



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

How networks will cope with that prime-time cutback  
Why advertising needs to catch up with the times  
Burch apologizes for a 'grandstanding' Nick Johnson  
Special report on those key congressional campaigns

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US AIR FORCE  
SERIAL ACQ SECTION



## EXODUS

PAUL NEWMAN  
EVA MARIE SAINT  
RALPH RICHARDSON  
PETER LAWFORD  
LEE J. COBB  
SAL MINEO  
JILL HAYWORTH

**UA Showcase Six**  
OFFERS YOU EXODUS:

ONE OF 30 OUTSTANDING FILMS FROM

**United Artists Television**  
*Entertainment from Transamerica Corporation*

**Families who can view  
PGW represented  
TV stations  
will spend \$6.9 million  
on vitamins  
this month.**

**Do you sell vitamins?**

**You can sell more  
with spot TV**

...and we can show you how  
...market by market

**PETERS GRIFFIN WOODWARD INC.**

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

# WE'RE INVOLVED!

**SPECIAL**

**'H.I.S.D.: INTEGRATED'**

(PAST & PRESENT PROBLEMS FACING SCHOOLS)

**SPECIAL**

**'ASTROS: IN SEARCH OF A PENNANT'**

(THEIR HOPES IN THE NATIONAL LEAGUE)

**SPECIAL**

**'AND MAN CREATED GARBAGE'**

(A STUDY OF THE GARBAGE DISPOSAL PROBLEM)

**SPECIAL**

**'NATIONAL CHAMPS SEEK A REPLAY'**

(A LOOK AT SOUTHWEST CONFERENCE FOOTBALL)

**SPECIAL**

**'CELIA: A SPECIAL REPORT'**

(THE AFTERMATH OF A DEVASTATING HURRICANE)

**SPECIAL**

**'PROBE: PORNOGRAPHY'**

(AN INVESTIGATIVE STUDY)

**SPECIAL**

**'POLICE BRUTALITY'**

(DOES IT EXIST? AN EXAMINATION OF THE CHARGE)

**SPECIAL**

**'OILERS 70: SEE HOW THEY RUN'**

(THEIR CHANCES IN THE NFL)

**SPECIAL**

**'A LEGACY OF LIFE: THE AIR WE BREATH'**

(AN AIR POLLUTION INVESTIGATION THAT DREW 150,000 VIEWER RESPONSES)

**SPECIAL**

... Just to Name a Few ...

**KTRK-TV 13**

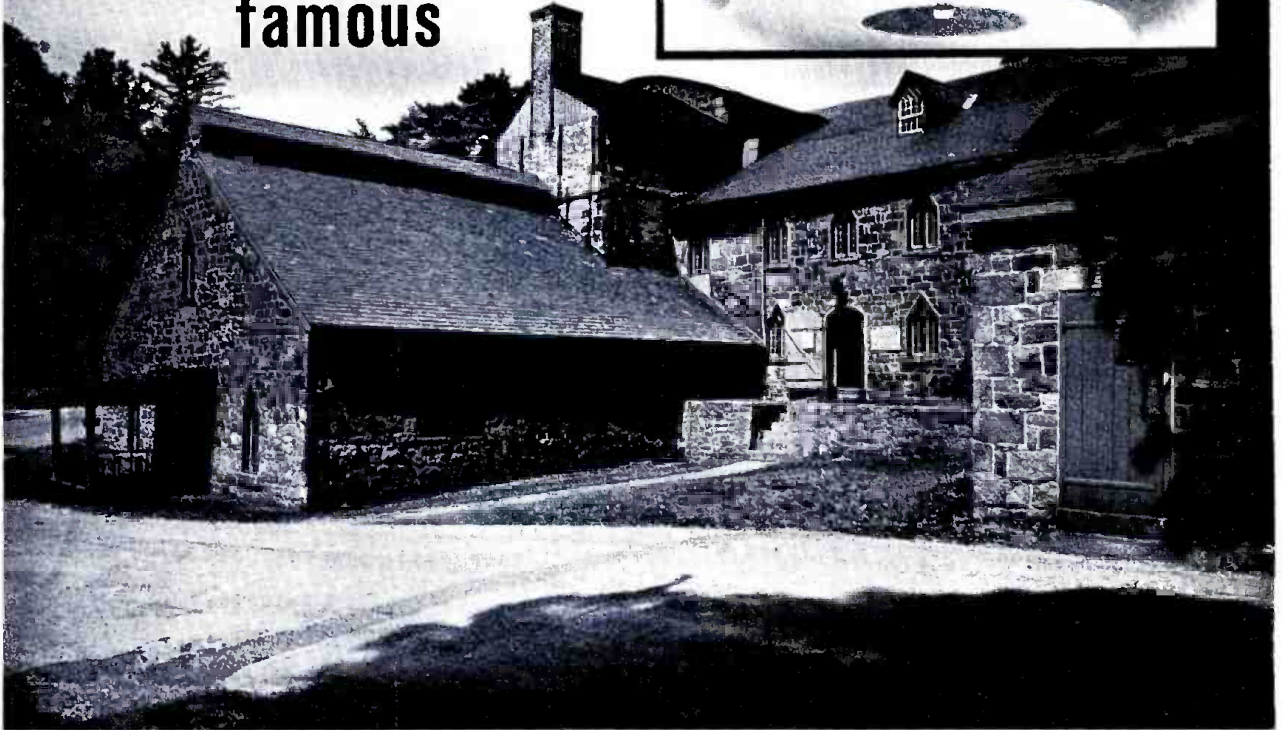
**HOUSTON**

(WE'RE INVOLVED!)

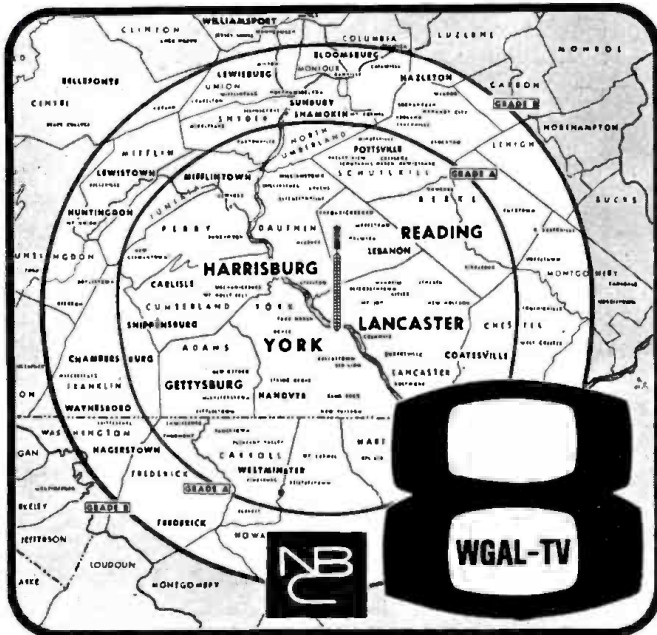
Capital Cities Broadcasting Corporation

Represented by Blair

Both have helped  
make Pennsylvania  
famous



Near Lancaster, at Cornwall, Pa., site of the greatest open-pit mines east of Lake Superior, stands one of America's earliest furnaces which produced iron for cannon and shot from 1742 to 1883. During the Revolutionary war, Hessian prisoners were used as laborers. In 1932, it was acquired by the Pennsylvania Historical Commission.



Just as this historic building continues to focus attention on the commonwealth, so, too, does pioneering WGAL-TV by virtue of its consistently high standards of programming, and its active and innovative participation in the cultural and commercial affairs of the great multicity region it serves. Today, with a high-ranking 48% color penetration, advertisers and public-service participants can depend upon WGAL-TV for rewarding results.

# WGAL-TV

## Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco

**STEINMAN TELEVISION STATIONS • Clair McCollough, Pres.**  
WGAL-TV Lancaster-Harrisburg-York-Lebanon, Pa. • WTEV Providence, R. I./New Bedford-Fall River, Mass.

## Once and for all

Massive study aimed at determining relationship, if any, between TV violence and real violence has been undertaken by Dr. William A. Belson, director of Survey Research Centre of London School of Economics. He is working—but with free hand—under grant by CBS as part of its effort to determine effects of viewing violence on TV. Dr. Belson, whose major interests are television and criminology, proposed and CBS agreed to underwrite exhaustive research coupling extensive specialized interviewing with highly advanced computer technology in effort not only to pinpoint effects of watching TV violence but also test validity of theories as to what those effects might be.

Dr. Belson expects to need about two and a half years to complete study, one of three major projects to which CBS has committed over \$600,000 in out-of-pocket expenditures in current violence-research program. Others have not been identified—one is through joint committee of TV networks and National Association of Broadcasters—but all are being done by independent academicians working under advance assurance that, whatever their results, they have full publication rights without interference by CBS.

## Is First first?

First National City Bank, New York, wonders whether it's number-one in loans and commitments on broadcast properties. Donald M. Roberts, vice president and media specialist, says bank—second largest in nation with assets of \$25 billion—has in force more than dozen separate broadcast loans exceeding \$40 million.

: Among current customers in media field: Capital Cities, Poole Broadcasting, Sonderling, LIN, Gilmore, Pacific & Southern, Lee Enterprises. Biggest is Triangle-Capital Cities, which involves over-all \$110,000,000 in station values.

## Sudden change

FCC's eleventh-hour decision to extend time for filing comments in major CATV rulemaking (see page 46) came as traumatic surprise to broadcast and CATV interests and their attorneys who had worked long hours to prepare massive filings by Oct. 22 deadline. Some suspected sinister forces were at work favoring one side or other. According to sources within commission, however, major factor in late decision was bureau-

cratic fumble. Staff had neglected to bring to commission's attention before Wednesday meeting Ford Foundation-Corp. for Public Broadcasting request for 60-day extension that was filed Oct. 7.

Entering into decision to delay proceedings is fact that commission is still one member short. Commissioners would like seventh member on hand for staff briefing and oral argument that are to be held after all comments and replies are filed. And there is no certainty as to when White House will push now-stalled Sherman Unger nomination or submit new name.

## Showdown week

Negotiations were still active at week's end for acquisition of Time-Life station string by Phoenix-based Combined Communications Corp., with price said to be in "mid to upper seventies" (millions). As part of deal CCC was talking with third parties about spin-off of T-L's WFBS-TV Indianapolis at \$21 million or more. There was still said to be some question about CCC financing, and presumably proceeds from spin-off would figure in that. It's expected deal will be made or forgotten this week. Other bidders are said to be in wings (BROADCASTING, Oct. 19).

## Color climbs

Color-TV set penetration keeps moving up. Latest quarterly estimates by NBC, due out shortly, put total U.S. color-TV homes as of Oct. 1 at 26.2 million, or 43.2% of all TV homes. That is gain of 4-million color homes over year-ago, NBC estimates, and 3.6 million over February 1970 estimate by Carly Ally, based on Nielsen figures, for BROADCASTING's "Telestatus" (Feb. 2). NBC, in new report, discerns pickup in color-set sales, with retailer inventories down and sales to dealers in last half of September ahead of same period of 1969.

## 50, 51 . . .

Broadcasters didn't get their 50th anniversary commemorative postage stamp this year for reasons too hazy or disjointed to reconstruct. But there is hope for 51st year if they persevere. That was word from White House to prominent broadcaster after he had inquired about failure of Post Office Department to authorize stamp in 1970 target year, while authorizing issues for American bison, Moby Dick, Fort Snelling, etc. (BROADCASTING, Sept. 14). Word to

broadcasters, who now will urge National Association of Broadcasters to follow through, was that while 1970 request had been turned down it "could be resubmitted next year."

## Down the middle

With FCC still one member short, Pacific & Southern Broadcasting Co.'s proposed purchase of four radio stations for total of almost \$13 million was hung up at commission last week on 3-to-3 vote. Reportedly Chairman Dean Burch and Commissioners Robert E. Lee and Robert Wells voted to approve three separate purchase agreements involved, while Commissioners Robert T. Bartley, Nicholas Johnson and H. Rex Lee voted for hearing. Matter is scheduled to come up again in month, but there is no certainty FCC will be able to clear case then.

Stations and prices involved in transfers are WJRZ(AM) Hackensack, N.J., \$6.1 million; KIMN(AM) Denver and KYXI(AM) Oregon City, Ore., \$6 million, and KRHM(FM) Los Angeles, \$850,000. P&S now owns WQXI-AM-FM-TV Atlanta, WASH-AM-FM Cincinnati and KHON-TV Honolulu.

## Fine points

Here is Section-315 puzzler to try out on lawyer friends: Does equal-time law apply to spots promoting program that is exempt from equal time? Question arose when California TV station wanted to use caricatures of major-party candidates for certain offices in promos for its election-night coverage. Station lawyer informally asked FCC staff whether caricatures of minor-party candidates for same offices must also be used. Commission attorneys found question so studded with complexities they begged off. After lawyer decided not to make federal case of it, station started using caricatures of all.

## Moving day

Kaiser Broadcasting is set to realign top executive staff at its TV stations, boosting Richard L. Freeman, vice president and general manager, WKBD-TV Detroit, to new post of area vice president. Replacing him in Detroit with title of general manager is L. William White, who is general manager of WKBG-TV Boston. In turn, Jay O. Berkson, general manager, WKBF-TV Cleveland, is named general manager in Boston, and Arthur R. Hook, program manager, WKBF-TV, is promoted to general manager.

**“‘Brotherly Love’  
is that combination  
of the silly-dirty  
movie.”**



And Davey Marlin-Jones says it's not worth seeing. But, good or bad, theater and movie reviews in Washington by man-of-the-stage Marlin-Jones are incisive and expert. He knows art from artifice and he illuminates it regularly on WTOP TV's Big News. Davey Marlin-Jones is unique . . . so is WTOP News.

