatory philosophy, generally agree that Mr. Cox was an uncommonly able commissioner.

Chairman Dean Burch, President Nixon's choice to lead the commission, has called Mr. Cox "a worthy and noble advocate of his position on the commission. Although we disagreed frequently, it was not because of a lack of scholarship or candor on Ken's part."

Mr. Cox's appetite for work is awesome. No item on a commission agenda was too insignificant for him to prepare to discuss in detail. And, as Chairman Burch, among others, has pointed out, Mr. Cox was formidable in debate. His forensic battles with Mr. Loevinger, another articulate debater with strongly held views, when the latter was on the commission, achieved heights of passion and eloquence that have earned them places in commission folklore.

Mr. Cox's first brush with communications law came in 1956, when, while practicing law in Seattle and taking part in local Democratic politics, he was tapped by Senator Warren G. Magnuson (D-Wash.), then as now chair-

man of the Senate Commerce Committee, to serve the committee as special counsel on communications matters. Over the next four years he travelled between Seattle and Washington a number of times to work with the committee on issues that were later to occupy his time on the commission—network practices, pay television and CATV, among them. Then, when the Democrats came to executive power in Washington in 1961 and Newton N. Minow was named FCC chairman, Mr. Cox became chief of the commission's Broadcast Bureau—an appointment

which at the time was openly regarded as a way station on his route to a commissionership. He completed the journey in March 1963 (BROADCASTING, March 18, 1963).

The end of his tour with the commission became predictable when President Nixon won the election in 1968. There were some who spoke for Mr. Cox at the White House, including some broadcasters and land-mobile radio operators (who had spent more than three years educating him in their spectrum-shortage problems). They received a cool response.

Mr. Cox has not yet disclosed what he intends to do after leaving the commission. However, reports are circulating that he will practice law with a Washington communications law firm ("Closed Circuit," Aug. 17). His colleagues agree he could have much to contribute.

But one question some are asking is: Can a hard-nosed regulator who relishes the use of government power to achieve ends he considers worthy achieve happiness representing private interests in resistance against government power.

Broadcast Advertising

Cigarette print ads worry Moss

Senator asks FTC nominee Kirkpatrick to 'monitor' tobacco expenditures in '71

The Senate Commerce Committee quizzed Philadelphia lawyer Miles W. Kirkpatrick for almost two hours last Thursday (Aug. 20) on his nomination to be chairman of the Federal Trade Commission. Virtually to a man, those half-dozen senators present, plus other members who sent word, said they would vote to confirm him.

Mr. Kirkpatrick was nominated by President Nixon to succeed California lawyer Casper W. Weinberger, who left the FTC Aug. 7 to become deputy director of the Executive Department's new Office of Management and Budget (BROADCASTING, Aug. 17, July 27).

But the hearing did give senators an

opportunity to press on the nominee their individual concerns.

Senator Frank E. Moss [D-Utah] urged Mr. Kirkpatrick to have the FTC "monitor" cigarette advertising in newspapers and magazine after Jan. 1, 1971, when cigarette advertising on TV and radio becomes forbidden by law.

Senator Moss, who, as chairman of the Senate Commerce Subcommittee on Consumers, led the fight to ban cigarette advertising on the airwaves, said he is afraid the money released from broadcast advertising [an estimated \$240 million] would be used in increased advertising in the print media.

Senator Moss also urged the FTC nominee to back Mr. Weinberger's promise to study the question of drug advertising and its relation to drug abuse, and the question of dry cereal advertising as part of its study of that industry. Both subjects have been investigated by the Utah senator and his Consumer Subcommittee (BROADCASTING, Aug. 3, July 27).

The only other mention of broadcasting came from Senator John O. Pastore [D-R.I.], who is the chairman of the Subcommittee on Communications. Senator Pastore called on Mr. Kirkpatrick to strengthen the liaison between the FTC and the FCC to take care of what the senator called "outlandish" advertising claims on TV that are "frauds against the consumer."

Mr. Kirkpatrick, who headed the 1969 investigation of the FTC for the American Bar Association, commented in

answer to other questions that he was uncertain about the merits of the class-action bill, now pending before the Senate. This would, he said, lead to a host of "clientless" lawsuits. He also said he was not sold on the need for a consumer counsel in the agency. "That is why the FTC was established," he said. He also said he didn't know where a consumer counsel would fit in at the agency.

The consumer counsel idea had been recommended last June by the Consumer Federation of America. It was urged again by Howard T. Frazier, president of that organization, in a statement submitted to Senator Warren



Senator Magnuson



Mr. Kirkpatrick

G. Magnuson [D-Wash.], chairman of the Senate Commerce Committee, who presided at the confirmation hearings.

Mr. Frazier complained that although his organization, which he said represents 179 consumer organizations with 130 million members, had asked to be consulted in the appointment of a new FTC chairman, President Nixon had not done so. He praised Mr Kirkpatrick for his qualifications, but said he could not endorse him because there had been no opportunity to query Mr. Kirkpatrick about his background and attitude on consumer questions.

The only other opposition to Mr Kirkpatrick came from Senator William Proxmire [D-Wis.], who charged that the FTC had done little for the consumer. The Wisconsin senator said he was "profoundly skeptical of the fairness of appointing to the country's major consumer agency men who have devoted their professional lives to the representation of precisely those interests that the consumer is currently demanding protection from."

But the committee's attitude toward the nominee was summed up by Senator Magnuson who, in an opening statement at the hearing, termed Mr. Kirkpatrick "uniquely qualified" to carry on the previous chairman's initiatives.

"It may well be," Senator Magnuson said, "as some critics have suggested, that a lifetime of defending corporate clients does not qualify a man to be a vigorous advocate of the consumer interest—nor does it disqualify him from being a consumer advocate."

Mr. Kirkpatrick, a partner in the Philadelphia law firm of Morgan, Lewis & Bockius, submitted a list of his investments to the committee which he said he intends to place in a blind trust.

He also listed clients he has been actively counseling since October 1969—among them were Jerrold Corp., a major CATV equipment manufacturer and multiple-CATV owner, and the Bulletin Co. (*Philadelphia Bulletin*), which owns WPBS(FM) in that city and KTMS-AM-FM Santa Barbara, Calif., and has interests in CATV systems in Levittown, Pa., Salem, N.J., and a franchise for a section of Philadelphia.

What comes next after the cigarette ad ban?

A broadcaster, asked by the American Cancer Society about his industry's plans for continuing antismoking public-service programming after the January 1971 ban on cigarette commercials, had some questions of his own.

Eldon Campbell, vice president and general manager of WFBM-TV Indianapolis, was responding to a letter from

Code: Don't emphasize smoking in any ads

The Code Authority of the National Association of Broadcasters has warned television broadcasters that they should watch carefully that cigarette smoking isn't over-emphasized in commercials for products other than cigarettes—especially after Jan. 1, 1971, when cigarette commercials are banned.

Responding to a request from an unidentified advertising agency, the Code Authority noted that Part IV, paragraph 12 of the TV code, calls on telecasters to refrain from depicting cigarette smoking in a manner "to impress the youth of our country as a desirable habit worthy of imitation."

To follow this objective, the Code Authority has recommended to all ad-

William B. Lewis, chairman of the board of directors of the ACS and former chairman of Kenyon and Eckhardt. The letter thanked broadcasters for their efforts in the campaign against cigarette smoking and also asked whether broadcasters intended to go on carrying anti-cigarette messages after cigarette commercials go off the air, by federal law, next Jan. 2.

Mr. Campbell's response was to pose his own questions to the cancer society. When is ACS going to propose that the Tobacco Institute and its affiliated companies cease advertising their products on all media? When is the ACS going to ask Congress to review government subsidies to tobacco growers in this country and government subsidies of advertising of American cigarettes overseas?

Mr. Campbell stated that when the American Cancer Society "approaches the total problem of cigarette advertising in all forms," he would then be prepared to answer the question Mr. Lewis offered.

Easy-Off demonstration questioned by FTC

A complaint charging the makers of Easy-Off window cleaner with using a deceptive TV demonstration to show the merits of its product has been proposed by the Federal Trade Commission. The complaint also cites the firm's agency, Cunningham & Walsh, New York.

The commercial in question purports to show that Easy-Off causes no spotting and streaking as compared to an unnamed "leading brand". Both products are sprayed on halves of a window, spread and allowed to dry. The

vertisers and agencies wishing to use cigarette-smoking scenes in noncigarette commercials that a careful evaluation be made "to help assure that [the scene] is in keeping with the letter and spirit of the [code provisions]."

Specifically the Code Authority recommended that advertisers avoid "gratuitous" depictions of cigarette smoking, or showing of excessive cigarette smoking, or scenes that relate smoking to "glamorous, romantic, heroic, sports or like settings which are capable of creating the impression to youth that smoking is a desirable habit worthy of imitation."

Where commercials are used that show a bona fide relationship to cigarette smoking [e.g. a commercial for a cigarette lighter], the smoking incident should be as brief and incidental as possible, the Code Authority said.

voice-over in the commercial says: "See, the leading brand left spots . . . but the Easy-Off dried spotless and streakless."

The FTC says that there is reason to believe that "in the demonstrations the directions for use of the 'leading brand' of window cleaner were not followed" and that the commercial does not give actual proof of Easy-Off's superiority over competitive window cleaners when both are used in the intended manner.

American Home Products Corp., the makers of Easy-Off, and Cunningham and Walsh may avoid a formal complaint by filing a consent order agreeing to stop the alleged deception. Such an action would not be an admission to a violation of any laws.

FTC asks warnings on pesticide ads

The Federal Trade Commission has announced the second revision of its proposed trade regulation rule regarding advertising of pesticides and insecticides and has invited filing of views on the proposal.

The revised rules would make failure to display a health warning on all product advertising, including broadcast, of insecticides and pesticides a deceptive practice.

The proposed warning would read "This product can be injurious to health; read the entire label carefully and use only as directed."

The proposed rules would ban any advertising which contradicts information printed on the label of the product. This would include any statements that the product is less hazardous or requires fewer precautions than the label indicates.

WHAT KIND OF LEAD WOULD YOU PUT ON THIS STORY:

"The West Side smoldered today after looters reveled...!"?

OR HOW ABOUT: "An uneasy calm hung over Hartford's riot-torn ghetto...!"?

The times are crying for a new specialist in journalism, because the old cliché-ridden stories are shallow and inadequate. A specialist in urban affairs.

A reporter and interpreter who understands causes and consequences. Who knows why there are riots. Why pollution, transportation paralysis, banal city design. Why there is tension.

Who isn't too ignorant to keep on asking "Why? Why? Why?"

If headier story development on urban affairs is of absorbing interest to you, a special program at the University of Chicago may be your meat.

It's called the Urban Journalism Fellowship program, under the wing of the University's Center for Policy Study. Attendance is very select.

Ten—and only ten—working journalists from print media or broadcast will be chosen to take part in the third year of the Program, starting in January 1971.

You spend two quarters at the University as a Fellow.

You receive a stipend of \$200 per week, plus tuition money.

You audit certain highly relevant courses.

You meet with brainy, high-powered men like Hans Morgenthau, Philip Hauser, Morris Janowitz. They give you insights that help your stories sink deep.

You are thrown into contact with politicians, city planners. With movers and shakers of every kind of urban activity.

You will come out way ahead of where you are now in journalistic capabilities. Because you will understand why the rioters threw Hartford up for grabs, not just who got hurt. And a lot more about urban decay and how to stop it.

If you're interested in becoming an Urban Journalism Fellow, if you're between 23 and 35—and if you're good, very good—write for an application.

You may end up as the only person in your particular city who really understands it.

**Urban Journalism Fellowship Program
University of Chicago
5801 South Ellis Avenue
Chicago, Illinois 60637**



Is it time for



a new kind of reporter?

Campaign-spending measure bogs down

House recess may make action too late for effect in fall elections

Democratic hopes for effectively limiting campaign expenditures for broadcast time during the 1970 congressional elections vanished in the dust of House members who left Washington for the Labor Day recess without voting on the political broadcasting conference report. A vote now cannot come until the House returns to work Sept. 8.

Assuming the conference report is passed early in September by the House and then the Senate—both must either accept or reject the report in its entirety—congressional sources estimate that it cannot reach the President for signing before Sept. 15 or 16. If the President does sign, and he has 10 days to consider his decision before he acts, the bill will not take effect until 30 days later, some time late in October—too late to have any measurable effect on the general elections on Nov. 3.

Until it actually went into force in October (and it could even be later), candidates would not be bound by the bill's spending limitations and could continue to purchase broadcast time freely.

The House had scheduled a vote on the conference report (which changed the effective date from Jan. 1, 1971, provided for in the House bill, to 30 days after signing into law), for the last day before the recess, but the Democratic leadership abandoned the effort.

A tally of members present showed the numbers from each party to be fairly equally divided—too close to guarantee passage of the report, according to a Democratic source. House Republicans were strongly opposed to the date switch made in conference.

The delay in House action is a setback for Democrats who supported the effort to apply the bill's spending limitations to the upcoming congressional contests. They had hoped it would help equalize the spending advantage that more prosperous Republican candidates would have over their Democratic opponents.

The measure would limit a candidate's spending for political broadcast time in general elections to seven cents for each vote cast for all legitimate candidates for that office in the last general election, or \$20,000, whichever is greater.

M-E, Milwaukee agency reach merger accord

McCann-Erickson Inc., New York, has reached an agreement in principle to acquire Mathisson and Co., Milwaukee-based ad agency. Mathisson will operate as the Milwaukee office of M-E. The transaction is subject to approval of the boards of directors of both agencies.

Mathisson, with billings of approximately \$13 million, has handled the Miller Brewing Co.'s Miller High Life Beer account since 1939.

Miller is a subsidiary of Philip Morris Inc.

26-minute film of All-Star Game marketed

Organized baseball has produced a 26-minute color film of the 1970 All-Star Game played last month in Cincinnati, as the first project in an expanded program promoting the sport on TV and through other outlets around the country. The motion picture will be made available for sponsorship on TV.

The film was shown last Thursday (Aug. 20) before a selected group of advertisers, agency personnel and newsmen in New York.

The All-Star Game film, which was completed earlier in the week, was produced by the Major League Baseball Promotion Corp., through its film division, W&W Films Inc. Of 20,000 feet shot in Cincinnati, 900 feet were used in the film, which also includes 15,000 feet of film shot weekly since April as part of the promotion company's film library.

The Baseball Promotion Corp., which is owned by the major league clubs, was organized four years ago to serve as the coordinating group for baseball's promotional interests. Its film will be distributed through established outlets and made available for sponsorship both nationally and locally. By the end of the year, the corporation expects it will have produced and distributed throughout the world 20 baseball films.

The responsibility for promotional activities was formerly assigned to the motion picture division of the major leagues, but now is directed by Robert C. Shea, president and chief executive officer of the subsidiary.

Mr. Shea reported that his organization is producing two-minute weekly film clips for distribution to TV stations "to increase fan involvement" and films of the world series and highlights of American and National League play. It also develops and sells film ideas for network TV specials and for educational and instructional purposes. In addition, the Major League Baseball Promotion Corp. is in licensing and publishing and helps conduct national promotion activities.

Two firms offer tailor-your-own research

Schwerin Research Corp. and Visual Information Systems, both New York, have announced a "flexible" TV commercial-testing service in 25 cities.

According to officials of the joint venture, an advertiser client chooses any city for his survey. In each one, facilities staffed by technical personnel have been set up at a Holiday Inn. Visual owns the hardware—Ampex Videotape playback machines. Besides the city, a

'Dinty Moore' stars in Hormel campaign

A new animated character, "Dinty Moore," is star of a new TV campaign of 30-second and 60-second spots being launched by George A. Hormel & Co., Austin, Minn., manufacturer of Dinty Moore beef and meatball stew, through BBDO, Minneapolis.

In one of the new spots, Dinty is approached by a scout from the National Football League, seeking to persuade him to give up stew-making for a football career.

The name Dinty Moore, first used for a tavern owner character in the pioneer comic strip, "Maggie and Jiggs", was adopted as a name for the food product during less prosperous time when the emphasis was on economy.

The advertising theme has since been changed.



client can choose any tools, subjects, sampling method, or evaluation techniques he wants.

Respondents, selected from a client-picked sampling technique, are invited by mail or phone to the Holiday Inn to view the prospective black-and-white or color commercial and to fill out a questionnaire. The commercial might be tested as part of, separated from, or adjacent to a TV program.

The first assignment for the new service is a four-day \$30,000 study in Cleveland, Boston and Seattle of six commercials for a major food manufacturer, the identity of which was not disclosed.

Other cities with testing facilities at Holiday Inns are New York, Chicago, Los Angeles, Detroit, Philadelphia, Washington, Cincinnati, St. Louis, New Orleans, Denver, San Francisco, Miami, Atlanta, Charlotte, N.C., Memphis, Minneapolis, Phoenix, Kansas City, Dallas, Houston, Omaha and Oklahoma City.

The cost of the commercial testing service varies depending upon the components of the survey, but it is said to vary between \$2,000 and \$6,000 for a given test.

Former competitors set up N.Y. rep firm

Bolton/Burnside Representatives Inc. has been formed as a new station-representation firm in New York. Carmen Bolton, formerly an account executive with CBS-TV spot sales, and Glen Burnside, formerly an account executive with NBC-TV spot sales, are president and executive vice president, respectively.

The company will "concentrate on a short list of television stations in major markets," according to Mr. Burnside.

First client is CKLW-TV Windsor, Ont., Detroit which B/B will represent in the New York market. RKO Television Representatives, New York, represents the station outside the New York area. Bolton/Burnside is at 1700 Broadway 10019, Phone (212) 265-0660.

TWA's marketing unit absorbs ad department

Trans World Airlines, New York, said last week it has "eliminated the traditional advertising department" and will work directly with its advertising agency, Wells, Rich, Greene, that city, through its marketing staff.

Blaine Cooke, senior vice president-marketing, TWA, said the advertiser was changing the "traditional agency/client relationship" so as to simplify procedures and to allow both agency and client staffs to work together "more productively." He said the marketing

Business briefly:

Purchases on ABC Radio include Carter-Wallace Inc., through SSC&B, both New York, for Arrid on American Contemporary, Information, Entertainment and FM networks; Admiral Corp., Chicago, through Campbell-Ewald Co., Detroit, and Ford division of Ford Motor Co., Detroit, through J. Walter Thompson, New York, both on American Contemporary Network.

Eastman Chemical Products Inc., through Needham, Harper & Steers, both New York, will begin a network-TV and print campaign for its Kodel Polyester carpets beginning Sept. 22 and continuing through Oct. 31. Use of 30-second spots will be piggybacked with Eastman Kodak camera commercials.

Dupont Co., Wilmington, Del., through BBD&O, New York and Hartford Insurance Group, Hartford, Conn., through Laroche, McCaffrey & McCall Inc., New York, have renewed their co-sponsorship for ABC-TV's *The Undersea World of Jacques Cousteau*.

Purchases on NBC Radio include Ralston Purina Co., through Gardner Advertising, both St. Louis, for its Purina Dog and Cat Chow on NBC Radio's *News on the Hour, Emphasis and Monitor*; Seven-Up Co., St. Louis, through J. Walter Thompson, New York, on *News on the Hour, Emphasis and Monitor*, and General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, for Total cereal, on *News on the Hour and Emphasis*.

■ Kool-Aid division of General Foods

staff at TWA, which has the responsibility for sales programs, would now work directly with the agency.

Mr. Cooke said that Wallace J. Smith, vice president-advertising and marketing programs, would have overall responsibility and report directly to him "to insure that the advertising doesn't get splintered in support of too many programs, and that corporate advertising receives top-level attention." He said the new procedure should make for greater coordination between sales and advertising "with fewer people involved in fewer decisions."

'Cupid' bares a spray

Tawn Limited, which met with NAB code resistance when it introduced its liquid douche concentrate, Cupid's Quiver, earlier this year (BROADCASTING, Jan. 12), is adding a new deodorant spray to its list of feminine hygiene products. Like its predecessor, the new deodorant will come in two fragrances—raspberry and champagne. The company, through its agency, Kane, Light,

Corp., White Plains, N.Y., through Benton & Bowles, New York, has placed Danka, toaster Danish pastry, into national distribution. Campaign, scheduled to begin Sept. 20, is supported by 30-second piggyback commercials on prime-time network TV.

General Mills, Minneapolis, through Needham, Harper and Steers, Chicago, will begin daytime network and spot-TV campaign Sept. 14 to introduce Betty Crocker Apple Cinnamon Upside Down Cake Mix and Topping.

Pillsbury Co., Minneapolis, through BBDO, New York, and American Dairy Association, through Comp'on Advertising, New York, will launch a tie-in campaign next month on their television and print advertising promoting the theme, "cookie and cow—wow!", to run from September through November.

Timex Corp., through Warwick & Legler Inc., both New York, this fall starts one-minute participations for electric men's watches that will supplement six Timex specials also scheduled for new season. Spots will appear during November and December on NBC-TV's *Red Skelton Show, Laugh-In, Julia, Men From Shiloh, Four In One, Flip Wilson Show, Dean Martin Show, Andy Williams Show, Adam-12* and *Evening News*.

Admiral Corp., Chicago, through Campbell-Ewald, Detroit, plans to use mix of six different commercials for its color TV and other home entertainment product on nine prime-time CBS-TV programs from Sept. 15 to Dec. 12.

Gladney, New York, will introduce Cupid's Quiver deodorant spray in December. Both spot-TV and spot-radio campaigns are planned as well as print advertising. Tawn Limited is a division of McKesson Laboratories.

Rep appointments:

■ WHEC-TV Rochester, New York: Katz Television, New York.

■ WILZ(AM) Tampa-St. Petersburg, Fla.; WHEL(FM) Detroit; KMND(AM) Phoenix; KMOR(AM) Salt Lake City; WAFT(AM) Grand Rapids, Mich.; KZEL-FM Eugene, Ore.; WPAD-AM-FM Paducah, Ky.; WNLA-AM-FM Indianola, Miss.; KGUS-FM Hot Springs, Ark.; KPEN-FM Los Altos, Calif.; KQYX(AM) Joplin Mo.; Gert Bunchez & Associates, St. Louis.

■ KWTO-AM-FM Springfield, Mo., and WLEE(AM) Richmond, Va.: Katz Radio, New York.

■ WDCJ(AM) and WKTZ-FM Jacksonville, Fla.: Edward Petry & Co., New York.

Firm offers TV help

Production Security Corp., New York, has been formed to provide the services of a television department to agencies and advertisers that do not maintain their own facilities, it was announced last week. The principals are Helen Macordes and John Newman, who have been production executives at Jack Tinker & Partners and McCann-Erickson, respectively. They said the company has received assignments from Kurz Kambanis Symon Inc., New York, and Rockwell, Quinn and Wall Inc., New York. Headquarters is at 572 Madison Avenue.

Agency appointments:

■ Kane, Light, Gladney Inc., New York, has been chosen by Representative Lester L. Wolff (D-N.Y.) to handle advertising for his re-election campaign. KLG also handled his 1968 campaign.

■ Fashion Tress Inc., New York wig and hairpiece manufacturer, has named Wyse Advertising, there, to handle its \$1-million radio, television and print campaign. Wyse is Fashion Tress's first agency.

Also in advertising:

Statement instead of spot ■ Sentry Insurance will waive its two commercials on the Sept. 14 presentation of ABC-TV series *Now*. Episode, titled "P.O.W.—

Next of Kin," is in-depth study of families of thousands of American soldiers missing in Vietnam. Sentry President John W. Joanis will replace commercials with short statement that "American business has a responsibility in its television advertising, a responsibility to support and present meaningful programs like this."

Enjoy joined billings ■ Two Chicago agencies, Albert Nader Co. and Todd Lief Advertising, merged last week to become Nader-Lief Co. at 919 North Michigan Avenue. Albert Nader continues as president and Todd Lief is executive vice president-creative director. Total billing is about \$5 million, part in broadcast.

New rep firm ■ Norwood J. Patterson and Louis A. Gillespie have formed Radio Rep Inc., a new representative firm which will handle accounts of religion-oriented stations. The company is located at 220 Campo Drive, Long Beach, Calif. 90803.

House agency ■ Gimbels-Pittsburgh, retail clothing store, will form its own advertising agency. Effective Sept. 1, G-P Promotion Services Co., will handle campaigns, including extensive use of radio and television, for the Gimbel stores operated by the Pittsburgh division. F. Richard Schwartz, vice president and sales promotion director of Gimbels-Pittsburgh, will direct the new house agency.

Department stores lead local gainers

Television Bureau of Advertising reported last week that 10 major local categories invested \$68.6 million in television during the first quarter of 1970, an 18% increase over the corresponding period of 1969. This marked the first time TVB has released dollar investments for local advertiser classifications.

Paul Benson, vice president in charge of local sales, pointed out that department stores registered the largest percentage gain in dollar investment, exceeding the 1969 first quarter by 51%. Other substantial gains, he said, were made by builders and real estate (36%) and auto repair, service stations and auto supply stores (31%).

The top local categories by TV-dollar investments:

Category	1st quarter 1969	1st quarter 1970	% Change
Financial	\$18,426,700	\$17,727,000	8%
Auto dealers	10,009,800	11,449,200	14
Department stores	6,710,700	10,120,000	51
Restaurants	6,781,200	8,105,400	20
Food stores	5,031,700	6,333,600	26
Furniture stores	3,323,100	3,988,700	20
Public utilities	5,592,700	5,829,700	4
Builders, real estate	1,354,100	1,834,700	36
Auto repair, service stations, auto supply stores	1,186,600	1,558,500	31
Clothing stores	1,491,700	1,640,500	10
Total	\$87,908,100	\$68,688,300	18%

BAR, 75 Markets

TheMedia

Press carelessness irks Burch

Chides newspapers, magazines for false reports on FCC fairness rulings

Criticism of the press by members of government is not new. But the kind of criticism FCC Chairman Dean Burch directed at a number of leading newspapers and magazines last week was. He felt they had been careless in reporting the commission's decision in one of the most delicate and difficult issues the commission has faced in the fairness area, and he went out of his way to point out the errors—almost publication by publication, point by point.

Principally at issue was the commission's decision, announced Friday, Aug. 14, directing the three major networks to make prime time available to spokesman for those opposing President Nixon's views on the Southeast Asia war (BROADCASTING, Aug. 17).

Some publications had described the commission's action as providing "anti-Nixon prime time" as giving critics of the war "equal time," or had speculated that the decision would affect the President's use of television.

The chairman took sharp issue with all of those accounts. And he felt strongly enough about the matter to start his administrative assistant, Robert Cahill, working on the statement over the weekend, and, on Tuesday, to drive 150 miles into Washington from the Maryland shore, where he had been vacationing and resting a sore back, to complete the job.

The White House was also said to have been upset by initial press accounts. Presidential aides reportedly

took some reporters aside to caution them against accepting the stories' accuracy, and to suggest that they contact Mr. Cahill for an accurate interpretation.

Mr. Cahill, however, disavowed any knowledge of any White House involvement, and said he did not receive any calls from reporters until after Mr. Burch's statement was released with the text of the commission decision late Tuesday afternoon. Coverage of the commission's action was based on a four-page news release. And part of the difficulty with the coverage apparently stemmed from headline writers trying to pack drama into the fewest possible words. The chairman cited the *Christian Science Monitor* headline, "Anti-Nixon

TV Time Ordered." No such time was ordered, said Mr. Burch.

But a major problem faced by headline writers and reporters writing the stories, apparently, was a confusion of the requirements imposed by the "equal opportunities" provision of Section 315 of the Communications Act and the requirement of "reasonable opportunity" implied by the fairness doctrine.

President Nixon's five speeches on network television dealing with the Southeast Asia war since November had been the critical factor in the commission's decision. The commission said all three networks had afforded time for contrasting views on the issue but that, in view of the five speeches, their efforts had fallen short. It said fairness required the networks to afford at least "one more uninterrupted opportunity" to an appropriate voice for the other side.

But the commission made a point of distinguishing between the requirements of the equal-time law, which permits little if any discretion on the part of the broadcaster, and those of the fairness doctrine, which permit the broadcasters to make "reasonable judgments in good faith," as Chairman Burch said last week. And it stressed that it was rejecting any principle embodying the right of reply to the President.

Yet, as the chairman said, the *Washington Star*, *Chicago Sun Times*, *Boston Globe* and *St. Paul Pioneer Press* used the phrase "equal time" or "equal TV time" in headlines on stories reporting the action.

He thought the problem might have stemmed from the AP story, which said in part: "The FCC has ruled broadcast networks must give opponents of President Nixon's Indo-China war policy equal, prime-time rebuttal." And he was dismayed by the story in the *National Observer* which said the networks "were ordered to provide five segments of prime time" to critics of the administration's war policy.

The chairman also found fault with some interpretations placed on the commission decision. He noted that both *Time* and the *New York Times* speculated that the ruling would affect the President's broadcast habits, although, Mr. Burch said, the commission said it was not meant to discourage the networks' presentation of presidential reports to the nation.

[And White House aides were telling reporters the decision would not affect the President's use of television. "If the President feels there is something he should discuss on television to report to the people, he will ask for the time, as he has in the past," one White House aide said.]

Chairman Burch also said the commission decision did not, as *Newsweek* said it did, establish "a new fairness

doctrine."

"We have not changed, altered or in any way expanded the basic precepts of the fairness doctrine," he said. "It still relates to issues, not to people and requires a licensee to make reasonable judgments in good faith as to the presentation of viewpoints on controversial issues of public importance."

The chairman's statement came too late to head off another press account he would have regarded as inaccurate.

As he and his administrative assistant were putting the finishing touches to the

document, the AP moved the text of a telegram to the commission from the Freedom of Information Committee of the Associated Press Radio-Television Association expressing concern over the commission's ruling "on equal time for response to addresses by the President of the United States."

The wire said the decision "suggests that the commission should substitute its decisions for those of the nation's highly trained and experienced journalists who constantly strive for objectivity and balance in their newscasts."

Klein lauds broadcast progress

He says Nixon uses TV as FDR used radio, rejects reports of intimidation of press

Herbert G. Klein, White House director of communications, using a joint anniversary celebration of the golden anniversary of WWJ(AM) Detroit and of broadcasting last Thursday (Aug. 20) as a forum, said more progress had been made in broadcasting in the last 10 years than in the preceding 40 years.

And Mr. Klein cited the development of satellite communications as a trend that will render the next decade an even greater one for broadcasting.

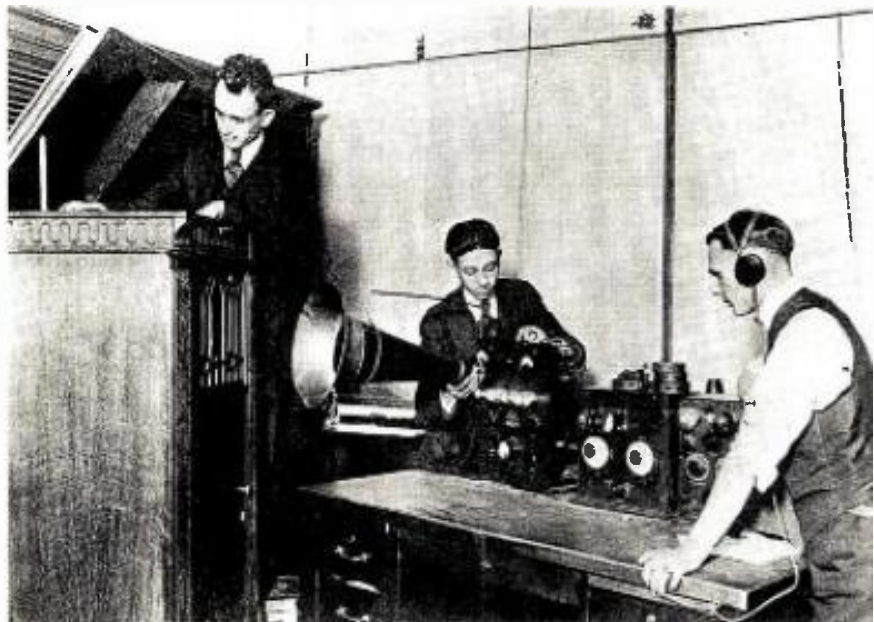
But, in between the nostalgia and the predictions, Mr. Klein also had a word on contemporary broadcasting developments. Acknowledging that there's room for dissent and debate, Mr. Klein urged all media to take advantage of their opportunities for leadership by commenting not only on what's had, but on what's good in the U.S.

Mr. Klein, addressing nearly 300 government, business, civic and education leaders in Detroit, once again denied that the Nixon administration is "attempting to intimidate" the news media. "The very success of government," he said, "depends upon a vigorous and free press."

Mr. Klein also warned that efforts in Congress to limit spending in political campaigns (see story, page 26) could establish a "dangerous trend." He urged greater scrutiny of the matter.

He also likened President Nixon's frequent TV appearances to the "fireside chats" of former President Franklin D. Roosevelt in the 1930's. Mr. Klein said the administration wants to continue "to take the White House to the people."

Featured at the golden anniversary luncheon was the firing up and use of



This DeForest Model OT-10 transmitter, shown here as it picked up phonograph music, worked on Aug. 20, 1920, the day broadcasting was born at WWJ

Detroit. It operated again on Aug. 20, 1970, the day Detroit was host to the golden anniversary of WWJ and the broadcasting industry.

the original transmitter—a DeForest model OT-10 (see picture)—used by wwj when it first went on the air 50 years ago. Using the transmitter flawlessly was Edwin K. Wheeler, executive vice president of the Evening News Association and a former general manager of the wwj stations.

Among those in the audience were Michigan Governor William G. Milliken, Arthur A. Watson, president, NBC Radio Division (of which wwj is an affiliate); and Willard E. Walbridge, chairman of the board, National Association of Broadcasters. Mr. Walbridge, now senior vice president of Capital Cities Broadcasting, based in Houston, was once a sales executive at wwj and later station manager of wwj-TV.

Mr. Walbridge praised wwj and called radio a "new force for freedom" that has engendered "formidable adversaries who would seek to limit its freedom and shape its contents."

WwJ, a pioneer radio station, presented its first regularly scheduled broadcast to 30 Detroit-area homes equipped with crystal receivers on Aug. 20, 1920.

Collegians protest grant to Ala. ETV

The Student Government Association of the University of Alabama is protest-

ing a \$1-million grant awarded to the Alabama Educational Television Commission by the Office of Education.

In a letter to U.S. Attorney General John Mitchell, the SGA executive assistant, Steve Suits, said the funds should not be given to AETC "until their prejudicial actions, conscious or unconscious, have ended altogether."

The AETC came under fire two months ago from local individuals and black groups protesting the license renewals of the AETC stations because they had deleted a number of programs on blacks supplied by National Educational Television. AETC said the programs were dropped because they contained objectionable material. The commission renewed the licenses, contending the matter was a discretionary one of "licensee taste or judgment" (BROADCASTING, July 6, et seq.).

Mr. Suits and others had filed a joint petition for reconsideration of the renewals, charging that AETC failed to meet the educational needs of the black community and failed to employ blacks.

In his letter to the attorney general, Mr. Suits again pointed to the lack of black AETC employes and said AETC has "denied [blacks] equal opportunity . . . to be informed on issues of importance and receive the benefits of the economic investment which has been made through taxation." AETC does

not impose "blanket censorship," he said, but it does exclude from broadcast "programs which contain elementary matters of black power, Afro-American pride and enterprises and cultural experimentation." AETC's structure and programming practices, he concluded, are "discriminatorily whitewashed in appearance and attitude."

Campaign in Congress urged against cables

West Virginia broadcasters were to be told last Saturday (Aug. 22) that their congressmen and senators had better be told the facts about cable TV before the FCC restructures the broadcasting industry.

The message was to come from Fred Weber, Rust Craft Broadcasting Co., a member of the Future of Broadcasting Committee of the National Association of Broadcasters. Mr. Weber was to make his appeal at the annual meeting of the West Virginia Broadcasters Association in White Sulphur Springs.

Mr. Weber, stressing the approved NAB position, declared that "congressional direction is dictated should the pattern of home communications experience the structural change that could result from the commission and [Senate] copyright proposals."

The FCC proposals (BROADCASTING, June 27) and the Senate copyright proposals, Mr. Weber said, would "artificially foster a wire service now for the public that can, or will pay, but which ultimately may require everyone to do so."

Mr. Weber's call to arms is one of the first to follow an Aug. 12 letter to NAB members from Willard E. Walbridge, chairman of the board, urging broadcasters to contact their congressmen in support of the NAB position. The NAB board last June adopted a resolution calling on Congress to assume jurisdiction over what Mr. Walbridge called "the changing and deteriorating CATV situation."

Outstanding Values in Radio-TV Properties

NORTHEAST AM-FM

\$1,000,000

Excellent daytimer with full power Class B stereo FM in top 40 market. Producing revenues at \$450,000 level for absentee owner. Good cash flow. Includes transmitter site. \$250,000 cash required, plus assumption of liabilities with extended payout.

COLORADO . . . \$110,000

Non-directional daytimer in single-station market/area with great coverage. Equipment like new. Owns unique studio building and real estate. Ideal opportunity for owner-operator. Submit offer, terms.

BLACKBURN & Company, Inc.

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

WASHINGTON, D.C. • CHICAGO

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

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

ATLANTA

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

BEVERLY HILLS

Colin M. Selph
Roy Rowan
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151 70-24

Changing Hands

Announced:

The following sales were reported last week subject to FCC approval:

■ CKLW-AM-FM Windsor, Ont.-Detroit: Sold by RKO General Inc., subsidiary of General Tire & Rubber Co., Akron, Ohio, to Baton Broadcasting Ltd. for \$4 million (see page 33).

■ WKBO(AM) Harrisburg, Pa.: Sold by Steinman Stations to Michael Rea for \$500,000. Steinman Stations are owned by John F. and estate of J. Hale Steinman and families. Steinman Stations: WGAL-AM-FM-TV Lancaster, WORK(AM)

York and WEST-AM-FM Easton, all Pennsylvania; WDEL-AM-FM Wilmington, Del., and WTEV(TV) New Bedford, Mass. Mr. Rea owns WRSC(AM) and WQWR-(FM) both State College, Pa. WKBO is full time on 1230 kc with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ WGOE(AM) Richmond, Va.: Sold by Stanley H. and Irwin L. Fox and Seymour L. Dworsky to James S. Beattie for \$275,000. Messrs. Fox and Dworsky own WIZS(AM) Henderson, WRMT-(AM) Rocky Mount, and WEYE(AM) Sanford, all North Carolina. Mr. Beattie formerly held interests in WPTX(AM) Lexington Park, Md., WYPR(AM) Danville, Va., WSSB(AM) Durham, N.C., and others. WGOE operates on 1590 kc daytime with 5 kw.

■ KGLN(AM) Glenwood Springs, Colo.: Sold by Jerry and Marcie Fitch to Jack Warkentin for \$225,000. Mr. and Mrs. Fitch own KOGO(AM) Durango, Colo. Mr. Warkentin has interests in ranch land and office supplies stores in Oklahoma. KGLN is a daytimer on 980 kc with 1 kw. Broker: Hamilton-Landis & Associates Inc.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 58).

■ WFMW-AM-FM Madisonville, Ky.: Sold 50% by H. W. Wells to Elmer L. Kelley Jr. for \$200,000. Mr. Kelley previously owned 50%, and is commercial manager and sports director of the station. WFMW(AM) is a daytimer on 730 kc with 500 w. WFMW-FM is on 93.9 mc with 28 kw and an antenna 355 feet above average terrain.

Nielsen increasing frequency of reports

A. C. Nielsen Co. announced last week it is making several changes in its National Television Index (NTI) measurement of network TV audiences for 1970-71.

A major change, according to a spokesman, is that the National Audience Demographics (NAD) report will be issued six times a year, instead of twice, and measured weeks will be increased to 24 for regular programs, as compared to 12 now. He added that the National Audience Composition (NAC) cost supplement will continue, issued six times annually on the same schedule as the NAD report.

The NTI pocketpiece is eliminating the "man of the house" and "lady of the house" classifications, making room for several categories not now included: men, 25 to 48 and women, 25-49, and households with any viewing adult and households with any viewing non-adults.

Small markets on, FM off NAB board

A revision of the Radio Board of the National Association of Broadcasters was announced last week, following overwhelming approval by the membership of a proposal to drop the two FM representatives and increase the small-market delegation.

NAB announced that the radio membership had voted 1,683 to 58 in a mail ballot to approve last June's radio board recommendation that representation of small market radio stations be doubled and that the two FM delegates be abolished. The FM category was established in 1947.

The roster of the radio board will be changed to provide for four directors from markets with less than 100,000 population—two from those with 25,000 to 100,000, and two from markets under 25,000.

At its meeting earlier this year, the radio board noted that FM broadcasters no longer wish to be differentiated from AM, but desire to be treated as part of radio. It also noted that almost half of the 25 station representatives on the board represent both AM and FM operations.

The FM representatives are Edward D. M. Allen, WDOR-FM Sturgeon Bay,

Wis., whose term runs to 1972 and Julian F. Haas, KAGH-FM Crossett, Ark., whose term expires next year. Representing the small markets (class C) are Clint Formby, KPAN(AM) Hereford, Tex., whose term expires in 1972 and John F. Hurlbut, WVMC(AM) Mt. Carmel, Ill., whose term ends next year.

The FM members will serve out their terms, it was stated, but voting at the next election will include candidates for the new class D market (below 25,000).

Ford loans, gives \$4 million to ETV

Ford Foundation announced last week it will make grants and a loan totaling about \$4 million for national and local public television.

The loan, for \$2.5 million, is to KCET(TV) Los Angeles to acquire, renovate and convert buildings to studios. The loan is for 10 years at 8% interest.

The grants include \$300,000 to Educational Broadcasting Corp. (WNBT(TV) Newark-New York) for additional programs of *Soull*, a television series produced by and for blacks; \$175,000 to Community Television (WJCT(TV) Jacksonville, Fla.) for TV programs involving the community; \$392,000 to the Corp. for Public Broadcasting for its


EXCLUSIVE LISTINGS!

PENNSYLVANIA:—Daytimer and FM rated No. 1 in 2 station market. Extremely high retail sales index in excess of 87,000,000 for city only. Station revenues are excellent. Real estate included. Price \$400,000—terms open.

Contact Les Vihon in our Washington office.

SOUTHWEST:—Full timer in top 100 market and still growing, 5,000 watts, excellent coverage. Abundance of equipment superbly maintained. Long history of profit and cash flow. Price \$525,000—29% down, balance 10 years. Selling for health reasons.

Contact George W. Moore in our Dallas office.

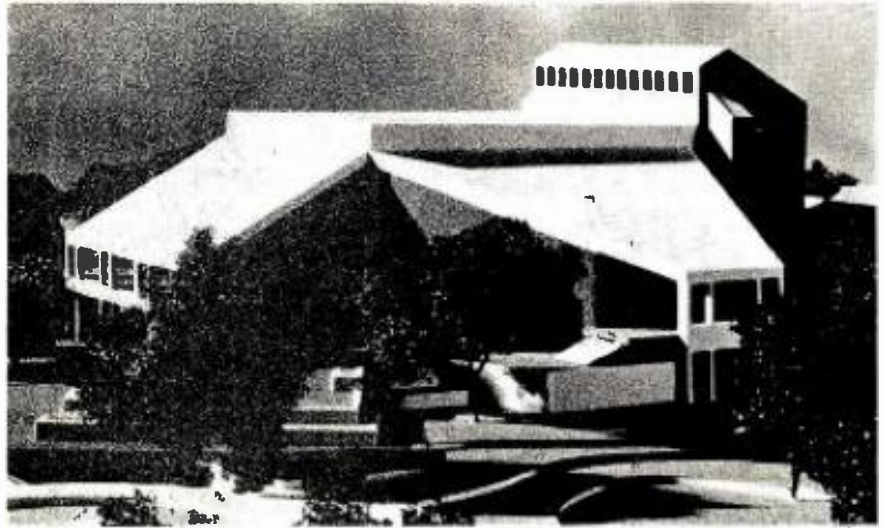
 <p>Hamilton-Landis AND ASSOCIATES, INC.</p>		<p>WASHINGTON, D.C. 1100 Connecticut Ave., N.W. 20036 202/393-3456</p>
<p>Brokers of Radio, TV & Newspaper Properties Appraisals and Financing</p>		<p>CHICAGO 1507 Tribune Tower 60611 312/337-2754</p>
<p>AMERICA'S MOST EXPERIENCED MEDIA BROKERS</p>		<p>DALLAS 1234 Fidelity Union Life Bldg. 75201 214/748-0345</p>
		<p>SAN FRANCISCO 111 Sutter St. 94104 415/392-5671</p>

Grand Ole Opry's new home begun

Ground has been broken for WSM's new Grand Ole Opry House, heart of the \$27-million Opryland U.S.A. entertainment-recreation complex now under development in Nashville. Last week, Irving Waugh, president of WSM Inc., said the new Opry House will cost an estimated \$9 million without television equipment.

When completed in 1972, the 147,270-square-foot Opry House (shown in illustration) will include a semicircular performing area and rehearsal and dressing-room areas.

Mr. Waugh said the architects, Welton Becket and Associates of Los Angeles, "have developed a structure which will recapture the relaxed atmosphere of the existing Opry House, while providing thoroughly contemporary facilities for live radio and television audiences." Flooring from the stage and some of the brick from the present Opry House will be used in the new structure, Mr.



What WSM's Grand Ole Opry House will look like in Nashville.

Waugh added.

The Grand Ole Opry was founded almost 45 years ago by WSM and its parent company, National Life and Accident Insurance Co. For the past 27

years it has been staged in the old Ryman Auditorium in Nashville. The new site is six miles from downtown Nashville in the Pennington Bend area.

recently established Public Broadcasting Service and for documentary program development and promotion.

Also, \$445,145 to Greater Washington Educational Television Association (WETA-TV Washington) for *Newsroom*, its nightly one-hour news program; \$60,000 to National Educational Television and Radio Center for program promotion, and \$50,000 to WGBH Educational Foundation (WGBH-TV Boston) for 13 one-hour programs titled *Sunday Night at the Pops*.

Fairness doctrine for newspapers?

Cox repeats plea, but says he prefers 'voluntary action'

Even as he prepared to bid farewell as a regulator of broadcasters, common carriers and CATV systems, FCC Commissioner Kenneth A. Cox last week nudged along the idea that perhaps newspapers, and magazines too, ought to be brought within the ambit of government regulation.

The commissioner, in a speech to the Association for Education in Journalism, at American University, Washington, was concerned principally with application of the fairness doctrine to print media.

He spoke of the public's "unparalleled need for information and analysis"

dealing with the urgent problems facing the nation, and of "the simple truth . . . that we need to use all the tools we have available if we are to resolve our difficulties in time."

He said "voluntary action is to be preferred to government coercion in this sensitive area," and said owners of print media should regard themselves as trustees for the public. But he also said that "government can have a proper role here."

Commissioner Cox, who is scheduled to leave the commission on Sept. 1 after more than seven years of service, had expressed the same idea publicly last year, in a speech to the American Bar Association in Dallas (BROADCASTING, Aug. 18, 1969).

Last week he cited the Supreme Court's landmark decision in the Red Lion case, in which the high court upheld the constitutionality of the commission's fairness doctrine, as providing support for his view. The court's emphasis "on the First Amendment's role in insuring a forum for the discussion of the public's business—and inferentially for the presentation of candidates for public office—applies with equal logic to newspapers, and perhaps to some national magazines," he said.

Two bills have been introduced in Congress that would place newspapers under the fairness doctrine, and one would authorize the FCC to see that the newspapers complied (BROADCASTING, Aug. 17). But Commissioner Cox was not enthusiastic about the prospect of that kind of responsibility being given

the commission. There would be serious problems in extending the commission's jurisdiction to the print media, he said—"not the least" of them the fact that the commission "is overburdened and understaffed."

But he did say that the commission, in its administration of the doctrine, has made clear it does not intend to function "as a judge of the truth in news or the soundness of a broadcaster's editing of the available materials." He expressed the hope this "is reassuring to the media."

He agreed that the Red Lion case, in advancing the idea that the mass media owe "a cognizable duty" to permit the public access, may mean more problems for everyone concerned. But, he added, "I think the potential benefits to our society are so great that further exploration along these lines should be encouraged."

Media notes:

New street address ■ Cablecom-General Inc., Denver-based multiple CATV owner, has moved headquarters to 4705 Kingston, Denver 80207, Box 7251. Phone: (303) 344-3420.

Change of image ■ KWIK-EE Survey Co., Casa Grande, Ariz., has changed name to National Radio Research. Dale Bennett, president, said change was result of poll taken of firm's subscribing stations. NRR conducts one-day radio audience surveys and other observers. Address: 406 Paseo de Paula, Casa Grande, Ariz. 85222.

FM's at the top in two markets

**They lead all radio in audience shares
as others move into rating contention**

FM stations had the highest radio-audience shares—AM and FM—in two markets in the American Research Bureau's April-May reports, and placed second in three others.

These results, out of approximately 120 markets covered in the April-May measurements, appeared to represent the clearest breakthrough yet made by FM. The rankings were in terms of metro shares, total persons aged 12 and up, 6 a.m. to midnight Monday through Sunday.

In many other markets FM stations were said to have placed third, fourth or fifth on this basis. WOOD-FM Grand Rapids, Mich., and WEAT-FM West Palm Beach, Fla., were the two that came out on top of all radio stations in their markets.

WOOD-FM had a metro share of 14.5 to nose out WLAV(AM) shown with a 14.0. WEAT-FM had a 15.0 to WIRK(AM)'s 11.3.

Both WEAT-FM and WOOD-FM use the middle-of-the-road taped music service supplied by Stereo Radio Productions, whose president, Jim Schulke, said they were the first FM stations to rank first in metro shares in their markets on an all-persons, full-day, full-week basis.

Both stations are independents, and automated. WEAT-FM went on the air last September. WOOD-FM in 1962.

WOOD-FM's first place led a total of 18 stations reported in the Grand Rapids April-May book. WLAV(AM) took its close second place with a music

format described as adult contemporary. The station is also affiliated with the ABC Contemporary Network.

WEAT-FM was first among 15 stations reported in the West Palm Beach book. WIRK's second place was achieved with what representatives described as a modern music format. WIRK is also an MBS affiliate.

An examination of other ARB April-May reports showed three FM's in second place in metro shares in their markets—KRDO-FM Colorado Springs, KRFM(FM) Phoenix and KORK-FM Las Vegas.

KRDO-FM, which also programs the SRP service, was shown with an 11.2 behind KYSN(AM)'s 19.5 achieved on a contemporary music format. (Together, KPIK-AM-FM Colorado Springs, edged KRDO-FM by a fraction of a share point, scoring 11.6 with a country-western format, but on a single-station basis KRDO-FM was counted second among 14 reported stations in the market.)

In Las Vegas, KENO(AM), whose music is described as modern, was a clear first with a 19.9 metro share. KORK-FM, a good-music station, with a 11.4 share, was tied for second place with the combined KLUC-AM-FM operations programming what representatives say is contemporary rock but will be changed to adult contemporary music effective Sept. 15. Eleven stations were reported in the Las Vegas book.

In the Phoenix book, where 27 sta-

tions were reported, KRFM(FM) was shown with a 10.3 metro share, second only to KRUX(AM) Glendale's 11.4. Representatives of KRFM said its programs good music; those of KRUX said it specializes in contemporary music.

Dispute still simmers after secretary quits

ABC News said last week that Sharon Niederman, a secretary who accused the organization of discriminating against women (BROADCASTING, Aug. 17), had resigned her post voluntarily on Aug. 14 and had left for a vacation in New England.

ABC authorities emphasized that Miss Niederman was secretary to George Merlis, director of public relations for ABC News, and was not "a secretary in the office of ABC News President Elmer Lower" as previously reported.

Miss Niederman could not be reached last week to discuss her reported resignation. Earlier, she had enlisted the support of the American Civil Liberties Union, which filed a complaint on behalf of Miss Niederman and other women employed at ABC News with the New York City Commission on Human Rights. A spokesman at the ACLU said last week the organization probably would pursue the action irrespective of Miss Niederman's status since it was acting also on behalf of other women at ABC News.

International

RKO General selling all Canadian stations

RKO General Inc. is getting out of the Canadian broadcasting business. The company announced last week that its CKLW-AM-FM Windsor, Ont.-Detroit, is being sold to Baton Broadcasting Ltd., Toronto—the same company that recently bought 75% of CKLW-TV there (BROADCASTING, March 16). Purchase price: \$4 million.

Last year S. Campbell Ritchie, president of RKO General, announced the stations would be sold to comply with the Canadian Radio-Television Commission foreign-ownership rules (BROADCASTING, July 28, 1969). Canadian legislation requires that citizens of that

country own at least 80% of any Canadian broadcasting stations. Sale of the AM-FM combination is subject to CRTC approval.

Baton Broadcasting bought CKLW-TV jointly with the Canadian Broadcasting Corp. on a 75-25% basis for about \$5 million.

The arrangement was with the condition that CBC agree to become the full owner of the television station within five years of the initial sale.

John Bassett, chairman and president of Baton Broadcasting, which also operates CFTO-TV Toronto, is also owner of Toronto Telegram Publishing Co.

Negotiations for the sale of all three stations were handled for RKO General by R. C. Crisler & Co.

Equipment firm opens second Canadian office

International Video Corp., Sunnyvale, Calif., has expanded its operations in Canada with opening of a district office in Toronto. Robert Cezar, formerly field engineer in the Montreal office will be in charge of the new district office.

Full sales and service capabilities will be available to Ontario broadcasters as well as educational, industrial and CATV distributors in Canada.

Address of the Toronto district office of International Video Corp. is 1770 Albion Road, Rexdale, Ont. Telephone: (416) 749-7539.

CBS takes 'Opposition' off the air

Network hoped to counter Nixon dominance on TV, but FCC says show failed to rebut Nixon on war

CBS's *Loyal Opposition*—a program series the network had initiated as a means of affording fairness to the party out of power—has become a casualty, if only temporarily, of an FCC fairness-doctrine ruling.

CBS President Frank Stanton announced last week that the series was being suspended, "for the time being," and that the network was withdrawing an offer to the Democratic National Committee to schedule the next program on Nov. 17.

Dr. Stanton said the action was the result of the commission's Aug. 14 ruling requiring CBS to afford "some reasonable period of time" to a Republican spokesman to reply to DNC Chairman Lawrence F. O'Brien in his 25-minute appearance on the first *Loyal Opposition* program, on July 7.

But he also announced that CBS will petition the commission to reconsider that ruling and indicated that the network will go to court if rebuffed by the commission. He disclosed the network's plans in letters to O'Brien and to the Republican National Committee Chairman Representative Rogers Morton (R-Md.).

The Democrats have already asked the commission to reconsider its ruling. The DNC, in a petition filed on Thursday, a few hours before Dr. Stanton's letters were made public, said that the commission had misconceived the purpose of the July 7 program and that its order "threatens the very survival of the two-party system in the age of television." It also asked the commission to stay the effectiveness of its order until after it rules on the petition.

Dr. Stanton said that the purpose of the *Loyal Opposition* series—CBS was expected to make prime time available to the Democrats four times over the course of a year—was to help "redress" the "imbalance arising from presidential appearances" on network television.

He noted that the commission, in its ruling, acknowledged that the program represented "a good faith" effort on the part of CBS to achieve balance in the presentation of contrasting views and that CBS "is to be commended for its concern."

But the practical effect of the ruling requiring CBS to offer time to a Republican spokesman to respond to Mr. O'Brien, Dr. Stanton said, "is to vitiate the series."

Dr. Stanton, in his letter to Representative Morton, expressed the hope that "the commission and, if necessary, the courts" act promptly in the matter. It would be "unfortunate" if the network were ultimately required to air a Republican response "during the height of the campaign period," he said.

CBS's decision to suspend the *Loyal Opposition* series apparently caught the Democrats by surprise. Mr. O'Brien, in a news conference at which he announced the petition for reconsideration was being filed, said only that he had been informed there would not be another *Loyal Opposition* program before the November elections.

The DNC, in its petition for recon-

12 suggested as anti-war spokesmen

Letters have been sent to the three network presidents by the Los Angeles chairman of Business Executives Move for Vietnam Peace (BEM) containing a list of 12 "highly responsible citizens" the group believes are capable of "presenting an alternative viewpoint to the President's actions in Vietnam."

Albert R. Appleby sent the letters following the ruling by the FCC requiring that networks make available prime time to spokesmen for those anti-administration views. Two other groups had also brought complaints to the commission. They included 14 antiwar senators and the Committee for Fair Broadcasting of Controversial Issues. (BROADCASTING, Aug. 17).

Among those listed were: Clark Clifford, former secretary of defense; General David Shoup, former Marine Corps commandant; Mrs. Martin Luther King Jr.; Kingman Brewster, president of Yale University; General James Gavin, president of A.D. Little Co.; and Leonard Woodcock, president, United Auto Workers.

sideration, said the commission had based its ruling on an incorrect premise—that Mr. O'Brien had spent only a few minutes in the July 7 program on the IndoChina war while the President in five addresses carried by the networks since November had concentrated almost entirely on that subject.

The DNC petition said that the program was not designed as a rebuttal to those five addresses but "as a partial response to 18 months of unprecedented prime-time presidential television appearance covering a broad spectrum of controversial issues of public importance."

The petition said that President Nixon "has spent more than seven hours of prime time on all major networks simultaneously, advocating his viewpoints on numerous controversial public issues of the day at any length he desired in a format he totally controlled."

And the networks, it added, have permitted virtually no effective reply. CBS's *Loyal Opposition* series, the petition added, was intended to rectify the situation by affording the Democrats prime time in which to air their views on a number of issues raised by the President—not merely his views on the Southeast Asia situation.

Furthermore, the petition said, none of the issues discussed by Mr. O'Brien—the state of the economy, the nation's crime problem, civil rights for black and other minorities, among them—was being raised for the first time. The President had discussed them all in his broadcast appearances, the petition said. Thus, it added, CBS is under no fairness-doctrine obligation to afford time for a contrasting view.

And if "the prodigious impact of a presidential television appearance is coupled with the untenable proposition that the party controlling the White House must get two bites at the apple for every one by the out party," the petition said, the survival of the two-party system is endangered.

The commission ruling had come as the DNC was still smarting from the commission decision, on Aug. 6, that while broadcasters may not arbitrarily refuse to sell political parties time to

solicit funds, they may refuse to sell time for the discussion of controversial issues (BROADCASTING, Aug. 10).

Mr. O'Brien, at his news conference, said the two decisions make clear that the fairness doctrine "now stands as a monument of partisan unfairness."

And he accused the Republicans and the FCC under its chairman, Dean Burch, of conspiring to "slow down" programing for the Democrats.

He said he intends to pursue every available means, "administratively and legally, to achieve some semblance of balance and fairness on the networks and their affiliated stations between the major political parties."

The DNC has already filed a notice of appeal in the U.S. Court of Appeals for the District of Columbia from the commission ruling permitting broadcasters to refuse to sell time for the discussion of issues.

"That decision," Mr. O'Brien said, "would be like telling the American Cancer Society it could solicit contributions on television but that it could not tell the viewers about the dangers of cancer."

Congressman queries stations on policies

Representative Bob Eckhardt (D-Tex.) has mailed to 104 radio and TV stations in larger markets a questionnaire asking information on their political endorsement and editorial policies. Representative Eckhardt is a member of the House Commerce Committee.

Some broadcasters have made it known they feel the questions to be too personal and an invasion of their privacy.

The questionnaire, prepared by a summer intern in the congressman's office, asks for the political affiliation of the station owners and managers, if the station identifies with a particular party (and, if so, which one), and candidates supported by the station in presidential elections since 1956 and senatorial elections since 1960.

In the editorial policy portion, the station is asked if it editorializes and, if it does, whether the editorials focus on local or national issues. The questionnaire also asks for editorial positions taken by the station on six major issues, including the anti-ballistic missile system, the Carswell Supreme Court nomination and Vice President Agnew's statements on dissenters.

Similar questionnaires were sent to selected newspapers, generally with circulations of 100,000 or more.

Representative Eckhardt, in an accompanying letter, states: "In the light of the current controversy over the media's treatment of the current administration, I feel that it would be

beneficial to obtain hard statistical data on the diversity of editorial and endorsement positions represented by our nation's radio and TV stations."

An Eckhardt aide said the information received would be used only for statistical purposes and that the congressman did not plan to use the replies as basis for any legislation.

The stations selected for the sample tend to be located in larger markets, according to the aide. Particular emphasis was given to stations owned by newspaper interests.

D.C., N.Y. bid for prime-time fight

A jurisdictional issue arises after ABC files its appeal in Washington

The initial court question to be resolved in the appeals broadcasters have taken from the FCC order denying reconsideration of its prime-time access and related rules will be a jurisdictional one.

ABC made that a certainty by filing a petition for review of the commission's decision in the U.S. Court of Appeals for the District of Columbia on Aug. 14, it was learned last week.

CBS and WCAX-TV Burlington, Vt., had filed appeals in the U.S. Second Circuit Court of Appeals, in New York, a week earlier, on Aug. 7, shortly after the commission announced its decision in the case. (BROADCASTING, Aug. 17).

CBS and WCAX-TV had presumably rushed to the New York court in an effort to avoid having the case argued before the District of Columbia circuit, where such cases would normally be heard. The Washington court is privately regarded by some communications lawyers as unduly hospitable to commission views.

But to get into court as soon as they did they were forced to file with their appeals the commission's news release announcing the decision. The text of the order had not yet been published. And it is on this point that ABC will argue that it has established the Washington court as the one with jurisdiction in the case.

ABC attorneys attached to their petition for review a copy of the text, which was issued the day they filed. And Vernon L. Wilkinson, Washington attorney for the network, said the court rules require the filing of such documents when appeals are taken.

When asked why ABC wanted the case argued in Washington, Mr. Wilkinson said only that the court was a "convenient" one. He also rejected the suggestion that broadcasters might fare better in some other court. He thought the

odds would be the same regardless of the court.

ABC broke with CBS, NBC and even its own television affiliates' group in acquiescing to the commission's prime-time access rule; ABC said it "can live" with it. The rule prohibits major market affiliates from taking more than three hours of network programing between the hours of 7 and 11 p.m.

However, it opposed the companion rules that require the networks to divest themselves of their domestic-syndication operations and prohibit them from acquiring subsidiary rights in independently produced programs.

ABC's petition for review does not specify the rules the network will seek to have the court overturn. Mr. Wilkinson said ABC was reserving its freedom of action.

CBS similarly has not indicated what the scope of its appeal will be. Since it plans to spin off its syndication operations as well as its CATV systems to a publicly held corporation owned by CBS stockholders (BROADCASTING, July 6, et seq.), some observers speculated the network might not make a major issue of the syndication-ban rule.

However, NBC, which also intends to file an appeal, is expected to attack all aspects of the commission's decision.

Buckeye subscribers get a world view

A Toledo, Ohio, CATV system is offering its subscribers the option of receiving via cable shortwave-radio programing provided by such eclectic sources as Radio Moscow, Radio Havana and the Toledo police department.

For an extra \$1 monthly, Buckeye Cablevision Inc. has, for over a year, been augmenting its television fare with shortwave signals, which it picks up with its 350-foot tower, modulates to FM and then converts to an unused frequency before feeding to FM sets in subscribers' homes.

Buckeye Manager Leo Hoarty reports that some 2,000 subscribers (out of 14,637) now receive the radio broadcasts, which besides shortwave include standard and stereo FM programing emanating from cities in Ohio, Michigan and Windsor, Ontario.

Mr. Hoarty said the radio service was inaugurated almost a year and a half ago, but that Buckeye began actively promoting it only last July. He attributes its popularity to generally poor radio reception in the highly industrialized Toledo area and a "peculiar local habit" of avidly following police broadcasts. He notes that British Broadcasting Corp. programing is also highly popular and says he hopes to add some South American stations for Toledo's Spanish-speaking population of approximately 26,000.

TV backing Nixon on drug abuse

'Subtle sell' turning up in entertainment story lines
in wake of special White House conference last April

The more than four-million viewers, including some two-million teen-agers and children, who tune in regularly to ABC's soap opera *One Life to Live* are being told in dramatic terms these hot summer days of the sordidness and despair associated with drug abuse. Drug users and ex-addicts from New York's Odyssey House, a therapy home for addicts, are appearing as actors in some segments.

Episodes dealing with the same problem are showing up in another ABC daytime, *General Hospital*. And these are only for openers. When September comes, prime-time viewers will frequently be running into stories dealing with the drug-abuse problem. More such programs are in preparation for the 1971 season.

This "relevant" programing may in part be due to producers' views as to the marketability of entertainment programs dealing with a major domestic problem. But in large part, inspiration for the series now being planned was provided by President Nixon at a White House conference on the drug-abuse problem, on April 9 (BROADCASTING, April 13).

The President appealed for help from the 35 network, production and advertising executives from New York and Hollywood who attended. He cited the power the television industry could bring to bear in helping government deal with the problem. But documentaries and news shows were not what he had in mind; entertainment shows were. They present the most effective medium for the "subtle sell," he said.

Judging by responses to a follow-up letter that a White House aide, Jeb Magruder, sent to those attending the conference, the appeal was successful. The letters, reporting plans for programs dealing with the drug-abuse problems, had White House aides concerned with that field smiling. Indeed, the conference is now regarded as such a success that others keyed to other media are under consideration.

According to letters from ABC and program producers, as well as to statements from producers' spokesmen in Hollywood, that network will carry nine series in which the drug-abuse problem will figure in at least one episode—*The FBI* (Warner Bros. Television-Quinn Martin), *The Mod Squad* (Thomas-Spelling Productions), *Marcus Welby, M.D.* and *Matt Lincoln* (both Universal

Television), *Room 222* (20th Century-Fox), *The Young Lawyers*, *Immortal* and *Love American Style* (all Paramount), and *Dan August* (Quinn-Martin).

CBS, in a letter from William H. Tankersley, vice president for program practices, pointed out that its policies "prohibit" dictating program content to producers. But he said he noticed that a number of episodes dealing with the subject of drug addiction are scheduled for the fall season.

Two production companies filled in some of the CBS gaps—though one of them expressed some doubt as to the freshness of the theme the President had asked them to hammer home. Leonard Freeman of Leonard Freeman Productions reported that a *Hawaii Five-O* segment—"Funky Junky Blues"—was put into production on his return from the White House conference "where the inspiration was supplied to again tackle the drug theme, and to attempt a new and exciting approach to what is now a much over-used dramatic premise." He also said he expects to come up with a drug-abuse subject for a segment in the new *Storefront Lawyers* series, which will also appear on CBS.

And Frank Glicksman and Al C. Ward of MGM reported progress on a segment for *Medical Center* dealing with drug abuse as it affects college students—again, with credit for the inspiration being given the White House conference.

Another CBS series that will include a segment on the drug-abuse theme is *Mannix*. This was reported by a spokesman for the producer, Paramount.

In addition, the Treasury Department has reached an agreement with Jack Webb and his Mark VII Productions under which a television series entitled *Treasury Agent* will be pro-

Before the seal act

Vice President Spiro Agnew, whose network appearances usually fail to elicit laughter from the broadcasters themselves, will help launch the *Red Skelton Show* on Sept. 14 (7:30-8 p.m.) when the comic begins his new series on NBC-TV. Mr. Skelton, who had been on CBS-TV for the past 17 years, begins his 20th year in television this fall. Mr. Agnew will introduce Mr. Skelton on the premiere program.

duced featuring Treasury law enforcement agencies. A two-hour pilot is to be made for CBS which will present it as a movie in October.

The White House heard from only one producer working a drug-abuse theme into a series for NBC for the coming season. Richard Irving, executive producer of Universal's *Name of the Game*, sent along a script of a show that will be based on the White House conference that inspired the new flurry of television programing on the problem. And it will feature Presidential Counselor Robert Finch in a cameo role (Mr. Irving had asked for the President).

However, Paramount is said to be preparing for presentation on NBC a two-hour movie, yet untitled, dealing with school dropouts and drugs. A series spin-off is a hoped for possibility.

As for 1971-72, WB-TV reported a number of plans for series that would include segments on the drug-abuse problem. One is a daytime serial, *The Woman Inside*, WB-TV says has been optioned to a network it declines to identify. Another, still in the early stages of development, would feature an inter-agency governmental "strike force" active in law enforcement. And pilots for three other proposed series are being prepared. Two are for CBS (one centering on a police chief and his three sons—"a sort of contemporary Bonanza"); the other, on a university-based psychiatrist) and one is for NBC (it would feature Fess Parker as a law-enforcement officer in the modern far West).

Metromedia Producers Corp. also has a proposed television series devoted to telling the story of the government's efforts to fight drug abuse. It is called *Three Seals* and consists of three rotating series based on the activities of Bureau of Narcotics and Dangerous Drugs, Customs and the National Institute of Mental Health. But no buyer has yet been found.

Warner Bros., which has no commitments from any of the networks for its new product for the 1971 season, ended its letter to the White House on a plaintive note. After outlining the company's plans for new series, Gerald J. Leider, WB-TV president, said: "I trust you will share our belief that, with the cooperation of the networks, these projects of ours will become meaningful broadcasts for the 1971-1972 broadcast year."

FCC alters primer on political TV

The FCC announced last week it has revised its primer on Section 315 of the Communications Act as it applies to political candidates.

Titled "Use of Broadcast Facilities by Candidates for Public Office," the primer is a compilation of the commission's interpretive rulings under 315 and the rules implementing that section. The commission said it was designed as a guide to prevailing law and policy on Section 315 and as an aid "to reconstruct the evolution or modification of particular 315 questions."

Included in the revision are FCC decisions on problems that appear likely to be involved in future campaigns. The commission noted that, while the information does not cover every problem in political broadcasting, the documents included have been of assistance to candidates in understanding their rights and obligations under Section 315.

The commission added that the 315 provisions are also applicable to programs originated on CATV systems.

The previous primer was issued in 1966. Copies of the revised publication are available from the FCC office of information in Washington.

Group wants air time to rate stations' merits

Should stations give a citizens group free air time to solicit listener comments on how well the station is serving the public interest?

A new group in Chicago thinks so.

The Illinois Citizens Committee for Broadcasting wrote nearly three dozen radio and TV stations in the greater Chicago area last week and asked for free minute spots—not fewer than five a day for two weeks on each outlet starting Sept. 7—to survey listeners on station performance. ICCB said it wants an answer on compliance by this Wednesday and will petition the FCC for "rule making" if stations refuse to cooperate.

The committee explained the plan is part of its desire to make listeners more involved in the FCC license renewal proceedings facing all Illinois stations this fall. The committee claimed that provisions of the Communications Act and the FCC's fairness doctrine rulings establish the legality of its demands.

ICCB said it will use its requested air time "for the purpose of gathering together the opinions of the community concerning broadcasting in Chicago. These opinions will then be used in negotiations with broadcasters and in possible presentation to the FCC."

ICCB said it felt "this collection of

opinion by a citizen-oriented organization can be very helpful and beneficial to both the station and the community, if the station is truly concerned about broadcasting in the public interest."