WTOP News is a different approach

to TV news coverage. Our staff of reporters and commentators—the largest in Washington—compiles a daily news magazine. It's a unique mix of hard news, commentary, opinion, cultural coverage, investigative reporting, analysis and light-hearted insight. That's what makes WTOP News “the best news you'll get all day.” There's comment that probes. Weather forecasts that never hedge. Sports reports filled with hisses and hoorays. And a wide range of

opinion from liberal and conservative analysts.

If you're in the Washington area, get some great news—The Big News at 1:00, 6:00 and 11:00 p.m. on WTOP TV.

**WTOP TV**

WASHINGTON, D.C.  
A Post-Newsweek Station

Represented by TVAR

**THE BEST NEWS YOU'LL GET ALL DAY**

U.S. appeals court upholds FCC's effective date for cutback of network programming making reduction next fall virtually certain. CBS, NBC lose four hours of prime-time programming per week; ABC to lose three and a half. See . . .

**All but done: shorter network nights . . . 15**

FCC Commissioner Nicholas Johnson, who criticized WRC-TV Washington for deleting from taped program remark he made that station thought in bad taste, finds himself object of criticism from Chairman Dean Burch. See . . .

**Burch calls Johnson grandstander . . . 24**

NBC Radio adds 'Custom Monitor' to weekend program schedule. Service, designed to provide expanded and more timely exposure of 'Monitor' for stations not now clearing program, will begin Dec. 5. See . . .

**'Custom Monitor' created by NBC Radio . . . 25**

On Nov. 3, election day, broadcasters will watch for results of contests for 38 seats in Senate and House. Main arenas are Commerce Committees where broadcast legislation action is. See . . .

**How key congressional races shape up . . . 28**

Meeting at annual Eastern conference, members of American Association of Advertising Agencies are exhorted to bend with winds of consumerism and regulatory agencies; hear call for communications-advertising 'czar.' See . . .

**Admen assay their social sensitivity . . . 34**

NAB Atlanta conference participants hear warnings, pep talks and information on need for better government relations, for which NAB organized new branch. Members hardly sparked to involvement, some apathetic. See . . .

**A lull in government-relations storm . . . 38**

Chicago-area coalition presents local stations with proposed agreement, to be part of license-renewal applications, that would involve coalition in programming, employment and station performance. See . . .

**A united front of Chicago activists . . . 44**

Rand Corp. faults FCC's CATV policies aimed at protecting U's in top-100 markets and permitting more liberal approach on CATV in smaller markets. It also says public dividend plan has 'serious drawbacks.' See . . .

**Rand blasts FCC's CATV approach . . . 46**

At meeting with FCC staff last week, broadcast-industry representatives cite burden of listing public-interest benefits of ownership on conglomerate questionnaire. FCC task force may drop question. See . . .

**A dent in conglomerate study? . . . 47**

International Digisonics, said to have violated rules in transmission of encoded commercials, gets 90-day relaxation of technical standards to resolve difficulties or propose other solution. See . . .

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**Broadcasting**

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## Music decision coming

Decision on interim fees to be paid by CBS-TV to Broadcast Music Inc. pending outcome of their tangled litigation over music licenses was reported Friday (Oct. 23) to be in preparation by Judge Morris E. Lasker of U.S. Southern District Court in New York.

Report came as both sides filed welter of new papers reiterating and expanding on positions taken earlier in complicated case in which CBS-TV is suing for new form of per-use license, under which it would pay for only those BMI works it actually uses (BROADCASTING, Jan. 5, et seq.), and BMI is suing CBS-TV for copyright infringement and for interim fees equal to 70% of what CBS-TV pays BMI's competitor, American Society of Composers, Authors and Publishers (BROADCASTING, June 8, et seq.).

New papers were filed with Judge Lasker after months of negotiation between BMI and CBS broke down. At one point they reportedly were near agreement under which CBS-TV would have paid interim fees amounting to about \$2 million annually.

In one of new papers on file Friday, CBS estimated that under modified per-use plan it had offered, it would have paid BMI less than \$1.458 million this year. In another, BMI claimed it was entitled to at least \$2,677,968, and up to \$3.02 million. In still another, BMI counsel said that in 1969 BMI received \$1,607,114 from CBS-TV, \$1,329,307 from NBC-TV, \$1,006,404 from ABC-TV.

## Seeks time to protest

Three Chicago citizens groups on Friday (Oct. 23) asked FCC to extend until Nov. 30 deadline for filing petitions to deny against virtually all Chicago radio and television stations. Present deadline is Nov. 2.

Groups said they need time to complete discussions with stations concerning "improved service to the minority and general communities" without necessity of filing petitions to deny by Nov. 2.

Groups—Task Force for Community Broadcasting, Illinois Citizens Committee for Broadcasting, and Better Broadcasting Council—last week presented local stations with legal agreement to assure their involvement in program planning, employment and practices and station performance (see page 44).

WCFL(AM) is excluded from groups' request for extension of time—but only

because it has refused to meet with groups, telegram said. Groups plan to file by Nov. 2 petition to deny its license-renewal application.

Besides all other stations in Chicago, request for extension of filing deadline applies to three Chicago suburban stations—WEAS(AM) Evanston, WVON(AM) Cicero and WTAQ(AM) LaGrange.

Task Force's spokesman, James Nixon, Friday reported no Chicago broadcaster showed up for either Wednesday or Thursday night's meeting at Malcolm X City College as they had been asked to do so their program policy positions might be explored.

## Timex for Emmy awards

U. S. Time Corp. (Timex watches), through Warwick and Legler, both New York, will sponsor 90-minute Emmy awards telecast on NBC-TV next spring (Sunday, May 9, 10-11:30 p.m. NYT). This is first time in three years that show will have one advertiser, as opposed to several, picking up tab. National Academy of Television Arts and Sciences decided month ago to cut show to 90 minutes, limit on-air presentations to performers and programs only and to originate entire program from West Coast (BROADCASTING, Sept. 28).

## CATV chief is dubious

FCC's proposed cable-TV "public-dividend plan" may not be answer to in-

dustry problem, nor indeed, even adopted. It could possibly even "kill" live broadcasting, FCC's Sol Schildhouse said during forum on subject last Thursday night (Oct. 22).

At forum, sponsored by New York chapter, National Academy of Television Arts and Sciences, Mr. Schildhouse, acting chief of FCC's Cable Television Bureau, said: "I am not sure the public-dividend plan is the complete answer or that it even will be adopted." He admitted agency was groping for CATV solution, and critics "might be right that cable will kill live broadcast television."

Another panelist, Sidney Dean, communications consultant, director of communications committee, City Club of New York, called plan unfortunate effort. He said it would stifle growth in broadcast industry and preserve status quo.

Irving Kahn, president, Teleprompter Corp., New York, however, said CATV had created more program diversity in public interest than other broadcast stations. "What station has tried to do any real creative programming?" he asked. Program diversity need not come from distant signals, he told forum. It can be done on local level and be "put together with nickels and dimes," he said.

Gerald Meyer, attorney, Phillips, Nizer, Benjamin, Krim & Ballon, was moderator of panel which also included William L. Putnam, WWLP(TV) Spring-

## NAB's lobbying team

That "legislative action" committee mentioned so prominently at both National Association of Broadcasters regional conferences last week (see page 38) is virtually complete.

Here's line-up of broadcast activists as of Friday (Oct. 23):

New England—David M. Baltimore, WBRE-AM-FM-TV Scranton/Wilkes-Barre, Pa., director; Leonard J. Patricelli, WTIC-AM-FM-TV Hartford, Conn.; Jack S. Atwood, WCSH-AM-TV Portland, Maine; William L. Putnam, WWLP(TV) Springfield, Mass.; J. S. Sinclair, WJAR-AM-TV Providence, R.I.; Stuart T. Martin, WCAX-TV Burlington, Vt.

Mid-Atlantic—Fred Weber, Rust Craft Broadcasting, director; Ewing B. Hawkins, WILM(AM) Wilmington, Del.; Howard L. Green, WOND(AM) Pleasantville, N.J.; John E. McArdle, WNYS-TV Syracuse, N.Y.; Joe M. Higgins, WHP-AM-FM-TV Harrisburg, Pa.

South Atlantic—Hamilton Shea, Gilmore Broadcasting, director; Morris H. Blum, WANN(AM) and WXTG(FM) Ann Arbor, Md.; Harold Essex, WSJS-AM-FM-TV Winston-Salem, N.C.; Wilson C. Wearn, WFBC-AM-FM-TV Greenville, S.C.; John Harkrader, WDBJ-AM-FM-TV Roanoke, Va.; John Shott, WHIS-AM-FM-TV Bluefield, W. Va.

Southern—A. Louis Read, WDSU-TV New Orleans, director; H. Ray McGuire, WALA-TV Mobile, Ala.; George Harvey, WFLA-AM-FM-TV Tampa, Fla.; James W. Woodruff Jr., WRBL-AM-FM-TV Columbus, Ga.; Tom E. Gibbons, WAFB-FM-TV Baton Rouge, La.; Robert F. Wright,

WTOK-TV Meridian, Miss.; Irving C. Waugh, WSM-AM-FM-TV Nashville, Tenn.

Central—Terry H. Lee, Storer Broadcasting Co., director; Guy Main, WCIA(TV) Champaign, Ill.; Robert McConnell, WISH-TV Indianapolis; James Caldwell, WAVE-AM-TV Louisville; Lawrence M. Carino, WJBK-AM-FM-TV Detroit; Kenneth Bagwell, WJW-AM-TV and WCJW(FM) Cleveland.

Midwest—Richard D. Dudley, Forward Communications, Wausau, Wis., chairman; Burns Nugent, KWWL-AM-FM-TV Waterloo, Iowa; Odin Ramsland, KDAL-AM-TV Duluth, Minn.; Don Moeller, KGBX(AM) and KYTV(TV) Springfield, Mo.; Roger LeGrande, WITI-TV Milwaukee.

Southwest—Jack Harris, KPRC-TV Houston, director; G. E. Hamilton, KVOA-TV Tucson, Ariz.; B. G. Robertson, KTHV(TV) Little Rock, Ark.; Jerry Danziger, KOB-AM-FM-TV Albuquerque, N.M.; Norman Bagwell, WKY-AM-TV Oklahoma City; Dean Borba, KHOU-TV Houston and Mike Shapiro, WFAA-AM-FM-TV Dallas.

West Central—Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., director; Thad Sandstrom, WIBW-AM-FM-TV Topeka, Kans.; Robert Thomas, WIAG-AM-FM Norfolk, Neb.; Jack Dunn, WDAY-AM-FM-TV Fargo, N.D.; Joe Floyd, KELO-AM-FM-TV Sioux Falls, S.D.

Rocky Mountain—Dale G. Moore, KGVO-AM-TV Missoula, Mont., director; William Grant, KCSJ(AM) and KOAA-TV Pueblo-Colorado Springs, Colo.; Robert E. Krueger, KTVB(TV) Boise and J. Allen Jensen, KID-AM-FM-TV Idaho Falls, both Idaho; W. C. Blanchette, KGVO-AM-TV Missoula, William Holter, KFGF(AM) and KFBB-TV Billings and Joe S. Sample, KOOK-AM-TV Billings, all Montana; Arch L. Madsden, KSL-AM-FM-TV Salt Lake City; William C. Grove, KFBC-AM-FM-TV Cheyenne and Bill Sims, KODI(AM) Cody, both Wyoming.

West Coast—Carl Fisher, KUGN(AM) Eugene, Ore., director; John S. Hansen, KPVT(TV) Portland, Ore.; James A. Murphy, Seattle (State association president).



field, Mass., and WKEF-TV Dayton, Ohio, and Wally Briscoe, managing director, National Community Television Association, Washington.

### Johnson answers Cook

FCC Commissioner Nicholas Johnson took nothing back Friday (Oct. 23) in letter to Senator Marlow Cook (R-Ky.), who had criticized both his use of street language in program taped for NBC's WRC-TV Washington and nature of his protest at its deletion (BROADCASTING, Oct. 19). Commissioner had complained of censorship.

Mr. Johnson opened letter with detailed reconstruction of burlesque-type sketch broadcast on NBC's *Dean Martin Show* Thursday (Oct. 22), then said he would not want to impose censorship on that kind of programing. "But it does point up the absurdity of the same network's taking offense at my quite mild—and quite serious—discussion," he added.

He also resumed attack on commercials—which had been under discussion in WRC-TV talk show when he used phrase.

The commissioner had only mild comment on Chairman Dean Burch's letter to Senator Cook criticizing Mr. Johnson for his attack on WRC-TV (see page 24): "I am disappointed, although not surprised, that Chairman Burch has today joined the unthinking industry apologists who refuse to address the issues of commercialization of our society, and in the bargain has joined Vice President Agnew in making personal attacks on me."

Vice President, in speech last month, said commissioner was exponent of "puddle-minded philosophy of the radical-liberal run rampant" (BROADCASTING, Sept. 28). This was in response to Johnson charge that Mr. Agnew and administration were doing nothing to eliminate forces in society that, commissioner said, were driving young people to use of drugs.

### Consumer extremism cited

Dangers of extremism in consumer protection legislative movement were cited Friday by Edward W. Haggerty, senior vice president, North-Grey Advertising, Chicago, at closing session of second regional fall conference of National Association of Broadcasters there. He warned stations to become involved in grass roots congressional contacts well before bills are introduced if there is to be effective voice raised for broadcasting, advertising and marketing, same posture urged by others earlier in NAB sessions (see page 40).

Charles Cavagnaro, President's Committee on Consumer Interests, suggested simple steps such as refusing question-

able local furniture store spots or bait-switch pitches would help give stations better consumer-oriented posture.

### Justice hits at solution

Justice Department Friday (Oct. 23) opposed plan advanced to FCC by Frontier Broadcasting Co. to eliminate crossownership of media holdings in Cheyenne, Wyo.

Justice said only effective way to eliminate Frontier's media monopoly in Cheyenne, is by requiring Frontier to divest itself of all interest in KFBC-TV or Frontier's newspaper in Cheyenne.

Frontier, seeking to eliminate need for license-renewal hearing for KFBC-TV on crossownership question, had sought FCC permission to eliminate common control of holdings in variety of ways (BROADCASTING, Oct. 12).

### WHTN-TV wins renewal

Reeves Telecom Corp. has overcome local opposition to renewal of its license for WHTN-TV Huntington, W. Va. But in process of winning FCC renewal, Reeves is said to have responded to expressed interest in market for substantial local-news and public-affairs programing—areas in which local resident opposing renewal said station had been deficient.

Paul Crabtree, one-time executive assistant to former West Virginia Governor Hulett Smith, filed opposition to renewal of station's license 13 months ago (BROADCASTING, Sept. 8, 1969). Besides his complaint about news and public affairs programing, he said station's signal was poor, claimed programing was filled with violence and said licensee was diverting broadcast revenues into other corporate activities.

Commission, in announcing on Friday (Oct. 23) grant of renewal, said it has long been FCC policy to leave programing to judgment of licensee. It also said no evidence had been offered to support allegations concerning technical problems or siphoning of broadcast revenues.

But it also said that WHTN-TV had recently conducted survey of community representatives to determine community problems and that station apparently is responding to survey's indication of sub-

### Almost everywhere

What's billed as biggest radio ratings sweep ever conducted is being planned for next spring by American Research Bureau. It's due to cover 150 markets that are said to represent, based on FCC's financial report, 99% of national spot-radio billings. Four-week survey is planned for April-May. Last spring ARB surveyed 119 radio markets, is surveying 85 this fall as it did last fall.

stantial interest in local news and public affairs programing.

Commission noted that WHTN-TV has proposed to double amount of news broadcast to 7% of its total programing and stressed that station is expected to live up to these representations. It also said full report of implementation of these proposals will be due next time station license comes up for renewal.

### NBC-TV nudges into lead

NBC-TV led by four-tenths of point in Nielsen 70-market MultiNetwork Area (MNA) average ratings 7:30-11 p.m. for week ended Oct. 18. Averages in report out Friday (Oct. 23) were NBC 18.6, CBS and ABC tied at 18.2.

Nights of week won by networks were again nearly divided in MNA's: NBC won Thursday and CBS Monday and Wednesday. ABC's Monday-night football scored in its best MNA performance yet—it was ranked in 14th position. Game played Oct. 12 featured Green Bay Packers-San Diego Chargers.

ABC had five, CBS three and NBC two of top-10 shows: six, nine and five respectively in top-20 list; nine, 11 and 10 in top-30, and 12, 15 and 13 in top-40.

Two new shows, NBC's *Flip Wilson* (seventh) and ABC's *NFL Football*, were in top-20 list. Other new shows in top-40 but in bottom-20 rankings: NBC's *Four in One* and its *Nancy*, tied in 26th position; ABC's *Make Room for Granddaddy*, in 29th spot, and NBC's *Men From Shiloh* (38th). No new CBS shows made top-40 in MNA's that week.

Top 40 in MNA's: (1) *Marcus Welby* (ABC); (2) *FBI* (ABC); (3) *Medical Center* (CBS); (4) Saturday movie (NBC); (5) Movie of the week and Sunday movie (both ABC); (7) *Flip Wilson* (NBC); (8) *Hawaii Five-O* (CBS); (9) Thursday movie (CBS); (10) *Mod Squad* (ABC); (11) *Ironside* (NBC); (12) *Lucy* (CBS) and *Adam-12* (NBC); (14) *NFL Football* (ABC); (15) *Laugh-In* (NBC); (16) *Hee Haw* (CBS); (17) *Gunsmoke* (CBS); (18) *Carol Burnett* (CBS); (19) *Doris Day* (CBS); (20) *Mayberry RFD* (CBS).

And (21) *Room 222* (ABC); (22) *Jim Nabors* and *Mannix* (both CBS) and *Dean Martin* and *Bonanza* (both NBC); (26) *Four in One* and *Nancy* (both NBC); (28) *Kraft Music Hall* (NBC); (29) *Make Room for Granddaddy* (ABC); (30) *Courtship of Eddie's Father* (ABC); (31) *To Rome, With Love* (CBS) and *Bewitched* (ABC); (33) *Name of the Game* (NBC) and *Love, American Style* (ABC); (35) *Glen Campbell Show* (CBS); (36) *My Three Sons* (CBS) and Monday movie (NBC); (38) *Family Affair* (CBS) and *Men From Shiloh* (NBC) and *That Girl* (ABC).

## How radio helped a 'folly' become a sports spectacular

The first California 500 at the Ontario Motor Speedway is now history. Some 180,000 race fans made this racing event the biggest sports attraction ever held in California. In fact, it is second only to the Indianapolis 500 as the biggest sporting event in the United States. However, not more than a year ago, the California 500 was being dismissed by many as folly.

We started working on the account about a year and a half before the first race was scheduled. Erwin Wasey was selected as the agency for the event because Ontario Motor Speedway wanted strong, professional advertising direction. Since many of the major budgets in advertising are in the packaged-goods area, they felt a packaged-goods advertising agency could best fill their needs.

First, we studied the client—a young, aggressive team, well organized, and with strong decision-making leadership. We found that client willing to take direction from the agency as well as give it.

Secondly, we studied the product. Here we found the product broke down into two parts: the race track itself, which is the most modern, most comfortable, most beautiful facility of its kind; and the second part, the California 500, which was to be patterned after the famous Indianapolis Memorial Day classic. We knew we were dealing with winners that would generate true consumer interest.

But we had to know some other things before we could begin, so we initiated and conducted an extensive research program on racing and racing fans in southern California. We found about 50% of the people made up the true potential California 500 target audience.

From this background, we made several key decisions affecting the advertising that was to be run. We decided to promote the event rather than the track. We felt the fan wanted to see the race first, and when he did he would be sincerely impressed by the facilities at which it was held.

The second decision, supported by research, was to promote the stars, the skill necessary to drive the machines and the history that would be created by the inaugural California 500.

The third decision we made was that there were plenty of potential fans right here in southern California, so we would not have to spread our advertising dol-

lars outside of the area.

After going through many of these basics of packaged-goods marketing, we were ready to attack the advertising content. Our creative structure fell into three general categories. The first pointed out that the inaugural California 500 was going to be an historical event which the fan would not want to miss. He could always say he was at the first California 500.

The second category was the endorsement of the event and the track by the top championship racing stars. They said they would be there and so should the fans. The third area fell close to the race and emphasized that time was running out on the chance to attend. Fans should buy their tickets immediately.

The only significant objective of this advertising was to obtain ticket orders. Every print advertisement had a mail-in coupon for tickets. It turned out this mail-order plan was by far the biggest source of ticket sales.

The original plan was for three advertising push periods before the race. The first period began in November of 1969, some ten months before the race was to be held. The second push period was the four weeks following the Indianapolis 500 to play upon the high interest generated by that event. The third push period was four weeks before the race, and was to be all-out multimedia advertising. As it turned out, this third push period never took place because of the extreme success of the ticket sales in the earlier periods.

We started out in two basic media.

The first was the major newspapers of Los Angeles, running coupon ads in the sports sections to obtain ticket orders. The second, and of great importance, was a heavy saturation radio campaign on 17 major stations in southern California. No other item built the extreme awareness of the race like radio. It allowed us to capture the sound and transfer the true excitement of this event. We used this broadcast medium to direct the prospects to the newspaper coupons—which closed the sale.

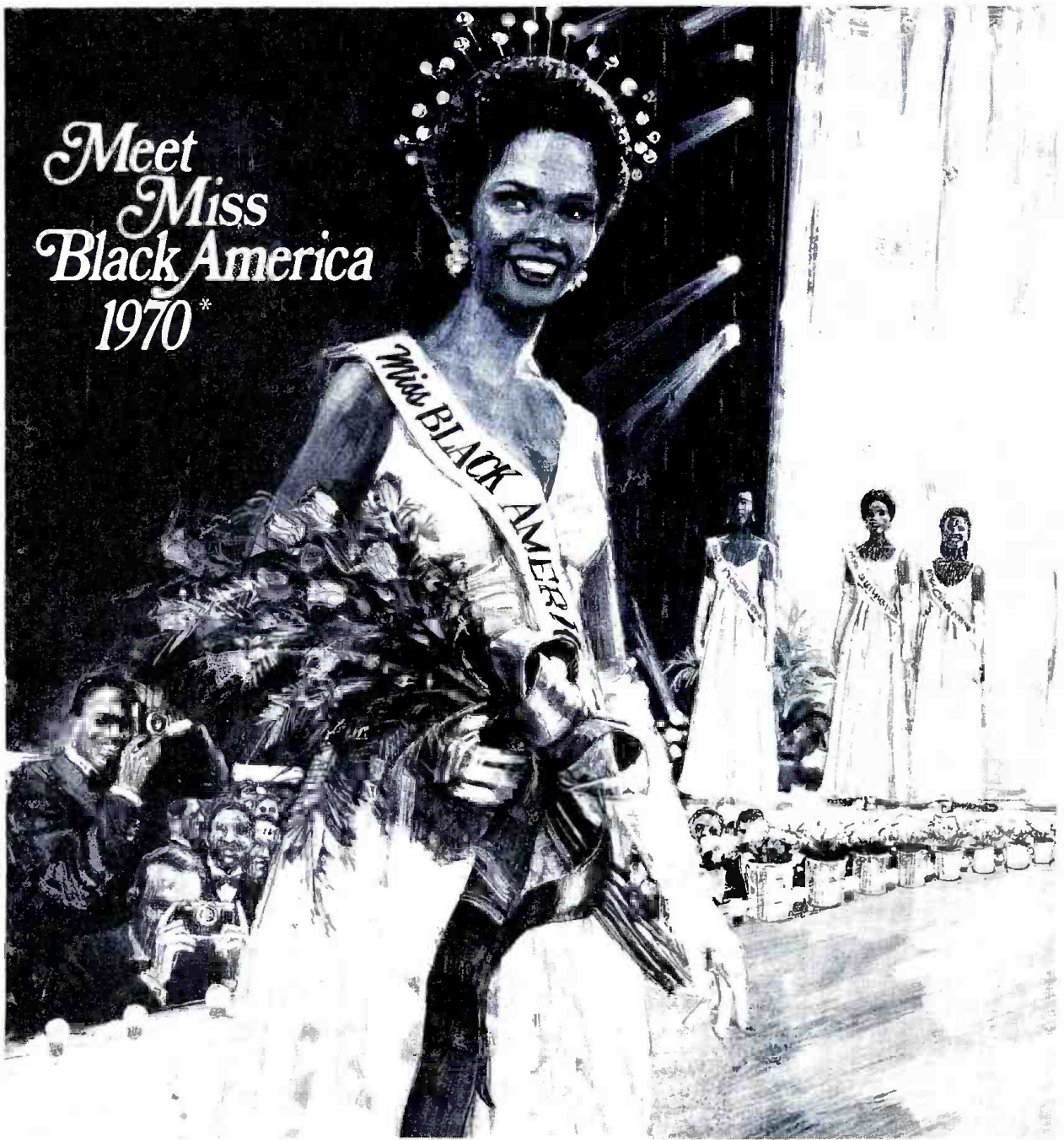
We feel that the good results of this radio plan were not only saturation reach and frequency over an extended period of time, but also the opportunity to exploit radio with top production spots to entice racing fans through exciting sound effects and top musical arrangements. For an announcer, we stuck with actor Dane Clark through the entire campaign. No slick commercial announcer, he gave a reality and believability to his statements. Our advertising now had one voice, one sound, and one look to generate maximum impact.

So the first California 500 was not a folly, and the Ontario Motor Speedway takes its place as one of the truly outstanding sport facilities in the world. We have proven to ourselves and to others that the day-to-day accountability approach of a strong packaged-goods advertising agency can be successfully applied to this unusual type of account. And the broadcast medium of radio played a major role in putting Ontario Motor Speedway across the finish line.



Mike Minchin started in the merchandising department of Erwin Wasey Inc., Los Angeles, in 1955, working his way through the ranks to his present post of executive vice president. He is also chairman of the policy committee and sits on the agency's board of directors. His area of expertise is in new-product development and he has been involved in the introduction of over 50 new items. In the above article Mr. Minchin discusses Erwin Wasey's handling of the Ontario Motor Speedway account.

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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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## Datebook

A calendar of important meetings and events in communications

■ Indicates first or revised listing.

### October

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 33650 Fieramil.

Oct. 24-25—Meeting, *Missouri Associated Press Radio and Television Association*. Holiday inn, Lake of the Ozarks.

Oct. 25-28—Annual meeting, *Association of National Advertisers*. Hot Springs, Va.

Oct. 26—*Federal Communications Bar Association* briefing session on the "New FCC Equal Employment Rules." Madison hotel, Washington.

Oct. 26—*National Conference on Citizens Rights in Broadcasting*. Panelists include The Rev. Everett C. Parker, Robert Choate, FCC Commissioner Nicholas Johnson, Rep. Robert O. Tiernan (D.-R.I.). Guest of honor is former FCC Commissioner Kenneth A. Cox. Hotel Americana, New York.

Oct. 26-27—Fall convention of *Kentucky Broadcasters Association*. Phoenix hotel, Lexington.

Oct. 26-28—*National Cable Television Association* board of directors meeting. Hotel Sonesta, Washington.

■ Oct. 27—3d annual creative radio advertising seminar, *KOMO (AM) Seattle*. Washington Plaza hotel, Seattle.

Oct. 27—Meeting of *Connecticut Broadcasters Association*. Park Plaza, New Haven.

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 (Doc. 18891).

Oct. 28-29—*Virginia CATV Association* fall meeting. Downtowner inn, Danville.