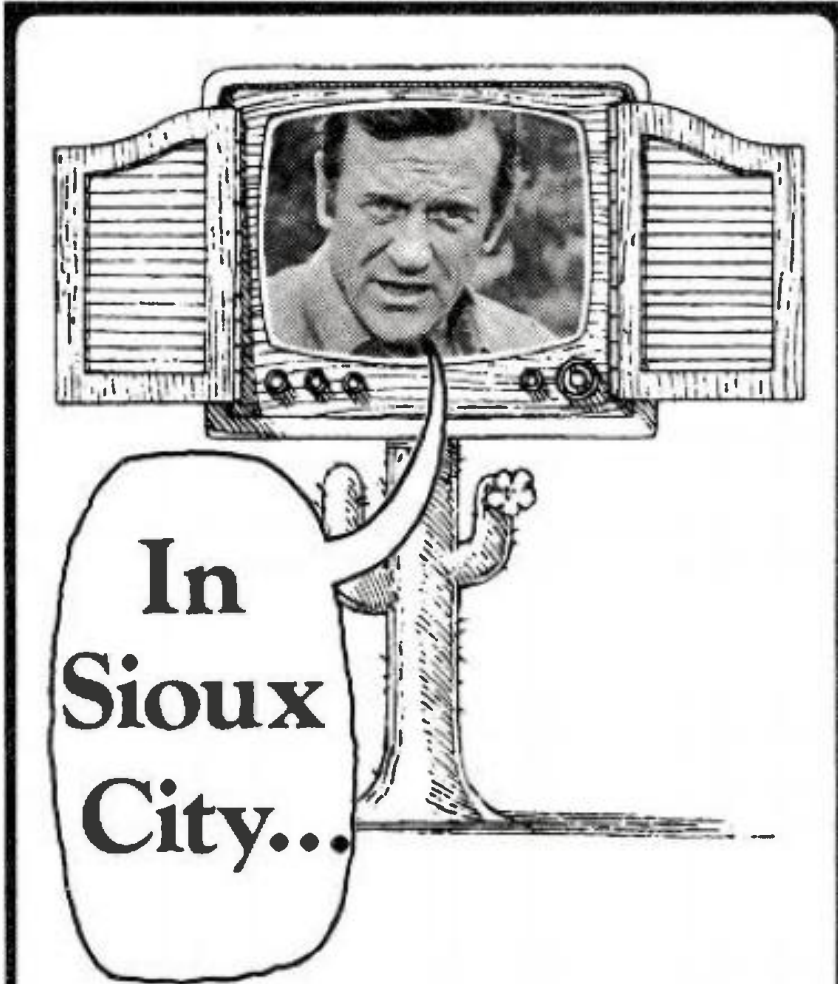
However, ICCB continued, the committee "realizes that the public interest is not at the heart of every station's broadcasting. Therefore, in the event that certain stations do not grant time, preparations are being made to petition the FCC for 'rule making' which would give independent citizens' organizations the right to have 'equal time' on broadcast stations in which to solicit audience opinions concerning that station."

Duane Lindstrom, executive director

of ICCB, said the group is an outgrowth and extension of the former "Citizens Committee to Save WFMT," which had considered itself "victorious" in blocking the transfer of WFMT(FM) Chicago to a Tribune Co. subsidiary there, WGN Continental Broadcasting Co., operator of WGN-AM-TV Chicago.

The FCC had approved sale of WFMT to the WGN group, but after protracted litigation and further proceedings, including a hearing in Chicago, the commission subsequently approved a plan by the WGN group that transferred WFMT to noncommercial WTTW(TV) in Chicago.

Mr. Lindstrom said this successful



In Sioux City...

Matt Dillon is KMEG-TV

The Channel 14 efficiency experts deliver the Siouxland sales center at the right price. With a million-watt primary signal. No inflated rate cards, no waste audience. Strong movies nightly — Mike Douglas, Dennis the Menace daily. And attractive news buys, early and late.

The Felger Studio
 BUILDING: 1000 W. 14TH ST. SIOUX FALLS, SD 57104
 PHONE: 335-1111
 TELETYPE: 335-1111
 TELEVISION: 335-1111
 RADIO: 335-1111
 MAILING: 335-1111
 CABLE: 335-1111
 FAX: 335-1111
 WWW: WWW.KMEG-TV.COM

KMEG-TV
 A CBS Affiliate
 A megawatt of sales power for Sioux City
 Avery-Knodel, Inc., Exclusive National Representatives

protest encouraged the group to expand its operating scope. The executive committee, he indicated, continues virtually the same and includes Robert Bennett, Northwestern University Law School instructor who once was aide to FCC Commissioner Nicholas Johnson. Also still active, he said, is Charles Benton, son of William Benton, publisher of *Encyclopedia Britannica*.

Mr. Lindstrom is on leave of absence from the Businessmen for the Public Interest, a civic-action group in Chicago supported by Gordon Sherman, Midas-International Inc. Corp. BPI is giving ICCB office space at 109 North Dearborn, Chicago. ICCB is an affiliate of the National Citizens Committee for Broadcasting, Washington, D.C., but is raising its own funds locally, Mr. Lindstrom said.

WMCA drops pop music for all-talk format

WMCA(AM) New York will abandon its 20-year format of popular music on Sept. 21 and introduce a 24-hour telephone-talk program structure.

Stephen B. Labunski, managing director of the station, said last week WMCA will be the only outlet in New York with this format, which is touted as "Dial-Log Radio 57" (WMCA operates on 570 kc). He describes the programming as "24 hours a day of audience involvement, listener participation radio." WNBC(AM) New York tried an all-talk format earlier but abandoned it several months ago.

Mr. Labunski pointed out that a large number of stations in the New York area now play the popular music that WMCA has been carrying. He said the management has decided that the needs and interests of the audience and advertisers could best be served by programming that would involve New Yorkers with the questions and issues that are besetting them.

The new programming will consist of news and information; interviews with prominent persons around the city, nation and the world; and telephone conversations with New Yorkers.

Music service available

Continental Radio, Los Angeles, reported last week that 18 hours of pre-recorded contemporary music programming are available for weekend use by stations.

Each show, available either in 7½ or 3¾ IPS in monaural or stereo, is three hours long. Three disc jockeys, including Jeff Alan, general manager of the programming service, provide the full nine hours for each Saturday and Sunday.

Using one machine to beat another KNX's computer gives freeway drivers tips on escaping traffic jams

Helicopters are useful to broadcast traffic reports, but their sightings do little to tell drivers how long the tie-ups are going to last or the time it will take to get to the next exit ramp. One Los Angeles radio station, CBS-owned KNX(AM), has abandoned airborne reports in favor of computers to provide the specific information pilots cannot—how long will it take to drive a certain distance at prevailing speeds.

The first computerized traffic report was aired on Sept. 30, 1968. Since that time, George Martin, KNX traffic reporter, has broadcast daily, covering the morning and evening rush hours.

This kind of information is the result of nearly 800 initial man-hours of planning and testing the computer program and countless additional hours of updating the data on the more than 600 miles of Los Angeles area freeways currently open to traffic and the more than 800 miles expected to be in use by 1980. The data was compiled from studies conducted by the California Highway Patrol, Los Angeles Police Department and the state division of highways. KNX also makes its own timed runs along various parts of the freeway system at different rush-hour times to provide other first-hand information.

Flow charts of the highway system during periods of heavy use were programmed along with information about the effect of lane closings, weather conditions, distances between exits, rush-hour traffic density averages, the "slow-and-look" or "rubberneck" effect and



George Martin, KNX traffic reporter, monitors one of more than a dozen police and fire frequencies in order to provide current information for the station's computerized traffic reports.

other factors affecting traffic flow. All told, some 10,000 bits of information have been programmed into the XDS Sigma 7 computer, linked to KNX by telephone lines.

The service provided by the station, according to Mr. Martin, is to enable the driver to decide if he wants to stay on the freeway or use parallel surface streets. This service includes the comparative times on nearby freeways that may not be as congested.

Daily updating of the information available to the computer is supplied by Mr. Martin from monitoring five police and six highway-patrol radio frequencies as well as fire and sheriff's departments emergency calls.

Computerized traffic reports in Los Angeles may get even more precise in the amount of information they can provide. The state division of highways has announced plans for encoding three of the most heavily traveled freeways. Sensors will be placed along 42 miles of roadway to provide speed and density data to a central traffic headquarters. Combining this immediate information with the computer program, according to Mr. Martin, should improve the computer's accuracy to near perfection.

UA-TV plans new package

United Artists Television, which has not placed any new feature films into TV syndication since 1968, reported last week that it plans to offer to stations a package of motion pictures for the fall or late 1970. Erwin H. Ezzes, president of UA-TV, made the disclosure as part of an announcement that pointed to substantial increases in the company's syndication sales during the first half of 1970. He added that if the new features package can be cleared soon, UA-TV "can look forward to an even better half for 1970."

Dual media effort for rock

Metromedia and Avco Broadcasting have collaborated on a 90-minute television rock festival with stereophonic sound to be broadcast by FM stations in the same cities. The program is a condensed version of a 15-hour rock concert held June 13 at Crosley Field, Cincinnati. The eight-track stereo sound was mixed down to two channels for the FM broadcasts. Three of the four Metromedia television stations—New York, Washington and Los Angeles—and their affiliated FM's will broadcast the program as will the five Avco TV outlets. Separate agreements were reached with FM stations in the Avco markets. Also scheduled to carry the stereo program is KTVU(TV) Oakland, Calif., in conjunction with Metromedia's KXAN(FM) San Francisco.

No new copyright bill this year

McClellan hopes FCC will adopt regulation to make cable legislation easier next session

Declaring that action on the Senate copyright revision bill could not be completed this session, Senator John McClellan [D-Ark.] said last week that no further action would be sought until next year, when a successor bill would be introduced.

Senator McClellan's Patent, Trademarks and Copyright Subcommittee reported the copyright measure (S-543) to the full Senate Judiciary Committee Dec. 10, 1969. The committee then failed to consider the bill.

To tide affected copyright holders over, Senator McClellan has introduced a resolution (S.J. Res. 143) temporarily extending the duration of copyright protection in certain cases to Dec. 31, 1971. Purpose of the temporary extension is to continue the renewal terms of the copyrights, pending enactment by Congress of a general revision of the copyright law, as is envisioned in the Senate bill.

The senator said in a speech on the Senate floor that the complexities of the cable-TV issue, dealt with in Section 111 of the long-delayed copyright bill, were in part responsible for the Judiciary Committee's lack of action during the current session. That section tackles the knotty problem of copyright liability of secondary transmissions by cable systems (BROADCASTING, Dec. 15, 1969).

Action by the next Congress on the CATV provisions, the senator said, should be facilitated by anticipated FCC promulgation of rules relating to the carriage of broadcast signals by cable systems.

"The FCC apparently now recognizes its responsibility to proceed expeditiously toward adopting appropriate CATV rules," he said, adding that FCC Chairman Dean Burch had promised that the commission "would make every effort to complete the rule-making process by the end of this calendar year." The FCC has set Nov. 23 as the final date for comments on the proposed CATV rules.

The FCC has indicated, however, Senator McClellan said, that the implementation of certain of the rules, including those relating to improved television service to the public and the importation of distant signals, must await action by the Congress to resolve the CATV copyright question.

He commented that the proposed rules in the FCC's Public Dividend

Plan for CATV appeared to be seeking the same objectives sought by his subcommittee in Section 111. But he called the subcommittee plans more workable and equitable.

Section 111, he said, recognizes that in certain situations it is desirable to protect the interests of broadcasters who have acquired the exclusive right to perform a copyrighted work in a certain market. Accordingly, he added, the section grants limited protection to those broadcasters and places some restrictions on cable systems importing such programs.

By contrast, the FCC's proposed rules, he said, would give no protection to broadcasters who have acquired exclusive rights. The rules instead propose a "complex scheme" whereby commercials on imported programs would be deleted and replaced by the commercials appearing on the programs of local UHF stations, a plan designed to produce revenues for UHF's which, it is

Changing Formats

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

■ **KFML-AM-FM Denver**—O'Fallon-O'Connor Broadcasting Inc., effective Aug. 17, switched format from classical music to modern middle-of-the-road music. Joseph R. McGoey, president, told the FCC "the type of music had to be changed . . . for plain economic factors and the desire to survive as a business." **KFML(AM)** operates on 1390 kc with 5 kw daytime. **KFML-FM** is on 98.5 mc with 10 kw and an antenna 670 feet above average terrain.

■ **KOOL-FM Phoenix**—Kool Radio-Television Inc., effective Aug. 17, switched from middle-of-the-road to popular-contemporary music by reducing simulcasting of its **KOOL(AM)** Phoenix from 25% to 5%. Lem Johnson, program director, said the only duplication now is of news programming and a public-affairs show. The new sound features album cuts and selected 45 rpm records and is aimed at the 20- to 40-year-old audience, Mr. Johnson said. **KOOL-FM** is on 94.5 mc with 100 kw and an antenna 1,620 feet above average terrain.

claimed, may be hurt by competition with imported signals carried by cable systems.

"Many experts in the communications field who have commented on this provision of the Public Dividend Plan have described it as unworkable," Senator McClellan concluded.

Taped pageant finals will be distributed

Century Broadcast Communications, New York, will distribute the finals of the 1970 Miss Black America beauty pageant to TV stations around the country. The finals will be taped at Madison Square Garden in New York Friday (Aug. 28) as a 90-minute special.

According to Century, more than 25 stations have signed for the pageant for showing in late August or early September. Among the TV outlets are **WGN-TV** Chicago; **WBAL-TV** Baltimore; **WTVN-TV** Columbus, Ohio; **WKRC-TV** Cincinnati; **WGR-TV** Buffalo; **WDAF-TV** Kansas City, Mo.; **KSD-TV** St. Louis; **KSL-TV** Salt Lake City; **WJBK-TV** Detroit; **KWGN-TV** Denver; **WMAL-TV** Washington; **WTEN(TV)** Albany, N.Y.; **KTVT(TV)** Fort Worth-Dallas; **WTIC-TV** Hartford, Conn., and **KETV(TV)** Omaha.

Madison Square Garden produced the show in association with Motown Productions and J. Morris Anderson Productions.

Ziegler to address RTNDA conference

Ronald L. Ziegler, press secretary to President Nixon, has been added to the list of speakers who will address the 24th annual conference of the Radio-Television News Directors Association in Denver Sept. 22-26.

Mr. Ziegler will speak at the awards luncheon on Sept. 24 when broadcasters will be recognized for outstanding performance in spot-news coverage, editorials and documentaries. Mr. Ziegler is the second presidential press secretary to address the association, having been preceded in 1962 by Pierre Salinger, who served in that capacity for both Presidents Kennedy and Johnson.

Other speakers at the conference will be FCC Chairman Dean Burch and CBS Newscaster Walter Cronkite.

Everything but the live action

NFL Films shoots entire football season, edits it, and returns it to viewers

When the regular National Football League season opens on Sept. 20, NFL Films camera crews will be scurrying to take their posts at each of the kick-offs. Their assignment: to shoot the myriad of films for showing before, during and after football telecasts and at post-season gatherings and programs around the nation.

The shooting of 182 games throughout the season and the subsequent editing and dissecting of the films are the prime functions of eight-year-old NFL Films, self-described as the "exclusive film representatives for all National Football League teams."

But filming the games is only the beginning. The application of the filmed end-product is the crux of the action. It's "more than a million-dollar business enterprise," explained Kenneth M. Flower, vice president-sales for NFL Films, as he ticked off the many and diverse destinations of the films.

For example, *NFL Action* and *NFL Today* on CBS-TV and the pre-game filmed segments for this season's NBC-TV telecasts are productions of NFL Films. And then there's *This Week in Pro Football*, fed by the Hughes Sports Network to 150 stations, and the half-

time segments planned for ABC-TV's Monday-night prime-time football telecasts featuring highlights of Sunday's games. They also are productions of NFL Films.

Besides the 32 hours scheduled on national TV, the films are used in other ways, according to Mr. Flower:

- By ad agencies needing footage for commercials.

- By movie producers—the football portions of "The Fortune Cookie" and "The Paper Lion" were furnished by NFL Films.

- By the U.S. Navy, which shows filmed games as morale-builders among submarine crews.

- By Arabian oil companies, which show films to its American workers far from home, and American Express offices that schedule special screenings for Americans abroad.

- By high-school and college coaches. And, Mr. Flower recalled, the football films carried by Secretary of State William Rogers on his last Far Eastern tour were supplied by NFL Films.

NFL Films was organized in 1962 as an outgrowth of a hobby pursued by Ed Sabol, a clothing manufacturer in Philadelphia.

Mr. Sabol, who had been shooting amateur football games as a hobby, bid for and won the film rights for National Football League games. The result: NFL Films, now owned by all the teams, with each of the 26 owners sitting on the board and Mr. Sabol as president. Main office of NFL Films is in Philadelphia. The New York office, in the same building as the NFL league offices, is principally a sales office.

Following their clicking and shuttering of the Sunday games, the NFL Films camera crews return to Philadelphia to process their day's work. A team of 45 creative persons then prepares the narration to go with the films and the project is under way.

NFL Films, always looking for an innovative wrinkle, thinks it has found one this season. Much like ABC-TV's ambition to hook the woman viewer on football through its Monday night prime-time telecasts, NFL Films wants to encourage women to share equally their rights in front of the TV screen and their interests in football.

The vehicle eyed for that is a segment in each Sunday's *NFL Today* show, in which Hostess Carol Howley, wife of former CBS executive Norman Walt, helped by Marjorie Margolis of WCAU-TV Philadelphia, will explain aspects of the game to women.

Discussed will be on-field action and even such significant topics as what and how much food is consumed by the players.

National General cuts new TV production

The economic crisis threatening the major Hollywood studios has knocked one out of television production for the present. National General Studios reported that it would not be entering into any new development or production agreements during the near future.

Malcolm Klein, president of NGC's television production and distribution division, said previous commitments on shows in production would be honored. Included is the "Trouble With Tracy," series of 130 episodes in production in Canada. The taped series is based on Goodman Ace scripts. About 30 segments have been completed. Also committed is the "Special of the Month" with Ralph Story. Six one-hour specials have been filmed with contracts signed



Ed Sabol (l), president of NFL Films, sizes up the situation while on location with Gene Mason, NFL Films staff

cameraman-producer. NFL films will shoot 182 games this season for the professionals.

for showings in 23 markets, Mr. Klein pointed out.

Primary reason for the temporary move away from TV production was the immediate need for operating capital. "There is no desire by the company to tie up cash in a product, no matter how potentially profitable, when the return is to spread over the next 12 months while the original outlay is in one month," Mr. Klein said.

Mr. Klein also said no decision has been reached on the fate of 60 hours of film of the recent eastern European tour of Blood, Sweat and Tears.

'Misterogers' gets \$200,000 from Sears

National Educational Television received a monetary boost for its *Misterogers' Neighborhood* daily series last week in a \$200,000 grant by Sears-Roebuck Foundation to the Corp. for Public Broadcasting.

The grant was announced jointly by Sears Foundation President William F. McCurdy and CBS President John W. Macy Jr. The grant will enable NET to produce 65 new half-hour programs in the young children's series.

A matching grant was given by CPB to the Public Broadcasting Service to distribute the series for 1970-71 to 194 non-commercial television stations. CPB made a \$521,000 grant in support of the program earlier this year (BROADCASTING, Feb. 2).

The present grant is the fourth in support of *Misterogers' Neighborhood* by the Sears-Roebuck Foundation, which since 1967 has contributed \$700,000 to the program.

'Rosko' takes aim at college market

College Marketing Corp. has signed "Rosko," New York radio personality, as host for a new radio program directed at the nation's college student.

Radio Syndicate Inc., a new division of College Marketing, has created a network of 100 college and 11 commercial FM radio stations in 10 major markets to carry the new program, which will feature progressive rock music and a discussion of events and issues of interest to students. The commercial FM outlets, which will receive 10 hours a week of Rosko, are WDAS-FM Philadelphia; WKOX(FM) Framingham, Mass. (Boston); WBRU(FM) Providence, R.I.; WHFS(FM) Bethesda, Md. (Washington) WGLD(FM) Oak Park, Ill.; WENR-FM Dearborn, Mich.; WMMS(FM) Cleveland; KMET(FM) Los Angeles, KGO-FM San Francisco; WVOX-FM New Rochelle, N.Y., and WBAR-FM Babylon, N.Y.

ITC budgets \$20 million for TV

Funds to be used for new programming in six-month period

Independent Television Corp., New York, has committed \$20 million for new production of programs in the current six-month period, a \$5-million increase over the same period a year ago.

The production commitment was reported last week by ITC President Abe Mandell, who said the funds represented the period of July through December.

ITC, which is the production and distribution arm of Associated Television (ATV) of England, has several shows on or committed to ABC-TV. They are one-hour series, *This Is Tom Jones*, entering its third season this fall, and *The Friendly Persuaders* (working title) with Tony Curtis and Roger Moore, slated for showing in 1971; and a half-hour series starring Shirley MacLaine. Also mentioned by ITC is *The World of Jason King* (also working title), which will star Peter Wyngarde, a one-hour suspense-adventure series spin-off from *Department S*, a one-hour adventure property not yet released in the U.S.

Included in ITC's production schedule are several specials, some now completed. They are *Carol Channing's Mad English Tea Party*, slated for NBC-TV, Sept. 9, 9-10 P.M. NYT; a projected musical-variety one-hour series starring Petula Clark, the first to be shown on ABC-TV in January; a dramatic vehicle with Elizabeth Taylor for showing on NBC-TV next season; a 90-minute trilogy, *Female of the Species*, starring Faye Dunaway, Maggie Smith and Shirley MacLaine; and the two-hour *Hamlet* starring Richard Chamberlain for showing as a *Hallmark Hall of Fame* entry on NBC-TV.

ITC said the schedule included fea-

ture films produced for network telecast: *Firechasers*, with Chad Everett, Anjanette Comer and John Loder, for CBS; an untitled Norman Felton production for NBC; and two for ABC, *M.A.C.E.*, produced by Monty Berman, and another property to be selected. ITC also has completed *The Tribe That Hides from Man*, a 90-minute documentary filmed in the jungles of Brazil, and another one-hour documentary, *The Violent Earth*, about volcanoes.

Program notes:

Proud country ■ Cine-Vox Programming Inc., New York, is placing into distribution to radio stations 30 hours of country music programming titled *My Country, My Music*. Programming traces musical events and personalities of country genre, with emphasis on music from 1957 to 1970. Ralph Emery is host and executive producer.

New pact ■ Tele-Tape Productions and Children's Television Workshop, both New York, have renewed contract for CTW to continue to produce *Sesame Street* at TTP's second stage. Agreement stipulates that Tele-Tape, in addition to its stage, will provide technical production facilities and services.

Auto racing ■ Metavision, New York closed-circuit television company, will televise live via closed circuit, the California 500 auto races Sept. 6. Firm is headed by E. William Henry, former chairman of the FCC.

More music from Capitol ■ Volume six in continuing series of programming and production music for broadcasters is being made available to radio and television stations by Capitol Records. New release consists of ten 12-inch records and provides varying types of music from country and western to ecological themes. Majority of selections in volume six are in 30- and 60-second lengths for easier commercial use.

Signed for children's dramas ■ Beckwith Presentations Inc. has signed Alvin Boretz to write first teleplay for series

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR C.A.T.V., TV & RADIO PROPERTIES
LICENSED SECURITIES DEALERS
UNDERWRITING — FINANCING

CINCINNATI—

Richard C. Crisler, James J. Espy, Ted Hepburn
36 East Fourth Street, 45202, phone (513) 381-7775

TUCSON—

Edwin G. Richter Jr., Frank Kalil
POB 50544, 85703, phone (602) 622-3336

of feature-length children's dramas which NBC recently commissioned Beckwith to develop for 1971-72 season. Mr. Boretz is author of more than 1,000 television and motion picture scripts and has written for *The Defenders*, *Alcoa Playhouse*, *Mod Squad* and *Hallmark Hall of Fame*.

CPB grants ■ Noncommercial stations KPFF-FM Los Angeles and WBUR-FM Boston have each received \$25,000 from Corp. for Public Broadcasting for projects they proposed in national programming category of CPB's 1970 Public Radio Program Production Grant project. KUAT-FM Tucson, Ariz., and WETA-FM Washington each received \$25,000 in local programming category for news projects.

New Paar special ■ *The Jack Paar Diary*, which will depict the star's encounters in Europe, will be on NBC-TV, Monday, Oct. 5 (10-11 p.m. NYT). Special, fully sponsored by American Gas Association, through J. Walter Thompson Co., New York, is Jack Paar's sixth on NBC-TV since he gave up his regular series on the network in 1965.

Indian special ■ KTVU(TV) San Francisco will feature special programming on the American Indian on Aug. 24 and 25. The two-day special will feature film presentations and panel discussions on tribes from four areas of the country. Members of Sioux, Cheyenne and Navajo tribes will take part in special

Hughes plans basketball

Hughes Sports Network will telecast live 10 Saturday afternoon games from the Big 10 and Pacific Eight collegiate basketball conferences starting Jan. 9 and continuing through March 13. Hughes reported that 43 stations in the Midwest will pick up the Big 10 games and 21 stations on the West Coast have signed for the Pacific Eight. Advertisers for both conferences include Pabst Brewing Co., through Kenyon & Eckhardt Advertising, Chicago, and Dodge and Chrysler cars, both through BBDO, New York. Half of the sponsorship is still open.

called *The American Indian: Man in Exile*. Excerpts of special will be used in regular daytime programs and prime-time will be given to the program.

Tennis buffs ■ Independent producer Dick Feldman taped special close-up sequences during recent U.S. Professional Tennis Championship match at Brookline, Mass., for inclusion in future world championship tennis TV special. Lewron Television, New York, was assigned by Mr. Feldman to shoot sequences and handle editing and post-production work.

Ring that bell ■ Revival of the format of former network series *Name That Tune* has begun by Tulchin Productions Ltd., New York. Tulchin scheduled taping on Aug. 29 of half-hour

pilot, cost of which Tulchin reportedly will underwrite. Initially, company sought outside backers. Firm has signed Richard Hayes as master of ceremonies. Tulchin said series will be offered to stations for evening stripping, Monday through Friday.

Away the anchor ■ Correspondent John Hart becomes anchor man on *CBS Morning News with John Hart* on CBS-TV (Mon.-Fri., 7-8 a.m.), effective Aug. 31, replacing Joseph Benti, who is leaving for reassignment to a foreign bureau. Correspondent Bernard Kalb, most recently based in Hong Kong, was named Washington anchor man for the morning news program, assuming role being relinquished by Mr. Hart. Mr. Kalb is also joining correspondent Hart on CBS News's weekday *Mid-Day Report* on CBS Radio, effective the first week of September. Mr. Kalb takes over the Tuesday and Thursday anchor port, replacing Mr. Benti, also in that assignment.

French fry at Chicago ■ WGN-TV Chicago has announced new 26-week series of full hour live color musical programs, *International Cafe*, which if successful in its Saturday 6 p.m. period this new season on that station may be offered in tape syndication. Program features French singer Jean-Paul Vignon as host and will include the music, dancing and entertainment of various countries in contemporary settings. Series starts Sept. 26.

Equipment & Engineering

Satellite hopefuls seek more time

Ask FCC to delay deadline; say further analysis is necessary

Five prospective applicants for domestic communications satellite systems have indicated they are working on their applications but will need several months to complete them. However, the networks say they need three months just to begin their preparations.

The statements were filed with the FCC last week in response to its request earlier this month asking interested parties to submit by Aug. 19 estimates of how much time they will need to prepare their filings (BROADCASTING, Aug. 10).

Responses were filed by AT&T, Communications Satellite Corp., Data Transmission Co., Microwave Communications Inc. and Hughes Aircraft Co., in

addition to the networks.

In their joint response and comments, ABC, CBS and NBC told the commission they need about 90 days to analyze the results of a contracted study by Page Communications Engineers Inc., and to analyze proposals advanced by Western Union and others. Western Union filed the first—and to date only—application for a domestic satellite system (BROADCASTING, Aug. 3).

The Page report, submitted to the networks early this month, concluded that either a satellite system or a terrestrial microwave system could be constructed and operated for \$15 million to \$30 million a year less than they are currently paying AT&T. Payments to

AT&T this year would amount to about \$70 million, the networks estimated.

The networks asked the commission to provide a period during which additional satellite proposals, with respect to the time for filing applications, could be submitted.

They added it is of "major importance" that no policy determinations blocking the institution of a specialized system for program transmission be adopted by the commission on the basis of WU's application or others that may be filed. WU favors restricting domestic satellite systems to common carriers.

In its response, Comsat recommended that the commission permit applicants to make submissions until Oct. 23, and

**Hit Your Market
Every Day
Of The Year
With One Shot
In The 1971
Broadcasting
Yearbook**

The most complete and most authoritative source of facts about the business of radio and television ever published.

The 36th annual edition of this respected broadcast encyclopedia—off the press, 25,000 copies strong, in January—will contain 650 pages, index-tabbed for instant reference.

So wide is its range of information that the 1971 *Broadcasting Yearbook* will actually combine 54 different and distinct directories within a single volume . . . 54 directories covering every possible background fact needed by people who work in the broadcasting business.

They find this invaluable sourcebook so essential that it stays on top of

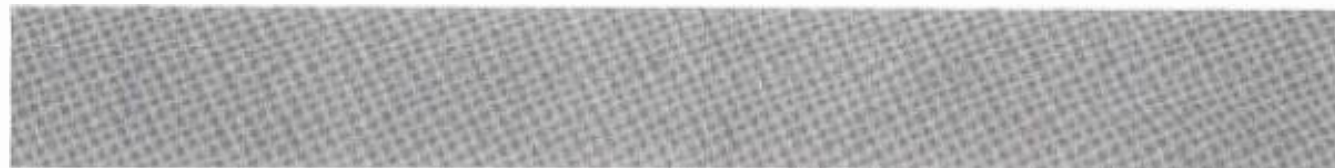
their desks, ready for constant use. It leads an active, useful life for a full 12 months . . . until the next edition replaces it.

Your advertisement, strategically placed in the pages of the 1971 *Broadcasting Yearbook* keeps on making multiple impressions all year long—and makes them at the very times the people who buy are receptive to your story.

One display in *Broadcasting Yearbook* thus gives you the impact of a full year's campaign . . . continuous performance, maximum exposure . . . at minimum cost

Final deadline is October 1.

Reserve the best position in the directory section of your choice.



**54 Separate
Directories In A
Single Volume!**

No wonder *Broadcasting Yearbook* is the most reached-for reference work in the whole business of television and radio.

Arranged according to five major index-tabbed groups, here's the treasury of individual directories you'll find in the giant 1971 *Broadcasting Yearbook*—the one-book library of television and radio information.

A—The Facilities of Television
TV Station Directory
Call Letters
Canadian TV Stations
Channels
Canadian Channels
Allocations
Experimental TV Stations
Transfers of Ownership
Newspaper Ownership
TV Applications Pending
Group Ownership
International
Broadcasting

B—The Facilities of AM-FM Radio
AM & FM Radio
Directories
Canadian AM & FM
Stations
AM Station Call Letters
FM Commercial Call Letters
FM Educational Call Letters
AM Radio by Frequencies
Canadian AM by Frequency
FM, Frequencies, Channels
Canadian FM by Frequency
FM Assignments
Caribbean, Mexican
Stations
College Stations

C—Equipment and Products
Product Guide
Equipment Manufacturers
FCC Rules & Regulations
Station Application

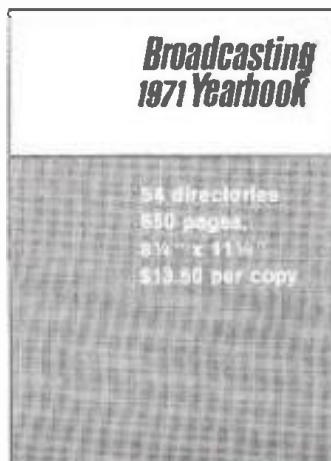
D—Radio and TV Program Producers and Distributors
Radio Program Producers
Television Program Producers
Television Commercial Producers
NAB Television Code
NAB Radio Code
Talent Agents and Managers
Radio-TV News Services
Radio Commercial Producers
Business, Promotion
Films
Television Processing
Labs
Foreign Language Programs
Negro Programming
C&W Stations
Major Awards & Citations

E—Agencies, Reps, Networks, Brokers, Schools, Misc.
Radio & TV Representatives
Network Executives
Regional Radio Networks
Government Agencies
Associations, Societies
Unions, Labor Groups
Attorneys in Radio-TV
Consulting Engineers
Schools
Farm Directors
Advertising Agencies
Major Trends, Events

The 1971 Yearbook includes new population, marketing and audience data; ARB Areas of Dominant Influence giving TV stations and affiliations, county ADI homes, ADI total homes, men, women, children; Markets in rank order by ADI households; color household data; Spot TV Cost summary and Spot Radio Budget Estimator affording quick calculations of rates for any time class, length of spot on frequency basis for top 10 markets, top 50; top 100.

Plus dimensions of broadcasting (broadcast time sales since 1935, extent of broadcast editorializing, program analysis data, recent books and reference works published).

Reserve space today. Call your nearest Broadcasting office:



Washington Headquarters
1735 DeSales St., N.W. 20036,
(202) 638-1022

New York
444 Madison Ave. 10022,
(212) 755-0610

Chicago
360 No. Michigan Ave. 60601,
(312) 236-4115

Hollywood
1680 N. Vine St. 90028,
(213) 463-3148



Altogether now. The best color camera is...

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

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

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

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

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

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

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

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

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

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

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

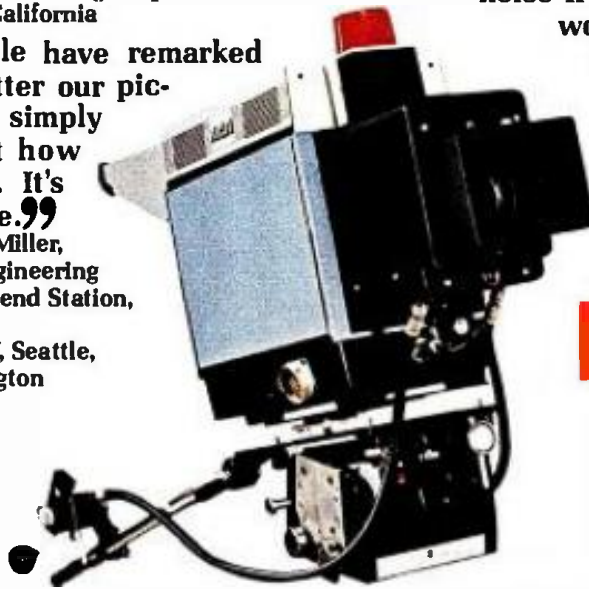
—Vincent E. Clayton, Director of Engineering
Bonneville International Corporation
KSL-TV, Salt Lake City, Utah

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

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

Thank you, gentlemen.

RCA



Purpose:

To provide national recognition of outstanding sales promotion efforts prepared by Promotion Departments in the television industry. This sales promotion should be designed to promote facilities, programming, a TV station or market, or the industry.

Eligibility:

Television stations and station groups, television representatives and networks are eligible to enter. Membership in BPA is not a prerequisite for participation.

Entries:

Entries must be television sales promotion created and employed between September 1, 1969 and August 31, 1970. Entries may be submitted in any form employed . . . VTR, film, slide, flip-over, brochure or trade ad(s).

Categories:

There will be two categories:
Category I: TV stations in first 10 TV markets ranked by ADI TV Households (1969 ARB Television Market Analysis)
New York
Los Angeles
Chicago
Philadelphia
Boston
San Francisco
Detroit
Cleveland
Washington, D.C.
Pittsburgh
Networks
TV station groups
TV station representatives
Category II: TV stations in all other TV markets

Awards:

There will be a first-place winner for each category. Citations will be announced for additional entries which merit recognition. Winners will be announced at the BPA Seminar in November 1970.