Oct. 28-30—*Mid-America CATV Association* fall meeting. Speakers include FCC Commissioner Robert Wells, NCTA President Donald V. Taverner

Balance of 1970 National Association of Broadcasters conference schedule:

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).

## OpenMike

### Cheers for editorial page

EDITOR: Hearty applause for your editorial "To Kill a Medium" (BROADCASTING, Oct. 12.) It parallels the belief so clearly stated in "The Search for Objectivity," Eric Sevareid's Elmer Davis Memorial Lecture at Columbia University. The Television Information Office distributed the lecture nationally and it should hearten every broadcast journalist.—Roy Danish, director, TIO, New York.

EDITOR: Congratulations on the fine work that you did in helping to obtain a veto of the political-advertising bill. Much of Washington looks to you for

and Teleprompter Corp. President and Chairman Irving B. Kahn. Glenwood Manor motel, Overland Park, Kan.

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

■ Oct. 30—Deadline for comments on FCC's inquiry on formulation of further regulatory policies concerning cigarette advertising and anti-smoking presentations. Specifically, comments should deal with possible fairness-doctrine obligations when a licensee, which does not carry cigarette commercials, broadcasts anti-smoking messages; and public interest obligations of a licensee after Jan. 1, 1971, when broadcast cigarette advertising will be banned.

Oct. 30—New deadline for reply comments on FCC's proposed rule to provide for licensee control of telephone interview programs on radio and TV stations. Previous deadline was Oct. 1 (Doc. 18928).

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 reply comments on policies and procedures concerning FCC's proposal to permit specialized common carriers to provide point-to-point microwave radio service (Doc. 18920).

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 (Doc. 18930).

Nov. 2-4—Program origination seminar sponsored by *National Cable Television Association*. Atlanta American hotel, Atlanta.

Nov. 3—Willard Walbridge, chairman, National Association of Broadcasting, speaks, and Roger W. Clipp, president, Broadcast Management, and co-chairman, Broadcast Pioneers Educational Fund, is honored, at joint luncheon of *Delaware Valley chapter of Broadcast Pioneers and Poor Richard Club*. Poor Richard Club, Philadelphia.

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

Nov. 4-7—Annual Western cable television show and convention, *California Community Television Association*. Hotel de Coronado, Coronado, Calif.

Nov. 5-6—Annual fall meeting, *Oregon Association of Broadcasters*. Ramada inn, Portland, Ore.

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

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

leadership in this particular area, and your straightforward editorial commentary helped us to win one for a change. On behalf of a grateful industry, my sincerest thanks.—Joe M. Baisch, vice president-general manager, WREX-TV, Rockford, Ill.

### Why pick on radio?

EDITOR: We may all breathe a little easier now that the President has vetoed the discriminatory political-broadcasting bill.

But once more—why were radio and TV lumped together? The obvious result of this legislation will be that candi-

dates will spend as much as possible on TV and that radio has been legislated out of any electioneering money. How did the National Association of Broadcasters handle this conflict of interest? Who spoke for radio?

It is my judgment that the "Siamese" voice of the broadcasting industry is murdering radio.—*Harry Trenner, president, KCKC(AM) San Bernardino, Calif.*

### Perils of market averages

EDITOR: I read with interest your "Telestatus" report in the Oct. 6 issue. Most certainly this report heads in the right direction. I agree that the television audience should be measured by market instead of by city.

You have carefully pointed out that metro and DMA ratings vary by market and day-part. However, you miss a very important factor—the difference among the individual television stations in a market.

Averages may be fine for conversation, but they do not give the full picture to the media planner.

The shift from metro to market-area spot planning will be a boon to the advertiser who relates his television campaign to his marketing objectives. But this should be done station by station.—*Kenneth T. MacDonald, president, Television Advertising Representatives, New York.*

(Mr. MacDonald's point that different stations in the same market have different audience and coverage patterns is, of course, undisputed. But spot planners say they must work with averages. When the planning is being done, the planner has no firm idea of which stations in the market will be bought. When the buying is being done, the better outer-area performance of a station will be reflected in the area ratings that the buyers use.)

### WTOP(AM) and cigarettes

EDITOR: In your Oct. 19 issue you reported the FCC's issuance of a notice of inquiry on antismoking presentations. The commission cited two complaints, one from Action on Smoking and Health and the second from Michael E. Handley.

Mr. Handley has incorrectly alleged to the FCC that WTOP(AM) Washington ceased broadcasting antismoking spots rather than grant his request for air time to present a spot with a prosmoking point of view.

Your report quoted Mr. Handley's allegation.

As you know, since June 1, 1969, WTOP, along with all other Post-Newsweek Stations, has not accepted cigarette advertisements. When Mr. Handley first requested that WTOP carry prosmoking spots, in May 1970, WTOP had already ceased broadcasting cigarette and anticigarette announcements.—*Daniel E. Gold, vice president, business affairs, Post-Newsweek Stations, Washington.*

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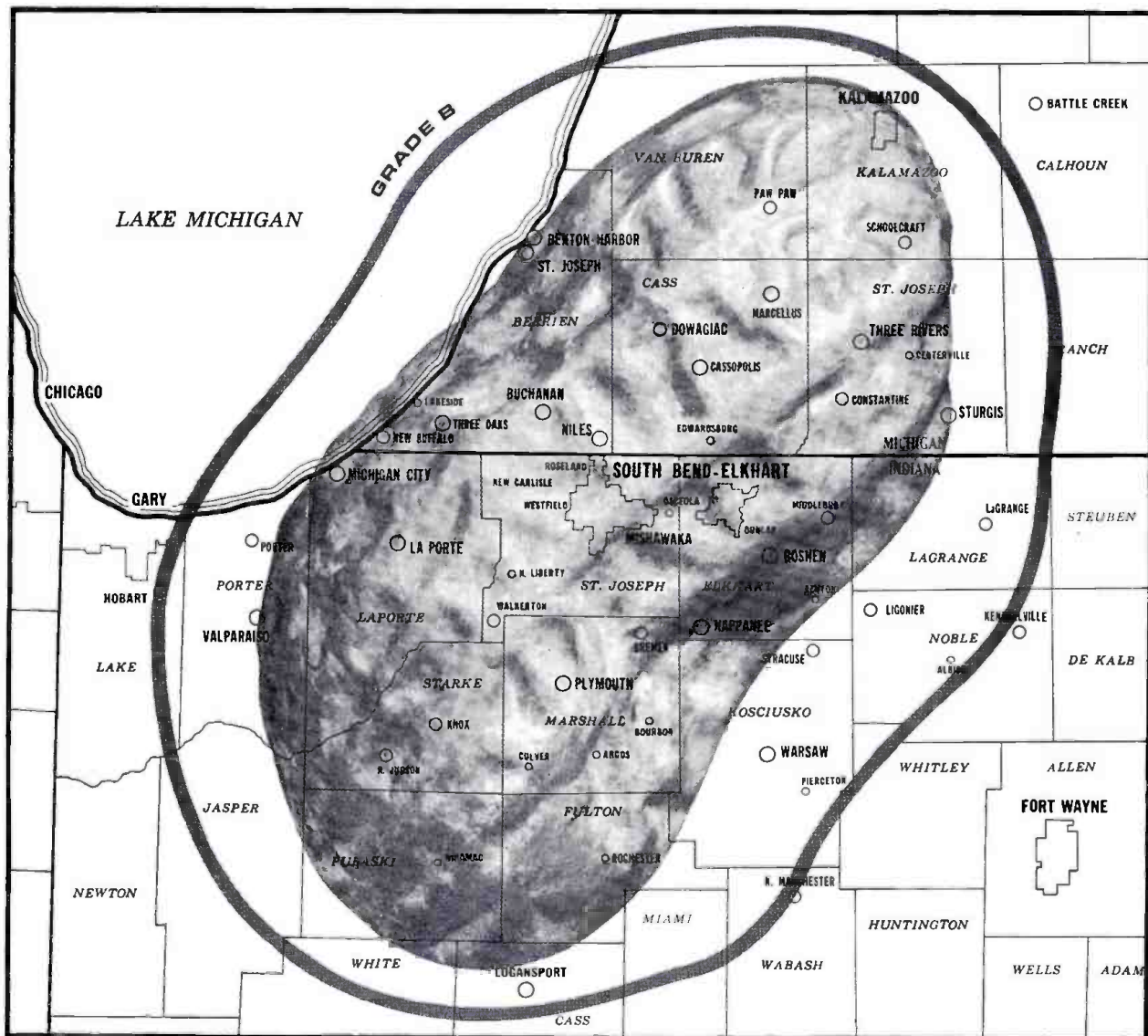
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BLAIR TELEVISION

## All but done: shorter network nights

As stay is denied on three-hour limit in prime time, hard decisions loom on commitments, schedules

A cutback next fall to three hours of prime-time TV network programming a night became a virtual certainty last week as the U.S. Second Circuit Court of Appeals in New York refused to stay the Oct. 1, 1971, effective date of FCC's prime-time access rule.

The prospect promised to plunge networks—and their affiliates—into planning in earnest for the reduction, which CBS-TV and NBC-TV said would cost them millions of dollars—and on a three-network basis reduce Hollywood's TV-film production revenues by \$60 million to \$70 million a year—but which ABC-TV said may be essential to its own survival as a fully competitive network and in the current economy likely to benefit the other networks as well.

The cutback adds up to four hours a week each for CBS and NBC—an hour on Sunday and a half-hour on each of the other nights—and three and a half hours for ABC, which already programs a half-hour a week less than its competitors, ending its Saturday night prime-time schedule at 10:30.

Although it denied the bid for a stay, the three-judge court did move to expedite action on pending appeals seeking to overturn the rule itself, setting a hearing on the merits for the first week in January. Thus the court could reverse the rule—or affirm it—by late winter or early spring.

But even if it overturned the rule, lawyers appeared certain that the FCC would appeal to the Supreme Court and tended to feel that, in view of the appellate court's refusal to grant a stay last week, the prospect for getting one later on would be negligible if not nil.

Thus all three appeared set to go on the assumption that the rule would be in effect for the 1971-72 season at the latest—and in some quarters there was private talk that some of backers of the appeal itself might withdraw. The appellants include CBS, NBC, MCA, NBC-TV affiliates and WCAX-TV Bur-

lington, Vt., a CBS affiliate.

While denying a stay of the prime-time access rule, the appeals court did stay at least until January—when the hearing on the merits is scheduled—the effective date of a companion rule prohibiting networks from acquiring financial or other interests in programs produced for them by others. That rule had gone into effect Oct. 1 this year.

Although the networks were clearly mapping plans to conform to the prime-time access rule next season, none would acknowledge that it had made firm plans and all indicated that, once made, their basic plans would be guarded as long as possible for competitive reasons.

One of the first questions each must decide is which half-hour to give up, and the consensus was that on week

moved up to 10:30-11 p.m. for those affiliates clearing the late network program.

If the prime-time loss should prove as costly as NBC and CBS contended it will, other questions would have to be faced: For instance, would there be a reduction in the number of prime-time specials, normally less profitable than regular series? Would there be a curtailment of news and public-affairs programming in prime time?

Another question facing all three, in any event, is whether to cut back on program development. There was no clear indication last week that any network planned to do so immediately, although one source confided that he personally felt it "would be foolish to go ahead full tilt on program development in the present circumstances."

Still another question, but beyond the power of anyone to answer with assurance, was whether the cutback would affect average-program viewing levels—a question with far-reaching implications for TV rates.

There has been speculation that ABC and perhaps CBS and NBC might begin to phase in the cutback in January by simply not replacing programs that don't make it into the so-called second season. This speculation was fed at least partially by the relative softness in the current TV economy and the imminent Jan. 2 loss of all cigarette billings, which will add approximately 50 commercial minutes a week to the three-network inventory.

The prime-time access rule, on the other hand, will take away a three-network total of 72 minutes. Thus putting the rule into effect in January would serve to tighten inventory at a time when otherwise it will be substantially loosened.

However, ABC sources denied last week that they had reached any decision to cut back programming in January, and CBS and NBC authorities indicated they were not even consider-

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**Next week:  
The 50 years  
of broadcast history,  
as eyewitnessed,  
as weighed now**

---

nights the one to go would be either 7:30-8 p.m. (New York time) or 10:30-11 p.m.

There was also considerable speculation that all three might not elect to give up the same half-hour. A relatively weak program, according to this reasoning, would obviously stand to do better against one competing network program than against two.

If 10:30-11 were the period returned to stations, other changes would seem logical, with the late-night network programs moved ahead from their present 11:30 p.m. start to 11 p.m.—and perhaps expanded to two hours from the present 90 minutes to enlarge the network's chances of recouping some of the revenues lost in the prime-time cutback.

In that case, local news now presented at 11-11:30 would have to be

ing such a move.

In seeking a one-year stay on the access rule by the courts, CBS and NBC put major stress on their claim that networks need approximately 18 months' lead time to prepare programming and that, without a stay, they stand to lose millions even if the court should reverse the rule after the appeals are heard in January. And by then, they contended, it would be too late to prepare programming of assured quality to fill the eight weekly half-hours by next fall.

They were supported in arguments before the court by MCA, which argued that it, too, would suffer "irreparable injury" under the rule, and by WCAX-TV, which said its losses would reduce earnings by \$27,000 to \$52,000.

They were opposed by ABC, which argued that the rule would ease "a severe profit squeeze" on all networks and that, even if the court overturns the rule, the networks could prepare additional programming on relatively short notice; by Westinghouse Broadcasting, which said it had stepped up its own program-production activities in anticipation of the rule's effectiveness and that it would itself be "irreparably injured" by a delay; by Metromedia, which argued that no adequate ground had been presented for a stay, and by the FCC, which contended that a stay would be outrageous and that the best way to protect all conflicting interests—including those of producers like Westinghouse which are relying on the rule—would be to get a fast decision on the merits of the appeals that are seeking to invalidate the rule.

In an affidavit filed in support of a

stay, Robert D. Wood, president of CBS-TV, said that based on 1969 average prime-time margins, the loss of four weekly hours under the rule would cut CBS's pre-tax profits by \$5 million to \$15 million.

"Until the legality and effective date of the prime-time access rule are finally resolved," Mr. Wood's affidavit said, CBS-TV "will not have a rational basis for making program-development decisions."

In a similar vein, NBC argued that it "would be exposed to enormous losses" if it proceeded with normal program-development activities and then found itself with four fewer hours a week to program next fall.

The four hours, NBC said, are roughly equivalent to the four to six hours of replacement programming that NBC introduces each season at an annual production cost of \$24 million to \$38 million, not counting "the several millions" spent on developing the programming.

Typical development costs, NBC said, include \$15,000 to \$20,000 for a script for a half-hour pilot and \$200,000 to \$300,000 for production of the half-hour pilot. Usually, NBC reported, it reviews well over a hundred ideas for a new series each year, orders and reviews 30 to 50 scripts for pilots and from 10 to 20 completed pilot programs.

NBC estimated it would have to write off as a loss more than \$3 million already spent or committed to 1971-72 program development, if it cut back to three hours of programming a night. If it continued to program its full schedule despite the rule—permissible, since the

rule prohibits only affiliates in the top-50 markets from taking more than three hours a night—NBC estimated its direct losses would be \$18 million a year "even assuming that NBC obtained clearances on its fair share of the available non-affiliated stations in the top-50 markets."

And the FCC's rule against networks acquiring financial interests in programs produced by others—which the court stayed until January—could in time cost CBS \$2 million to \$3 million a year in money advanced to producers, Mr. Wood asserted. Even now, he said, CBS gets back from such arrangements less than it spends for program development and financing—and if it should curtail risk financing of this sort it would have trouble getting enough satisfactory program series.

To stress the need for some 18 months' lead time in preparing and selling programs, Mr. Wood cited the history of *The Interns*, which went on the air this fall, from November 1968, when he said CBS authorities first viewed a feature film of the same name. In January and February 1969, he said, CBS negotiated with Screen Gems, the producer; in March CBS-TV committed \$30,000 to finance a script, which was delivered in July; in September CBS committed \$45,000 for casting, sets and art work for a pilot film and the next month committed \$424,500 in additional pilot costs. CBS received the pilot in January 1970, worked the program into the 1970-71 schedule, which was screened for advertisers in February, made the first sale on the program in March and committed \$2,920,000 for production of series episodes.

NBC also argued that the principal objective of the rule—to encourage production of quality nonnetwork programs—could not be achieved while the legality of the rule is awaiting court decisions because producers are "unlikely to commence such costly and risky production" while the rule's fate is uncertain.

To the contrary, Westinghouse Broadcasting—a prime force in shaping the rule—reported that it has sharply stepped up its own program-development activities, expects to have "seven or eight" program proposals under option by Nov. 1 and plans to have five half-hour shows available for syndication by early March 1971.

Its brief said WBC plans to have these programs originate, where possible in cities other than New York and Los Angeles, to give them greater variety in flavor and appeal and to achieve production-cost savings that will permit pricing within range of stations in the smaller markets.

If the rule were stayed now, Westinghouse argued, these development efforts would be "rendered useless" and, more

## MOR dominates, but FM formats vary: NAFMB

The wide range of FM formats and a substantial increase in the number of FM stations reporting modified contemporary and country-and-western musical formats are highlighted in a study released last week by the National Association of FM Broadcasters.

The Association said 1,365 stations (64% of all licensed FM outlets) had responded to its questionnaires, distributed last July. Fred Allen, director of development for NAFMB, said the survey results exploded "the myths" that FM programming is made up of background music or classical formats and that there is little diversification in programming.

The results of the survey show that middle-of-the-road formats dominate FM stations (23.9% of respondents), and "beautiful music" (mainly orchestral) and modified contemporary share

second position (slightly more than 13½% for each). In third position is country-and-western programming (slightly more than 10½%). Other formats included diversified; religious; underground; classical and semi-classical; rhythm and blues; ethnic; jazz; all news, and sports.

### Details of NAFMB Survey

Format category	Number of returns	% of Total
Middle of the road	327	23.95%
Beautiful music	187	13.69
Modified contemporary	185	13.55
Country & western	144	10.54
MOR/beautiful music	121	8.86
MOR/modified contemporary	94	6.88
Diversified	61	4.46
Underground	53	3.88
Religious	51	3.73
Top 40/hard rock	45	3.29
Classical/semi-classical	37	2.71
Rhythm & blues	14	1.02
Ethnic	10	.73
Underground/top 40	6	.43
Jazz	4	.29
All-news/talk	3	.21
50% News/50% music	5	.36
Invalid Responses (Duplicate/lack of information)	18	1.31



## Pulse and President praise Lowell Thomas

Newscaster Lowell Thomas was honored as Man of the Year at Pulse Inc.'s 29th annual awards luncheon in New York last Wednesday (Oct. 21) and chose the day to celebrate his 40th anniversary on the air, an endurance record without parallel in broadcasting.

The newsmen, author and explorer, now 78, made his first newscast more than 40 years ago—on Sept. 29, 1930—but associates said he elected to wait and make the 40th anniversary celebration coincide with the awards ceremonies, at which Dr. Sydney Roslow, director of Pulse, hailed him as “a responsible voice reporting the news for 40 years.”

President Nixon sent a message praising his “journalistic integrity.” Congratulatory messages from Herbert G. Klein, White House director of communications, and from Freeman Gosden and Charles Correll—“Amos 'n' Andy” whose program at the height of its popularity immediately followed the Lowell Thomas newscasts—also were read to the luncheon audience of 425 broadcasting and advertising executives by



Mr. Thomas (l) and Dr. Roslow

Dr. Roslow.

The Thomas newscast is still presented on CBS Radio at the same hour as when it started 40 years ago, 6:45 p.m. (NYT) Monday through Friday. For several months at the outset, it was on both CBS and NBC. In all, Mr. Thomas was on NBC for 16 years, has been on CBS for 24—and he made clear in a talk consisting of reminiscences that he intends to keep the series going.

important, the public “will be deprived of new and diverse program sources” even though “neither CBS nor the other moving parties” have shown that a delay would not be against the public interest.

ABC argued that it, too, would be hurt by a delay. In an affidavit by James E. Duffy, president of the ABC-TV network, ABC maintained that the rule would benefit ABC-TV “in the short run” and also help the other networks in a current “period of transition and adjustment” compounded of a buyers’ market aggravated by the imminent loss of \$165 million in cigarette billings plus continually rising production and other costs.

Affiliates as well as networks, Mr. Duffy said, “will be better off” if the rule enables the networks “to continue to program three top-flight hours per night, with as near to full sponsorship as possible, and it will undoubtedly result in greater clearance for network programs by the affiliated stations.”

Mr. Duffy, asserting that in the present economic conditions “the rule may be essential to the preservation of ABC’s position as a fully competitive television network,” reported that ABC-TV has operated at a loss since 1963 while CBS and NBC “have enjoyed substantial profits.”

“Our losses from 1963 through 1969,” Mr. Duffy continued “exceeded

\$75 million, whereas their combined profits exceeded \$500 million. In 1969 alone, the CBS and NBC television networks had combined profits in excess of \$92 million.”

ABC therefore “is the network least able to accept heavy losses over even a short period of time,” he asserted.

Mr. Duffy said it “can only be a matter for conjecture” whether CBS was seeking a stay of the rule “to worsen ABC’s competitive disadvantage and perhaps damage its television network for many years to come” and therefore “I make no such charge.”

“But,” he said, “that a stay of this rule may severely damage ABC is a fact, and such damage would not be measured simply by the failure to earn a particular profit, which might or might not be realized, but would be measured by compromising ABC’s ability to continue to provide a fully competitive national television network service.”

He said ABC-TV has not curtailed its own program development for 1971-72 and denied that networks would not be able to prepare and sell adequate programming for the hours involved even if the rule were invalidated as late as June 1971, although he acknowledged that some departures from usual ways of doing business would be necessary.

Of CBS’s claim that loss of four prime-time hours a week could cut

profitability by \$5 million to \$15 million, Mr. Duffy said the estimates were based on figures for 1969—when sales were at peak levels—and made “no provision for changed economic conditions including lost cigarette business” or for increased revenues through better sales at higher rates when the supply of network commercial availabilities is reduced.

Of WCAX-TV’s claim of revenue losses resulting from the rule, Mr. Duffy said these projections, too, “take no account of the problems which the television network economy faces.”

MCA and other program producers opposing the access rule, he said, “need not curtail production” but need only to seek new markets through first-run syndication. “They will not be denied opportunity,” he said, “even if they have to assume risks now carried by the networks, modify their ways of doing business and perhaps work a little harder.”

## From Mobil to CPB: more than \$1 million

The Corp. for Public Broadcasting last week announced a commitment to educational broadcasting in excess of \$1 million from the Mobil Oil Corp. The contribution is the largest CPB has ever received from the business community, according to its president, John W. Macy Jr.

Mobil’s money will finance a 39-week series of original, one-hour dramas produced by the British Broadcasting Corp., and will pay for five million copies of a new *Sesame Street Magazine* to be distributed free to disadvantaged preschool children.

The drama series, called *Masterpiece Theater*, will be relayed by the Public Broadcasting Service—CPB’s television networking arm—to over 200 ETV stations for airing on Sundays at 9 p.m. EST, beginning Jan. 10, 1971. Each program will be repeated on another day in the same week. The BBC dramas were made available through Time-Life Films.

Joan Ganz Cooney, creator of *Sesame Street* and president of the Children’s Television Workshop, described the new *Sesame Street Magazine* as a key element in a nationwide “off-screen” program directed toward the learning needs of inner-city children.

Rawleigh Warner Jr., chairman of Mobil, said: “We consider our participation in these two television projects more than simply a matter of providing funds. Both *Sesame Street* and *Masterpiece Theater* hold considerable social value. Both aim to enrich their audiences, and to the extent they succeed, they enrich all of society. We are proud to be associated with them.”

# FCC rejects 'future' fairness ruling

## Antiwar group is rebuffed in attempt to get conditions set for messages not yet on air

The FCC has rejected an anti-Vietnam-war group's bid for a declaratory fairness-doctrine ruling aimed at blunting what the group sees as an upcoming pre-election television blitz aimed at the defeat of dovish senators seeking reelection.

The commission staff in turning down the request said the commission believes it should deal with specific cases rather than issue declaratory rulings "on suppositional future events."

The concern expressed by the Task Force for Peace, an antiwar businessmen's group, may be unfounded anyway. The organization it cited in its request for a ruling, the American Security Council, does not, according to its president, plan any kind of television campaign prior to the elections.

The TFP, in a letter to William Ray, chief of the commission's complaints and compliance division, referred to a mailing issued by the American Security Council, which describes itself as being concerned with national security matters.

The letter refers to the impending elections, and expresses concern about the possible re-election of senators and congressmen ASC feels have voted to weaken the American military establishment. It also refers to a National Security Index it has issued which rates members of both houses on how they voted on national security issues. A

number of members of both houses seeking reelection are assigned low ratings.

The letter, which is a solicitation for funds, says ASC plans 200 full-page newspaper ads, "prime-time TV spots," and the distribution of millions of copies of ASC's Operation Alert folders, which contain the index, "to alert all Americans." It says the effort will cost \$238,000 above ASC's present budget.

The TFP, in its letter to Mr. Ray, asked for a ruling that "any station accepting spot ads during the last two weeks of an election campaign, which employ inflammatory, fraudulent or libelous claims (or in any way attack a candidate's integrity, character or patriotism) against a particular candidate" must provide the attacked candidate advance notice of the spot and afford an appropriate spokesman time for reply "under the personal-attack provisions of the fairness doctrine."

Mr. Ray, in a letter rejecting the request on Wednesday (a day after it was received at the commission), and stressing commission intention to apply its policies "to specific situations as they arise," also said the commission "acts with all possible speed in resolving" the hundreds of equal-time and fairness complaints it receives during each political campaign. But he warned against issuing rulings before an event.

"We also note," Mr. Ray concluded,

## WOR is required to give Socialist time

In answer to a second equal-time complaint against WOR(AM) New York involving one of its employees, the FCC last week told the licensee, RKO General, that it must provide time for a political candidate from the Socialist Workers Party.

The latest complaint was lodged against WOR by Steve Beren of the Socialist Workers 1970 New York State Campaign Committee. He had alleged that WOR had violated the fairness doctrine because it refused to grant equal time to Miss Eva Chertov—the party's write-in candidate for Congress from the 19th New York district—while allowing Barry Farber, Republican candidate for the same office, to broadcast a 45-minute program daily over WOR.

In reply to the commission's inquiry, the station said it denied the request because it did not believe Miss Chertov

was a legally qualified candidate and because she did not make a sufficient showing of her efforts to seek election. It also questioned whether Miss Chertov had lost some of her constitutional privileges by living and working in Cuba for several years.

In a letter to RKO last week, FCC Complaints and Compliance Chief William B. Ray told RKO that Miss Chertov had publicly announced her candidacy and appeared to meet the qualifications to hold the office.

Mr. Ray said the amount of time allotted Miss Chertov and the format of the program would be "left to the good faith negotiations of the parties."

In a previous equal-time complaint against WOR involving Mr. Farber, Mrs. Bella S. Abzug—Democratic candidate for the same office—refused WOR's offer to let her co-host a program or conduct her own program and demanded an equivalent number of spots. Mr. Ray said the parties should resolve the dispute (BROADCASTING, Aug. 3, 17).

that, except where the equal-time provision of the Communications Act is involved, "licensees are not required to accept any matter offered for broadcast."

John M. Fisher, ASC president, said the organization does not have the money for a television campaign, and does not anticipate that it will obtain the necessary funds before the election.