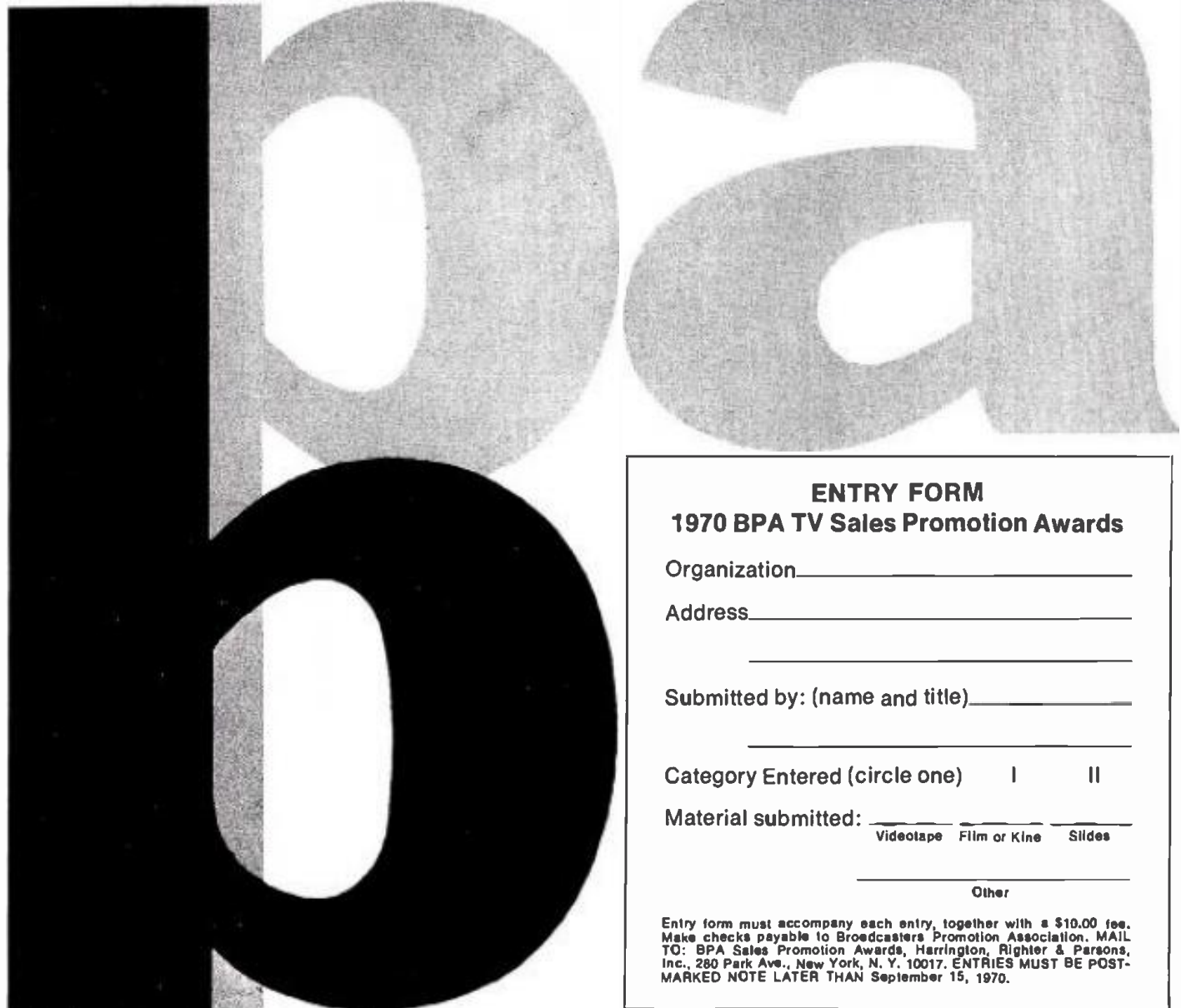
Judges:

Selection of the winners will be made by a panel of professional representatives in/or associated with the television medium. If, in the opinion of the judges, the quality of the entries is not of award winning caliber, the judges can elect to make no award.

To Enter:

Entries must be mailed and postmarked by September 15, 1970. It is suggested that entries be sent by registered or insured mail. Entries will be returned, collect, if requested in writing when entry is submitted.

BPA TV Sales Promotion Awards—1970



ENTRY FORM
1970 BPA TV Sales Promotion Awards

Organization _____

Address _____

Submitted by: (name and title) _____

Category Entered (circle one) I II

Material submitted: _____
 Videotape Film or Kine Slides

_____ Other _____

Entry form must accompany each entry, together with a \$10.00 fee. Make checks payable to Broadcasters Promotion Association. MAIL TO: BPA Sales Promotion Awards, Harrington, Righter & Parsons, Inc., 280 Park Ave., New York, N. Y. 10017. ENTRIES MUST BE POST-MARKED NOTE LATER THAN September 15, 1970.

the recommendation from AT&T was that the deadline for applications should be no earlier than Oct. 15. AT&T and Comsat have reached a tentative plan whereby Comsat will apply for a satellite system and AT&T will file applications with the FCC for permission to construct ground stations. AT&T would use the Comsat system for domestic transmission. (BROADCASTING, July 20).

Hughes Aircraft said it is filing with Teleprompter Corp. and/or others and that its application would be ready by Oct. 15.

Data Transmission Co. told the commission it and other subsidiaries of the parent company—University Computing Co.—are engaged in negotiations with regard to a joint participation with independent firms who would prepare the application and operate the system. The negotiations would be consummated in 30 days, DTC said, but it would need until Dec. 1 to file the application. DTC did not identify the parties with whom it is negotiating, but said "they are expected to include, among others, a major aerospace firm and a communications system supplier."

Microwave Communications said it is reaching a final decision as to how satellite facilities could be integrated into their service and whether a separate satellite system is required for MCI carriers to serve the public adequately. These studies will be ready for filing March 31, 1971, it said.

Systems help originate live, tape color shows

Origination of live and video-tape programs in color suitable for cable-television operators or industrial, medical and educational applications has been facilitated by the introduction of three new studio system packages by International Video Corp., Sunnyvale, Calif.

The new "Colorcaster" systems provide all the equipment necessary, according to IVC President Donald F. Eldridge. Two of the three also provide for film and slide programming.

Installation and training of operating personnel are provided by IVC and included in the equipment cost. The three systems range in price from \$12,400 to \$47,900 and, according to Mr. Eldridge, represent a combination of elements of custom studio systems installed by IVC during the past few years.

Colorcaster I includes one IVC-90 color camera, an IVC-600 color video-tape recorder, color monitor, audio system and cable. It is the lowest priced of the three at \$12,400.

Colorcaster II includes film and slide projectors, multiplexer, color monitor, audio system and cabling, plus the IVC-92 color film chain camera and IVC-

Plans Apollo 16 unit

RCA is developing an earth-controlled space-TV system that will beam live, color pictures from the lunar rover vehicle driving over the moon's surface, it was announced by the company last week. An RCA spokesman said the system under development for NASA is scheduled for use in Apollo 16 and in subsequent lunar exploration missions. He said it will permit complete earth command of a color-TV camera on the moon.

820C color video tape recorder. Including installation, cost of this system is \$20,700.

The Colorcaster III is designed to provide relatively sophisticated color productions comparable to commercial broadcasts. The IVC-90 color camera, IVC-870 video-tape recorder and color film chain island with IVC-92 camera provide the backbone for the system. Also included is a video switcher and special effects unit, monitors, assemble and edit adapter for the IVC-870, audio console cartridge and recorder, operating and remote consoles, lighting and other items for a complete production studio.

Networks seeking circuit commitments

Television networks hope they've started something that may get TV commitments for communications satellite circuits honored on a par with message traffic.

At a meeting two weeks ago of the coordinating committee of carriers and Communications Satellite Corp., plus representatives of all the networks, NBC submitted its complaint that it was short-changed July 4 when the Wimbledon, England, tennis matches it had ordered failed to come through earlier in the day (except for an 18-minute segment) because one of the Atlantic satellites had gone out and priority was given to message traffic on the remaining circuits. The second program later in the day from Wimbledon was delivered as promised, but NBC was charged for a double-hop circuit—from England to the Indian Ocean satellite to Australia to the Pacific satellite to the West Coast of the U.S. ("CLOSED CIRCUIT," July 13).

The American carriers and Comsat promised to work out a format that would honor TV commitments, but could not give assurances at the meeting until they had conferred with their executives. Another meeting was promised, some time this fall, at which time, if there is agreement, the proposals will be submitted to the International Tele-

communication Satellite Consortium which represents all the owners of communication satellites.

What makes the problem complex is that even if the U.S. carriers and Comsat agree to treat TV on a par with other traffic in restoration of circuit outages, this represents only half of the decision makers. The other half are the foreign telecommunications entities in each nation that has an earth station—and they've never denied they are more interested in message traffic than in TV.

Color TV sales dip 27% in first half of 1970

The Electronic Industries Association reported last week that sales of domestic and foreign color-TV sets in this country during the first six months of 1970 were down 27.2% (to 2,146,079 units) over the same period in 1969, with monochrome set sales off by 10.2% (to 2,965,131 units).

Total half-year sales of U.S. and foreign-made radios were down 6.9% (to 21,660,105 units) compared to the same period last year, with table models the only category showing an increase—up 66.9%.

FIA noted "sizable increases" in sales of magnetic tape recorders and players in the January-June period, up 26.7% over the first six months of 1969.

TV-radio set sales by distributors to dealers during July fought this year's early downward trend but still lagged behind July 1969 totals, EIA figures showed. Color TV set sales were off by 20.5% and monochrome sales by 8.7%; total radio set sales were 17.1% lower than the same month last year.

EIA's year-to-date sales totals are as follows:

	Television	
	1970	1969
Color	2,304,932	2,943,048
Monochrome	2,330,408	2,703,390
Total	4,635,340	5,646,438
	Radio	
AM home	2,490,877	3,165,229
FM home	1,471,481	1,995,822
Auto	4,976,821	5,629,327
Total	8,939,179	10,790,378

Translators sought for Spanish audience

A group of Spanish-language stations has urged the FCC to permit translators to distribute UHF programming beyond a station's coverage area to reach groups of Spanish-speaking people.

In reply comments last week on the commission's proposal to shift translator operations from the upper to the lower portion of the UHF spectrum, the stations—KWEX-TV San Antonio, Tex.; KMEX-TV Los Angeles, and WXTV(Tv) Paterson, N.J.—supported the measure

and suggested that translators could be used separately or in combination with satellite stations "to reach concentrated pockets of Spanish-speaking viewers" who are not now able to receive foreign-language programming.

The stations had pointed out in comments last month that "standing alone, such minority populations may not represent a sufficient number . . . to support a regular television station" and translators provided a "realistic answer" to providing needed program service to minority groups." They said CATV would not be an "effective alternative" because the charges would be directed to those least able to pay.

The stations acknowledged in their reply comments that "at certain distances degradation in signal quality occurs through use of intermediate

translators or translator relays," but said that unattended 1 kw satellites could overcome this problem and serve as further translator distribution points. Illustrating the benefits of such a system, they said that using a combination of translators and a satellite, KWEX-TV could reach about 100,000 Spanish-speaking people in and around Corpus Christi, Tex.

NAB, Rust ask new tower rules

Two comments filed last week at the FCC seek changes in a proposed commission rule to increase from 40 to 100 feet the maximum width of painted bands on antenna towers.

In comments on the proposal, the National Association of Broadcasters

and group owner Rust Communications Corp. asked the FCC to delete the proposed mandatory seven-year conversion period and specify that existing structures must comply with the rule at the time of next repainting.

The FCC proposal was based on tests conducted by the Federal Aviation Administration.

The current commission rules require that antennas be painted with alternate bands of orange and white one and a half to 40 feet wide and that the bands equal about one-seventh of the total antenna height.

NAB also suggested that action on the proposal be deferred until "a total solution can be effected" to increase tower visibility. Pointing to studies made for the FAA recommending the use of black and white bands, NAB said the commission's proposal would be an "interim and inconclusive measure" that may result in complete repainting of all antennas in the foreseeable future. It said the question needs "much research and investigation."

Rust Communications stated that while seven years may be a reasonable average life for tower painting, some situations require shorter or longer intervals due to variables such as weather and paint quality. It added that two coats of white paint would be needed to cover orange, resulting in additional costs, especially for stations with multiple-tower arrays.

Rust also pointed out that the FAA has not suggested any deadline period for stations or other structures such as smokestacks. It would be "unreasonable and discriminatory" to impose a deadline applying only to commission licensees, Rust concluded.

'Minicomputer' helps control studio light

CBS-TV reported last week that it has developed a computerized-memory lighting-control system for television studios. The system, said by CBS to be the first of its kind to make use of a standard "minicomputer," is in use for shows prepared for broadcast during the 1970-71 season.

A small computer memorizes the patterns of lighting required through the course of a show and displays all the information on a conventional TV

monitor. The operator gives instructions to the computer through the screen on the television monitor with the aid of a small pencil-like device called a "light pen." (see photo) This activates the lights through the computer as quickly as the pace of the show requires. Result: a speeding up of lighting effects and an elimination of the huge expanse of control levers that are common on manual pre-set lighting controls.

Adrian Ettlinger, a staff consultant to the network's engineering and developing department, developed the new control system.



Telemation forms subsidiary

Telemation Inc., Salt Lake City-based television equipment maker, has acquired the facilities and personnel of Audio-Video Industries Inc. to form a new subsidiary, Telemation East Inc., with offices in Washington, Cambridge, Mass. and Norfolk, Conn. District manager of the new firm is Joseph S. Botalli.

8mm for cable

Riker Corp., Clark, N.J., has developed professional quality 8mm film chain, with TV shutter and synchronous motor, for CATV use. Chain handles both Super-8 and standard 8mm films, translating them into video and audio signals. Model 709, selling to cable operators for \$795, is complemented by model 710 Uniplex (\$250) and model 177 solid state, 1-inch vidicon camera (\$995). Model 711 system—including all three units—sell for \$1950.



Women are Revoluting

IT'S OFF WITH THE BRA AND ON WITH THE FIGHT FOR
EQUAL RIGHTS!

WHAT DO WOMEN REALLY WANT??

National General Television has captured the essence of the women's lib movement in a graphic humorous hour film special. Hosted by that most articulate gentleman — Ralph Story, Filmed on location in California and New York.

SOLD:

MARKET	STATION	REP.	MARKET	STATION	REP.
New York	WNEW	Metro.	Baltimore	WJZ	TVAR
Los Angeles	KTTV	Metro.	Atlanta	WSB	TeleRep
Philadelphia	WTAF	H.R.P.	Cincinnati	WXIX	Petry
Boston	WBZ	TVAR	Buffalo	WGR	Katz
San Francisco	KTVU	TeleRep	Kansas City	KMBC	Metro.
Detroit	WJMY	T.B.A.	Providence	WTEV	H.R.
Cleveland	WUAB	Petry	Denver	KBTV	P.G.W.
Washington, D.C.	WTTG	Metro.	Charlotte, N.C.	WSOC	TeleRep
Pittsburgh	WIBC	TeleRep	Dayton, Ohio	WHIO	TeleRep
St. Louis	KPLR	Metro.	Little Rock	KARK	Blair
Minneapolis	WCCO	P.G.W.	Omaha	KMTV	Petry
			Chattanooga	WDEF	Blair

Secure an option on other contemporary "specials" including "THE NUDITY THING," "THE FOUNTAIN OF GROOVY" and "THE WEIRD WORLD OF WEIRD" when you purchase "WOMEN ARE REVOLTING".



NATIONAL GENERAL
TELEVISION PRODUCTIONS, INC.
A National General Company

(212) 752-0300 • 600 Madison Avenue, New York, NY 10022
(213) 937-4100 • 1 Carthay Plaza, Los Angeles, CA 90054

MGM merchandising arm handling pro basketball

MGM Merchandising Corp., a subsidiary of MGM Inc., has signed separate contracts with the American Basketball Association and its players' association, covering their merchandising activities.

Under the contracts, MGM will handle all merchandising rights in areas such as motion pictures and television, apart from game coverage, and industries including foods, sporting goods, toys, games, soft drinks, clothing, books, special films, and franchising. David J.

Jacobson, president of MGM Merchandising Corp., said that in television and motion pictures, it is conceivable that training films on basketball could be produced.

Promotion tips:

Sesame Street hits the road ■ Characters from *Sesame Street* children's show have scheduled two-week road show in inner cities of 13 of nation's major metropolitan areas. Such stars as Gordon, Susan and Big Bird will put on 30-minute stage presentations to preview series' second TV season that opens on Nov. 9. Cities

to be visited are San Francisco, Los Angeles, Chicago, Detroit, Cleveland, New Orleans, Atlanta, Washington, Baltimore, Philadelphia, Boston, New York and Jackson, Miss.

PR educationals ■ *The Word Is Out, Radio Is In* is title of new public relations workbook on the medium prepared for colleges across the U.S. by Steve R. Smirnoff, director, special communications, Wisconsin State University, Oshkosh, Wis. 54901. Mr. Smirnoff tells schools how to prepare public service and news program materials useful to broadcasters.

FocusOnFinance®

Earnings nearly doubled in 6 months, Cowles says

Cowles Communications Inc., New York-based multiple-station owner and publisher, nearly doubled net income and

Advertisement

We'll share your exposure to Broadcasters Liability losses

You probably know how much you could afford to pay if you lost a suit for libel, slander, piracy, invasion of privacy or copyright violation. Here's how to handle a bigger judgment: insure the excess with Employers. We have the experience and the personnel to help you set up a program and to assist in time of trouble. Write for details. Our nearest office will contact you at once.

Employers Reinsurance Corp.,
21 West 10th, Kansas City,
Missouri 64105. Other U. S.
offices: New York, San
Francisco, Chicago, Atlanta.

per-share earnings in the first half of 1970 (BROADCASTING, Aug. 17). Company credited the substantial increase in consolidated net income of more than \$1.2 million to extraordinary credits such as the gain on the sale of the *Star Publishing Corp.* (*San Juan Star* in Puerto Rico) to Scripps-Howard for \$9.75 million, and sale of stock in Television Communications Corp. last January providing \$709,000 after provision for taxes.

The company said it had a net loss of \$1,152,000, before extraordinary credits of \$3,909,000 resulting mainly from the sale of the *San Juan* paper and leaving a net income of more than \$2.7 million. In the comparable period of 1969, the extraordinary credit was \$859,000. Reduced advertiser budgets during the current economic slowdown were cited as responsible for the loss, before extraordinary credits.

For the first half of 1970 ended June 30:

	1970	1969
Earned per share	\$ 0.89	\$ 0.37
Revenues	78,029,000	85,234,000
Net income	2,757,000	1,481,000
Shares outstanding	3,968,587	3,968,587

Commerce expects drop in '70 TV profits

According to industry projections released last week by the Department of Commerce, television broadcasting this year will enjoy a three percent gain in revenues over 1969. Profits, however, will decline because of increased costs, with 1970 pre-tax income falling from 1969's high of \$553.6 million to a level near \$450 million.

The forecasts are contained in "The Economy at Midyear 1970," a publication of Commerce's Business and

Defense Services Administration. Data on the communications industries was compiled by the communication and electronics division.

Television revenues next year, Commerce predicted, may reach \$3,180 million (net time sales plus talent, program and other revenues), making 1971 the first \$3 billion year for the industry. But costs—which Commerce estimated would rise 9% next year—will put 1971 pre-tax income at around \$540 million.

Because of the loss of cigarette spot business next January and the potential impact of prime-time programing restrictions on the networks next year, Commerce said the industry would have to generate more than \$500 million in new business in 1971 to reach the projected \$3,180 million level of revenues.

"Advertising budgets are under close scrutiny, and competition for the advertising dollar is unusually keen," Commerce noted.

The FCC released its compilation of television's 1969 financial showing last month (BROADCASTING, July 27).

Memorex income up 26%

Memorex Corp., Santa Clara, Calif., manufacturers of magnetic tape products reported a 26% increase in net income and a 34% rise in sales for the six-month period ended June 30, compared to last year. The company did not release figures for the second quarter, however, comparisons between first-quarter and six-month statistics show a five cents per share increase in second-quarter earnings over the previous year.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 1.04	\$ 0.83
Revenues	47,704,000	35,703,000
Net income	3,884,000	3,073,000
Shares outstanding	3,733,000	3,686,000

Company reports:

Columbia Cable Systems Inc., Westport, Conn., group CATV operator, reported increased revenues and net income for the nine months ended June 30:

	1970	1969
Earned per share	\$ 0.27	\$ 0.04
Revenues	2,472,000	2,171,000
Net income	164,000	33,000
Average shares outstanding	945,193	874,128

Note: 1969 figures restated to reflect results of acquired companies on basis of pooling of interests. 1969 net income figures are after non-cash, non-recurring charge of \$157,000 or \$0.18 per share, for write off of Florida and Ballinger, Tex., plants, rebuilding of which is completed.

Combined Communications Corp., Phoenix-based group broadcaster, reported a 30.7% increase in net income for the six months ended June 30:

	1970	1969
Earned per share	\$ 0.24	\$ 0.24
Gross revenue	10,973,273	8,228,349
Net income	473,548	362,415
Shares outstanding	1,944,794	1,538,164

Doremus & Co., New York-based advertising and public relations agency, reported a 31% decrease in net income for the three months ended June 30, and a 2.8% decrease in net income for the first six months of 1970.

The company also declared a regular quarterly dividend of 8 cents per share on common stock owned by shareholders of record July 31.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.48	\$ 0.49
Gross billings	22,199,000	22,073,000
Net income	206,000	212,000

Notes: 1969 figures restated to reflect acquisition of *Advertizing Inc.* as a pooling of interests. Earnings per share figures based on 430,513 average number of shares outstanding.

LaRoche, McCaffrey and McCall Inc., New York, reported almost doubled earnings per share from 29 cents to 57 cents for the first half of 1970.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.57	\$ 0.29
Net income	335,000	178,000
Billings	126,409,000	21,076,000

MCA Inc., Universal City, Calif., parent corporation of Universal Studios, reported revenue increases but declines in net income for the six month period ended June 30. Second quarter statistics also reflect higher sales but lower income trend.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.78	\$ 1.02
Revenues	138,419,000	129,834,000
Net income	6,342,000	8,145,000
Shares outstanding	8,174,263	7,981,876

National General Corp., Los Angeles-based diversified firm with major leisure-time interests, reported about a \$2 mil-

lion decline in operating income for the six-month period ended June 30, compared with last year. The company also shows a \$325,000 decline in net income for the same period. Revenues were up nearly 14% for the six month period.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 1.33	\$ 1.43
Revenues	256,372,000	224,167,000
Net income	6,860,000	7,185,000
Shares outstanding	5,154,000	5,040,000

Note: 1969 figures restated to account for acquisition of Wygod, Weis, Florin Inc. as pooling of interests. Extraordinary items amounted to \$1,364,000 or 26 cents per share in 1970.

Ogilvy & Mather International Inc., New York, reported an increase in net income and in billings for the first six months ended June 30:

	1970	1969
Earned per share	\$ 1.14	\$ 1.05
Billings	122,958,834	111,343,444
Fees and commissions	19,677,819	16,989,839
Net income	1,249,740	1,184,478

Rahall Communications Corp., St. Petersburg, Fla., group station owner, reported an increase in gross revenues of 55% and an increase of 37% in net income for the six months ended June 30:

	1970	1969
Earned per share	\$ 0.29	\$ 0.26
Gross revenues	4,080,792	2,625,017
Broadcasting revenues	2,184,075	2,005,233
Net income	298,694	252,909
Average shares outstanding	1,025,297	847,089

Note: 1969 net income includes extraordinary credit of \$35,000 or 4 cents per share.

Tele-Communications Inc., Denver-based multiple CATV and microwave systems operator, reported a 43% increase in revenues, a 32% increase in CATV revenues and a 98% increase in microwave revenues for the first half of 1970.

Bob Magness, president, also reported TCI's entry into TV network trunking service with an NBC feed from Denver to Salt Lake City, already completed, and an application filed with the FCC for a similar CBS feed.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.06	\$ 0.02
Total revenues	3,702,412	2,591,934
CATV revenues	2,858,005	2,164,805
Microwave revenues	844,407	427,129
Net income	151,773	38,015
CATV subscribers	87,850	69,363
Shares outstanding	2,735,830	2,251,980

Notes: Figures based on average shares outstanding: 2,656,641 in 1970 and 2,108,068 in 1969. Microwave revenues do not include intercompany microwave charges of \$375,928 in 1970 and \$290,178 in 1969.

Vikoa Inc., cable television systems operator, manufacturer of equipment for CATV and producer-distributor of TV programming, reported last week an increase in sales and a net loss for the first six months of 1970.

Theodore Baum, president, said the decrease in earnings was attributable to softness in the economy, high copper and labor costs as related to selling prices, continuing restrictions on CATV construction and an estimated loss on a transaction with San Jose Cable Co. amounting to \$325,000.

For the six months ended June 30:

	1970	1969
Earned per share	(\$ 0.07)	\$ 0.40
Gross revenues	12,863,000	12,702,000
CATV revenues	1,214,000	793,000
Average shares outstanding	(157,000)	749,000
	2,316,000	1,888,000

Ampex quarter income drops

Ampex Corp., Redwood City, Calif. broadcast equipment manufacturer, reported a sharp decline in earnings for the first quarter of its fiscal year. The reduction was attributed to the depressed economic climate which lowered orders and to start-up expenses associated with several new product lines to be introduced this year. William E. Roberts, president, noted that production would reach its peak at the end of the second quarter and would generate improved sales and earnings in the last half of the year.

	1970	1969
Earned per share	\$ 0.05	\$ 0.29
Revenues	64,528,000	68,558,000
Net income	519,000	3,093,000

Rapid-Q Tape Cartridge Equipment



- Automatic fast-forward rapid cue — minimizes wait between messages
- Exceeds all NAB standards
- Full logic switching — without relays
- Stereo or monaural
- Latest integrated circuitry — most compact recorder-reproducer available
- Proven servo-controlled drive
- Desk-top or rack-mount

VISUAL ELECTRONICS CORPORATION
358 W. 40th St., New York, N. Y. 10018 • (212) 738-5840

The Broadcasting stock index

A weekly summary of market activity in the shares of 103 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing August 20	Closing August 13	Closing August 6	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	23½	22½	23½	39½	19½	7,073	162,679
ASI Communications		O	2½	2½	2½	7	2½	1,789	4,920
Capital Cities	CCB	N	22½	21½	23½	36½	19½	6,061	141,646
CBS	CBS	N	24½	25½	26½	48½	24½	26,512	729,080
Corinthian	CRB	N	25½	24	26½	33½	19½	3,384	93,466
Cox	COX	N	13½	13½	13½	24½	10½	5,789	77,399
Gross Telecasting	GGG	A	9½	9½	9½	17½	9½	803	8,632
Metromedia	MET	N	13½	12½	14½	22½	9½	5,733	82,383
Pacific & Southern		O	9½	9½	9½	23	7½	1,636	13,906
Rahall Communications		O	5½	6	6	16½	6	1,040	6,240
Reeves Telecom	RBT	A	3½	3½	3½	15½	2	2,268	7,139
Scrapps-Howard		O	17½	12½	16½	24	15½	2,589	45,308
Sonderling	SDB	A	16½	16½	17½	34½	10½	991	18,581
Starr Broadcasting	SBG	M	9	8½	9	18	7½	461	4,610
Taft	TFB	N	18½	17½	19½	29½	13½	3,712	7,238
								Total	89,881
									\$ 1,403,227
Broadcasting with other major interests									
Avco	AV	N	9½	9½	10½	25½	9½	11,469	117,557
Bartell Media	BMC	A	5½	5½	5½	14	3½	2,254	11,540
Boston Herald-Traveler		O	27½	27½	27½	43	25	574	15,498
Chris-Craft	CCN	N	5½	5½	5½	11½	4½	3,660	20,130
Combined Communications		O	6½	6½	6	16½	6	1,938	12,113
Cowles Communications	CWL	N	3½	3½	3½	10½	3½	3,969	14,368
Fuqua	FQA	N	7½	7½	9	31½	9	6,190	57,258
Gannett	GCI	N	21½	22½	23	29½	18½	7,117	163,791
General Tire	GY	N	16½	15½	18½	20½	12½	18,434	317,987
Gray Communications		O	4	4	4	7½	4	475	1,900
Lamb Communications		O	2	2½	2½	6	2	2,850	7,288
Lee Enterprises	LNT	A	12½	12½	14½	20½	12	1,957	27,833
Liberty Corp.	LC	N	15½	15	15½	21½	13	6,744	101,160
LIN		O	4½	4½	3½	11	3½	2,244	12,903
Meredith Corp.	MDP	N	19½	20	18½	44½	18	2,779	55,580
Outlet Co.	OTU	N	12½	12	10½	17½	10	1,342	14,427
Plough Inc.	PLO	N	58½	59	60½	85	55	6,880	455,800
Post Corp.		O	9	9	9½	17½	8	713	6,774
Ridder Publications		O	12½	13	13½	22	9½	6,217	84,676
Rollins	ROL	N	25	24½	25½	40½	19½	6,034	206,876
Rust Craft	RUS	A	19	19½	19	32½	18½	1,159	21,731
Storer	SBK	N	18½	17½	18	30½	14	4,223	89,680
Time Inc.	TL	N	33½	32½	32½	43½	25½	7,257	261,252
Trans-National Comm.		O	½	½	½	4½	½	1,000	870
Turner Communications		O	2½	3	3	8½	2½	1,328	3,984
Wometco	WOM	N	17½	17½	18½	20½	13½	5,817	102,496
								Total	116,434
									\$ 2,165,272
CATV									
Ameco	ACO	A	4½	4½	4½	16	4½	1,200	6,300
American TV & Comm.		O	10½	12½	12½	22½	10½	1,775	21,744
Cablecom-General	CCG	A	8½	8½	9½	23½	7½	1,605	16,243
Cable Information Systems		O	2½	2½	3	3	¾	955	2,865
Citizens Finance Corp.	CPN	A	10	11	11½	17½	9½	994	10,308
Columbia Cable		O	7	7½	7½	15½	6½	900	8,750
Communications Properties		O	6½	6½	6½	10½	6	844	4,188
Cox Cable Communications		O	12½	12	13½	24	12	3,550	48,813
Cypress Communications		O	6	7½	7½	17½	6	1,887	14,624
Entron	ENT	A	3	3	3½	8½	2½	1,320	3,960
General Instrument Corp.	GRL	N	12½	13	14½	30½	11½	6,250	93,750
H & B American	HBA	A	16½	16½	18½	30½	12½	5,283	97,736
Sterling Communications		O	4½	5	5	7½	3	1,100	4,950
Tele-Communications		O	9	9	9	20½	9	2,704	25,688
Teleprompter	TP	A	54½	56½	64½	133½	48	1,161	4,433
Television Communications		O	6	6	6½	18½	5½	2,816	17,600
Vikoa	VIK	A	6½	6½	8½	27½	6½	2,228	17,824
								Total	36,372
									\$ 397,774

Stock trading by insiders

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for June (all common stock unless otherwise indicated):

■ Adams-Russell Inc. (CATV)—C. J. Adams sold 5,000 shares, giving him a total of 39,260, and his wife a total of 11,200.

■ ABC—E. H. Erlick sold 5,500 shares, leaving 899.

■ American TV & Communications Corp.—D. H. Dittrock bought 2,000 shares, totaling 10,000.

■ Ampex Corp.—E. P. Larmer bought 100 shares, totaling 100. A. M. Popiatoff bought 500 shares, giving him a total of 2,095. A. E. Ponting bought 500 shares, totaling 1,000. R. J. Weismann bought 400 shares, totaling 3,400. A. M. Adams bought \$38,000 worth of 5¼% convertible debentures, giving him a total of \$38,000 worth of such stock.

■ Burnup & Sims (CATV)—C. W. Cox through trading account bought 12,200 shares, and sold 12,008 shares, leaving 100. M. L. Pieper bought 1,000 shares in private purchase, totaling 2,737. T. R. Pledger bought 3,500 shares, giving him a total of 6,000. R. V. Sims sold 8,875 shares in a private transaction, leaving 209,062 personally and 42,975 as trustee.

■ Cablecom General Inc.—J. B. Poor bought \$65,000 worth of 6½% convertible debentures, totaling \$65,000. W. L. Westerman, as executive,

bought \$10,000 worth of such stock, totaling \$10,000.

■ Capital Cities Broadcasting Corp.—J. B. Fairchild sold 300 shares personally and 1,500 shares as custodian, leaving 12,686 personally and 2,500 as custodian.

■ Chris-Craft Industries—A. G. Erpf sold \$50,000 worth of 6% convertible debentures, leaving none. H. J. Siegel bought 500 convertible preferred stock shares, totaling 155,560; as custodian Mr. Siegel bought 800 shares of convertible preferred stock, totaling 3,194.

■ CBS—C. C. Brown bought 100 shares, giving him a total of 522.

■ Columbia Pictures Industries—M. N. Felsinger bought 400 shares, totaling 400.

■ Comsat—L. C. Meyer bought 100 shares, totaling 130 individually and 20 as custodian. J. J. McTernan Jr. bought 100 shares, totaling 100.

■ Conrac Corp.—Dwight Whiting bought 1,000 shares, totaling 3,830 individually and 1,200 in trust.

	Stock symbol	Ex-change	Closing August 20	Closing August 13	Closing August 6	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	8%	9%	8%	31%	8%	5,942	60.133
Olney	DIS	N	92 1/2	92 1/2	100%	158	92 1/2	5,133	549.231
Filmways	FWY	A	6%	6%	7	18 1/2	6%	1,700	11.679
Four Star International	O		2	1%	2%	4	1%	666	1.665
Gulf & Western	GW	N	12%	11%	12%	20%	9%	15,382	193.868
Kinney National	KNS	N	22%	21%	24%	38	21	9,087	226.675
MCA	MCA	N	13%	13%	13%	25 1/2	11%	8,195	114.730
MGM	MGM	N	13%	12%	14%	29%	12%	5,843	92.027
Music Makers Group	O		2%	3	3	9	2%	589	1,914
National General	NGC	N	13%	12%	14%	20%	9	4,910	70.556
Transamerica	TA	N	11%	12%	13%	26%	11%	63,630	859,005
20th Century-Fox	TF	N	7%	7%	8%	20%	6	8,562	67.383
Walter Reade Organization	O		2%	3	3%	13%	2%	2,312	7,514
Wrather Corp.	WCO	A	5%	5%	6%	10%	4%	2,211	14.837
Total								134,122	\$ 2,271,017

Service									
John Blair	BJ	N	11%	12%	13	23 1/2	10%	2,605	34.178
Comsat	CQ	N	36%	36 1/2	37%	57%	25	10,000	395.000
Creative Management	O		6%	7%	7%	14 1/2	4%	1,075	8,600
Ooyle Dane Barnbach	O		14%	14%	14%	24%	14	1,924	26.455
Foots, Cone & Belding	FCB	N	7%	7%	8	12%	7%	2,167	18.680
Grey Advertising	O		7%	7%	7%	13%	6%	1,207	9,354
LaRoche, McCaffrey & McCall	O		9	9%	10	17	9	585	6,143
Movielab	MOV	A	2%	2%	2%	7 1/2	2	1,407	2,983
MPO Videotronics	MPO	A	5%	5%	6	9%	4%	558	3,827
Nielsen	O		32%	30%	32%	42	26%	5,299	182.616
Ogilvy & Mather	O		16%	16%	17%	22%	15	1,096	20,002
PKL Co.	PKL	A	3%	3%	2%	12%	2%	740	1,939
J. Walter Thompson	JWT	N	21%	22%	23%	36	21%	2,773	89,325
Wells, Rich, Greene	WRG	A	5%	5%	6	8%	5%	1,581	10,671
Total								33,017	\$ 788,773

Manufacturing									
Admiral	ADL	N	7%	6%	6%	14%	6%	5,158	38.685
Ampex	APX	N	14%	13%	14%	48 1/2	13%	10,846	166,307
CCA Electronics	O		2%	1%	1%	5	1%	800	1,800
Collins Radio	CR1	N	11%	10%	11%	37%	9	2,968	34.488
Computer Equipment	CEC	A	4	3%	3%	12%	3%	2,406	10,514
Conrac	CAX	N	11%	12	12%	32%	11	1,254	15,048
General Electric	GE	N	76%	73%	75%	77%	60%	90,884	7,008,974
Harris-Intertype	HI	N	44	41%	42%	75	36%	6,357	266,994
Magnovox	MAG	N	29%	28%	29	38%	22%	16,401	508,431
3M	MMM	N	81%	79%	80%	114%	71	58,058	4,526,684
Motorola	MOT	N	39%	38%	39%	47%	31	13,334	531,627
RCA	RCA	N	23%	22%	22%	34%	18%	66,926	1,564,060
Reeves Industries	RSC	A	2%	2%	5%	5%	2%	3,446	10,338
Telemation	O		9%	9%	10	24	9	1,080	10,530
Visual Electronics	VIS	A	↑	↑	↑	10%	1	1,357	2,198
Westinghouse	WX	N	64	63%	66%	69%	53%	39,685	2,619,210
Zenith Radio	ZE	N	32%	31%	31%	37%	22%	19,020	587,147
Total								337,980	\$17,803,038

Grand total 727,786 \$25,036,348

Standard & Poor Industrial Average

85.00 81.75 84.51

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

Shares outstanding and capitalization as of Aug. 3.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
† Trading suspended July 16 by American Stock Exchange.

■ Cowles Communications—C. B. Brakefield bought 1,000 shares, totaling 4,000. C. S. Hanson sold 4,350 shares, leaving 7,650.
■ Cox Broadcasting Corp.—M. S. Kievman bought 300 shares, totaling 500. R. D. Rice bought 200 shares individually and 100 shares as custodian totaling 328 individually and 100 as custodian.
■ Creative Management Associates Inc.—L. M. Rosenthal, through trading account, bought 23,850 shares and sold 975 shares, leaving 38,869.
■ Cypress Communications—T. W. Kelle Jr. through partnership bought 1,060 shares and sold 910 shares, leaving 725.
■ Downe Communications—Eric M. Javits sold 32,500 shares, leaving 57,500.
■ Filmways Inc.—John R. Schoemer bought 450 shares, totaling 858.
■ Fuqua Industries Inc.—Robert H. Brethen bought 1,000 shares, totaling 1,000. R. S. Divine sold 2,601 shares, leaving 459; Mr. Divine sold 127 warrants, leaving 23. Gerrard N. Letourneau bought 1,000 shares, totaling 1,001. Eddy G.

Nicholson bought 2,500 shares. Nelson Strawbridge bought 3,000 shares, totaling 68,066; his wife and son sold 1,111 shares, leaving none. Mr. Strawbridge bought 2,000 warrants, totaling 5,200; his wife and son sold 55 warrants, leaving none. Hiram M. Nowlan Jr. bought 1,000 warrants, totaling 1,000.
■ Gannett Inc.—Paul Miller sold 600 shares, leaving 62,343.
■ General Electric Co.—R. H. Beaton sold 107 shares, leaving 1,664. J. T. Coe, through incentive plan, acquired 152 shares, totaling 1,098. L. I. Wood sold 1,000 shares, leaving 1,677.
■ General Instrument—F. C. Rummel bought \$10,000 worth of 4 1/4% convertible debentures, totaling \$10,000.
■ General Tire & Rubber Co.—T. E. Pittenger bought 500 shares, totaling 1,095.
■ Grass Valley Group Inc.—W. T. Bacon Jr. sold 900 shares, leaving 1,600; his family owns 1,300 shares.
■ Grey Advertising—R. L. Humphreys sold 1,200

shares, leaving 11,300.
■ Gulf & Western Industries—R. T. Abbott Jr. sold 300 shares, leaving 2,100. Mr. Abbott sold 100 warrants, leaving 11,450. C. G. Bluhdorn bought 16,024 shares, giving him a total of 409,000; Mr. Bluhdorn sold 2,000 warrants, leaving 67,500. Through corporation Mr. Bluhdorn owns 472,892 shares. Mrs. F. S. Levien bought 7,000 shares, totaling 220,000. G. A. Smathers bought 500 shares, totaling 600.
■ Kaufman and Broad Inc. (CATV)—Louis Berkowitz bought 9,750 shares, totaling 9,783. B. J. Fenmore bought 9,750 shares, totaling 11,250. R. W. Fish bought 9,750 shares, giving him a total of 9,750. E. S. Rosenfeld bought 1,350 shares, totaling 49,914; with his wife they bought 8,100 shares, totaling 8,100. W. J. Schworer Jr. bought 9,750 shares, totaling 9,750. E. B. Stulberg bought 11,362 shares, totaling 29,034. Keystone Custodian Fund Series S-4 dispensed of 86,100 warrants, leaving 108,900 warrants.
■ Kinney National Service—S. L. Lewis bought 10,000 shares, totaling 10,000; his wife bought

5,000 shares, totaling 5,000; his son bought 2,000 shares, totaling 2,000. Morton Rosenthal, his wife and brother as trustees sold 1,000 shares, leaving 95,620; his adult children sold 100 shares, leaving 3,120; his wife sold 203 shares, leaving 100.

■ Lee Enterprises Inc.—W. J. Rothschild bought 400 shares, totaling 17,004. R. P. Galligan, in joint tenancy, bought 300 shares, totaling 723. Mrs. C. D. Waterman Jr. bought 100 shares, totaling 500.

■ Magnavox Co.—C. H. Fezell sold 2,000 shares, leaving 9,400. J. W. Schrey bought 4,100 shares, leaving 16,013.

■ Memorex Corp.—P. C. Hale's child sold 200 shares, leaving 1,900; Mr. Hale as trustee sold 400 shares leaving 3,800. Gordon MacBeth bought 2,438 shares, totaling 10,450. L. M. Wilson bought 739 shares, giving him a total of 2,339.

■ MCA Inc.—Edd Henry bought 500 shares, totaling 22,365. C. B. Thornton bought 400 shares, giving him a total of 1,075.

■ Meredith Corp.—C. W. Aundra bought 100 shares, totaling 200.

■ MGM—C. L. Killion sold 1,900 shares, leaving 19,100. Benjamin Melnick sold 1,000 shares, leaving 17,013.

■ Metromedia Inc.—A. T. Birsh bought 1,000 shares, totaling 2,022. George Etkin bought 300 shares, giving him a total of 2,499. M. L. McKenna bought 100 shares, totaling 600. Mrs. A. I. Schwartz bought 200 shares, totaling 500. J. B. Sias sold 500 shares, leaving 20. Mrs. C. M. Weber bought 200 shares, totaling 200.

■ Motorola Inc.—J. F. Mitchell sold 500 shares, leaving 518.

■ National General Corp.—William F. Newcomb sold 5,288 shares, leaving 8,000. M. C. Klein sold 750 warrants, leaving none.

■ A. C. Nielsen Co.—J. R. Erickson sold 100 shares, leaving 50. H. E. Nickelson sold 100 shares, leaving 3,181. M. E. Goodin sold 2,500 shares of class B common, leaving 17,500.

■ PKI Co.'s—W. A. Murphy sold 1,200 shares, leaving 1,400. Frederic Papert bought 300 shares, giving him a total of 55,196. Peggy Prag sold 500 shares, leaving 2,500.

■ Pacific & Southern Broadcasting Inc. Heywood Fox, through Fox Wells & Rogers, sold 2,000 shares, leaving 517,396 held through that company. J. O. Gilbert bought 285 shares, totaling 10,770.

■ Plough Inc.—W. E. Bush bought 120 shares, totaling 900. J. C. Dillion sold 2,100 shares, leaving 20,510. Cooper Turner bought 100 shares, totaling 500.

■ RCA Corp.—D. L. Mills sold 6,500 shares, leaving 8,976.

■ Reeves Telecom Corp.—E. L. Glockner sold 500 shares, leaving 94,802. G. H. Walker Jr., through G. H. Walker & Co., sold 100 shares, leaving 1,000 held through that company.

■ Republic Corp.—R. F. Schmid bought 2,000 shares, totaling 4,250. R. H. Wessler bought 1,000 shares, totaling 3,000.

■ Rollins Inc.—R. R. Rollins, through trust, bought 200 shares, totaling 48,400 held through trust.

■ Signal Co.'s—L. A. Green, through trust for child, sold 2,972 shares, leaving 31,334 individually and none in trust.

■ Sonderling Broadcasting—A. H. Becker sold 1,000 shares, leaving 6,000. Egmont Sonderling sold 2,100 shares, leaving 219,280.

■ Sterling Communications—Salvatore Misericordino bought 300 shares, totaling 500.

■ Storer Broadcasting—Grady Edney sold 3,375 shares, leaving none. Bill Michaels bought 3,900 shares, totaling 30,000. J. P. Storer sold 1,000 shares leaving 24,250 individually and 600 held by wife. F. W. Sullivan bought 100 shares, totaling 12,100.

■ Technicolor Inc.—J. T. LaFollette bought 1,000 shares, totaling 1,000. G. L. Murphy sold 1,100 shares, leaving 457.

■ Transamerica Corp.—J. R. Dant bought 1,500 shares, totaling 10,158; Mrs. Dant bought 500 shares, totaling 500. W. J. Holcombe bought 3,202 shares, totaling 3,202. Henry Salvatori bought 1,000 shares, totaling 8,369. D. A. Tapley sold 2,162 shares, leaving 110 personally and 313 in savings plan.

■ Vikoa Inc.—Robert Baum sold 6,000 shares, leaving 167,576.

■ Walt Disney Productions—D. B. Tatum sold 600 shares, leaving 1,040. Franklin Waldheim bought 500 shares, totaling 1,540.

■ Walter Reade Organization—Matthew Huttner bought 42,000 shares, totaling 175,935; his wife bought 1,560 shares, totaling 7,222.

■ Wells Rich Greene Inc.—M. W. Lawrence bought 100 shares, totaling 225,850.

■ Westinghouse—C. H. Bartlett sold 1,000 shares, leaving 2,335. R. D. Blasler sold 100 shares, leaving 4,840. L. E. Kusi sold 100 shares, leaving 1,664. J. W. Simpson sold 3,000 shares, leaving 7,150. F. E. Spindler bought 900 shares, giving him a total of 2,101. R. H. Wagner bought 4,800 shares, totaling 7,198.

■ Wometco Enterprises—R. A. Renick sold 1,900 shares of class A common, leaving 5,124. Frances Wolfson, through corporations, bought 105 shares, totaling 168,690. Louis Wolfson II, through corporations, bought 105 shares, totaling 173,497. Michael Wolfson, through corporations, bought 105 shares, totaling 173,497. R. F. Wolfson sold 400 shares, leaving 8,761. Investors Stock Fund disposed of \$484,000 worth of 5½% convertible subordinate debentures, leaving \$1,692,000 worth of such stock. F. Wolfson sold \$2,000 worth of 5½% convertible subordinate debentures, leaving \$8,000 worth of such stock. L. Wolfson II sold \$2,000 worth of such stock, leaving \$8,000. M. Wolfson, through employes trust bought \$56,000 worth of 5½% convertible subordinate debentures, totaling \$160,000 worth of such stock.

■ Wraither Corp.—General TV Inc., in private transaction, sold 16,000 shares, leaving 308,219. J. D. Wraither Jr. bought 16,000 shares, totaling 480,459.

■ Zenith Radio Corp.—J. E. Brown sold 500 shares, leaving 21,900. E. M. Schroeder sold 200 shares, leaving 2,100.

Meredith reports

24.3% earning drop

Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, reported a 24.3% decline in earnings despite an 8.8% increase in revenues for fiscal 1970.

Meredith also reported that fourth quarter earnings of \$311,626 were down \$1,251,486 or 80.1%. Fourth quarter operating earnings per share were 12 cents as compared to 55 cents the previous year.

For the year ended June 30:

	1970	1969
Earned per share	\$ 2.32	\$ 3.87
Revenue	143,668,633	132,189,608
Net income	6,419,031	10,192,240
Average shares outstanding	2,762,293	2,779,406

Note: 1969 net income figures include extraordinary income of \$1,711,135 primarily gain on sales of 50% interest in Meredith-Avco Inc. CATV systems operator.

CBS sales up slightly; earnings stay at '69 pace

CBS Inc. earnings for the first six months of 1970 were exactly even with last year's period, but revenues for those 26 weeks ended July 4 represented an increase from \$519.4 million to \$593.7 million.

The figures, released last week, had been reported earlier by CBS as estimates (BROADCASTING, July 20).

The CBS statement said net sales rose \$24 million in the second quarter with per-share earnings off one cent from 61 cents in the like period in 1969 to 60 cents in 1970.

For the 26 weeks ended July 4 (June 28 in 1969):

	1970	1969
Earned per share	\$ 1.10	\$ 1.10
Net sales	\$93,793,000	519,403,000
Income before taxes	58,874,000	60,207,000
Net income	30,222,000	30,222,000

TCI earnings show a big leap forward

Tele-Communications Inc., Denver, multiple CATV owner, reported a 43% increase in revenues in the first six months of the year, with earnings per share up 200%.

TCI also reported that company revenues from microwave service almost doubled, while cable TV revenues were up by 32%.

TCI President Bob Magness told stockholders that among the factors contributing to the company's growth was the FCC's actions permitting specialized common carriers to serve geographical areas, and that TCI has filed applications to provide such services.

In reporting on its microwave business, TCI stated that its service to NBC, feeding that network's TV signals from Denver to Salt Lake City, would soon be joined by a second, CBS. The NBC service began last May and includes common carrier service to other Inter-mountain NBC affiliates. A contract for TCI to carry CBS television network programs to CBS affiliates in the Inter-mountain region was signed a month ago, and applications for FCC approval have been filed with that agency.

TCI serves 88,000 customers in 16 states over 58 cable TV systems. It also operates more than 10,000 miles of common carrier microwave routes.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.06	\$ 0.02
Revenues	3,702,412	2,591,934
Cable TV	2,858,005	2,184,805
Microwave	844,407	427,129
Net earnings	151,773	38,015
Shares outstanding	2,735,820	2,251,980

Financial notes:

■ CBS has declared a cash dividend of 35 cents per share on common stock payable Sept. 11 to shareholders of record Aug. 28. In addition, CBS declared a cash dividend of 25 cents per share on preferred stock, payable Sept. 30 to shareholders of record Aug. 28.

■ Downe Communications Inc., New York, 40% owner of group-broadcaster Bartell Media Corp. and publisher of *Ladies' Home Journal*, *American Home* and *Family Weekly*, completed acquisition of Founders Mutual Depositor Corp. Founders sponsors Founders Mutual Fund and is investment adviser and principal underwriter of Gryphon, Apollo and Meridian funds. Acquisition is for 500,000 Downe shares and marks Downe's entry into mutual fund field.

■ Publishers Broadcasting Corp., subsidiary of Publishers Co., both Washington, has reported first six months figures ended June 30. Firm said sales were \$921,708 and net after tax income

amounted to \$84,216 or 9 cents per share on 910,882 average shares outstanding. Donald Price, president of Publishers Broadcasting, added that registration statement of dividend by parent firm of 150,178 shares of common stock has cleared Securities and Exchange Commission, permitting Publishers Broadcasting Corp.'s stock to be traded over counter.

■ Scripps-Howard Broadcasting Co., New York-based group broadcaster, has declared a quarterly dividend of 35 cents per share, payable Sept. 10 to stockholders of record Aug. 28.

■ Young & Rubicam Inc., New York, has offered in principle to purchase certain assets and operations of the J. K. Gill Co., Portland, Ore., which operates 11 retail outlets in Oregon and Washington, and acts as both retailer and wholesaler of art supplies, gifts and office supplies. Offer has been accepted by

Gill's board of directors and will be submitted shortly to that company's stockholders for ratification.

■ Wometco Enterprises Inc., Miami-based diversified company and group broadcaster, has declared a regular quarterly dividend of 10.5 cents on class-A stock and 3.75 cents on class-B stock, payable Sept. 15 to stockholders of record Sept. 1.

■ RKO General Inc., New York, group broadcaster and diversified subsidiary of General Tire & Rubber Co., reported net income of \$2,879,000 on revenues of \$45,907 for the six months ended May 31, vs. revenues of \$48,271,000 and net income of \$3,983,000 in the same 1969 period. The figures do not include operations of Frontier Airlines. RKO said earnings from broadcast operations were "substantially" below the 1969 level due to lower TV revenues and higher costs.

Fates & Fortunes

Broadcast advertising



Carl E. Sturges, VP and director of radio-television production department, Young & Rubicam, New York, named senior VP of agency.

Dorothy Glasser, media director, and **Edward J. Rogers**, director of personnel, Ted Bates, New York, named VP's.

Mr. Sturges

Harry J. Durando, sales VP, Metro Radio Sales, New York, named VP and New York sales manager.

Carol Moberg, group manager, consumer division, PR department, Ketchum MacLeod & Grove, New York, named VP.

Anthony C. Thurston and **William W. Young**, account supervisors, Grey Advertising, New York, elected VP's.

Richard C. Phalen Jr., with Mutual Broadcasting System, Chicago, named western sales manager. His office will be in Los Angeles.

Jonathan C. Thwaites, art group head, SSC&B, New York, and **Richard Francis Rack**, account supervisor at agency, both named VP's.

Bill McQuillan, with Dodge & Delano, New York, named VP-creative.

Richard J. Dilworth, **Michael Kennedy** and **Alan P. Stess**, account supervisors, **Richard K. Manoff Inc.**, New York, agency, named VP's. **Remar M. Sutton Jr.**, with Young & Rubicam there, joins Manoff as assistant to president.

George F. Howlett Jr., with Sudler & Hennessey, New York, named VP. **Stephen M. Parello**, VP and director of marketing services, Multiplex Corp., publisher of Latin American medical journal, joins Sudler & Hennessey as VP and director of agency's international marketing activities. **Barry Siegel**, market analyst, Hoffman-LaRoche, New York, joins Sudler & Hennessey as marketing manager, basic projects.

Byron B. Schlesinger, formerly group product manager, Alberto Culver Co., Melrose Park, Ill., joins Robert S. Block Advertising, Milwaukee, as executive VP. **Noel (Bud) Wiegeler**, operations director with Robert S. Block, named VP. **J. Patrick Graham**, with Grubb Advertising, Champaign, Ill., named VP in charge of account services.

Bruce Glenn, VP and creative group head, and **Dave Kolesar**, executive art director, Barickman and Selders Advertising, Minneapolis, resign to become principals in Glenn & Kolesar Inc., new agency there.

Doug Barker, with Edward Petry, Detroit, joins Tele-Rep as Detroit sales manager.

David E. Michels, assistant director of sales, WBAL-TV Baltimore, named director of sales, succeeding Willis K. Friert, who died last month (BROADCASTING, Aug. 3).

Charles B. Kahao, formerly account supervisor, Norman, Craig & Kummel, New York, appointed to newly created position of director of media services, SFM Media Service Corp. there.

Robert A. Malone, senior editor, BROAD-



Riding high with Bronson KORK-TV, Las Vegas

26 colorful episodes
now available from



CASTING magazine, Washington, joins American Advertising Federation there as director of information.

Richard Simmons, producer, Ketchum, McLeod & Grove, Pittsburgh, joins **Raymond E. Finn Advertising**, Baltimore, as director of radio/TV production.

Richard S. Heckenkamp, with KEMO-TV San Francisco, appointed sales manager.

Tom Hemphill, creative director, Kieffer Associates, Des Moines, Iowa, agency, joins **W. B. Doner and Co.**, Baltimore, as copy supervisor.

Robert M. Fulton, with WRCP-AM-FM Philadelphia, appointed general sales manager.

Jack W. Kortegast, manager, John C. Butler & Co., Dallas rep firm, joins KVIL-AM-FM Highland Park, Tex., as sales manager.

George E. L. Barbee, assistant product manager and **Roger Yeager**, assistant products manager, Noxell Corp., named new product manager and product manager, respectively.

Bill Harper, with WAND-TV Decatur, Ill., joins WTWO(TV) Terre Haute, Ind., as commercial production manager.

Al Mancinetti, with L. G. Hughes and Associates, joins the Haboush Co., Los Angeles, commercial production firm, as director of sales.

Media

William Rubens, director of marketing services, NBC-TV stations division, elected VP, audience measurement. He replaces **Paul L. Klein**, who resigned earlier this summer to enter his own business.

Stuart Temkin, director of business affairs, CBS-TV Stations National Sales, New York, named director of business affairs at CBS-owned WBBM-TV Chicago. He is succeeded by **Jonathan L. Evans**, manager of CBS foreign treasury operations. **Louis Rauchenberger**, associate controller, Singer Co., and previously assistant controller of CBS, appointed controller, CBS-TV, New York, effective Sept. 1. He succeeds **James H. Geer**, named controller for CBS (BROADCASTING, July 27).

W. J. Wheeler, general manager, KHOZ-AM-FM Harrison; **Jack Freeze**, general manager, KFPW(AM) Fort Smith; **Mike Horne**, KARV(AM) Russellville, and **Dewitt Waites**, KXLR(AM) North Little Rock, named president, first and second VP, and secretary-treasurer, respectively, of Arkansas Broadcasters Association.

Gerald Flesher, director of advertising and promotion, Reeves Telecom Corp., New York, joins ABC-TV there as manager, new-business development.



Mr. Faust

Mr. Shouse

A. Donovan Faust, VP and general manager, WSIX-AM-FM-TV Nashville, named VP, KOA-TV Denver. WSIX stations and KOA-TV are General Electric stations. He is succeeded by **Ray A. Shouse**, general sales manager, WSIX-TV.

Ward B. Chamberlin Jr., VP of Corp. for Public Broadcasting since 1969, appointed executive VP of Educational Broadcasting Corp., operator of non-commercial station WNDR(TV) New York. Mr. Chamberlin will assume his post on Sept. 20, after National Educational Television has been dissolved and its production resources consolidated with those of WNDR, which will be renamed WNET(TV).

Eugene J. Timmons, personnel manager, CBS Laboratories, New York, named director of administration services of Viacom International Inc. there.

John P. Frankenfield, program director, WBAL-TV Baltimore, appointed assistant station manager. He will also continue in his present position.

Charles W. Newcomb, managing director, WSPA-TV Spartanburg, S.C., named manager, WSPA-AM-FM.

David R. Greene, executive VP and general manager of KBLL-AM-TV Helena, Mont., joins KLO(AM) Ogden, Utah, as general manager.

Robert Dalton Jones, program director, WRNC(AM) Raleigh, N.C., joins WKBQ(AM) Garner, N.C., as general manager.

Peter Kadesky, Midwest sales manager, Radio Advertising Representatives, Chicago, joins WDFH(FM) there as station manager.

Anne Spotts and Debra Spotts, wife and daughter of late James A. Spotts, general manager of WLEM(AM) Emporium, Pa., take over management of station. Mrs. Spotts assumes control of licensee, Emporium Broadcasting, and Debra Spotts becomes general manager.

Marc B. Nathanson, with Harshe-Rotman & Druck, Chicago PR firm, joins Cypress Communications Corp., Los Angeles, as director of marketing.

R. Lee Brand, program supervisor, TV programming, William Esty Co., Hollywood, named operations manager, non-commercial KQED(TV) San Francisco.

Programing

Larry E. Burroughs, operations manager, WATL-TV Atlanta, joins Turner Communications Corp., group owner there, as national program director.

Robert Margulies, senior VP, Ted Bates, New York, joins Transcommunications Corp., New York, as VP and director of sales for Transcom Group, subsidiary of Transcommunications, which includes Video Production Services Inc. and Manchester Color Labs.

Wolfgang Bayer, VP, production, Bill Burrud Productions, Los Angeles, named executive VP.

Tim Wholey, director of promotion and TV distribution, Association Films, New York, named group VP in charge of promotion, TV distribution and client services, Association-Sterling Films, subsidiary of Association Films.

Hal Brown, syndication sales manager, American International Television, New York, named VP, sales. He succeeds **Stanley E. Dudelson**, who resigns.

Bobby Dark, with KBOX-AM-FM Dallas, joins WINN(AM) Louisville, Ky., as program director.

Bruce L. Wolfson, VP, operations, Reeves Production Services, New York, joins EUE/Screen Gems there as director of syndication.

Harvey Seslowsky, director of program purchasing, Telcom Associates, New York, joins Telemation Program Services there as director of programming.

Harlan Kleiman, producer and theatrical consultant, named executive producer of video-cassette division of Teletronics International Inc., New York, to develop programming material. **Gary Bradley**, assistant director of special collections, New York main library, joins Teletronics International Inc., New York, to manage tape library and to install computer procedures in its operations.

Samuel C. Gale, president, Cosser Enterprises, Washington, audio-visual firm, joins Videorecord Corp., Westport, Conn., as director of marketing, operations division.

David Grieve, independent filmmaker, named executive director, local programming, noncommercial KQED(TV) San Francisco.

Robert Nary, program director, WBMI(FM) Hartford-Meriden, Conn., joins WNHC-FM New Haven, Conn., as music director.

News

Roy Heatly, news editor, KCRA-TV Sacramento, Calif., joins KRON-TV San

Francisco as news manager.

John Mies, executive news producer, WLS-TV Chicago, appointed news director. He is succeeded by **Thomas Hodson**, producer.

Joseph Alvarez, reporter, NBC News, New York, joins WNBC-TV, NBC-owned station there, as manager, editorial services.

John E. Mantle, UPI Newspictures foreign editor, European division, London, appointed Latin American Newspictures editor, Buenos Aires. **Richard Blindheim**, with UPI, Oslo, Norway, appointed resident correspondent there.

Jim Kelter, with WVLN(AM) Olney, Ill., joins WTWO(TV) Terre Haute, Ind., as sports director, succeeding **Jerry Palma**, appointed night news editor.

John Adair, with WJAS-AM-FM Pittsburgh, joins KDKA-AM-FM there as newsman.

Jerry Klein, news director, WRCP-AM-FM Philadelphia, joins WCAU(AM) there as newsman.

Rick D'Amico, news director, WREO-AM-FM Ashtabula, Ohio, joins WKFR-AM-FM Battle Creek, Mich., in same capacity.

Connie Chung, news writer, WTTG(TV) Washington, named news correspondent and on-air reporter.

Bill Schonely, sports director, KVI(AM) Seattle, appointed sportscaster for Portland Trail Blazers, professional basketball team. He is succeeded by **Bob Robertson**, who is with KVI and KTNT-TV Seattle.

Bill Lorin, with KFWS(AM) Los Angeles, joins KPRO(AM) Riverside, Calif., as newsman.

Equipment & engineering

Harry Heltzer, president, 3M Co., St. Paul, elected chairman of board and chief executive officer. He is succeeded as president by **Raymond H. Herzog**, VP of Graphic Systems, subsidiary of 3M.

David R. Stott Jr., with Ampex Corp., Redwood City, Calif., joins CMX Corp., Sunnyvale, Calif., joint CBS-Memorex venture for manufacture of advanced TV equipment and systems, as director of marketing.

Michael A. Moscarello, VP and general manager, Philco-Ford Corp. audio-visual division, Philadelphia, named president, chief executive officer, International Video Corp., Sunnyvale, Calif.

Fred W. Grab, with Commercial Electronics Inc., Mountain View, Calif., appointed eastern regional sales manager with headquarters in Westport, Conn.

George J. Ferguson, with Telemation

RTNDA chooses five

Members of Radio-Television News Directors Association have elected following to two-year terms: Region 1 (West), **Jack Eddy**, KOMO-AM-TV Seattle; Region 2 (Midwest), **Fred Douglas**, WKZO-AM-TV Kalamazoo, Mich.; Region 3 (Northeast), **Richard Wright**, WTAG(AM) Worcester, Mass.; Region 4 (South), **Don Owen**, KSLA-TV Shreveport, La.; and for Canada, **Gary McLaren**, CKCO-TV and CKKW-AM Kitchener, Ont. Holdover directors, with terms ending in 1971 are: Region 1, **Chet Casselman**, KSFO(AM) San Francisco; Region 2, **Mark Gautier**, KMTV(TV) Omaha; Region 3, **Tom Frawley**, Cox Broadcasting, Washington, and Region 4, **Ed Planer**, WDSU-AM-TV New Orleans. Membership will elect three directors-at-large for one-year terms at annual conference in Denver next month.

Sales Inc., subsidiary of Telemation Inc., Salt Lake City, named sales engineer in charge of Telemation Sales's newly opened branch in Las Vegas.

Holmes Bailey, with Weston Instruments Division, Weston Instruments Inc., Newark, N.J., named director of marketing.

Donald W. Nash, chief engineer, WOKO(AM) joins KTLK(AM) Denver in same capacity. He is succeeded by **Randy Smith**, with WGIG-AM-FM Brunswick, Ga.

Flavio Blanco, with Superscope Inc., Sun Valley, Calif., U.S. distributor of Sony tape recorders, appointed director of engineering.

Walter Wisneski, with noncommercial KQED(TV) San Francisco, named studio engineering supervisor.

Denis B. Trelewicz, staff director, business planning and information, Avco Corp., Wilmington, Mass., office, appointed VP-business and financial planning for Avco's subsidiary, Cartridge Television Inc., New York.

C. Dale Criswell, with General Electric Cablevision Corp., Schenectady, N.Y., named manager-operator, western region, Walnut Creek, Calif.

Promotion

Stephen Corman, with New York public relations staff of Westinghouse Broadcasting Co., rejoins WIND(AM) Chicago, Westinghouse station, as advertising and promotion manager.

Ed Nix, news director, KEZY(AM) Anaheim, Calif., appointed marketing and public relations director.

Jerome Manigan, coordinator of youth programs, Cincinnati area Community

Action Commission, joins WLW(AM)-WLWT(TV) Cincinnati as assistant community services director.

Allied fields



Mr. McDowell, named director of office of public affairs of DOT. Office of information was reorganized as office of public affairs.

Ralph Renick, VP, news, WTVJ(TV) Miami, named to national television committee, Boy Scouts of America. Other members include: **Walter Cronkite**, CBS News; **James Hagerly**, ABC Inc.; **George A. Heinemann**, NBC News and **Carl Lindemann Jr.**, NBC News.

Deaths

Tams Bixby Jr., 79, vice president of Springfield Newspapers Inc. and president and 40% owner of Oklahoma Press Publishing Co., died Aug. 19 in Bemidji, Minn. Springfield Newspaper is 50% owner of Springfield Television Inc., licensee of KYTV(TV) Springfield, Mo., and 99% owner of Springfield Broadcasting Co., licensee of KGBX(AM) Springfield. Oklahoma Press is licensee of KBIX(AM) Muskogee. Mr. Bixby is survived by his wife, Esther, son and two daughters.

Bob Ekstrum, 59, director of sales, WCCO-TV Minneapolis, died Aug. 13 at his home in St. Louis Park, Minn. He had been with station licensee since 1938 when he joined WCCO(AM). He is survived by his wife, Susan, and two sons.

W. Argyle Nelson Sr., 68, former VP in charge of production, Desilu Productions, died Aug. 14 in Los Angeles following lengthy illness.

Bob Ross, 61, creator and producer of *Mayberry R.F.D.* TV series, died Aug. 17 at his home in Beverly Hills, Calif., of heart attack. He had been producer of *Andy Griffith* show and began career as writer for Marx brothers and *Amos n' Andy* radio shows.

Ira Marion, 60, radio-TV writer and producer for ABC for 25 years until 1965, died on Aug. 13 in New York. He was former president of Radio Writers Guild, later merged into Writers Guild of America. Surviving are his wife, Edith, son and daughter.

Horace W. Brower, 70, former president and chairman of board of Transamerica Corp., San Francisco, died Aug. 14 in Fairbanks, Alaska. He is survived by his wife, Marguerette.

Daniel J. Murphy, 74, director of Federal Trade Commission's bureau of deceptive practices from 1961 until he

retired in 1965, died after long illness in Sibley Memorial hospital, Washington. He joined commission in 1936 as trial attorney. He is survived by his wife, Esther, and daughter.

Paul W. Orr, 43, creator-producer of *Joey Bishop* show, died Aug. 14 in Los Angeles, of pneumonia. Mr. Orr also

produced *The Jack Paar Show* for eight years. He is survived by his mother and two brothers.

J. Stevan Darrell, 65, character actor, died Aug. 14 of brain tumor. He had been on radio and TV, last of which was on series, *Daniel Boone*. He is survived by his wife, Gertrude.

ForTheRecord

As compiled by BROADCASTING, August 11 through August 18 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

Actions on motions

■ Chief, Broadcast, Bureau on request of Vue-Metrics Inc., extended through Aug. 20 time to file reply comments to notice of proposed rulemaking in matter of amendment of TV table of assignments (Camden and Atlantic City, both New Jersey, and Philadelphia) (Doc. 18882). Action Aug. 10.

■ Hearing Examiner Charles J. Frederick in Glendive, Mont. (Meyer Broadcasting Co. and Harriscope Broadcasting Corp.), TV proceeding, granted petition by Harriscope Broadcasting Corp. for leave to amend application to correct certain minor errors relating to power gain and geographic co-ordinates of proposed Harriscope transmitting ant. (Docs. 18737-8). Action Aug. 12.

■ Hearing Examiner Millard F. French in Prescott, Ariz. (Prescott T.V. Booster Club Inc.) TV proceeding, granted request by applicant and extended certain procedural dates; continued hearing to Nov. 10, Prescott. (Docs. 18817-8). Action Aug. 11.

■ Chief Hearing Examiner Arthur A. Gladstone in Greensburg, Pa. (Western Broadcasting Corp. and Warman Communications Inc.), TV proceeding, designated Hearing Examiner Lenore G. Ehrig as presiding officer; scheduled prehearing conference for Sept. 23 and scheduled hearing for Oct. 20 (Docs. 18938-9). Action Aug. 10.

Call letter actions

■ WGBH Educational Foundation, Springfield,

Mass. Granted *WGBY-TV.

■ Mississippi Authority for Educational Television, State College, Miss. Granted *WMAB(TV).

■ Blue Ridge ETV Association, Norton, Va. Granted *WSVN-TV.

Designated for hearing

■ Greensburg, Pa.—FCC designated for consolidated hearing mutually exclusive applications of Western Broadcasting Corp. and Warman Communications Inc. for new TV stations to operate on ch. 40 at Greensburg. Action Aug. 7.

Existing TV stations

Final actions

■ Broadcast Bureau granted licenses covering following: WCVN(TV) Covington, Ky.; WBLG-TV Lexington, Ky.; WMCV(TV) Nashville. Action Aug. 5.

■ Broadcast Bureau granted licenses covering changes in following: KBAK-TV Bakersfield, Calif.; KTRE-TV Lufkin, Tex.; WTAP-TV Parkersburg, W. Va.; and WISC-TV Madison, Wis. Action July 27.

■ Broadcast Bureau rescinded actions of July 30 which granted renewal of licenses to WSBT-TV South Bend, and WSJV(TV) Elkhart, both Indiana. Action Aug. 10.

■ KNTV(TV) San Jose, Calif.—Broadcast Bureau granted CP to replace expired permit for changes. Action Aug. 11.

■ William B. Ray, chief of FCC Complaints and Compliance Division, in Washington (Evening Star Broadcasting Co. (WMAL-TV)), TV proceeding, informed Black Efforts for Soul in Television (BEST) that WMAL-TV did not violate fairness doctrine in Dec. 1, 1969 in commentary allegedly critical of black militants. In letter to BEST, Mr. Ray said, "it appears that station has presented contrasting views in overall programming concerning leadership in black community." Action July 28.

■ WMAL-TV Washington—FCC granted group of individuals and organizations opposed to license renewal application of WMAL-TV, 21-day extension to submit comments to licensee's amendment to renewal application; denied petition asking for reconsideration of decision by chief of Broadcast Bureau denying motion to strike and remove amendment. Action Aug. 14.

■ WFTV(TV) Orlando, Fla.—FCC granted modification of CP to operate with non-directional ant.

system. Action Aug. 5.

■ WNDU-TV South Bend, Ind.—Broadcast Bureau rescinded action of July 31 which granted renewal of license to WNDU-TV. Action Aug. 10.

■ WRTV(TV) Asbury Park, N.J.—FCC denied Atlantic Video Corp., formerly holder of CP for WRTV(TV) petition for reconsideration of Broadcast Bureau action deleting call sign, but granted motion for stay in request to retain call sign WRTV(TV) for use by ch. 68, Newark, N.J. Commission said it was granting motion for stay in order not to prejudice Atlantic's court appeal and call sign would be kept in reserve. Action Aug. 5.