The ASC newspaper ads, which have begun to appear, warn of "a powerful coalition" in Congress "trying to reduce our defenses." It does not mention names, but asks readers to write for additional information and to contribute funds to the campaign.

Besides writing to the commission, the TFP has sent form letters over the signature of its chairman, Harold Wilens, to all television stations and major newspapers in 13 states concerning the ASC campaign. It expresses the view that stations carrying ASC material incur a fairness-doctrine obligation to present a contrasting view and that, "at a minimum, in all media, the audience is entitled to know the self-interest of the sponsor of the ratings and the methods used in arriving at them." TFP says the index is misleading.

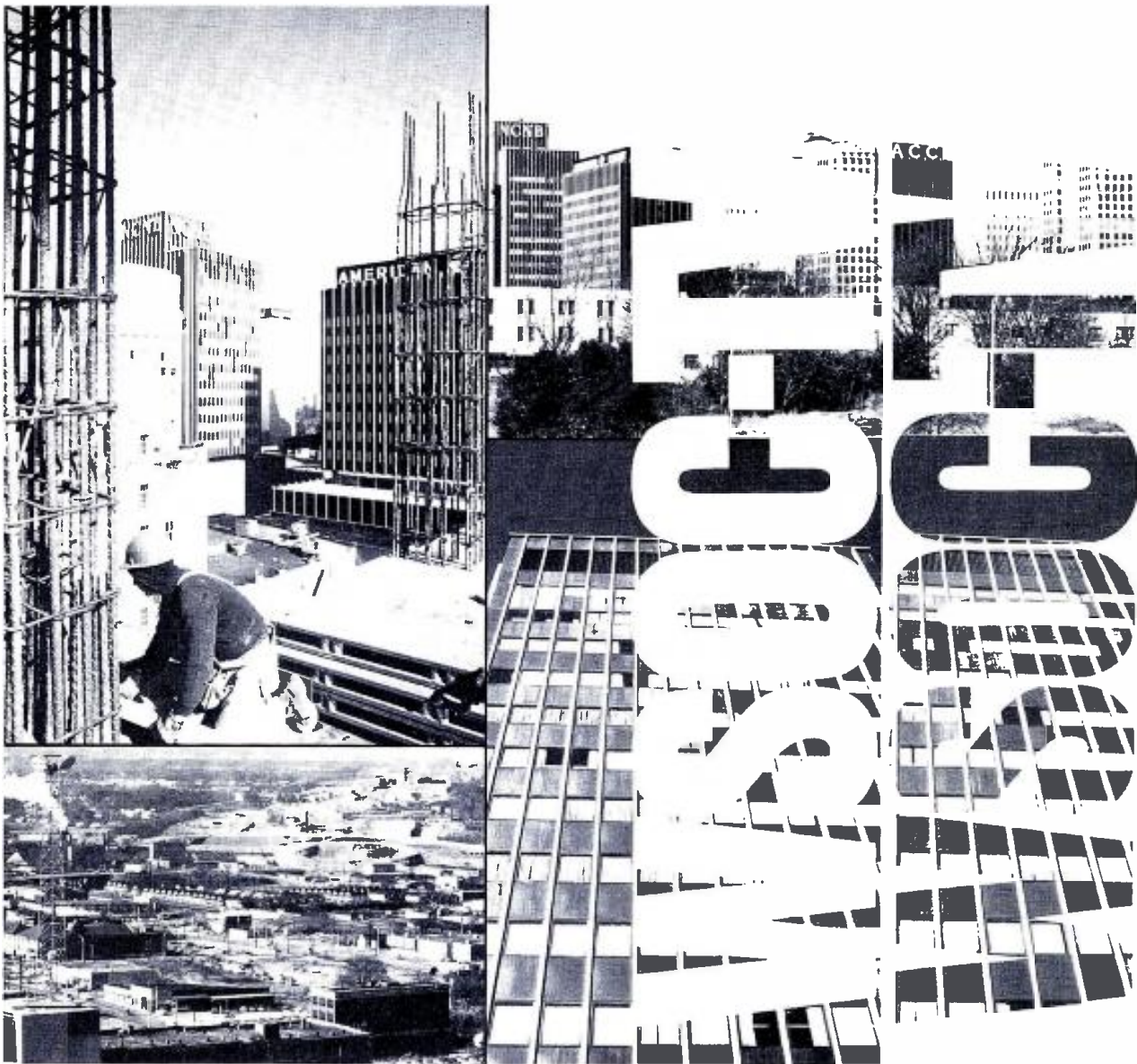
## Illinois activists get no FCC help

### Commission rejects their broad interpretation of 'fairness' obligations

A Chicago group called the Illinois Citizens' Committee for Broadcasting received no support from the FCC last week for a proposed extension of the fairness doctrine. The group maintained that the doctrine obligates broadcasters to make time available to citizens groups interested in soliciting comments on whether the stations' renewal applications should be granted (BROADCASTING, Sept. 21). The commission said it does not.

ICCB advanced its theory in fairness-doctrine complaints filed against 32 of Chicago's radio and television stations after they refused it free time to inform the public about license-renewal procedures and to request comment on the stations' performance. Illinois broadcast licenses are due for renewal by Dec. 1.

The committee had argued that the "whole tone and tenor of any station's programming expresses one side of the controversial issue of whether the station's license should be renewed" and that it is "inevitable that the station will project the positive side of the contro-



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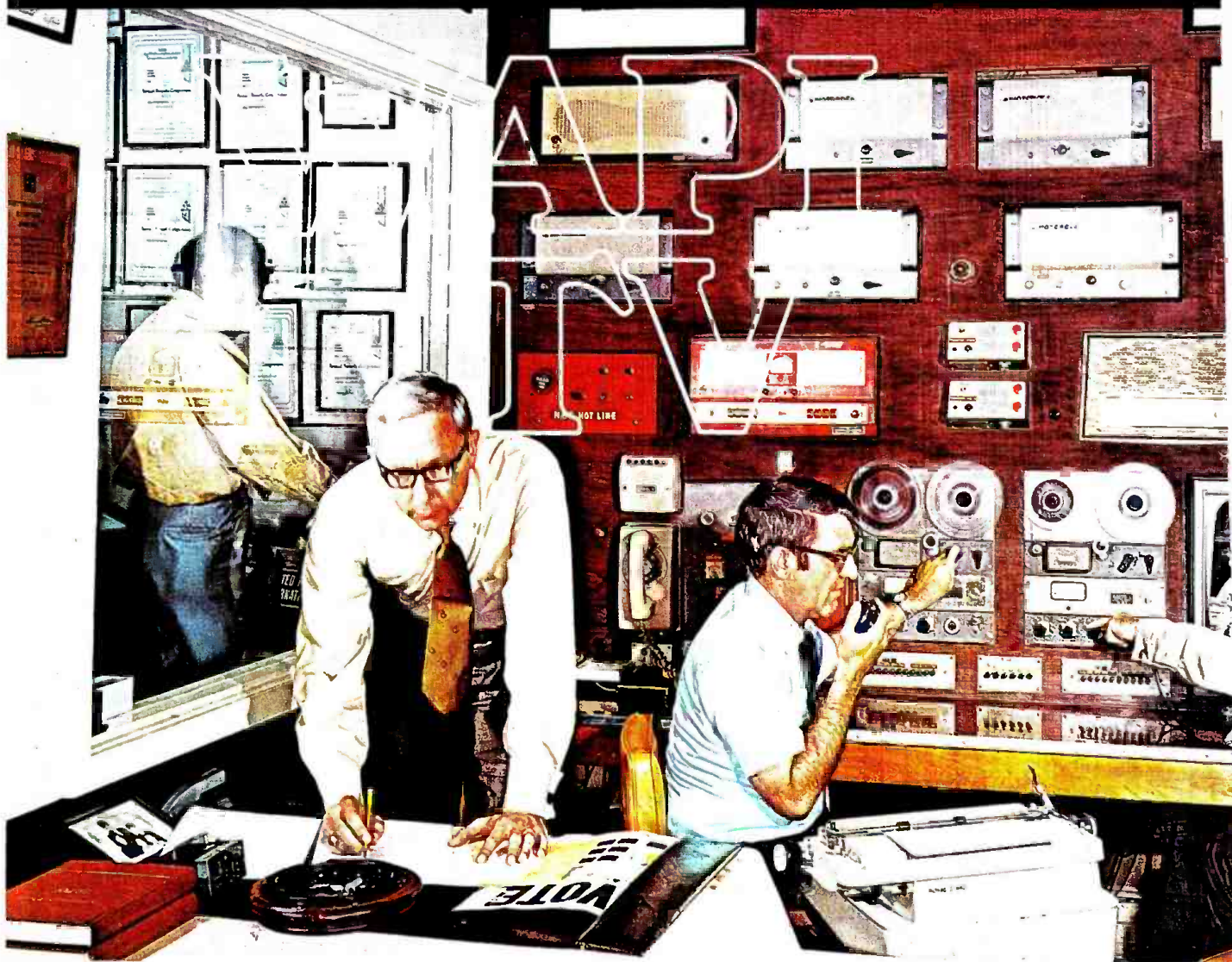
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KHOU-TV	Houston	CBS
WJAC-TV	Johnstown	NBC
WHAS-TV	Louisville	CBS
WCKT	Miami	NBC
WSIX-TV	Nashville	ABC
KSLA-TV	Shreveport	CBS
KTVI	St. Louis	ABC
KOTV	Tulsa	CBS

### hrp gold

WRGB-TV	Albany/Schenectady/ Troy	NBC
WBEN-TV	Buffalo	CBS
WANE-TV	Fort Wayne	CBS
WFMY-TV	Greensboro/High Point/Winston-Salem	CBS
WATE-TV	Knoxville	NBC
WJIM-TV	Lansing/Flint/Jackson	CBS
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**B—The Facilities of AM-FM Radio**  
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 FM Assignments  
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**C—Equipment and Products**  
 Product Guide  
 Equipment Manufacturers  
 FCC Rules & Regulations  
 Station Application

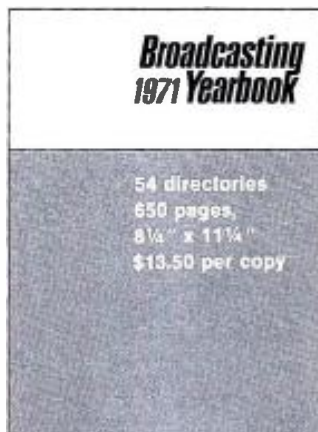
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 Television Program Producers  
 Television Commercial Producers  
 NAB Television Code  
 NAB Radio Code  
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 Business, Promotion  
 Films  
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 C&W Stations  
 Major Awards & Citations

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 Regional Radio Networks  
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versial issue in question.”

It added that the notice stations are required by commission rules to broadcast—that their renewal applications have been filed and that members of the public may contact the commission about the stations’ performance—is not adequate. It does not “offset the continuing implication in [the station’s] programing that its license should be renewed. . . .”

The commission, however, felt otherwise. In a letter to the committee, it said that in adopting the rule requiring notice of the filing of renewal applications and in requiring broadcasters to ascertain and meet community needs and interests, it has established procedures designed to inform the public of its rights in connection with license-renewal applications.

The commission added that it is considering whether its requirements for ascertaining community needs are adequate. But, it said, “it does not agree with your contention that ascertainment of the community’s opinion of a station’s service must be delegated by a licensee to outside organizations which demand to broadcast announcements of their own devising.”

And before the fairness doctrine can be said to apply to a station’s programing, the commission said, the broadcasts must present one side of a controversial issue of public importance. The committee’s complaints, the commission said, not only fail to put forth such programing but also “fail to demonstrate the existence of a controversial issue. . . .”

The commission action was adopted by a 5-to-1 vote, with Commissioners Robert T. Bartley and H. Rex Lee concurring in the result and Commissioner Nicholas Johnson dissenting.

## Hughes slates fourth of its Alcoa specials

The Hughes Television Network will present the last in a series of four *Alcoa Hour* TV specials this year, “Rescue . . . The Search for Billy” on Tuesday, Dec. 1, it was announced last week. The one-hour programs, carried by approximately 185 stations, marked Hughes Sports Network’s first venture into entertainment programing and first presentation under their new organization’s name (BROADCASTING, Oct. 20, 1969). All of the specials were produced by Life Films (now Time-Life Films) and sponsored by the Aluminum Co. of America, through Fuller & Smith & Ross.

The final program spotlights the operations of the Sierra Madre search-and-rescue team. Other programs in the series included “Thirty Days to Survival”, and “Cowboy!”, aired April 8.

## Agnew: Let newsmen face nation

### Commentators nix suggestion that TV panel of government bigwigs probe ‘prejudices’

Spiro Agnew, Ronald Reagan, Rogers Morton and maybe John Pastore probing the prejudices of CBS’s Eric Sevareid on *Face the Nation*.

The turn-about is not a figment of fiction. The concept is the newest mass-media venture of the Vice President. It is designed to disclose to the public how top network-news figures allegedly color their presentations with personal views. The reverse confrontations would be “voluntary.”

Other candidates named by Mr. Agnew for examination by TV panels of government leaders: ABC’s Howard K. Smith and Frank Reynolds.

The suggestion was offered by the Vice President during an appearance on *Kup’s Show*, a local talk show carried by NBC-owned WMAQ-TV Chicago.

The suggestion was immediately ridiculed by some of the commentators earmarked by Mr. Agnew for interrogation.

Charles Roberts, a *Newsweek* contributing editor who joined the program’s host, the *Chicago Sun-Times*’s Irv Kupcinet, in quizzing Mr. Agnew, prompted the suggestion with a question about his Des Moines speech last year attacking instant analysis of President Nixon’s Vietnam report.

“I think the analysis is all right as long as it is balanced,” Mr. Agnew said. “Now what happened in that case,” he recalled, “was that there was nothing but hostile criticism revealed to the public after that speech. I really ask for more analysis, not less. I would like to see more conservative commentators, more people who would reflect an opposite point of view. And that brings me to an interesting question I would like to ask you both.