■ WNBC-TV New York—FCC in response to complaint that WNBC-TV failed to comply with fairness doctrine or to meet public interest obligations concerning coverage of air pollution caused by automobiles using leaded gasolines found WNBC-TV could "reasonably reject" announcement approach sought by complainant, and that no further action is warranted. Action Aug. 7.

Actions on motions

■ Office of Opinions and Review in Norfolk, Va. (WTAR Radio-TV Corp. (WTAR-TV) and Hampton Roads Television Corp.), TV proceeding, granted request by WTAR Radio-TV Corp. and extended to Aug. 3 time to file application for review of review board's memorandum opinion and order released July 20; and application for review tendered for filing on Aug. 3 accepted for filing (Docs. 18791-2). Action Aug. 10.

■ Hearing Examiner Charles J. Frederick in High Point, N.C. (Southern Broadcasting Co. (WCNP-TV) and Furniture City Television Co. Inc.), TV proceeding, except for request for subpoenas denied request by Furniture City Television Co. for notice to take depositions, motion for production of documents for inspection and copying, and for issuance of subpoenas; and ordered that within three weeks following release of this order, Aug. 5, parties meet in informal conference and within one week thereafter inform examiner of agreements reached (Docs. 18906-7). Action Aug. 3.

■ Hearing Examiner Arthur A. Gladstone in Cheyenne, Wyo. (Frontier Broadcasting Co.) renewal of license of KFBC-TV, granted request by Frontier Broadcasting Co. and extended to Aug. 24 time to respond to Broadcast Bureau's written interrogatories and motion to produce (Doc. 18797) Action Aug. 11.

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. (WTAR-TV) and Hampton Roads Television Corp.) TV proceeding, granted motion for further extension of time filed by WTAR Radio-TV Corp. to respond, either by answer or by objection, to initial interrogatories filed by Hampton Roads and determination of date will be accomplished in subsequent order (Docs. 18791-2). Action July 30.

■ Hearing Examiner Forest L. McClennen in Boston (RKO General Inc. (WNAO-TV), Community Broadcasting of Boston Inc. and the Dudley Station Corp.), TV proceeding, set certain procedural dates and scheduled hearing for Nov. 16 in Boston. (Docs. 18759-61). Action Aug. 5.

■ Hearing Examiner Chester F. Naumowicz Jr. in Florence, S.C. (Daily Telegraph Printing Co. (WBTW(TV))), TV proceeding, continued hearing to Sept. 9 (Doc. 18650). Action Aug. 7.

■ Hearing Examiner Herbert Sharfman in Miami, (Post-Newsweek Stations, Florida Inc. (WPLG-TV) and Greater Miami Telecasters Inc.), TV proceeding, granted joint motion by applicants to extent that Prehearing conference is rescheduled to Sept. 28; continued Sept. 14 hearing without date. Action Aug. 10. Granted petition by Post-Newsweek for leave to amend application and proposed amendment of most recent balance sheet of applicant-licensee accepted. (Docs. 1889-90). Action Aug. 11.

■ Hearing Examiner James F. Tierney in New

EDWIN TORNERG

& COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164

PROFESSIONAL CARDS

JANSKY & BAILEY
 Consulting Engineers
 1812 K St., N.W.
 Wash., D.C. 20006 296-6400
 Member APOE

JAMES C. McNARY
 Consulting Engineer
 Suite 402, Park Building
 6400 Goldsboro Road
 Bethesda, Md. 20034
 (301) 229-6600
 Member APOE

—Established 1926—
PAUL GODLEY CO.
 CONSULTING ENGINEERS
 Box 798, Upper Montclair, N.J. 07043
 Phone: (201) 746-3000
 Member APOE

COHEN & DIPPELL
 CONSULTING ENGINEERS
 Formerly GEO. C. DAVIS
 527 Munsey Bldg.
 783-0111
 Washington, D. C. 20004
 Member APOE

COMMERCIAL RADIO
 Consulting Engineers
 Everett L. Dillard
 Edward F. Lorentz
 PRUDENTIAL BLDG.
 347-1319
 WASHINGTON, D. C. 20005
 Member APOE

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

GAUTNEY & JONES
 CONSULTING RADIO ENGINEERS
 2922 Teletar Ct. (703) 560-6900
 Falls Church, Va. 22042
 Member APOE

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

KEAR & KENNEDY
 1302 18th St., N.W. Hudson 3-9000
 WASHINGTON, D. C. 20036
 Member APOE

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

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

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

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

JOHN B. HEFFELFINGER
 9208 Wyoming Pl. Hilland 4-7010
 KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
 Suite 716, Associations Bldg.
 1145 19th St., N.W., 659-3707
 Washington, D. C. 20036
 Member APOE

CARL E. SMITH
 CONSULTING RADIO ENGINEERS
 8200 Snowville Road
 Cleveland, Ohio 44141
 Phone: 216-526-4386
 Member APOE

VIR N. JAMES
 CONSULTING RADIO ENGINEERS
 Application and Field Engineering
 345 Colorado Blvd.—80206
 Phone: (Area Code 303) 333-5562
 Data Fone (303) 333-7807
DENVER, COLORADO
 Member APOE

A. E. Towne Assoc., Inc.
 TELEVISION and RADIO
 ENGINEERING CONSULTANTS
 727 Industrial Road
 San Carlos, California 94070
 (415) 592-1394

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

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

ORRIN W. TOWNER
 Consulting Engineer
 11008 Beech Road
 Anchorage, Kentucky 40223
 (502) 245-4673

Associated Communications Consultants
WALTER J. STILES
 Suite 1621, Tucson House
 Tucson, Arizona 85705
 (602) 792-2108
LUKE O. HODGES
 (214) 351-3820

GUY C. HUTCHESON
 817-261-8721
 P.O. Box 808
 1100 W. Abram
 Arlington, Texas 76010

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

**SERVICE
DIRECTORY**

**COMMERCIAL RADIO
MONITORING CO.**
 PRECISION FREQUENCY
 MEASUREMENTS
 AM-FM-TV
 103 S. Market St.
 Lee's Summit, Mo.
 Phone Kansas City, LaCade 4-3777

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

RTV International, Inc.
 RADIO PROGRAM CONSULTATION
 Sheldon Singer
 Vice President
 405 Park Avenue
 New York, N. Y. 10022
 (212) 421-0680

Summary of broadcasting

Compiled by FCC, July 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,275	2	11	4,288	82	4,370 ¹
Commercial FM	2,089	0	37	2,126	134	2,260
Commercial TV-VHF	493	2	15	510	13	524
Commercial TV-UHF	137	0	44	181	115 ²	299
Total commercial TV	630	2	59	691	128	823
Educational FM	395	0	21	416	46	462
Educational TV-VHF	76	0	6	82	7	89
Educational TV-UHF	97	0	11	108	15	123
Total educational TV	173	0	17	190	22	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

York, (WPIX Inc. (WPIX(TV)) and Forum Communications Inc.), TV proceeding, denied motion by WPIX Inc. for protective order (Docs. 18711-2), Action Aug. 12.

■ Hearing Examiner James F. Tierney in Charlotte, N.C. (Jefferson Standard Broadcasting Co. (WBT(TV))), TV proceeding, granted motion by Jefferson Standard Broadcasting Co. to produce by Southern Broadcasting Co. and other parties respondent documents for inspection and copying which it urges are relevant and necessary to preparation of Jefferson's case (Doc. 18880), Action July 31.

■ Hearing Examiner James F. Tierney in Charlotte, N.C. (Jefferson Standard Broadcasting Co. (WBT(TV))), TV proceeding, denied motion by Southern Broadcasting Co. to appoint counsel; and ordered question of considering and disposing of merits of withdrawing party certified to commission (Doc. 18880), Action Aug. 4.

Rulemaking actions

■ FCC ruled that major television networks must afford prime time for presentation of contrasting viewpoints to President's views on war in Southeast Asia, presented by him in five televised addresses since November 1969. Commission made determination in response to fairness doctrine complaints filed by Committee for Fair Broadcasting of Controversial Issues; 14 United States senators and Business Executives Move for Vietnam Peace, Action Aug. 14.

■ FCC denied petitions for reconsideration of rules restricting network ownership and syndication of programs, and amount of network programming stations in top-50 markets may carry during prime time. Commission dismissed petitions by MCA, NBC, CBS, Paramount Pictures and Warner Brothers for stay of effectiveness of rules. (Doc. 12782), Action Aug. 7.

Call letter application

■ WKHM-TV, Jackson Television Corp., Jackson, Mich. Requests WWLD-TV.

New AM stations

Final action

■ Wanchese, N.C.—Outer Banks Radio Co. Broadcast Bureau granted 1530 kc, 250 w D. P.O. address c/o Douglas Lystra Craddock, Box 632, Leaksville, N.C. Estimated construction cost \$29,380; first year operating cost \$27,600; revenues \$42,000. Principals: Douglas Lystra Craddock (50%) and Lacy Phil Wicker (50%). Mr. Craddock owns WLOE-AM-FM Leaksville, N.C., and has theater interests. Mr. Wicker has interest in theater supply firm. Action Aug. 11.

Actions on motions

■ Chief, Broadcast Bureau, granted request by Association for Broadcast Engineering Standards Inc. and extended through Oct. 5 time to file comments and through Nov. 2, time to file reply comments to notice of proposed rulemaking, adopted May 20, in matter of amendment of rules concerning AM's to prescribe limit on positive modulation (Doc. 18867), Action Aug. 12.

■ Hearing Examiner Basil P. Cooper in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, on motion by Southeastern Broadcasting Co., scheduled further prehearing conference for Aug. 13 (Docs. 18782-3), Action Aug. 12.

■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois, (DuPage County Broadcasting Inc. and Central DuPage County Broadcasting Co.) AM proceeding, granted request by DuPage County Broadcasting Inc. and rescheduled certain procedural dates and resched-

uled hearing for Oct. 6 (Docs. 16965-6), Action July 31.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma, (Creek County Broadcasting Co., Tinker Area Broadcasting Co. and M. W. Cooper), AM proceeding, granted petition and supplement by M. W. Cooper for leave to amend application; denied petition by Tinker Area Broadcasting Co. for leave to amend application; dismissed as moot motion to compel strict proof by M. W. Cooper against applicants Creek County Broadcasting Co. and Tinker Area Broadcasting Co. and petition by Broadcast Bureau for extension of time to respond to Tinker's petition for leave to amend (Docs. 13341-2 and 13344), Action Aug. 10.

■ Hearing Examiner Jay A. Kyle in Ponce, P.R., (Radio Antilles Inc. and Zaba Radio Corp.) AM proceeding, on request by Zaba Radio Corporation, ordered deposition of James J. Kirwin III, by interrogatories be rescheduled for Aug. 18 (Docs. 18564 and 18566), Action July 31.

■ Hearing Examiner Chester F. Naumowicz Jr. in Bentonville, Ark., (Northwestern Communications Corp.) AM proceeding, granted motion by Broadcast Bureau and applicant shall produce notes taken contemporaneously at time of contact and referred to by applicant in answers of reply to Broadcast Bureau's initial interrogatories at time and place mutually convenient to applicant and Broadcast Bureau (Doc. 18869), Action Aug. 11.

Existing AM stations

Applications

■ WANA Anniston, Ala.—Seeks CP to increase daytime power to 1kw and change studio and trans. location to 201 Connor Street, Anniston, Action Aug. 11.

■ KOIL Grand Junction, Colo.—Seeks CP to increase daytime power to 1kw and change type trans. to Gates, BC-1G. License on 1340kc, 250w-U, Action Aug. 11.

■ WOCN Miami—Seeks CP to increase daytime power to 1kw. License on 1450kc, 250w. Action Aug. 11.

■ KWRW Guthrie, Okla.—Seeks CP to increase power to 250w 500w-LS, change type trans. to Gates, BC-500G and change ant. trans. location to 0.25 mile north of Junction of Interstate 35 and State Route 33. License on 1490kc, 100w-U, Action Aug. 11.

Final actions

■ KEVT Tucson, Ariz.—FCC denied petition by Tucson Radio Inc., licensee of KEVT, for reconsideration of commission's action which turned down KVET's request for waiver of nighttime "white area" population requirement and returned as unacceptable for filing application to change its operation on 690 kc with 250 w-D to unlimited time using DA nighttime. Action Aug. 5.

■ KAPI Pueblo, Colo.—Broadcast Bureau granted renewal of license. Action Aug. 10.

■ WTUX Wilmington, Del.—Broadcast Bureau granted mod. of license covering reduction power of auxiliary trans. to 500 w. Action Aug. 13.

■ WTOP Washington—FCC denied complaint by Business Executives Move for Vietnam Peace, against Post-Newsweek Stations, licensee of WTOP, for refusal to set advertising time for presentation of BEM's anti-Vietnam war commercials. Action July 5.

■ WOJK Jacksonville, Fla.—Broadcast Bureau granted license covering auxiliary trans. Action Aug. 13.

■ KVGB Great Bend, Kan.—Broadcast Bureau

granted license covering changes of auxiliary trans. Action Aug. 11.

■ KBXM Kennett, Mo.—FCC granted request by Boothel Broadcasting Co., licensee of KBXM Kennett, for waiver of AM "freeze" criteria of rules. Application to increase power of KBXM from 250w to 500w during critical hours of operation accepted for filing. Action Aug. 5.

■ WIZS Henderson, N.C.—Broadcast Bureau granted license covering installation of auxiliary trans. Action Aug. 11.

■ KFGO Fargo, N.D.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action July 24.

■ WDNL Warren, Ohio—Broadcast Bureau granted mod. of CP to make changes in ant. system, delete one tower. Action Aug. 12.

■ WTAE Pittsburgh—Broadcast Bureau granted CP to make changes in ant. system to replace southwest ant. with guyed tower with top-mounted FM ant. Action Aug. 7.

■ WARM Scranton, Pa.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 13.

■ WGBI Scranton, Pa.—Broadcast Bureau granted license covering new auxiliary trans. Action Aug. 13.

■ WUNO Rio Piedras, P.R.—Broadcast Bureau granted license covering alternate main trans. N, auxiliary trans. D; trans. studio location Police # Leon 1577, Rio Piedras, P.R. Action July 24.

■ WAGL Lancaster, S.C.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1971. Action Aug. 11.

■ WMLR Hohenwald, Tenn.—Broadcast Bureau granted license covering new AM. Action Aug. 13.

■ KNUS Dallas—Broadcast Bureau permitted remote control. Action Aug. 5.

■ WEAM Arlington, Va.—Broadcast Bureau granted license covering use of former trans. as auxiliary trans. Action Aug. 13.

■ KZUN Opportunity, Wash.—Broadcast Bureau granted license covering studio and remote control location: 23 South Pines Road. Action Aug. 13.

■ KAYO Seattle—Broadcast Bureau granted CP to increase auxiliary power to 1 kw and install new trans. Action Aug. 11.

■ WAJR Morgantown, W. Va.—Broadcast Bureau granted license covering use of presently licensed trans. Daytime 5 kw and nighttime 500 w. Action July 31.

Actions on motions

■ Office of Opinions and Review in Lexington, Ky., Bluegrass Broadcasting Co., renewal of license of WVLK, extended to Aug. 12 time to file reply to opposition to petition for clarification by Broadcast Bureau (Doc. 18285), Action Aug. 6.

■ Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, cancelled further hearing conference scheduled for Aug. 13; extended to Sept. 14, time to submit certain exhibits; continued further evidentiary hearing to Sept. 17 (Doc. 18710), Action Aug. 11.

■ Hearing Examiner David I. Kraushaar in Jackson, Ala. (Radio Jackson Inc. and Vogel-Ellington Corp. (WHODI)), AM proceeding, on request by Radio Jackson Inc., rescheduled prehearing conference for Sept. 1 (Docs. 18896-7), Action Aug. 10.

■ Hearing Examiner Jay A. Kyle in El Cajon, Calif., (Metro Communications Inc. (KDEO)), AM proceeding, continued evidentiary hearing new scheduled for Aug. 31 without date (Doc. 18879), Action Aug. 5.

■ Hearing Examiner Chester F. Naumowicz in Chattanooga, (Jay Sadow (WRIP) and Rock City Broadcasting Inc.), AM proceeding, granted petition by Jay Sadow for leave to amend application to amend financial and community survey portions in order to better satisfy certain of designated issues (Docs. 18901-2), Action Aug. 11.

Call letter applications

■ KGOL, Bear Broadcasting Corp., Palm Desert, Calif. Requests KGUY.

■ WMMJ, Dome Broadcasting Inc., Lancaster, N.Y. Requests WXRL.

■ WARD, Central Broadcasting Inc., Johnstown, Pa. Requests WJST.

Designated for hearing

■ Safford, Ariz.—FCC set for hearing mutually exclusive applications of Al G. Stanley, licensee of KATO, to improve facilities of KATO and Tri-County Broadcasting Co. for CP for new station in Safford. Action Aug. 5.

■ WISK Gulfport, Miss. and WROA Americus, Ga.—FCC designated for hearing applications of Charles W. Dowdy, licensee of WROA, and Sumter Broadcasting Co., licensee of WISK, to change operation on 1390 kc from daytime to unlimited

Processing line

FCC notified Aug. 12 the following AM applications will be ready and available for processing Sept. 22: KBXM Kennett, Mo., Boothel Broadcasting Co. Has: 1540 kc, 1 kw, 250 w-CH-D. Req: 1540 kc, 1 kw, 500kw-CH-D. KYAK Anchor age, Big Country Radio Inc. Has: 650 kc 25 kw DA-1. U. Req: 650 kc, 25 w, 50 kw I.S. DA-2. U.

New FM stations

Final actions

Phenix City, Ala. Broadcast Bureau granted Chattahoochee Broadcasting Inc. 100.1 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 2131, Columbus, Ga. 31902. Estimated construction cost \$25,332, first-year operating cost \$25,680; revenue \$46,000. Principals: James K. Sanders III, sole owner. Mr. Sanders is sales manager for WCLS(AM) Columbus, Ga. Action Aug. 22.

Des Plaines, Ill.—Maine Township FM Inc.—Review Board granted 106.7 mc, channel 294, 50 kw. Ant. height above average terrain 215 feet. P.O. address 10 North Clark Street, Chicago. Estimated construction cost \$66,804; first year operating cost \$65,000; revenue \$70,000. Principals: H. L. Atlas Jr. (60%), Howard R. Conant (10%), and others. Mr. Conant has non-broadcast business interests in Chicago area and is president of Interstate Steel Co., Des Plaines. Mr. Atlas is representative for Shearson, Hammill & Co, Chicago security brokers Action Aug. 5.

Lima, Ohio—Riggs-Bussard Broadcasting Corp. Broadcast Bureau granted 106.9 mc, 3 kw. Ant. height above average terrain 220 ft. P.O. address: 940 Cook Tower, 121 West High Street, Lima 45802. Estimated construction cost \$30,475; first-year operating cost \$15,500; revenue \$14,500. Principals: Richard H. Riggs and Paul Bussard (each 50%). Principals own WCIT(AM) Lima. Mr. Riggs owns retail ice cream outlet. Action Aug. 4.

Actions on motions

Hearing Examiner Charles J. Frederick in North Syracuse and Syracuse, both New York. (WSOQ Inc. and Eastern Associates) FM proceeding, rescheduled hearing for Aug. 20; granted petition by WSOQ Inc. for leave to amend application, dismissed with prejudice Eastern Associates application (Docs 18667-8). Action Aug. 10.

Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc., Lankford Broadcasting Co. and Radio 900 Inc.) FM proceeding, ordered paragraphs 10, 11, and 12, testimony of Stuart K. Lankford, of Lankford Exhibit 3 received in evidence (Docs. 18636-8). Action Aug. 6.

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, granted request by Christian Voice of Central Ohio and scheduled oral argument for Aug. 26 on petitions for leave to amend filed by Delaware-Gahanna FM Radio Broadcasting Station Inc. (Docs 18308 and 18793). Action Aug. 6.

Hearing Examiner James F. Tierney in Harrison, Tenn. (Folkways Broadcasting Inc. and Harriman Broadcasting Co.) FM proceeding, granted motion by Folkways Broadcasting Inc. and changed date for prehearing conference to Sept. 2 (Docs 18912-3). Action Aug. 6.

Other actions

Review board in Harriman, Tenn., FM proceeding, granted motion for extension of time to file opposition filed Aug. 13 by Folkways Broadcasting Inc. (Docs. 18912-13). Action Aug. 14.

Review board in Sheboygan, Wis., FM proceeding, scheduled oral argument before panel of review board for Sept. 8 in Washington. (Doc 18374). Action Aug. 12.

Rulemaking petition

KHYT Tucson, Ariz.—Requests amendment of FM table of assignments to allocate ch 281 to Tucson. Ann. 17.

WTHD Milford, Del.—Requests rulemaking to delete ch. 240A from Milford and to substitute ch 249A there. Ann. Aug. 17.

WLMK Three Rivers, Mich.—Requests amendment of FM assignments to add ch. 240A at Three Rivers. Ann. Aug. 10.

WDOR-FM Sturgeon Bay, Wis.—Requests rulemaking to substitute ch. 284 for ch. 227 at Escanaba, Mich. Ann. Aug. 17.

Call letter applications

Chattahoochee Broadcasting Co., Phenix City, Ala. Requests WXEE(FM).

El Camino Broadcasting Corp., San Clemente, Calif. Requests KAPX(FM).

Pleasant Broadcasting Co., Mt. Pleasant, Iowa. Requests KILJ(FM).

St. Clair County Community College, Port Huron, Mich. Requests *WSGR-FM.

Rio Grande Family Radio Fellowship, McAllen, Tex. Requests KRGF-FM.

Call letter actions

Radio Fiesta Inc., Tucson, Ariz. Granted KXEW-FM.

Cedar Valley Broadcasting Co., Waverly, Iowa. Granted KWAY-FM.

Falmouth Broadcasting Inc., Falmouth, Mass. Granted WUCV(FM).

Manistee Broadcasting Corp., Manistee, Mich. Granted WMTE-FM.

Lewis County Broadcasting Co., Canton, Mo. Granted KCTM(FM).

Hampton County Broadcasters Inc., Hampton, S.C. Granted WJBW-FM.

Hudson Broadcasting Corp., Middleton, Wis. Granted WMAD-FM.

Existing FM stations

Final actions

WBRC-FM Birmingham, Ala.—Broadcast Bureau granted CP to make change in directional array. Action July 27.

*KUCR(FM) Riverside, Calif.—Broadcast Bureau granted CP to add vertical polarized ant. Action Aug. 7.

KNJO(FM) Thousand Oaks, Calif.—Broadcast Bureau granted CP to install trans. and ant.; ERP of 1 kw and ant. height minus 20 ft. Action July 24.

KNIT(FM) Truckee, Calif.—Broadcast Bureau granted mod. of CP to change trans. location to Brookway Summit, Truckee, change studio and remote control location to Paisades Drive at Highway 267, Truckee; ERP 1.70 kw; ant. height 380 ft. Action Aug. 11.

WDOV-FM Dover, Del. Broadcast Bureau granted CP to install new trans. and ant.; ERP 50 kw; ant. height 360 ft.; condition. Action Aug. 11.

WMJR(FM) Ft. Lauderdale, Fla.—Broadcast Bureau granted CP to change studio and remote control location to northwest corner East Oakland Park Boulevard and North Federal Highway, Oakland Park, Fla.; install trans. and change ERP to 100 kw; ant. height 193 ft.; delete second remote control point. Action July 24.

WSRF FM Ft. Lauderdale, Fla.—Broadcast Bureau granted CP to install trans. and ant.; ERP 100 kw; ant. height 130 ft. Action Aug. 7.

WLCY-FM Tampa, Fla.—Broadcast Bureau permitted remote control. Action July 31.

WGLD(FM) Oak Park, Ill.—Broadcast Bureau granted CP to make changes in transmitting equipment. Action July 24.

WNDU-FM South Bend, Ind.—Broadcast Bureau permitted remote control. Action July 24.

WHKK(FM) Erlanger, Ky.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 5.

WHIC-FM Hardinsburg, Ky.—Broadcast Bureau granted license covering new FM. Action Aug. 13.

*WMEH-FM Bangor, Me. Broadcast Bureau granted request for SCA on 41 kc and 67 kc. Action Aug. 7.

*WTBS(FM) Cambridge, Mass.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 19, 1971. Action Aug. 11.

WHAU-FM Haverhill, Mass.—Broadcast Bureau granted license covering use of former main trans. as auxiliary trans. Action Aug. 13.

WHFB-FM Benton Harbor-St. Joseph, Mich.—Broadcast Bureau granted CP to install trans. and ant.; ERP of 9.2 kw and ant. height 225 ft.; condition. Action July 24.

WQRS-FM Detroit—Broadcast Bureau granted CP to install new trans.; remote control permitted. Action Aug. 7.

*WKAR-FM East Lansing, Mich.—Broadcast Bureau granted license covering changes in type ant. Action Aug. 24.

WTIB(FM) Iuka, Miss.—Broadcast Bureau granted mod. of CP to change trans. location to east side of Pleasant Hill Road, approximately 1.3 miles south of Iuka; change studio location to 311 west Eastport, Iuka; operate by remote control from proposed studio location; change trans. and ant.; make changes in ant. system; ant. height 225 ft. Action July 24.

WII-FM St. Louis—Broadcast Bureau granted license covering changes in trans. Action July 24.

KCNA(FM) Henderson, Nev.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 307 Water Street, Henderson; operate by remote control from proposed trans.

studio site and change ant. height to minus 140 ft.; ERP 41 kw. Action Aug. 11.

WEVD-FM New York—Broadcast Bureau granted mod. of CP to change trans. location to Room 8101, Empire State Building; operate by remote control from 47-51 Maspeth Avenue, Maspeth, N.Y.; install trans. and ant.; make changes in ant. system. Action Aug. 7.

WLBB-FM New York—Broadcast Bureau granted license covering use of former main trans. as alternate main trans. Action July 24.

WGWR-FM Asheville, N.C.—Broadcast Bureau granted license covering changes in type trans. Action July 24.

KRMG-FM Tulsa Okla.—Broadcast Bureau granted mod. of CP to change ERP to 62 kw. Action Aug. 11.

*KBOO(FM) Portland, Ore.—Broadcast Bureau granted license covering studio location: 234 S.W. Salmon. Action Aug. 13.

WMIP-FM Milton, Pa.—Broadcast Bureau granted license covering new FM. Action Aug. 13.

WPBS(FM) Philadelphia—Broadcast Bureau granted CP to install new auxiliary ant. at main trans. location on 98 3/4 mc; ERP 29 kw; ant. height 120 ft. Action Aug. 7.

WGCB-FM Red Lion, Pa.—Broadcast Bureau granted license covering changes. Action July 24.

WLBG-FM Laurens, S.C.—Broadcast Bureau granted license covering changes for main and auxiliary trans. Action July 24.

KTCN-FM Bellton, Tex.—Broadcast Bureau granted license covering new FM. Action Aug. 13.

KIVY-FM Crockett, Tex.—Broadcast Bureau granted license covering new FM. Action Aug. 13.

KHIER(FM) Longview, Tex. Broadcast Bureau granted CP to install trans. and ant.; make changes in ant. system; ant. height 255 ft.; ERP 100 kw. Action Aug. 7.

KLIS(FM) Palestine, Tex.—Broadcast Bureau granted license covering new FM; studio and remote control location: 1119 N. Link. Action Aug. 13.

WRAD-FM Radford, Va.—Broadcast Bureau permitted remote control. Action July 24.

Action on motion

Chief Broadcast Bureau on request of Regional Broadcasting Co., licensee of WHAG-FM Halfway, Md., extended through Aug. 24 time to file oppositions to supplement to petition for rulemaking and issuance of order to show cause in matter of amendment of FM table of assignments for new class A allocation at New Brunswick, Md. Action Aug. 7.

Call letter applications

KCBH(FM), Able Communications of California, Los Angeles. Requests KJOI(FM).

WTOW-FM, Robert W. Sudbrink, Baltimore. Requests WLTF(FM).

WQDC(FM), Habco Inc., Midland, Mich. Requests WSWC(FM).

WZIF-FM, Margareta S. Sudbrink, Cincinnati. Requests WWSH(FM).

WARD-FM, Central Broadcasting Inc., Johnstown, Pa. Requests W1ST-FM.

WTOS(FM), Margareta S. Sudbrink, Wauwatosa, Wis. Requests WLYF(FM).

Designated for hearing

KRAB-FM Seattle—FCC set expedited license renewal hearing to determine whether Jack Siraw Memorial Foundation, licensee of KRAB-FM, has exercised proper licensee responsibility in carrying out policy in determining whether material is suitable for broadcast, and whether station should be issued one-year or full three-year renewal of license. Action Aug. 7.

Modification of CP's, all stations

Broadcast Bureau granted mod. of CP's to extend completion dates for following: WAUG-FM Augusta, Ga., to Nov. 1; WJFM(FM) Grand Rapids, Mich., to Dec. 3; KOBX-FM Orange, Tex. to Dec. 9. Action Aug. 13.

Broadcast Bureau granted mod. of CP's to extend completion dates for following: WQIK-FM Jacksonville, Fla., to Sept. 10; KKAI(FM) Kailua, Hawaii, to Jan. 14, 1971; KWTX-FM Waco, Tex., to Nov. 18; KSTJ(FM) Centerville, Utah, to Dec. 16. Action July 24.

Broadcast Bureau granted mod. of CP's to extend completion dates for following: KAJN(AM) Crowley, La., to Jan. 12, 1971; KIRL(AM) St. Charles, Mo., to Jan. 10, 1971; KRWI(AM) Eugene, Ore., to Oct. 23; WCJH(AM) Conny, P.R., to Oct. 15; WAMB(AM) Donelson, Tenn., to

(Continued on page 68)

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.

All other classifications 35¢ per word—\$4.00 minimum.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$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. No charge for blind box number. Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Major market station looking for an experienced program manager. Must have background that emphasizes dedication to job so necessary to succeed in highly competitive area. Responsibilities of this position will be well known to person we are seeking. Excellent working conditions as well as employee benefits. Send complete resume to Box H-217, BROADCASTING.

If you're a selling manager or top salesman . . . here's your chance to take charge of an established, solid, fine small market operation. Excellent equipment. Prefer 1st phone but all considered. It's really a good opportunity. Send resume and picture to Box H-266, BROADCASTING.

Wanted: To enter partnership with CATV system in separate venture. Young man, now working in announcing or sales in radio-TV. Local origination is the coming thing in communications. Good opportunity for aggressive person with record of past success. Position will require management posture. Midwest, small community. Write to Box H-295, BROADCASTING. Position will be filled as soon as possible.

Sales manager for top rated fulltime AM Negro programed station in Richmond, Va. Starting salary \$15,000, plus both monthly and annual bonuses. We want a man who can both sell and supervise sales. Company insurance and many other benefits. If you want a good job with a hard working little company where you're important contact George Lund, WENZ, 111 N. 4th St., Richmond, Va. 23219.

Help Wanted Sales

Before school starts and before you endure another long cold winter make that move to Florida now! A beautiful tropical city on the ocean working with the best radio station in town will make life pleasant and rewarding. But it will only be a beautiful thing if you can sell and if you will work. Substantial base plus commission. Write Box H-116, BROADCASTING today and give full resume! Yes . . . management opportunity but prove yourself first.

Needed: Dependable floater. Mature representative to implement proven programing concept at medium market radio stations. Excellent salary, expense account, bonuses. Prefer single man, or married man who enjoys extensive travel. Minimum three years radio experience suggested—sales experience helpful but not required. Clean record, good voice, neat appearance, enthusiasm, essential. Wonderful opportunity with growing, progressive company. All replies confidential. Photo, resume, voice check to Box H-162, BROADCASTING.

New York-based salesman or rep. firm with strong agency contacts needed to represent nationwide FM broadcast service. Expenses plus commission. Send full particulars to Box H-276, BROADCASTING.

Major southeastern market programing commercial religion, spiritual music requires experienced full-time salesman. Send complete references and resume to Box H-307, BROADCASTING.

Florida large coastal market major station with adult programing and top coverage needs a thoroughly experienced hard working successful radio salesman with a provable track record. (None others need apply). Full details first letter please. Box H-319, BROADCASTING.

First class ticket—sales—announcing helpful: KHIL-Willcox, Arizona.

Wanted, salesman or radio man wanting to learn sales. Midwest only. Dale Low. KLSX/KSMN. Mason City, Iowa.

Salesman or sales/news combination. Play-by-play of football and basketball helpful. Contact Gene Stanley, KLVY, Levelland, Texas.

Account Exec. for KSAN—San Francisco's top-rated progressive rock station needs one account executive. List provided of retail and agency accounts. Draw, commission, liberal Meritmedia profit-sharing and insurance benefits for an experienced salesman. Send resume to KSAN, 211 Sutter, S.F. or call Mr. Harris at (415) 968-2825. Equal opportunity employer.

Sales continued

Opportunity for young man to break into sales and a good income. First phone announcer for short air show wanting to sell. Send tape, resume and picture to KWCO Radio, Box 770, Chickasha, Oklahoma 73018; attention Michael McKee.

Real opportunity, number one, AM MOR station, 200,000 plus population, metro New England two station market. Large potential account list. Excellent guarantee against 15% commission. Fullstar fringe benefits. Send resume, photo, work end credit references, WCAP, Lowell, Mass. 01852.

Experienced salesman for fulltime AM station in Richmond, Va. Start with \$10,000 guarantee, company insurance and many other benefits. Only hard worker with ambition and desire to make money need apply. Call or write George Lund, WENZ, 111 N. 4th St., Richmond, Va. 23219.

WPRC—Lincoln, Illinois. New management doubled business first year. Need customer centered pro. Resume to: John L. O'Donnell.

Leave the ulcer factory . . . sell for WIDG, 5000 watts, St. Ignace, Michigan. Resort area . . . no pressure . . . great working conditions . . . top notch staff. Rush details to Bill Victor.

Wanted, salesman for new AM outlet in southern Pennsylvania. Good corporation future for right men. Company car plus generous commission to right men. Call Jack O'Lantern, 717-762-7883.

Sales manager/announcer with ticket (no main.). One of America's unbelievable small market C&W stations located in Minnesota's beautiful vacation area is looking for a guy who can stand on his own two feet and run a sales dept. Make no mistake . . . we want no leeches or draw-hungry order takers . . . only proven salesmen. This station just received an International news award to add to our list of awards. We are sold out most of the time. We promote like crazy . . . just completed a two thousand dollar treasure hunt. Our sound is major market . . . our sales are unreal. The man who gets this job will inherit a fantastic account list . . . our best sales territory . . . and money. The man you are replacing left at 23 years of age to put his own 100 kw FM on the air . . . he made money with us. You better be a great salesman, great announcer and have a ticket. Immediate opening. Call 218-927-3322.

Announcers

Medium market station looking for P.D. to help regain lost numbers—excellent opportunity for right man—mild climate—salary commensurate with background & ability—personal production important. Send resume, tape and photo to Box G-208, BROADCASTING.

Ohio major market swingin' MOR has fine opportunity for experienced personality. Should have interest in music programing. Send tape, picture and resume. Box H-188, BROADCASTING.

Announcer with first class ticket for MOR small market in the East. We want versatility. Send 7½ tape and details of experience to Box H-200, BROADCASTING.

Interesting person is how we could best describe the radio air talent we are seeking. Previous track record as an announcer should show the capability of winning in a very competitive Midwest major market. We have the best of working conditions and an outstanding employee benefit program. Send resume of experience, audition tape and salary history to Box H-215, BROADCASTING.

Lively, happy morning man for MOR adult audience. Stable, group operation. First phone preferred, no maintenance. Excellent medium-sized midwest market. Good staff, good equipment, we need a good man. Could handle talk show, too. Send brief resume now, will arrange interview in confidence. Box H-218, BROADCASTING.

Announcers continued

Penna. 10,000 watt, contemporary music station needs one experienced, upbeat night man. No screamer . . . strong on news and commercials. Excellent working conditions and complete fringe benefits. Salary based on ability and experience. Send tape, resume and salary requirements with first reply to Box H-222, BROADCASTING.

Virginia. 125,000 market. Bright MOR. Need mature personality to do four hour airshift and commercial production. No beginners, please. \$125/week. Send aircheck, photo, resume first letter. Box H-236, BROADCASTING.

Need first phone man for air work and sales to start with new AM station near Pittsburgh, Penna. Salary and commission. Contact Box H-270, BROADCASTING.

Announcer with first ticket—Virginia station. New equipment. Write Box H-305, BROADCASTING.

Wanted first phone for chicken rock night show. Must run tight board. Immediate opening. Send resume, picture and air check to KOLT, Box 660, Scottsbluff, Nebr.

Need first phone ticket, good voice. Immediate opening. Dayshift. Send resume, picture and air check to KOLT, Box 660, Scottsbluff, Nebr.

Information station needs morning man. Top pay. Send tape and resume. Open now. KOLY, Mobridge, S.D.

If you've peaked in your present job, maybe it's mountain time. Try Denver! Our good music stations (AM-FM) need another mature, heavyweight voice. Besses repondez, s'il vous plait. Tape, resume. John Dawson, PD, KOSI, Box 98, Aurora, Colorado 80010. An equal opportunity employer.

We need you but we won't promise anything we can't deliver. Opening for announcer with some experience who wants to sharpen his skills in a good small station. Reasonable salary. Good working conditions. Think it over. Write Arch Harrison, WJMA, Orange, Va. 22960.

Wanted: Staff announcer for afternoon shift in AM-FM combination. Send resume, photo, tape to WMFC, Monroeville, Alabama 36460.

Building permanent, happy staff, need first-phone announcer with mature voice; no floater or "character" will fit. 5 kw daytime plus FM, MOR, 50 miles from Detroit. Send resume and tape to WTHM, Lapeer, Michigan 48446. (313) 664-8555.

If you're experienced, if you have a first class license, if you would like living in a small town in the Pennsylvania mountains, if you can stick with a MOR and country format, we can probably get together. Send your qualifications and a 7½ audition tape to WVSC, Somerset, Pa. 15501.

You're in your twenties . . . loaded with soul . . . a great swinger for the morning slot . . . so, soul brothers, send your audition's, photo's, resume to Dave Oliver, P.O. Box 5156, Chattanooga, Tennessee, Now! No phone calls please.

1st phone, heavy waight network, MOR station, resort Florida, afternoon drivetime, great opportunity for stable family man, good pay, fringe benefits. 305-278-1420.

"On the Ball!" Join aggressive small market MOR—experienced, credit references. Send resume, tape, picture. Box 426, Carthage, Missouri.

We're staffing a new contemporary AM in southern Pennsylvania. If you're great and have something to say, call Jack O'Lantern, 717-762-7883. New studios and equipment.

Intelligent announcer with mature voice and style with production savvy and writing ability needed immediately by one of the northeast's most powerful, influential stations. You will make key contribution to exciting new program format being introduced to the industry in near future. Rush tape resume to Mr. Hobler, Box 1350, Princeton, New Jersey or call 609-924-3600.

Technical

Major market group owned and operated 50 kw station is interviewing candidates for staff technician recording and production. Experience essential. Salary commensurate with experience first phone. Box H-229, BROADCASTING

New CP seeking engineer to make installation. Beautiful small mid south city. Planning FM, salary negotiable, needed within a month. Box H-306, BROADCASTING

Taroma calling: K1AC 10,000 watt 800 KC. rocker needs chief engineer for 4 antenna directional remote operation plus FM. Must be able to climb towers. Prefer Northwest man with rock lock experience and sound know how. Contact: Jim Nelly, General Manager, 206 475-7737.

Chief engineer for WIXZ McKeesport—Pittsburgh. Must be familiar with AM directionals 5000 ND days 1000 D night. We are looking for an experienced man able to take full responsibility for all studio and transmitter operations. Opening is immediate, so phone me today. Be prepared to discuss background and salary requirements. John Tencaglia, Area code 412-391-9702.

Chief engineer for northern Ohio 5KW directional daytimer. Good equipment, excellent pay and fringes. Call or write: Manager, WOIO, Canton, Ohio 44708 216-477-8585.

Engineer for top eastern independent, good technical man to build and maintain equipment. 1st ticket. No announcing. Call chief engineer: 215 695 3690

First phone strong on maintenance, good country music, 5000 watts non directional. Daytime call collect 703-347-1420.

Chief engineer. Automation, announcing experience. Mu* station chain for California property. Send resume to 4917 Crooks Road, Apt. 1-5, Royal Oaks, Michigan, 48073.

Chief engineer southern Indiana AM/FM station. Some announcing. Great opportunity for good play by play man. But not necessary. Send tape, resume, salary, picture to Box 167, Jasper, Indiana.

News

Important station in York-Lancaster-Harrisburg area needs professional, hard working news director. Nice area to live. Interesting area for a newsmen. Send tape, resume, salary requirements to Box H-208, BROADCASTING.

Midwest station in top 15 market looking for an aggressive, dedicated newsmen. Previous experience must show ability to seek, write and report local news. Facilities and employee benefit program are excellent. Send resume and audition tape to Box H-216 BROADCASTING

Experienced newsmen for southern Indiana station. Must have good quality air voice. Play-by-play is available if desired. Tape, resume, salary, picture to Box H-304, BROADCASTING.

A challenging news position! Qualifications: authoritative delivery, writing skills, dedication to responsible broadcast journalism. Good pay, good benefits, great place to live—Denver. Send tape and resume to Tony Larson, Managing Editor, KOSI News, P.O. Box 98, Aurora, Colorado 80010

Large, medium market station in Midwest wants experienced newsmen to join seven-man news staff. Man we are seeking must be an excellent writer, reporter and air man. Send resume, air check and writing samples to Jerry Ruid, News Director, KSTI, Inc. P.O. Box 3788, Davenport, Iowa 52808.

Northeastern New York CBS affiliate needs news director who is fully qualified and experienced in interviewing, and in gathering, writing, editing and delivering news and editorials on the air. We offer a permanent position, comfortable salary, automobile, dominant coverage, and 35 year reputation for outstanding news. Send resume, salary requirements, tape, photo and sample stories airmail to: Lewis Edge, WEAV AM/FM, Plattsburgh, N.Y. 12901 The Plattsburgh Broadcasting Corp.

BLACK news director or news man wanted by Negro programmed station WENZ in Richmond, Va. The man we want must be experienced, know what the Black community wants, know how to get it, and report it on the air. We want to rebuild our news department with men who will tell it as it is, be able to editorialize and take complete charge. . . if you fill the bill call or contact: Mr. George Lund, WENZ 111 N. 4th St., Richmond, Va. 301-643-7436. Starting salary \$750.00 per month

News continued

Need a seasoned professional to join an eight man staff. Must be able to dig, write and air the news in a mature manner. You will work with former network and New York newsmen in one of the most well-equipped and experienced newsteam in the southeast, greater Miami. A station owner who believes news is our most important product. A great place to live and work with a top paycheck to match. Send resume, photo, news copy samples and tapes of air work to Tom Shefer, News Director, WVCG News, Post Office Box 1516, Coral Gables, Florida 33134

Programing, Production, Others

Major southeastern market programing commercial religion, spiritual music requires man for program director, production and air shift. Send complete references and resume to Box H-308, BROADCASTING.

Program director—Florida, excellent for young pro needing an opportunity. Sound citizen, some college, creative music ability for up-MOR. Must be well read, interested in community and show 'it' on air. Tape, resume to Box H-326, BROADCASTING

Women's director needed for big station in small town. Variety of assignments. Must be able to communicate effectively with rural and small town people in the midwest. The good life is here. None of the urban problems. Group owner. Send complete resume, tape and salary requirements to Manager, KMA, Shenandoah, Iowa

Station executive, well-organized, and experienced in administration and programing, for year-round public stereo station. M.A. preferred. Opportunity for free graduate work. Send picture, tape, and resume to WFSU-FM, Florida State University, Tallahassee Florida 32306.

WCIS Columbus, Georgia, the only all top 40 station in Georgia's second largest city, is expanding staff and is accepting applications in all departments. Send all tapes, resumes to Ken Carlisle PD. No phone calls.

Program director. Professional PD with mature announcing voice and style, outstanding production ability and writing talent, for key position in young growth group. Exceptional opportunity to learn and grow as you help to develop exciting new program concept and at the same time program one of the northeast's most powerful, most influential stations. Rush tape resume to Mr. Habler, Box 1350, Princeton, New Jersey or call 609-924 3600.

Situations Wanted

Management

Natural #1 general manager in top market highest record of achievement in multi-state area. Seeks part ownership. Great sales professional. Will Invest. Box H-264, BROADCASTING

Let's get it on! Another station failing again? Ratings and income down? \$275 wkly buys 12 years experience. Manager/programer/promoter. Any size market, Calif., Fla., Ohio or sunny south. Box H-299, BROADCASTING

Honest, successful manager wants to talk about your station and market. Strong sales and programing experience. College graduate. Married with young children and want them to know clean air and good schools. Interested in becoming part of proud community and good broadcast station or group. Call or write: William Musser, 360 Boundary Ave. North Massapequa, N.Y. Telephone (516) 249 1791.

Announcers

Young black announcer, third endorsed, five years experience, ready to relocate. Box G-233, BROADCASTING

First. MOR. New York, Florida, anywhere. 315-478 8896. Box H-5, BROADCASTING

Black P.D. or operations manager, 6 yrs. experience, first phone fast pace, college, draft exempt, married. R&B's with low ratings. Answer now. Box H-103, BROADCASTING.

First phone. Four years experience. Completing military service late September. Want to work and finish school in southeast, medium market, university town. Write. Box H-207, BROADCASTING

Experienced, reliable and hard working top 40 dj with first phone. Desires medium market top 40 station, job security, at least \$550.00 per month, a five and six hour airshift and some production. Let's get together! Write: Box H-209, BROADCASTING

Announcers continued

DJ/announcer: experience working with MOR and top 40; tight board. News, commercial delivery and quality production. Available immediately. Box H-227, BROADCASTING

Announcers. Experienced, dependable, tight board. Broad background, social work, psychology and sales. Bilingual. Authoritative newscaster, sports-caster. Available immediately. Box H-238, BROADCASTING

Make "talk" vital to your community. Feedback that not only discusses the news but makes it. For the man who can do it and has the awards to prove it. Write Box H-249, BROADCASTING.

Beginner, professionally trained, D.J. announcer newscaster, 3rd endorsed, stable, will relocate. Box H-253 BROADCASTING

Bill Wade graduate, 1st phone, draft exempt and single. Ready to move. Limited experience and excellent references. Box H-262, BROADCASTING

Top 40 or C&W personality 3 years experience 3rd . . . Box H-281, BROADCASTING

Professionally trained strong voiced announcer dj and newsreader, short on experience, long on talent and mature. Will travel. Box H-294, BROADCASTING.

DJ newscaster, authoritative, experienced, versatile, creative aggressive salesman. Third endorsed. Tight board. Box H-296, BROADCASTING

Number one medium market morning personality with award winning production will perform either function for station willing to pay for quality. Serious inquiries only. Box H-298, BROADCASTING.

Attention Gulf Coast 15 years experience in both radio & TV including as weathercaster & film narrator. Interested in Gulf Coast but consider anywhere. All Inquiries answered. Box H-301, BROADCASTING.

1st phone—young aggressive man looking for a chance to work for you. Limited experience, but willing to learn. Box H-303, BROADCASTING.

AFRTS veteran station manager seeks C&W, MOR board shift. 24, single, school grad, 3rd endorsed, 2 years college. Tight board, creative production, personable on and off air, 12 months C&W experience, 8 months TV news. I can give you the sound that sells. Can relocate after October 10th. Box H-313, BROADCASTING.

No button pusher!, this hip, w-h-y, ten year first phone heavy production communicator wants modern MOR home, prefers radio/television complex. Available October 1st. Box H-314, BROADCASTING.

Rock personality. Remember the old top 40 days with the personable and informative jock? Try me. Experienced. Age 26. Military completed 3rd endorsed. Available immediately. Box H-328, BROADCASTING.

South and west . . . Large or small stations, available good voiced disc jockey with ability to write and produce commercials. Experienced, versatile, some college, and desire to mature slowly under the supervision of professional. Box H-329 BROADCASTING.

Detroit . . . Experienced announcer, copywriter, production man seeking right position. Box H-330 BROADCASTING

First Phone announcer, college graduate, experience, contemporary or top 40. Box H-332, BROADCASTING.

At last! The chance you've been waiting for, "Miss Jennifer Hale!" Young, beautiful, ambitious, talented, modest. N.Y.C. trained, 3rd endorsed. Finest references and tape. Is my big chance yours? Box H-333, BROADCASTING

Experienced, aggressive sports announcer/talker seeking "big league" employer. Play-by-play basketball, baseball, football, hockey. Box H-335, BROADCASTING.

Rookie looking for experience 3rd endorsed, broadcast school, 22, draft exempt, single, willing to go anywhere now Ken Bay, 4206 N. Hamlin, Chicago, Illinois 60618.

Here I am, D. J., newscaster, sales, dependable, married, limited experience. Willing to work any format. Fred Tucker, 3216 Sycamore Lane, Suitland, Md. 301-736-0146

First phone graduate super nite jock. 24, former TV-recording personality—rock or MOR. Derek. 617-334-3845

Announcers continued

Broadcast school graduate hard worker, dependable, seeking position with rhythm and blues station. Army veteran, young, single, good voice, willing to relocate. Samuel Ginn, 943 Grant Ave., Bronx, N.Y. 10456.

Oregon; Washington; Northern California: Outstanding midwest announcer/copywriter moving to Pacific Northwest this fall. I offer eight years of solid radio experience. All formats country to classical. Flawless news delivery. Competent interviewer, MC, color man. Powerful copy plus honest on-air delivery pleases clients, brings repeats, attracts new accounts. Family, Third, to study for first. Dependability a matter of record. Your market size doesn't concern me; security you offer does. Salary requirements very moderate. Part time in view to full time. Interested in these assets? Let's arrange an interview in the near future. Write Ron Bland, Route 4, Box 2230, Bremerton, Washington 98310.

Mature, dependable, radioman, first phone, experienced all phases. 601-825-4045 mornings.

Beginner, broadcast school graduate, 3rd endorsed, draft exempt, will relocate. Creative, hard worker. Al Garber, 38 Rockridge Road, Waltham, Mass. 02154 or 617-899-2373.

1st phone, 2 years experience, available now! Phone 312-834-6355. Bob Peacock.

Young announcer, 22, with experience, 3rd. class ticket, now employed. Two years college specializing in radio. Seeking out of Chicago opportunity. Will come for personal interview, photo and resume available. Dan VonJenaf, 4660 Kenilworth Dr., Rolling Meadows, Illinois 60008.

1st phone broadcasting school graduate desires part time work in Los Angeles area. Jock or newsman. Will travel 175 miles for weekend work. Great potential. Call Dan Paraz 213-477-8529 or 213-254-3555 or write me 6198 Mesa Ave. L.A. 90042.

Recycle the stuff that's mellow and new again. Stable staffman who can read/write/talk. Old pro, 408-758-3097. 200 W. Romie, Salinas, Calif.

Experienced announcer, 3rd ticket, age 31, married, no children, B.S. Communications December, seeks employment New York City area. News, announcing, copywriting, 11 years various music/formats. In New York City September 7-12 for interviewing. James Ellis, 2901 East Fifth Avenue, Knoxville, Tennessee.

Technical

Chief engineer/announcer wanting to relocate... six years experience... prefer country or MOR formats. Hilly and wooded areas. Box H-316, BROADCASTING.

First phone, inexperienced. Need start. 28, family. Prefer Missouri or surrounding states. C. D. Harrison, 3145 E. Wayland, Springfield, Missouri 65804.

News

R-TV grad, University Illinois, seeks radio or TV news position. No commercial experience. Strong on writing, production, sports. Thorough, competent, married, 24. Box H-111, BROADCASTING.

Currently working as writer in major market. Want to get back on the air. College degree. Young. Aggressive. Can do outside and inside work. Tape and resume on request. Reply Box H-171, BROADCASTING.

1. Director of information and Captain. U.S. Air Force. (Just completed). 2. Fully qualified broadcaster. 3. Wrote, directed and anchored daily T-V newscast. 4. B.S.—Broadcasting. 5. Will relocate immediately. Box H-259. BROADCASTING.

Radio or cable news. Available mid-September. MA liberal arts. Second phone. Training and minimum experience. Plains states or Washington, D.C. area. Box H-268, BROADCASTING.

Looking for position as a newscaster and disc jockey. Have experience and knowledge of tight board. Willing to work very hard, will send tape to you. Box H-269, BROADCASTING.

Programing, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box H-115, BROADCASTING.

Professional broadcaster, stable, mature, personality plus. Two speeds: Work hard—play hard, not a clock watcher, available immediately for news or production. Box H-260, BROADCASTING.

Young aggressive and fully qualified in programing and production. B.S.—broadcasting. Will relocate immediately. Box H-261, BROADCASTING.

Programing, Production,

Others continued

Producer-director, 3 years exp. in producing commercials, newscasts, live show and specials. Now wearing "second hat": Traffic. Future aim is management. Box H-271, BROADCASTING.

Sexy? Maybe, but by adding the feminine voice to your station's ads and i.d.'s—your clients will be happier. VoiceMaster can supply that voice. VoiceMaster Box H-272, BROADCASTING.

Three-station group operation's manager is seeking a move. Strong on programing, production and promotion. Looking for step up the management or financial ladder. Box H-273, BROADCASTING.

#1 Help! We are prisoners in Broadcasting magazine classified. Box H-284, BROADCASTING.

#2 News, copy, public affairs, production, hire us pros! Box H-285, BROADCASTING.

#3 Cuddly copywriter craves creative company: object—creative copy! Box H-286, BROADCASTING.

#4 How dare you ignore this? Listeners deserve us! Box H-287, BROADCASTING.

#5 When unemployment strikes, can starvation be far behind? Box H-288, BROADCASTING.

#6 Our creditors want us! Why don't you? Hmmm? Box H-289, BROADCASTING.

#7 Whoever reads this, please hire us! We're pros! H-290, BROADCASTING.

#8 We're losing weight—maybe we'll try modelling next! Box H-291, BROADCASTING.

#9 Save your station! — Heck! — Save us from starvation! Box H-292, BROADCASTING.

#10 Scrimped for by: "Ex-cuddly" copywriter, newsless thinman! Box H-293, BROADCASTING.

Let's get it together! Going for #1? \$275 wkly buys 12 years experience. Programmer/promoter/heavy drive time jock. Calif., Fla., Ohio, or sunny south. Box H-300, BROADCASTING.

Director available. Three years commercial and educational experience. MA candidate, first phone, West preferred. (408) 373-0565. Box H-315, BROADCASTING.

Personality-plus! Ratings, creative production, voices, and versatility. Call 219-743-4611.

Ready to talk future with young but professional P.D. of six years? Unquestionable record and stability. 1st phone. Charlie Brown 806-266-8898.

Television Help Wanted

Management

General manager for expanding MSO to supervise construction operation of 60,000 household system in Western Canada. Also senior technician with management ability to supervise construction of 22,000 household system in Eastern Canada and ultimately become manager. Send resume and compensation expectations. Box H-277, BROADCASTING.

General manager-sales manager (1 man). UHF in top three market. Big job for right man. Must have dynamic sales management experience and overall G.M. knowledge. Start \$30,000. to \$40,000. Box H-318, BROADCASTING.

Wanted: To enter partnership with CATV system in separate venture. Young man, now working in announcing or sales in radio-TV. Local origination is the coming thing in communications. Good opportunity for aggressive person with record of past success. Position will require management posture. Midwest, small community. Write to Box H-341, BROADCASTING. Position will be filled as soon as possible.

Announcers

TV sports man, experienced, full time to announce, write, film. Top Wisconsin net affiliate. Confidential. Box H-283, BROADCASTING.

Announcer: Immediate opening for young, experienced man capable of handling any on-camera assignment. Send resume, VTR or film audition to: John Mackin, WXEX TV 8, P.O. 888, Richmond, Va. Excellent opportunity for a versatile, eager man with this equal opportunity employer.

Sales

Tired of the rat race? The traffic? The smog? The crime and juvenile problems? Here is the opportunity you've been hoping for. Sales position open now in small market television. Could lead to sales manager position. Rocky Mountain state. Great hunting, fishing, winter sports. Drive to work in 10 minutes (maybe 5). Clean air. Healthy family area. College community. Friendly people. Make a little less—enjoy life a lot more. Send picture, complete resume and references to Box H-248, BROADCASTING.

Technical

Chief engineer for expanding Canadian MSO, presently building 2 major market systems, totalling 80,000 households. Also senior technician for 22,000 household system under construction who can assume management position within two years. Send resume and compensation expectations. Box H-278, BROADCASTING.

Progressive mid-eastern production house is seeking a video tape operator. Must know maintenance and have experience on Ampex Editec and 2000B's. Liberal benefits & good working hours. Salary open—airmail resumes to BROADCASTING Box H-311.

Sunny California beckons engineer capable of stepping into chief's shoes. Small UHF operation soon to put on big league boots. Modest salary until ability proven. Box H-325, BROADCASTING.

Wanted, TV studio technicians... experience preferred. Union shop... fringe benefits... equal opportunity employer. Send complete experience resume to Engineering Department, WNAC-TV, RKO General Building, Government Center... Boston Mass.

Operations engineer needed by expanding Southeast ETV station. Attractive salary scale, 40 hour, 5 day week, State retirement plan. Requirements: 1st class license; minimum one year experience in operation and maintenance of color VTRs. Apply to William M. Christman, Chief Engineer, WTVI, 42 Coliseum Drive, Charlotte, N.C. 28205.

Senior engineer needed by expanding southeast ETV station. Attractive salary scale, 40 hour, 5 day week, State retirement plan. Requirements: 1st class license; minimum three years experience in operation and maintenance of cameras, VTRs, and transmitter. Must supervise other engineers. Apply to William M. Christman, Chief Engineer, WTVI, 42 Coliseum Drive, Charlotte, N.C. 28205.

Chief engineer for ETV station at University of Alaska. Color TV knowledge necessary. Includes installation, maintenance, operation. Some statewide systems development possible. 12 months, \$1500 per month. Open immediately, write TV Services, University of Alaska, College, Alaska 99701.

News

TV newsman—UHF with small aggressive staff. Well equipped newsroom. Send picture and resume. Box H-145, BROADCASTING.

Anchorman, Major market southwest. The man we want will handle both 6 and 10 and should have solid experience in news gathering, writing and producing. Send tape and resume with salary history to Box H-279, BROADCASTING.

Aggressive reporter to work alone in market's number two city. Must be able to develop own stories. Will consider radio reporter. Box H-309, BROADCASTING.

Major market VHF network affiliated station in midwest needs 3 experienced newsmen; a reporter, a news photographer and a news editor. Applicants must have background that emphasizes complete dedication to news. Our station is fully committed to news and thus we have the finest facilities in the country. Send complete resume to Box H-327, BROADCASTING.

Sportscaster. Young, good-looking sports type with some TV experience and lots of drive. Daily sportscasters, no play-by-play. Major Ohio VHF. Send resume and picture to Box H-334 BROADCASTING. An equal opportunity employer.

South Florida TV station. 1—reporter-photographer and 1—news editor-producer. Require journalism degree or comparable experience. Contact Paula Flagg, 305-751-6692. Equal opportunity employer.

Programing, Production, Others

Producer-writer-on-camera talent for ETV station. Must be capable in public affairs and cultural affairs and experienced in film, studio, and remote work. Send complete resume and salary requirements to Box H-251, BROADCASTING.

Programming, Production,

Others continued

Are there any young creative TV directors around anymore? Can a TV director be found that can be motivated by a challenge? Is there a director who likes to work under pressure and is proud of it? If you want a job in a top 10 market, contact Box H-312, BROADCASTING.

Studio crewman (cameraman, floorman, break director) for ETV station, \$7,000. Send resume to John Hutchinson, WNED-TV, Hotel Lafayette, Buffalo, N.Y. 14203

Producer-director for top major market independent station and production facility. Quality station seeking creative, versatile person, with ability to handle major directing assignments. Two years directing experience necessary. Send resume to: Ron St. Charles, Production Manager, WUAB, United Artists Broadcasting, 8443 Day Drive, Cleveland, Ohio 44129. An equal opportunity employer.

Television

Situations Wanted Management

Station manager. Strong management background with group and independent stations, both VHF and UHF—large and small markets. Best references. Box H-113, BROADCASTING.

Operations/program manager. Excellent references in every phase of both. Background includes affiliated and independent stations. Small to large markets. Box H-114, BROADCASTING.

Cable manager or regional manager. Wide experience all stages, all phases. Located central Florida, will relocate. Box H-194, BROADCASTING.

Station manager/operations/program director. Young executive presently with U in top 10 market. Can cut cost and improve quality. Experience keyed to sales, efficient operations, saleable programming and creative production. Box H-324, BROADCASTING.

Television producer-director with outstanding credits at network and local levels is seeking management opportunity in the area of production, program, or operations manager. Sixteen years of television background and experience among other qualifications. Opportunity and growth potential will be primary considerations. Resumes, references, and salary requirements upon request. Box H-331, BROADCASTING.

Energetic program/operations man desires challenging position. Young and experienced. Box H-338, BROADCASTING.

Announcers

Kid's show producer host. Quality afternoon format for older youngsters. Box H-230, BROADCASTING.

Technical

Chief engineer—maintenance TV-FM-AM directionals. 25 years experience, management, construction. Save you money—references, stable. Consider going abroad. Box H-297, BROADCASTING.

First phone, inexperienced. Need start. 28, family. Prefer Missouri or surrounding states. C. D. Harrison, 3145 E. Wayland, Springfield, Missouri 65804.

News

Want to move from writing at large major market station to street work... possibly with weekend or other anchor. Young. Degree. Enjoy digging for the news. 16mm. and resume on request. Reply Box H-172, BROADCASTING.

Enthusiastic college graduate, network, newsdesk experience, seeks reporting/writing position with growing news operation. Box H-210, BROADCASTING.

My 15 years of experience in news reporting, gathering and writing could be of considerable value to your station... if you have an operation that takes pride in its news. I am currently reporting television news in a major market... having joined this station after five and a half years with CBS. I would like to join a solid news operation as either a younger director or anchorman. Will forward resume, VTR or SOF on request. Box H-244, BROADCASTING.

National award winning radio news director in top 10 market looking for move up to T.V. Strong public affairs. Box H-302, BROADCASTING.

Radio-TV news and/or sports—MS in Mass Communications, B.A. in English composition, college varsity athlete, commercial news and sports experience, since 1965, in TV, radio, and newspaper (top 100 market properties); 25, single, draft exempt, desire principally news and/or sports assistantship in top 75 market station in northern Midwest, Mid-east, or East. Box H-320, BROADCASTING.

News continued

Parsenable talk-host/news-personality desires position in top-twenty market. Aggressive interviewing never gets in the way of taste. Widely read, easy to take, AB degree and believable. VTR available. Box H-322, BROADCASTING.

General assignment announcer in top market, with anchorman experience, seeks full anchor or legman position. Box H-340, BROADCASTING.

Qualified black newsmen, major market, seeks reporting/writing position, combined newspaper/TV experience; will relocate, call or write. O. Parham, KQED CH 9 TV, 525 4th St., San Francisco, Ca. 94107. PH: (415) 391-1020 X17.

Asst. news director, anchorman, 300,000 plus market, award-winning newspaper background, seeks similar position on West coast. Consider general assignment reporting in major market. Thayer Walker, 640 Orange Ave., Los Angeles, Calif. 90022 (415) 948-4648.

Programming, Production, Others

TV promotion director. Six years solid medium market experience in all phases of operation, including sales promotion and public service. Especially strong with creative on-air and publicity. Married, dependable, skilled. Now in Midwest and prefer to remain. Box H-237, BROADCASTING.

TV children's personality, producer, production assistant. Box H-282, BROADCASTING.

Energetic, enthusiastic RIVAMP graduate (M.A.) desires work in ETV or PTV station in writing, research, promotion, or production. Available immediately. Box H-339, BROADCASTING.

Producer/director, 26, family. Talented, creative, resume available. I'm looking for career position with future. 813-896-7473.

Producer-announcer-TV kids personality. 746-26 Ave. North, St. Petersburg, Florida 33704. Resume available.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Irubide St., Laredo, Texas 78040.

Need four used Norelco TC70 color camera chains. Contact Hillview Associates, 815 Douglas Ave., Redwood City, California 94033, (415) 365-2002.

Martini gear and good console. P.O. 472, Marshall, Minnesota 56258.

used Martini base receiver and one mobile unit. Send serial #, description and price to C. J. Ronk, WVIC, P.O. Box 475, Collinsville, Va. 24078.

FOR SALE Equipment

Rigid Transmission Line—6 1/4" - 50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused, 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 837-3527.

Like new complete recording studio equipment, \$25,000.00, will sacrifice for \$12,000.00, terms. Ampex professional recorders—AG440's, Langevin solid state multi-channel mixer. May be seen at 552 Mt. View #8, San Bernardino, California 714-889-9010.

HJ7-50 Andrews Heliax 1 1/2" air coaxial transmission cable jacketed 10,000 feet available 5-2000' reels perfect surplus test reports available 50% of factory price, can be cut to order at tremendous savings, brokers invited. For FM broadcast communications microwave radar. Action Electric Sales, 1633 N. Milwaukee, Chicago, Illinois 312-235-2830.

RCA color cameras: Two RCA TK41C complete live camera chains with cables, lens complement and electric pedestals. Used only two years. Partial solid state. Excellent condition. \$3,500.00 down and assume balance of 4% notes. Call Jim Dodson or Bill Gregory—703-393-2505.

Complete T.V. mobile van, includes: GE Patil B&W cameras, 2-Sync generators, 1-Dynair VS 121 B solid state switcher, 8-Video monitors, 1-Taylor Hobson 10x1 (40-400 mm) lens, 1-Tektronix model 453 portable scope, 1-RCA TR-5 VTR w/spare head. Includes 3000 ft. camera cable, audio cable and power cable, audio mixing equipment all housed in custom made van on a 1967 GMC truck with new engine. Box H-280, BROADCASTING.

FOR SALE

Equipment continued

Automation equipment: Station gone live, like new Gates System, SC-48 control and timer, 250-RS carousel, SSA-3 silence sensor, ATC-55, two racks wired for extra carousel and playback unit. Will sell for balance. Box H-317, BROADCASTING.

1 GE 8 channel mixer with 9 transformers and power pack, 1.8 hour Ampex recorder with 4 channel mixer, very little use (portable model). 1-A.B. Dick copy machine. Located in Conn. Best offer. Box H-323, BROADCASTING.

Bauer 707 transmitter, 500 watt, can be converted to 1000 watt, seven years old. \$2,500. Box H-336, BROADCASTING.

Audio instrument reverberation unit model 44: Transport, mechanism, associated amplifiers, manual, rack. Box H-337, BROADCASTING.

For Sale One (1) Ampex 350 7 1/2-15 tape recorder in console cabinet \$870.00 good condition. One AX 10 Ampex \$350.00 nearly new. Several Magnecorder recorders, as is. Contact: Goodson McKee, Waco, Texas 817-754-1488.

Blaw-Knox H-40 non-insulated, self-supporting FM TV tower, 453 feet high. All lighting included. James Eberhart Jr., C. E. WCXI (FM), 110 Government Place, Cincinnati, Ohio 45202. 513-621-6960.

Unused Schafer remote control system model 300. Contact John Patronis, P.O. Box 1670, or (904) 234-2225, Panama City, Florida.

GE 50 kw transmitter B1-50-A1 complete with associated equipment including cabling, 3 ea. 280 ft and 2 ea. 160 ft. guyed towers, transmitter shack, etc. To be offered for sale by public bid. Available late 1970 for disassembly and removal from location near Sacramento. Arrangements to inspect the facility, currently operating, and to request copies of the Bid form, contact immediately. B. N. Brown, Sacramento Municipal Utility District, P.O. Box 15830, Sacramento, California 95813. (916) 452-3211, ext. 576.

Ampex designed Model 450 background music tape reproducers both new and factory reconditioned models available from VIF International, Box 1555, Min. View, Calif. 94040. (408) 739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"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.

Wow! 25 pages best one liners only \$3.00!! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Los Angeles area radio For call letters, formats, phones, and the person to contact; send \$5.00. Paul Thomson, 6023 Whitsett, North Hollywood, Calif. 91606. List of Ten.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade... better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Air check of any Ohio station, \$15 hour, 3 hour minimum. Drew, Box 24B, Galena, Ohio.

Current Comedy - 65-70 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.

Washington, D.C. Aircheck tape. 8 station - \$8.00. Profound Productions, Box 1745A, Washington, D.C. 20013.

Winters Productions, hilarious old timer voice "drop-ins" personalized for you. Free demo write "Winters productions" Box 3677, Wilmington, Del. 19805.

Half hour feature programs for sale. Write for details. Box H-310, BROADCASTING.

INSTRUCTIONS

Advance beyond the FCC license level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

Instructions continued

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 612-721-1687.

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, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569.

Elkins* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Elkins in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921.

Announcing, programing, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio broadcasting. All taught by highly qualified professional teachers. One of the nation's few schools offering 1st class FCC licensed broadcasting in 18 weeks. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. **Dallas***** - **Atlanta***** - **Chicago*** - **Houston** - **Memphis*** - **Minneapolis*** - **Nashville*** - **New Orleans***** - **San Francisco*****.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

"1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven! \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

Tape recorded lessons at home plus one week personal instruction prepares broadcasters for first phone in five to ten weeks. 1970 schedule includes Detroit, St. Louis, Pittsburgh, Seattle, Milwaukee, Washington and Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

Since 1946. Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for Oct. 7 & Jan. 6, 1971. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$395. Classes begin at all R.E.I. Schools Sept. 7 & Oct. 12. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922. Fully approved for Veterans training.

R.E.I. in Fascinating K.C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

Instructions continued

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical Broadcasting School . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVF AM and KSVP FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 Only. Bonded! Approved by the New Mexico State Board of Educational Classes begin Sept. 2, 1970 and January 2, 1971 and June 2, 1971. Enroll Now! Write . . . **Dave Button, Manager** . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition \$300.00.

Time and money a problem? Go the American way. American Institute of Radio in Florida and Tennessee.

A.I.R. in Tennessee, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469, 889-2480.

A.I.R. in Florida, Koger Building, Boulevard Center, 3986 Beach Boulevard, P.O. Box 16652, Jacksonville, Florida 904-398-9600.

A.I.R. in Tennessee, 708 South Gay St., Room 305, Knoxville, Tennessee 37901-615-524-0821.

B.E.S.T. FCC-license prep-course . . . first class, four weeks, tuition \$300 . . . excellent instruction, economical lodging, attractive guarantee . . . attend Broadcast Engineering School of Technology, 304 N. Market St., Frederick, Md. 21701. 301/662-6292 . . . next class begins Sept. 7.

Move into TV news. Write Capital Broadcasting, P.O. Box 5797, Washington, D.C. 20014.

Need a 1st phone fast? The Don Martin School Accelerated Theory Course (six weeks) not only assures you of obtaining your 1st phone, but it provides you with good basic knowledge of Communications Electronics. Our instructors have many years experience in practical electronics and in teaching. We use the latest in animated film presentations as well as other visual aids. We have a proven record of success. Why take chances with second best and Q and A courses. Our next Accelerated Class begins Oct. 12, 1970. Call or write Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, Calif. HO 2-3281.