“I had a letter the other day suggesting it would be a great benefit to the public if some of the premiere news commentators, for example some of those who have had extremely wide exposure such as yourself or the network commentators, were examined by a group of people in government to explore in depth your opinions, your prejudices, if you will, if you have some, so that in the future the people who watch you, would have a chance to know what underlying philosophy you have.”

He suggested that it would be “beneficial” for the viewing audience to know what men like Messrs. Sevareid, Smith and Reynolds believe “so that when they characterize certain things . . . there will be some understanding of what their

underlying philosophy is.”

Mr. Agnew stressed that he did not have a command performance in mind. “I would expect nobody could demand that you would go on the kind of show I am talking about,” he said. “But I would think that if it would serve a useful public service you would be willing to appear on such a show. Privately. Not a government-sponsored show. Where the interrogation would be reversed. That’s all I’m asking.”

Mr. Sevareid, in his regular commentary on *The CBS Evening News with Walter Cronkite* on Wednesday, expressed mock concern over the implication in the Vice President’s remarks that nobody has been listening to him.

“If, after some 30 years and thousands of broadcasts, hundreds of articles and lectures and a few books, one’s general cast of mind, warts and all, remains a mystery, then we’re licked and we fail to see how a few more minutes of examination by government-types would solve the supposed riddle.”

But he expressed his concern in his conclusion: “Nobody in this business expects for a moment that the full truth of anything will be contained in any one account or commentary, but that through free reporting and discussion, as Mr. Walter Lippmann put it, the truth will emerge.

“The central point about the free press,” he added, “is not that it be accurate, though it must try to be; not that it even be fair, though it must try to be that; but that it be free. And that means, in the first instance, freedom from any and all attempts by the power of government to coerce it or intimidate it or police it in any way.”

Mr. Roberts asked whether the Vice President thought a quiz of commentators would “turn up anyone with any subversive connections.” Mr. Agnew shot back:

“Boy, you fellows really can jump over 18 hurdles when you get on this subject. I’m not talking about subversion at all. All I am talking about is that the people who are watching that tube have a right to know what your opinions are if you happen to be a man who is telling the news every night, because you can select what parts of the news you want to emphasize and by your language you can convey a point of view that is not an editorial and yet is colored with your own viewpoints. Now I think the people ought to know what those viewpoints are.”

Mr. Agnew volunteered to be one of

the interrogators.

Both Mr. Kupcinet and Mr. Roberts appeared to feel the Vice President's suggestion carried with it the threat of government intervention in broadcast journalism. And although Mr. Agnew repeatedly denied this, Mr. Severeid and NBC's John Chancellor, in broadcast remarks, appeared to be unconvinced.

Mr. Chancellor, on NBC Radio's *Emphasis* on the same day, said the Vice President's suggestion is based on "some rather sinister assumptions." He said that "it questions the ethics and professionalism of the men who deliver the news every night. If it is assumed that the viewer needs to know the basic philosophy of a commentator in order to decode or translate the news he gives, then part of that assumption is that some commentators are liars or cheats."

He added that the content of the news shows is determined by the flow of news, which "is handled in this country by a competent and ethical group of editors and commentators." And this, he added, raises another point: "If it becomes necessary for the viewer to know the philosophy behind the program he watches, then dozens of senior editors and producers would have to testify about their personal politics, since television journalism is very much a group enterprise. No one man makes the decisions."

## Ailes: Good TV is vital to campaign

### Others share same view on CBS show dealing with TV's role in elections

"I don't believe anyone will ever be elected to a major public office again, including mayors of big cities, without the skillful use of television."

That statement by Roger Ailes, producer and TV adviser for President Nixon's 1968 campaign, was in tune with opinions expressed repeatedly by politicians and TV-campaign producers on *Television and Politics*, a special CBS News-produced program on CBS-TV last week (Oct. 20, 10-11 p.m. EDT).

Mr. Ailes was responding to a question by Mike Wallace, CBS News correspondent, if he thought TV to be "the single most important factor in winning political campaign."

In acknowledging the "skillful use of television" is in both the "illumination of the issues" and "an emotional sell of the man," Mr. Ailes said that he did not think it was possible to "isolate one or the other." But in his opinion, "the problem is now that we are relying and perhaps too much on television. And particularly too much perhaps on spot announcements." He said it was

"like having instant breakfast." The trouble, however, he said, is that "you can't have instant elections" but need position papers, national magazines and commentators—"it [TV campaigning] can't be spoon fed."

The program, exploring the use and "abuse" of television in political campaigning, also included FCC Chairman Dean Burch; FCC Commissioner Nicholas Johnson; Lawrence O'Brien, chairman of the Democratic National Committee; Rogers C. B. Morton, Republican chairman; several political campaigners and political-commercial producers.

Charles Guggenheim, producer of TV commercials for several campaigners including Howard Metzenbaum, who defeated John Glenn in the Democratic senatorial primary in Ohio, said that while there have been instances of "visual demagoguery" in some political campaigns, on balance TV in politics has helped the democratic process.

He said: "For the first time . . . we're getting new fresh unknown people into politics who have never been in politics before. Without television, the process was too long, too tedious."

Mr. Wallace reported that Mr. Metzenbaum told him that "he paid about \$100,000 for the services of Charles Guggenheim—that's over and above the cost of buying TV time—and Metzenbaum considered it a bargain. A whole new craft has grown up in the

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## Burch calls Johnson grandstander

### That 'offensive' phrase edited from tape was used to get attention, says chairman

FCC Chairman Dean Burch has sharply criticized Commissioner Nicholas Johnson for the latter's attack on NBC-TV's Washington station which deleted from a taped program a Johnson remark that the station thought in bad taste. The chairman, in a letter to a senator who earlier had criticized Mr. Johnson's actions, felt obliged to "apologize" for the commissioner's "grandstanding tactics" and to disassociate the rest of the commission from them.

The letter last week to Senator Marlow Cook (R-Ky.) contained Chairman Burch's first public comment on the controversy that was precipitated by WRC-TV's editing out of a *Georgetown University Forum* program Commissioner Johnson's use of the term "get laid" (BROADCASTING, Oct. 19). The program was broadcast on Oct. 10.

Commissioner Johnson issued a statement accusing the station of censorship and denouncing the action as "the

height of arrogant irony." He said he had used the term in a serious discussion of what he regards as the overt sexuality of hair-spray commercials. (He had said the commercials tell a woman that if she "looks sexy" as a result of using the product, "she's gonna get laid.")

Senator Cook, a member of the Senate Commerce Committee, which oversees the activities of the FCC, characterized the commissioner's remarks as "arrogant." And in a letter to Chairman Burch, he added that similar conduct by Commissioner Johnson in the future could lead to a demand for his resignation.

Chairman Burch, in his reply, said the station had acted reasonably. "Commissioner Johnson in raising these non-sequiturs is guilty of the gross exaggeration that he complains about in the commercials," wrote the chairman.

Chairman Burch, who has been lead-

ing the commission into a tougher stand on issues dealing with alleged obscenity or indecency in broadcast material, also rapped Mr. Johnson for the use of the term—which Mr. Burch did not repeat.

He accused his colleague of using "this unnecessarily offensive or 'grandstanding' phrase in order to get attention.

Having that opportunity taken away," he added, "Commissioner Johnson resorted to the issuance of a written statement which holds all of television up to ridicule.

"I apologize for these 'grandstanding' tactics," the chairman told Senator Cook. "I too find them disturbing on the part of a member of an independent regulatory commission but assure you they represent no more than one commissioner's public utterances."

The chairman also endorsed the senator's comment that Commissioner Johnson "is not this country's arbiter of what is or is not good taste." Neither the commission as a whole nor any of its members can serve that function, he said. "We do grievous wrong when we try."



last decade, most spectacularly in the last four years."

Commercial-producer Robert Goodman, who handled TV for Republican Robert Taft in the Ohio senatorial primary, said that "people selling" is a "new idea" and unlike the selling of a product such as a soap or a mouthwash. In promoting a product, he said, there is invention of "little slogans" and "little formulas that are very deceptive." But with politicians, Mr. Goodman observed, "it's a little more honest," though he acknowledged "we are trying to show what's good, we are trying to conceal what is not so good, we are trying to dramatize the things we think will sell."

Among other comments, David Garth (works on the senatorial campaigns of Richard Ottinger in New York, for Adlai Stevenson III in Illinois and John Tunney in California) said he favored the supply of TV time on an equal basis to all candidates in an election race and "I don't think you should have to buy television time."

Joseph Napolitan—he ran Hubert Humphrey's media campaign in the 1968 presidential campaign—said his business was "electing candidates," and that in a sense it was his business to sell the candidate, not to judge whether

a candidate will deliver as promised after election. At one point, Mr. Napolitan said that he guessed that it was "probably true" that "in a sense" he was "a gun for hire." He said: "I was called that once in England."

The Democratic party's Mr. O'Brien suggested that the length of a campaign be limited; that TV spots—"the packaging of candidates"—be eliminated, and that no less than 15 minutes of TV time be afforded in any segment in a campaign to permit live and direct exposure to a candidate and the issues.

The Republican party's Morton warned that by limiting TV spending "we begin to make some very specific invasions into the proposition of free speech," and discriminating against TV as against other news media, such as newspapers" or other types of communication that are available." He said "this seems to be a Band-Aid on a very serious thing and not really the cure for the problem."

Commissioner Johnson reiterated his proposal that one-third of prime time on all three-TV networks be given over to programing "other than the lowest-common-denominator commercially laden fare that we get now" and that this time be made available during election periods for "political purposes."

In nonelection periods, the time would be devoted to "educational, public affairs, cultural purposes." He also recommended at least 50% of the time consumed by a political figure be required to place the candidate in a situation over which he has no control, such as in an interview or a political debate.

Chairman Burch said that he happened "not to subscribe to the theory" that the need for a discussion of ideas means that "you ought to destroy commercial TV so that you can have nothing but discussion of great ideas all day."

The FCC chairman said he believed "our system is quite a good one." He said television and politics "is not just a slick commercial [but] includes the news interview, the on-the-spot coverage of the speech, the documentary, and the other things that actually do penetrate." The citizenry, he said, "is better informed about elections today."

Mr. Burch appeared doubtful as to the outcome of debate over "television and politics and money." He noted that in the span of U.S. history there had been concern as to heavily financed political advertising in newspapers and even "about handbills." He said: "It is a very, very difficult problem because for every gain you make in this field you may have an offsetting loss."

## 'Custom Monitor' created by NBC Radio

Weekend service is tailored for affiliates not now clearing 'Monitor,' San Francisco convention told

A call by the network president to resist pressure and criticism to protect the integrity and independence of broadcast news, announcement of *Custom Monitor* as a weekend programing supplement, and election of new officers (see page 57) highlighted the annual NBC Radio Affiliates convention last week in San Francisco.

NBC President Julian Goodman, keynote speaker, noted that the news media, "especially radio and television, are under pressures—official and unofficial—that are perhaps greater than any time in our history. It should be apparent that the push will very quickly become a shove if we show signs of knuckling under" (BROADCASTING, Oct. 19).

The addition of *Custom Monitor* to the weekend programing of the NBC Radio Network was announced by Arthur A. Watson, president of the radio division. Offered in addition to the regular *Monitor* broadcasts, the service came about at the suggestion of the affiliates board as a possible solution to existing problems with present music formats or sports pre-emptions. It is designed to provide expanded and more

timely exposure of *Monitor* for stations not now clearing the program.

The new weekend programing service, scheduled to begin Dec. 5-6, will contain four segments and be pre-fed

to affiliate stations on Wednesday and Thursday. The segments are a basic commercial service, including commercial segments as well as commercials; timely sustaining features; live coverage



Second day's sessions of San Francisco convention of NBC affiliates were limited to panel discussion of "Today's Youth—Tomorrow's Society," moderated by NBC newsman David Brinkley. The panel (l-r): Jamie Sutton, Hastings College law student and Peace Corps

veteran; Quincy Jones, composer, conductor and arranger; Dr. S. I. Hayakawa, president of San Francisco State College; and Robert Delinger, vice president of Robert Petersen Productions, Hollywood, which is involved in youth research.

and breaking news stories; and non-dated material.

The basic commercial service includes all the regular *Monitor* commercials, designated commercial segments which average four to five minutes, and commercials where clearance will be requested for the complete *Monitor* personality or news segment, not just the commercial. Commercial material will be sent to stations in the correct broadcast order and must be broadcast by the affiliate within one hour of the live network broadcast. Robert Wogan, NBC vice president, programs, acknowledged that enforcement of this scheduling will be difficult.

Regional reports, news and features that may be outdated within five days, and other timely sustaining features, comprise the second portion of *Custom Monitor*. Nondated material, the fourth part of the network feed, will consist primarily of personality interviews.

Live coverage of breaking news and sports events will be offered affiliates at 15 and/or 45 minutes after the hour. Stations who wish to accept these reports will be given the normal 10-second network hotline cue. These reports also may be taped by the station for later use.

Network officials said costs for *Custom Monitor* would be absorbed by NBC. Although no dollar figure was given, a network executive termed them "substantial."

First of the network pre-feeds of the *Custom Monitor* service will be Dec. 2 and 3 between 7:30 and 9 p.m. NYT. The nondated material will be made available to affiliates, Tuesday, Dec. 8, during the same hours.

Other changes in network programs included what Mr. Watson termed a "streamlining" of *NBC News on the Hour*. Opening and closing billboards have been eliminated, reducing to two the number of commercial breaks and, according to Mr. Watson, increasing the news content "by more than 10%." Also increased was the number of newscasts from 17 to 20 with three being left for local sale. NBC hourly newscasts are now available from 6 a.m. to 1 a.m. (NYT). Hotline service, the news connection between the network and the affiliate, now is open 24 hours a day.