Help Wanted

Sales

CALIFORNIA MAJOR MARKET RADIO STATION
AM & FM stereo combination changing format and going from bottom to #1 without delay. Programming, news and promotion lined up . . . now we need top-flight sales manager and six professional salesmen. Guarantee plus commission. No drifters, drinkers or problem children, please. All references checked. We sell so we can go back again. Rush resume and requirements to
BOX H-267, BROADCASTING

Announcers

ANNOUNCER-PRODUCER

Excellent opportunity for an all-around radio man. Airshift, production, music, public affairs. Send aircheck, production, and resume to:

**Program Manager WOWO
Ft. Wayne, Indiana 46802**

News

RADIO NEWSMAN

Experienced reader/writer . . . professional sound a must . . . solid five figures for top man . . . a great market, great living, major Northeastern city. Rush tape and resume to

BOX H-31, BROADCASTING

Ask us to fill an announcer opening at your station, and you'll get the surprise of your life.

Our 18 top-notch instructors don't teach students en masse — we do it individually, one at a time. Word by word, phrase by phrase, newscast by newscast, program by program until everything is professionally perfect.

This takes up to two years. But the difference in the announcers we turn out is worth it.

No one graduates from Columbia unless he is top-notch professional material.

You may have to pay a bit more for one of these hand-crafted graduates, but your station will sound a lot better.

For a resume, photo and professional audition tape, contact our placement director. No cost to you or the graduate.

MARIJO RISON



**Placement Director
Columbia School
of Broadcasting
(Home School) 4444 Geary
San Francisco / (415) 387-3000**



**COLUMBIA SCHOOL
OF BROADCASTING**

Not affiliated with CBS, Inc.
or any other institution.

Help Wanted

Programing, Production, Others

PROMOTION PUBLICITY ASSISTANT

Immediate opening for imaginative college graduate with some previous experience in the following areas: On air promotion, publicity, sales promotion, advertising. We are seeking candidates with proven ability who have potential to progress into a promotion manager's job. Send complete confidential resume to Don Wilburn, Promotion Manager, WLWD, 4590 Avco Drive, Dayton, Ohio 45401.

An Equal Opportunity Employer M/F

MAJOR MARKET TALK RADIO PROGRAM DIRECTOR

I've just produced one big major market winner. Now ready to produce something bigger.

BOX H-265, BROADCASTING

**Television Help Wanted
Announcers**

**Personality—Good Voice
On Camera Experience**

These three qualities plus the ability to ad-lib will get you a job with one of the top major market indies. Quality station looking for a young and personable all around station personality. No news. You must have minimum two years on camera experience. Send resumes and photo (no tapes) to:

**Ted Baze, Program Director
WUAB, United Artists Broadcasting
8443 Day Drive
Cleveland, Ohio 44129**

An Equal Opportunity Employer

**Television Situations
Wanted News**

**PROFESSIONAL ON-CAMERA
JOURNALIST**

Excellent major market ratings and demographics. Top television awards. Employed. Family. News Director/anchorman move for fall.

BOX H-180, BROADCASTING

Programing, Production, Others

DIRECTOR

Eight years major market experience, seeks growth opportunity with active operation. Reliable. Excellent references.

BOX H-263, BROADCASTING

Wanted to Buy Equipment

STATIONS WANTED

Private individual interested in buying AM stations, AM-FM stations, or FM stations (full time or day time), profitable or unprofitable. All replies positively kept in strictest confidence.

BOX H-274, BROADCASTING

For Sale Equipment

RCA SIDEBAND FILTERS

Mex. pwr 5KW, RF input—81½ ohms 1½" coax; RF output—51½ ohms 3½" coax; weight—200 lbs. 1—Ch. 10 filter brand new, never used, original crate. 1 Ch. 8 mint condition. Make offer. All offers seriously considered.

**KUAM-TV, Box 368,
Agana, Guam 96910**

Employment Service

STATION MANAGERS

Why look for personnel? Call
Radio-TV Personnel Placements
3958 South Broadway
Englewood, Colorado 80110
Phone 303-761-3344

WE'LL GET YOU A NEW JOB, FREE!

Stations pay fee. No resume needed.
TV Dir'trs to \$13k Radio Mgrs. \$13-30k
R&TV Sales \$10-25k Engineers \$9-16k
Newsmen \$9-14k Combo DJs \$9-15k
\$18 785-3848. Many more, every area.

**BENNINGTON
STATION LOG**

Box 252 Latham, New York 12110

Wanted to Buy Stations

**I WANT TO BUY
A STATION**

Manager, age 37, 18 years experience, wishes to buy an AM or TV station. Personal capital available. Principals only.

BOX H-321, BROADCASTING

FOR SALE Stations

KaRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N.Y.
265-3430

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20008
1901 Ave. of the Stars 1725 Eye St., N.W.
Century City, Suite 501 Suite 714
213/277-1567 202/223-1553

For Sale Stations

continued

STATIONS FOR SALE

1. MAJOR MARKET FM. Profitable. \$800,000. Terms.
2. PACIFIC NORTHWEST. Exclusive daytime. Absentee owned. \$15,000 down. Good payoff.
3. WEST SOUTH CENTRAL. Full time. \$90,000. Excellent terms.
4. MIOWEST. Daytimer. \$140,000. Good terms.

**Jack L. Stoll
and ASSOCIATES**

6381 Hollywood Blvd.
Los Angeles, California 90028
Area Code 213-464-7279

NORTHEAST FULLTIME—Absentee ownership of Northeast fulltimer seeks manager who will invest. Up to 40% available for cash. We are looking for a capable, proven manager who will take charge and develop station to full potential. His investment will be his working capital. Minimum \$60,000 needed. Station now break-even . . . 5,000 watts fulltime . . . hour from New York . . . excellent market. Apply only if you have cash and track record. Box H-219, BROADCASTING.

VHF TV STATION

Available in top 50 markets. Profitable. Broker. Principals state finances.

BOX H-256, BROADCASTING

STATIONS FOR SALE

Two money-making radio stations with excellent facilities in two southeastern cities. Both cities have growth potential with 300,000 in each city. Special package deal for both stations. Six times cash flow or two times gross sales. Qualified buyers only. No brokers.

BOX H-275, BROADCASTING

Fla. small	daytime	138M	nego	Wash. small	daytime	60M	nego
Tenn. small	AM & FM	175M	65M	La. medium	fulltime	226M	62M
South small	CATV	22.5M	cash	East metro	daytime	525M	29%
Idaho medium	daytime	200M	29%	N.Y. metro	FM	93M	28%
MW metro	FM	65M	50%	West major	TV	2.2MM	nego



CHAPMAN ASSOCIATES
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 61)

Dec. 15, 1970; WHER(AM) Memphis to Oct. 15; WHHV(AM) Hillsville, Va., to Oct. 2; WISN(AM) Milwaukee to Jan. 15, 1971. Action Aug. 12.

Other actions, all services

■ FCC adopted revised primer on "Use of Broadcast Facilities by Candidates for Public Office". Revised edition brings up to date and supercedes all prior public notices issued on equal time aspects of use of broadcast facilities by candidates for Public office. Previous primer was issued in 1966. Ann. Aug. 18.

■ FCC determined that fairness doctrine requires that CBS afford "some reasonable period of time" to Republican National Committee or another appropriate Republican party spokesman, to reply to July 7 television program by Lawrence F. O'Brien, Chairman of Democratic National Committee, as part of CBS' *Loyal Opposition* series. Action Aug. 14.

■ FCC granted awards for experimental and development programs totalling \$481,762 during fiscal year 1970. Congress allocated \$500,000 for 15 specific projects in 1970 FCC budget. Commission found during fiscal year that it was able to let contracts for 15 projects authorized and to authorize three additional support studies. Ann. Aug. 17.

■ KTYM-AM-FM Inglewood, Calif.—FCC granted petition by Trans America Broadcasting Corp. for addition of forfeiture issue in license renewal proceeding for station. (Doc. 18616); commission amended designation order, released Aug. 4, to authorize hearing examiner to recommend forfeiture to be determined if hearing record does not warrant denial of renewal applications. Action Aug. 5.

■ Hearing Examiner Ernest Nash in Inglewood, Calif. (Trans America Broadcasting Corp.), renewal of licenses of KTYM-AM-FM, scheduled for prehearing conference for Aug. 14 (Doc. 18616). Action Aug. 12.

■ FCC ruled, in response to request by Democratic National Committee, that broadcasters may not arbitrarily refuse to sell time for solicitation of funds for political parties but may decline to sell time for comment on public issues. Action Aug. 5.

■ Broadcast Bureau granted licenses covering changes in following: WKFM(FM) Chicago; WTCW(FM) Whitesburg, Ky.; WJMD(FM) Bethesda, Md.; WHAV(FM) Haverhill, Mass.; WNNR(FM) Marquette, Mich.; WABO(AM) Waynesboro, Miss.; WLIR(FM) Garden City, N.Y.; WHAZ(AM) Troy, N.Y.; WNOB(FM) Cleveland; *WMO(AM) New Concord, Ohio; WFID(FM) Rio Piedras, P.R.; WIZO-FM Franklin, Tenn. Action Aug. 13.

Translator actions

■ Broadcast Bureau granted licenses covering following new VHF and UHF translators: K1110 Bloomfield and Blanco, both New Mexico; K71CH Alamogordo and Holloman Air Force Base, both New Mexico; K74DO Forrest-McAlister, N.M. Action Aug. 13.

■ K08DC Hayden, Colo.—Broadcast Bureau granted mod. of license covering change in primary TV station to KLZ-TV, ch. 7, Denver, via K13ES, Yampa Valley rural area, and Phippsburg, both Colorado. Action July 30.

CATV

Applications

■ Memphis CATV Inc. requests distant signals of WLJT-TV Lexington, Tenn.; WMCV(TV) Nashville; KPLR-TV St. Louis; WGN-TV and WFLD-TV both Chicago to Memphis and Shelby county, Tenn., and West Memphis, Ark. Ann. Aug. 13.

■ Allied Video Transmission—Seeks distant signals of WXXW(TV) Chicago to DeKalb and Sycamore, both Illinois. Ann. Aug. 7.

■ Florida Parishes Cable TV—Seeks distant signals of WWOM-TV New Orleans to Denham Springs, La. Ann. Aug. 7.

■ See-Mor Cable TV of New Madrid Inc.—Seeks distant signals of WDXR-TV Paducah, Ky.; WKMU(TV) Murray, Ky.; WHBO-TV, WMC-TV and WREC-TV, all Memphis; WBBJ-TV Jackson, Tenn.; WAIT-TV Jonesboro, Ark.; and KPOB-TV Poplar Bluff, Mo., to New Madrid, Lilbourn and Marston, all Missouri. Ann. Aug. 7.

Final action

■ Walton, N.Y.—FCC authorized Walton Community Antenna System Inc., CATV operator, to carry distant signal of WOR-TV New York. Action Aug. 5.

Actions on motions

■ Hearing Examiner Millard F. French in Bryan, Tex. (Community Cablesystem Corp.) CATV pro-

ceeding, on examiner's own motion, rescheduled prehearing conference for Sept. 11 (Doc. 18922). Action Aug. 5.

■ Hearing Examiner David I. Kraushaar in Whitehall township, North Whitehall township, and South Whitehall township, all Pennsylvania (Parkland Cable TV Inc.), CATV proceeding, granted request by WBRE-TV Inc., licensee of WBRE-TV, Wilkes-Barre, Pa., and continued hearing for Sept. 1 (Doc. 18872). Action Aug. 12.

■ Hearing Examiner Chester F. Naumowicz Jr. in Williamstown, Mass., (Berkshire Telecable) CATV proceeding, granted joint request by Berkshire Telecable and Springfield Television Broadcasting Corp. and terminated proceeding (Doc. 18853). Action Aug. 4.

Ownership changes

Applications

■ KCYN Williams, Ariz.—Seeks assignment of license from Grand Canyon Aircasters to Hancock Broadcast House. Consideration \$58,000. Sellers: John H. Connor, president, et al. Buyers: Allan S. Hancock, president (37%), William L. Woodruff, vice president (25%) et al. Hancock is vicar of St. Philip's Episcopal Church, Topeka, Kan., and 30% owner of coffee house. Mr. Woodruff is program director of KTBS-TV Topeka. Messrs. Hancock and Allan have real estate holdings. Ann. Aug. 7.

■ KBBQ(AM) Burbank, KDES(AM) and KGEC(FM), both Palm Springs, all California—Seek transfers of control of George E. Cameron Jr. Communications, KDES Inc. and KGEC Inc., respectively, from the late George E. Cameron Jr. (100% before, none after) to Bank of America National Trust & Savings Association, Palm Springs Branch, Frank Todd, trust officer and executor (none before, 100% after). Ann. July 21.

■ WSWA(AM) Berea, Ky.—Seeks assignment of CP from Regional Broadcasting Co. to Shain Broadcasting Co. for \$1,008. Seller: Stephen W. Staples, sole owner. Mr. Staples has interests in WFLW-AM-FM Monticello, Ky. Buyer: Honus S. Shain Jr., sole owner. Mr. Shain owns electronics company, is chief engineer of WWTL-AM-FM Leitchfield, Ky., and has CP application for FM at Greenville, Ky., pending before commission. Ann. Aug. 7.

■ WHKK(FM) Erlanger, Ky.—Seeks transfer of control of Christian Broadcasting Assn. from the late Dr. E. M. Mortenson (75% before, none after) to Rev. Jack Mortenson (25% before as an individual, 25% after; none before as executor, 75% after). No consideration. Ann. July 27.

■ KGRV(FM) St. Louis—Seeks assignment of license from Apollo Radio Corp. to Intermedia Inc. for \$206,696.05. Sellers: J. T. Trotter, vice president and principal stockholder, Mrs. Sue H. Anderson, vice president and general manager, et al. Mr. Trotter formerly owned KLEF(FM) Houston and KBRG(FM) San Francisco and practiced law and accounting. Buyers: George D. Gee (52%) et al. Mr. Gee has interests in KQTV(TV) St. Joseph, Mo. Ann. July 27.

■ KAVE(AM) Carlsbad, N.M.—Seeks assignment of license from J. Ross Rucker to Western State Broadcasters Inc. for assumption of liabilities in amount of \$66,685.39. Buyers: Frank Cooke, president (45.3%), Meyer Rosenberg, vice president (22.6%), Dick A. Blenden, secretary (11.3%), Herman H. Linneweh, treasurer, and Jack Rosenberg (10.4% each). Mr. Cooke is former vice president and managing director of WIVE-FM Ashland, Va. Messrs. Meyer Rosenberg and Blenden are law partners in Carlsbad. Mr. Meyer Rosenberg is 1/3 owner of tire company. Mr. Blenden is 12 1/2% stockholder and secretary of petroleum gas company. Mr. Linneweh owns court reporting firm and 25% of company filing government oil and gas leases. Mr. Jack Rosenberg owns scrap metal company. Ann. Aug. 7.

■ WTNS-AM-FM Coshocton, Ohio—Seeks transfer of control of Coshocton Broadcasting Co. from Mrs. Evalyn M. Wallace, executrix of estate of late F. Bruce Wallace (\$1.55 before, none after), to Mrs. Evalyn M. Wallace (none before, 51.55% after). No consideration. Ann. Aug. 7.

■ WBRX(AM) Berwick, Pa.—Seeks transfer of control of Berwick Broadcasting Corp. from Thomas A. Bolan and Roy M. Cohn (25% each before, none after) to Edward R. Newman (50% before, 100% after). Consideration: \$8,500; Communications Fund Inc. stock valued at \$20,000, to be received by Mr. Newman as result of prospective sale of interest in Masscon Broadcasting Corp. to Communications Fund Inc., will be given one half to Mr. Cohn and one half to Mr. Bolan; cancellation of \$4,000 note due Mr. Newman from Mr. Cohn; and loan of \$7,500 from Mr. Newman to Mr. Bolan within 30 days after execution of sale. Principals: Messrs. Newman and Cohn have interests in WMAS(AM) Springfield, Mass., and WRNJ(FM) Atlantic City, N.J. Mr. Bolan has interests in WRNJ. Ann. July 27.

■ WBZY(AM) New Castle, Pa.—Seeks transfer of control of Lawrence County Broadcasting Co. from Thomas W. Fletcher and Robert L. Purcell (50% each before, 33 1/3% each after) to Brice

A. Miller (none before, 33 1/3% after). Consideration: \$15,000. Principals: Mr. Miller owns 10% and is general manager of WCOK(AM) S.arta, N.C., and station manager of WKSK(AM) West Jefferson, N.C. Ann. Aug. 13.

Actions

■ KWYN-AM-FM Wynne, Ark.—Broadcast Bureau granted transfers of control to East Arkansas Broadcasters Inc. from Hannah Marie Raley, administratrix of estate of Raymond O. Raley, deceased (75.86% before, none after) to Hannah Marie Raley (24.14% before, 100% after). No consideration involved. Action July 13.

■ KAPI(AM) Pueblo, Colo.—Broadcast Bureau granted assignment of license from Centennial Radio Corp. to KAPI Inc. for \$45,258.18. Sellers: George M. Sandoval, president-general manager, et al. Buyer: Joseph McGoe, sole owner. Mr. McGoe is general manager and owns 77.8% of KFML-AM-FM Denver. Action Aug. 6.

■ WKKO(AM) Cocoa, Fla.—FCC granted transfer of control of WKKO Radio Inc. from Jesse Freed and Anna Marvin and Marilyn Rothschild (as a group, 100% before, none after) to Cocoa One Inc. (none before, 100% after). Consideration: \$255,000. Principals of Cocoa One: Stephen A. Marks (45%), Theodore A. Eiland, president-treasurer, and Lillian J. Eiland, vice president-secretary (each 27 1/2%). Mr. Marks owns less than 5% of Delaware Television Service, CATV systems. Dover, Del. Mr. Eiland is general manager of WAKR-TV Akron, Ohio. Action July 8.

■ WLOV-AM-FM Washington, Ga., and WCKM(AM) Winnsboro, S.C.—Broadcast Bureau granted transfers of control of Better Broadcasting Inc. from Mrs. Otis McDonald Braselton (50% before, none after) to B. L. Williamson (43% before, 93% after). Consideration: \$11,210. Action July 29.

■ WMPI(FM) Scottsburg, Ind.—Broadcast Bureau granted assignment of license from Howell B. and Mildred J. Phillips and Dallas D. and Neva J. Montgomery to Vogel-Bell Corp. for \$55,000. Principals: William R. Vogel, president (62.9%), et al. Mr. Vogel is majority owner of WGN(AM) Murfreesboro, Tenn.; WAMA(AM) Selma, WHOD-AM-FM Jackson and WBLO(AM) Evergreen, all Alabama and has interests in WIFN-FM, Franklin, Ind. He is buying WULA(AM) Eufaula, Ala., subject to FCC approval. Action July 23.

■ KDMI(FM) Des Moines—Broadcast Bureau granted transfer of control of Richards & Associates Inc. from Maurice L. Test and Billy O. Phillips (33 1/3% each before, none after) to Buddy Tucker Evangelistic Association Inc. (none before, 66 2/3% after). Consideration: Stock is transferred pursuant to charitable contribution agreement. Principals of Buddy Tucker: Theodore D. Tucker, president, D. Levaughn Tucker, secretary-treasurer, David Lyndal Agee, vice president, Rachel Agee and Vern Poole (each 20%). Principals are concerned with production and distribution of religious radio programs, bookstore, record shop, job printing and religious evangelism crusades. Mr. Tucker is traveling evangelist and manager of KDMI(FM). Action Aug. 12.

■ WFMW-AM-FM Madisonville, Ky.—Broadcast Bureau granted transfers of control of Sound Broadcasters Inc. from H. W. Wells (50% before, none after) to Elmer L. Kelley Jr. (50% before, 100% after). Consideration: \$200,000. Mr. Kelley is commercial manager and sports director for WFMW-AM-FM. Action Aug. 7.

■ WLSH(AM) Lansford and WFAM(AM) Pottsville, both Pennsylvania—Broadcast Bureau granted transfers of control of Miners Broadcasting Service Inc. from Joseph L. Maguire (48.6% before, none after) to Kenneth F. Maguire (32.4% before, 63.2% after) and John W. Angst (18.9% before, 36.8% after). Consideration: \$145,397.35. Principals formerly owned WMBA(AM) Ambridge, Pa. Action Aug. 12.

■ WCVU(AM) Portsmouth, Va.—FCC granted assignment of license from Seaboard Broadcasting Inc. to Rust Communications Group Inc. for \$325,000 plus \$120,000 for agreement not to compete (to be paid to Seaboard President). Sellers: Daniel P. Weinig, president, et al. Buyers: William F. Rust Jr., president, et al. Buyers own WHAM(AM) and WHFM(FM) both Rochester, N.Y.; WPTR(AM) Albany, N.Y., and WAEB-AM-FM Albany, Pa. Action Aug. 11.

■ KTWD(FM) Spokane, Wash.—Broadcast Bureau assignment of license from Loren F. and Terry W. Denbrook to F. Kemper Freeman (46.67%), et al. for \$25,000. Mr. Freeman has interest in KFKF-AM-FM Bellevue, and KPEG(AM) Spokane, both Washington. Action Aug. 7.

■ KNDX(FM) Yakima, Wash.—Broadcast Bureau granted assignment of license and SCA from Corp. of Catholic Bishop to Marignan Broadcasting Co. for \$50,000. Sellers: Cornelius M. Power, incumbent, et al. Buyers: John E. Grant, president, George O. DeWitz, secretary (each 45%), and Thomas B. Purcell, vice president (10%). Messrs. Grant and DeWitz each own 50% of KRDR(AM) Gresham, Ore. Mr. Purcell is former owner of KGRO(AM) Gresham, now KRDR. Action Aug. 11.

When Sanford I. Wolff, executive secretary of the American Federation of Television and Radio Artists, began contract negotiations with the TV-radio networks last fall, he presented 319 separate demands.

However, the networks were not flabbergasted by the volume of new conditions and changes sought in the expiring contract, Mr. Wolff pointed out, because they are well aware of the complexities involved in framing more than 30 national and local codes to make up the master contract. These include provisions to cover such occupations as announcer, newsmen, singer, dancer and actor appearing in such diverse areas as network TV and radio, spot radio and television, transcriptions, dramas, documentaries, commercials and phonograph recordings.

"In our final agreement, we managed to get about 150 changes through," Mr. Wolff said. "The negotiations took about nine months, but you must remember we had to take time out to brief our members on different proposals and the networks had to delay our talks from time to time to get into negotiations with other unions.

"Though we started last September and our contract actually expired last November, we continued to work while we talked. And I don't feel that an intricate negotiation such as ours can be completed in a shorter time."

Though the basic issues of wages and hours that occupied the old-line labor leaders are still paramount today, Mr. Wolff stressed that a union can and must get provisions that spell out the wages and fees, working conditions and fringe benefits for specific categories of membership.

Mr. Wolff, called Bud by his friends and industry acquaintances, is part of a new breed of union officials that has emerged in the entertainment field. He was never an actor or an announcer, but was trained in the law and practiced for more than 20 years before he assumed his AFTRA post in 1968.

His early ambition in life was to be a school teacher. But when he received his degree from Knox College in 1936, opportunities in the field of education were limited and salaries were extremely low.

"What really soured me on teaching at the time," he recalled, "was that a classmate of mine who was an excellent athlete got a teaching position that paid \$65 a month—and he had to coach on the side."

Mr. Wolff opted for a career in law and enrolled at the University of Chicago law school. He helped work his way through by serving as a clerk with a law firm. He received his degree in 1940, practiced briefly and decided in

His common sense brings harmony into labor talks

early 1941 to enlist in the Army.

"At that time the draft was on and service was for one year," he recalled. "Good jobs were hard to get if you faced the Army call. So I decided to enlist to get it over with. But, with Pearl Harbor, it turned out to be a five-year hitch."

Mr. Wolff distinguished himself in military service, serving as an infantry officer in New Guinea, the Central Pacific, the Philippines and Japan. His citations include the Purple Heart, the Bronze Star and the Silver Star. He was discharged as a lieutenant-colonel.

In 1946, he returned to his old law firm and became a partner in two years. In 1950 he formed his own firm, which specialized in tax work and estate planning, but included some entertainment unions among its clients.

By the time he was offered the post

Week's Profile



Sanford Irving Wolff—executive secretary, American Federation of Television and Radio Artists, New York; b. April 13, 1915, Chicago; B.A., Knox College, Galesburg, Ill., 1936; JD, University of Chicago Law School, 1940; attorney with David Riskin, Chicago, 1940-41; U.S. Army, 1941-46; attorney and later partner with David Riskin, 1946-50; partner in Morse & Wolff, Chicago, 1950 to present; executive secretary of AFTRA since 1968; m. Ann Barry of New York, March 1970; children (by former marriage)—Paul, 24, David, 15; Laura, 9; member—Friar's Club, New York; Chicago Urban League; American Bar Association and Association of the Bar of New York.

of executive secretary of AFTRA in 1968, Mr. Wolff was well versed in labor law and labor negotiations. His law firm represented many performers in broadcasting, as well as the Central Region of AFTRA, the American Guild of Musical Artists and the Screen Actors Guild.

He was reluctant to accept the AFTRA offer at first because he enjoyed his work and life in Chicago.

In early 1968, when the former executive secretary left abruptly during the negotiations for a contract with the phonograph-recording industry, Mr. Wolff agreed to handle the contract talks. He consented later to assume the top post at the 24,000-member union with the proviso that he be able to retain his interest in his Chicago law firm.

Mr. Wolff is a tall, trimly built man with an informal manner, who uses direct, simple speech. He is well liked and respected by his co-workers as well as those on both sides of the negotiating table. One management executive who has seen Mr. Wolff in action during contract talks over the years provided this evaluation:

"Bud is honest and direct in his approach. He is not prone to histrionics and he doesn't exaggerate. He has a lot of credibility. He is low-keyed but a persistent advocate of his own interests.

"He is an excellent negotiator, and when he gives in on one demand, he will expect management to relent in another area. He keeps in touch with his membership and is attuned to the prevailing sentiments, which is important today when about two-thirds of the agreements are rejected by members."

Mr. Wolff pointed out that beyond achieving wage and fringe-benefit increases for members during the last round of national negotiations, AFTRA was able to garner gains in working conditions for many of its members.

"At the same time, we have to be realistic," he said. "For example, we actually accepted a reduction in the network radio program spot rate because business in this area has gone down. On the other hand, we gained 25% in the radio transcription rate."

There are two areas in which AFTRA hopes to make gains in the years ahead, Mr. Wolff said, but conceded they posed problems. He said that the union would like to have the right to respect the picket lines of other unions and the right to withdraw programs recorded by its members from the air during the period of a strike.

For relaxation, Mr. Wolff skis and plays tennis and listens to modern jazz records. One of his new hobbies is raising quarter horses on a ranch in Colorado.

Newspapers, please copy

Well, let's see now, in fairness-doctrine interpretations of the past couple of weeks the FCC has ruled that broadcasters should sell time for political fund raising but may decline to sell time for political comment. Got that straight?

If the President makes one speech on Indochina, nobody is entitled to time to reply, but if he appears five times, networks must make some unstated amount of time available to unidentified spokesmen to present contrasting views. On the other hand, the delivery of 25 minutes on CBS-TV to the Democratic National Committee chairman for a presentation of opposition to the President's policies entitles the Republicans to time to reply. But why go on?

The more the commission interprets the fairness doctrine the more tangled the doctrine becomes. That is not the fault of the commission. It is the inherent fault of the theory that fairness can be objectively measured by standards acceptable to all parties in dispute. A lively demonstration of the folly of that theory is presented in the rival pleadings filed by Republicans and Democrats in recent weeks.

The evidence accumulates that the equal-time rule for candidates and the time-to-reply principle for contrasting views serve only to discourage the robust debate that the First Amendment was written to encourage. Both the rule and the principle are now embedded in Section 315, the political-broadcasting law. As long as Section 315 is on the books, the First Amendment is a joke.

Are we overblowing the dangers? As reported in this publication's Aug. 17 issue, two congressmen have introduced bills to impose the fairness doctrine on newspapers. If newspapermen think that's funny, they are herewith reminded that broadcasters 10 years ago would have laughed at a prediction of the FCC's rulings this month.

Concoction

FCC Commissioner Kenneth A. Cox, who is ticketed to leave the agency whenever his friends in the Senate get around to confirming his successor, has been a dedicated public servant. He has been dedicated to the belief that the government should be the over-all supervisor of American radio and television programming.

Back when Mr. Cox was chief of the FCC's Broadcast Bureau, he was discovered to have been conducting a campaign, without the knowledge of the commissioners then in office, to induce license-renewal applicants to reshape their programming to his specifications. As described in this publication's issue of Dec. 3, 1962, the Cox underground operated with relentless efficiency until it was unmasked.

Stations submitting program proposals that fell below Mr. Cox's marks would get formal letters, signed not by Mr. Cox but by that faceless terror, "the secretary" of the FCC, raising needling questions. How did the applicant justify the imbalance between commercial and sustaining programs? Would the public interest be served by an increase of local-discussion programs in prime time?

Broadcasters who replied by sticking to their plans more often than not got other letters raising still more questions. As the correspondence went on, so did the delay in license renewal. The word finally got around that the way to expedite favorable action was to read the tea leaves in the first letter and modify program proposals accordingly.

Upon discovery, the commissioners themselves queered Mr.

Cox's campaign, but three months later, after appointment by President Kennedy, he was one of them. It now looks as if he intends to make a last, desperate attempt to get some form of his squeeze play adopted.

Scheduled for consideration at the FCC's Aug. 26 meeting is a plan proposed by Mr. Cox, in association with his frequent accomplice, Nicholas Johnson, to establish minimum standards for time to be devoted to news and public affairs. Also set for discussion are maximum standards for commercial content. The two would constitute exactly the kind of institutionalized supervision that Mr. Cox has persistently sought.

There may be some commissioners who think a going-away gift is in order. But however sentimental the occasion, the delivery of radio and television into government bondage would be just a bit much.

Baleful 50th

Broadcasting's 50th anniversary year is its most critical.

The most frequent question these sultry August days: "Are things as bad as they appear?"

The honest answer is they couldn't be much worse.

The Washington attitude, held by Republicans and Democrats alike, goes something like this:

The fat cats have had it too good long enough. Don't kill them, but let them know who's boss.

An increasing number of owners admit they would get out if the market were favorable. They confide that the "fun" of being a broadcaster has disappeared.

It is a little late for broadcasters to wonder what they have done wrong. They realize, of course, that some have acted like the rich kids on the block. They had more interest in the bottom line than in missionary work.

If the newly endowed Future of Broadcasting Committee of the National Association of Broadcasters, with full network-group backing, does not come up—and soon—with a well-reasoned plan, the proud and affluent broadcasting business might well find itself in the posture of magazines, motion-picture exhibitors and some newspapers.

The big difference is that broadcasters are paying the government to have it done to them.



"At this point we stopped running cute commercials and began telling viewers to get the hell down to the store and buy our product!"

Houston is

a super-city with big plans!

In the last decade, Houston added 14 multi-story buildings to its downtown skyline...a remarkable increase of 6 million square feet of office space in the central business core alone.

Already in the first five months of this new decade, more construction has been announced or started than was actually realized in all of the Sixties. Only Houston could top its own phenomenal growth pattern!

Houston is...a powerfully attractive market that is drawing big investment dollars, gigantic business firms, and experiencing a startling population growth...over 38% in the last 10 years.

Houston is...the center of an unprecedented building boom...including:

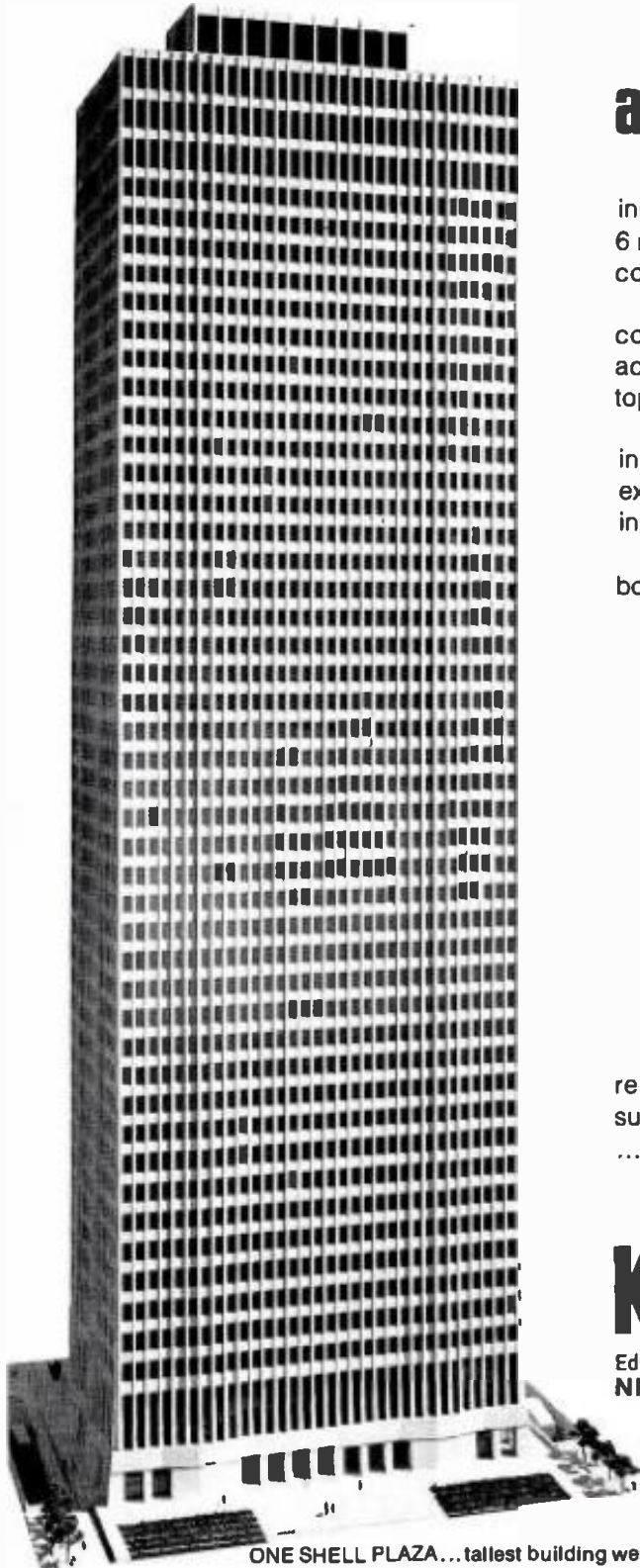
- Shell's PLAZA DEL ORO—a \$1.5 billion, 526-acre development embracing the Astrodome...ONE SHELL PLAZA—50 stories, tallest building west of the Mississippi...and TWO SHELL PLAZA—a 29-story structure on the way up even before its sister building is complete.
- GREENWAY PLAZA—an extraordinary 127-acre office/hotel/apartment environment in Houston's exploding Southwest area.
- TEXAS EASTERN'S billion-dollar, 32-block downtown urban master plan.
- A \$500 million, diversified 18-acre, 10-block downtown complex just announced by TRAMMELL CROW and METROPOLITAN LIFE.

Houston is...a farsighted approach to the future...with revolutionary building plans that specify totally self-sufficient new communities, novel means of transportation...and a keen respect for the environment.

Houston is...tomorrow happening today.

KPRC-TV/HOUSTON

Edward Petry & Co., National Representatives
NBC Affiliate



ONE SHELL PLAZA... tallest building west of the Mississippi, just one part of Houston's dramatic new skyline.



WMAL-TV calls a rat a rat.

Creeping blight isn't a pretty sight. Piles of garbage and bold, fat rats are disgusting. Frightening. Growing. And WMAL-TV isn't shy about telling Washington why.

WMAL-TV editorials deplore the short-sightedness of suburban councilmen who refuse to meet with D. C. officials to discuss metropolitan Washington housing needs. WMAL-

TV needles the people who fail to recognize that joint participation is the only way to attack area-wide housing problems. WMAL-TV points a finger at so-called planners who excel at platitudes instead of action.

When WMAL-TV talks about blight, it's more than just a conversation piece. It's a serious effort to help prevent an epidemic that could kill suburbs

just as surely as it's consuming the heart of the nation's capital.

People everywhere in the Washington area share WMAL-TV's concern. So they listen to WMAL-TV. Because they get the story. Straight.

WMAL-TV abc

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