## Program notes:

**Welles rides again** ■ The original broadcast of the science-fiction classic *War of the Worlds* by the Mercury Theater will be aired Friday and Saturday nights (Oct. 30 and 31) on KFI(AM) Los Angeles. The Saturday broadcast will have an added mood creator. Personality Chuck Cecil will play music from 1938 on his *Swingin' Years* show before and after the Orson Welles'-conceived radio

show that panicked thousands that Halloween 32 years ago.

**Football's best** ■ Kodak's *All-America Football Team*, a 30-minute special featuring some of the best collegiate football action of the 1970 season, will be aired in color on ABC-TV, Saturday, Nov. 28 (7:30-8:00 p.m. EST). The 22-man "All-America Team" is chosen by the American Football Coaches Association in a poll of members from all sections of the country, on the basis of films of games made available to the coaches by Eastman Kodak.

**Pollution and the future** ■ CCM Films Inc., New York, is distributing *1985*, a fictional news account of the day pollution destroys America, to schools, libraries and other interested groups. The color film, produced by Metro-media TV Network, presents newscasters, including Bill Jorgenson and Ken Gilmore, reporting on the projected day when the environment becomes too polluted to sustain life.

**Toni goes national** ■ Avco Embassy Pictures/Television, New York, has announced an agreement with Hollywood reporter Toni Holt, to syndicate her daily five-minute feature *Hollywood Headlines* nationally. The program is now in its 4th week on KHJ-TV Hollywood. Miss Holt also writes for *Photoplay Magazine* and has daily columns in the *Chicago Tribune*, *New York Daily News* and in newspapers in 24 other major cities.

**Milk run** ■ The National Milk Producers Federation, Washington, is offering a free weekly radio program to interested stations concerning farm developments in the Nation's Capital. Information can be obtained from: National Milk Producers Federation, 30 F Street NW, Washington 20001.

**Lescoulie signs** ■ Jack Lescoulie, veteran TV host formerly with NBC-TV's *Today Show*, has signed a long-term contract with the Avco Broadcasting Corps., Cincinnati. Mr. Lescoulie has previously worked with Avco as a fill-in host and recently was host for Avco series of nightly wrap-ups of the Ohio State Fair which were broadcast throughout that state.

**Warner signs two more** ■ Warner Bros. Television has signed development contracts with writer Herman Miller and writer-producer Ed Adamson. Mr. Miller created *McCloud*, which is on NBC-TV this season, and has written numerous motion picture screen-plays. Mr. Adamson has produced such series as *Wanted: Dead or Alive* and *Richard Diamond*, among others.

**Stanley likes children** ■ Comedian Stanley Myron Handelman will begin video taping a number of children's shows for

use on cassettes. As the story-telling host, Uncle Stanley will inject his own brand of humor into the tales while keeping them on an easily understandable level. A coproduction of Handelman's Scott Carter Productions and Creative Cassette Folks, both Hollywood, the as yet undetermined number of episodes will be aimed at institutional use with possible application to cable TV.

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## Changing Formats

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

■ WEVD-FM New York—Forward Association Inc., effective Oct. 12, switched from nostalgic music and Jewish and Italian language programming to Spanish language programming, which will be presented under the management of Spanish Broadcasting System Inc., Hartford, Conn. WEVD-FM operates from 3 a.m. to 5 p.m. on 97.9 mhz with 20 kw. Station has just installed an antenna 1,225 feet above average terrain atop the Empire State Building.

■ WEGO(AM) Concord, N.C.—Concord-Kannapolis Broadcasting Co., effective Oct. 12 switched from a *Billboard* easy-listening format to country-and-western music. Ray Cook, program director, termed the new format "popcorn," meaning contemporary, country-oriented music. Mr. Cook said the station's audience showed a preference for country music. WEGO is a daytimer on 1410 khz with 1 kw.

■ WFCM(AM) Winston-Salem, N.C.—Forsyth County Broadcasting Co., effective Oct. 5, substituted soul music for its previous country-and-western format. A station spokesman added, however, that the daytimer still programs country music from 8 to 10 a.m. every day. Increased advertising revenue was cited as the incentive for the format change. WFCM operates on 1550 khz with 1 kw.

■ KFMQ(FM) Lincoln, Neb.—KFMQ Inc., effective Sept. 21, dropped contemporary middle-of-the-road music for extension of its rock format. Station previously programmed rock from 8 p.m. to 1 a.m. from Sunday through Thursday and from 7 p.m. to 4 a.m. on Friday and Saturday. Roger Agnew, program director, said the station's MOR play list featured artists including Frank Sinatra and the Beatles. Mr. Agnew said station's revenue was increasing for nighttime rock programming and was showing no or little change for MOR daytime programming. Station now receives more revenue by programming

rock from 6 a.m. to sign-off, he added. KFMQ(FM) operates in stereo on 95.3 mhz with 1 kw and an antenna 125 feet above average terrain.

■ WBOC-FM Salisbury, Md.—WBOC Inc., effective Oct. 1, ceased duplication of middle-of-the-road programming of affiliate WBOC(AM) there from 10 p.m. to sign-off to extend stereo, instrumental-background music from 7:15 a.m. to 12 midnight Monday through Sunday. Sam Carey, vice president, said with addition of separate stereo programming, management expects WBOC-FM "to pull into firm second place in the next (Mediastat) research study." WBOC(AM) operates full time on 960 khz with 5 kw day and 1 kw night. WBOC-FM is on 104.7 mhz with 30 kw and an antenna 610 feet above average terrain.

■ WWON-FM Woonsocket, R.I.—Woonsocket Broadcasting Co., effective Oct. 19, began nonduplicated programming from 8:15 to 11 p.m. Previously simulcasting an audience-participation game and variety show from affiliate WWON(AM) there, FM now programs band music of the late 1940's and early 1950's. Roger Bouchard, program director, said station's listeners, mostly French-Canadians, "are not sophisticated." "We have a down-to-earth operation here," he said, adding that by "taking a step backwards," station has become successful. WWON(AM) operates full time on 1240 khz with 1 kw day and 250 w night. WWON-FM is on 106.3 mhz with 390 w and an antenna 215 feet above average terrain.

### Peace group asks reversal

Business Executives Move for Vietnam Peace, Los Angeles chapter, has filed a petition in the United States Court of Appeals for the District of Columbia Circuit to overturn an FCC fairness ruling concerning complaints against the ABC-TV, CBS-TV and NBC-TV networks and their Los Angeles affiliates.

BEM was one group among many who had asked the commission for a ruling that anti-war spokesman be given equal-time to respond when the President addresses the nation on the war in Southeast Asia. The commission denied this aspect of the complaint against the networks, contending that such equal-time requirements in the fairness area would be wholly inappropriate (BROADCASTING, Aug. 17). The commission held that the major networks must make prime time—not equal time—available to spokesmen.

### Oscars slated on NBC-TV

The Oscar awards have been scheduled on Thursday, April 15, 1971, starting at 10 p.m. (EST) on NBC-TV.

## An opposite viewpoint irks NBC affiliates

A commentary by NBC newsman John Chancellor criticizing President Nixon's veto of the political-broadcasting bill (BROADCASTING, Oct. 19) sparked lively discussion during last week's NBC affiliates convention in San Francisco. Several affiliates said NBC embarrassed them by using the network to express its views—when not all the affiliates agreed on the position.

Many affiliates felt the network should have advised stations of the commentary. Some, it was noted, had editorialized earlier against the bill, and then

were forced to carry the opposite view from their network.

The danger of a spectre of censorship caused the affiliates to scrap the idea of the network consulting affiliates on planned commentary.

### Cavett renewed through '71

ABC-TV announced last week that its late-night entertainment series, *The Dick Cavett Show*, has been renewed through 1971. The program is now carried Tuesday through Friday, 11:30 p.m. to 1 a.m., pre-empted on Monday because of *NFL Monday Night Football*. It returns to a five-nights-a-week schedule on Dec. 21.



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**WZZM-TV** GRAND RAPIDS  
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# How key congressional races shape up

Though some face close calls and even defeat most Commerce Committee members look safe

On Nov. 3, broadcasters will be reporting to the U.S. public the election results for all 435 House seats and one-third of the Senate's. But broadcasters will be following with special interest of their own the results of races for 41 specific seats in the Senate and House—those that are up for grabs on Commerce Committees, where broadcast legislation lives or dies.

On the Senate Committee, six of the 11 Democratic seats and three of the eight Republican seats are at stake in the election. On the Communications Subcommittee five of the six Democrats and two of the four Republicans are up for re-election. Who will win, who will lose?

The most influential subcommittee members, Chairman John O. Pastore (D-R.I.) and Minority Leader Hugh Scott (R-Pa.), are counted as easy winners by experienced newsmen on the scene. One subcommittee member from each party appears to be in trouble. Senator Vance Hartke (D-Ind.) is battling Representative Richard Roudebush (R-Ind.) and what is seen as a rising tide of conservative feeling within his state. Senator Charles Goodell (R-N.Y.), who opposes Representative Richard Ottinger (D-N.Y.) and Conservative James Buckley for the Senate seat, is trailing in the pre-election polls.

Barring political upheavals of unforeseen dimensions, most faces on both the Commerce Committee and the Communications Subcommittee are expected to remain the same when the next Congress begins its work in January, though whatever happens in the election, the Senate Commerce Committee will be reduced in number from 19 to 17. Two seats were eliminated by the legislative reorganization bill that passed through both houses several weeks ago.

Only with a Republican takeover of the Senate, an objective actively sought by the Nixon administration, would the balance of power on the Commerce Committee—and all other committees—shift. Such a change would touch off a scramble by Republican senators for more advantageous committee positions and put Republicans in control of committee chairmanships.

Most House Commerce Committee members are given good chances of win-

ning next week, but some are on shaky ground and a few are said to be in trouble. Those in the last category are Representatives Hastings Keith (R-Mass.), David E. Satterfield (D-Va.) and John M. Murphy (D-N.Y.).

As in the Senate, the two House figures of special interest to broadcasters—Commerce Committee Chairman Harley Stagers (D-W. Va.) and Communications Subcommittee Chairman Torbert Macdonald (D-Mass.)—are, according to all reports, sure bets for re-election.

No matter how the elections turn out, there will be at least five new faces on the House Commerce Committee. One seat remains empty after the death of Daniel J. Ronan (D-Ill.). Two incumbents lost in primaries. Two others are running for other offices.

One of those who lost a primary is Samuel N. Friedel (D-Md.). Mr. Friedel is second only to Chairman Stagers in seniority among Democrats on the committee and is chairman of the Transportation and Aeronautics Subcommittee, considered the choicest among the four subcommittees.

A question of interest to broadcasters is whether Mr. Macdonald, who is next in seniority to Mr. Friedel among Democrats on the parent committee, will want to move from Communications into Mr. Friedel's chairmanship. A Macdonald move could leave the Communi-

cations chairmanship vulnerable to such other senior members as John Moss (D-Calif.), whose ascension would give nightmares to broadcasters.

The second primary casualty was Representative Glenn Cunningham (R-Neb.). In addition, two members of the Commerce Committee have decided to try for other things: Representative Ottinger, a member of the Communications Subcommittee, who is running for the Senate, and Representative Albert W. Watson (R-S.C.), a member of the Transportation and Aeronautics Subcommittee, is running for the governorship of South Carolina.

The following are the prospects of all those members of Senate and House Committees who are seeking re-election. These are distillations of reports from knowledgeable newsmen in the candidates' home districts and states. The newsmen were polled by BROADCASTING.

## In the Senate

Here are the incumbents on the Senate Commerce Committee who are seeking re-election:

**Howard W. Cannon (D-Nev.):** Although both sides appear confident, Mr. Cannon "looks like a sure winner" to Vince Anselmo, managing editor of the *Las Vegas Sun*. Polls have shown Mr. Cannon to have a 3-to-1 edge in Las Vegas over William Raggio, district attorney for Washoe county. Bob Stewart,

## The 32 House races broadcasters will eye

Here's how the House Commerce Committee now shapes up, with members listed in order of party seniority:

**Democra's:** Harley O. Stagers, chairman (W. Va.), Samuel N. Friedel (Md.),<sup>1</sup> Torbert H. Macdonald (Mass.), John Jarman (Okla.), John E. Moss (Calif.), John D. Dingell (Mich.), Paul G. Rogers (Fla.), Lionel Van Deerlin (Calif.), J. J. Pickle (Tex.), Fred B. Rooney (Pa.), John M. Murphy (N.Y.), David E. Satterfield III (Va.), Brock Adams (Wash.), Richard L. Ottinger (N.Y.),<sup>2</sup> Ray Blanton (Tenn.), W. S. (Bill) Stuckey (Ga.), Peter N. Kyros (Me.), Bob Eckhart

(Tex.), Robert O. Tiernan (R.I.), Richardson Preyer (N.C.).

**Republicans:** William L. Springer (Ill.), Samuel L. Devine (Ohio), Ancher Nelsen (Minn.), Hastings Keith (Mass.), Glenn Cunningham (Neb.),<sup>1</sup> James T. Broyhill (N.C.), James Harvey (Mich.), Albert W. Watson (S.C.),<sup>2</sup> Tim Lee Carter (Ky.), Donald G. Brozman (Colo.), Clarence J. Brown (Ohio), Daniel H. Kuykendall (Tenn.), Joe Skubitz (Kan.), Fletcher Thompson (Ga.), James F. Hastings (N.Y.), John G. Schmitz (Calif.).

<sup>1</sup> Defeated in 1970 primaries.  
<sup>2</sup> Are seeking offices outside House in November elections.

One seat has been vacant since the death of Daniel J. Roman (D-Ill.).



Senator Hartke



Senator Cannon



Senator Hart



Senator Pastore



Senator Scott



Senator Moss



Senator Prouty



Senator Tydings



Senator Goodell

political writer for the *Reno State Journal*, commented that some predict a close race because Mr. Cannon barely defeated Governor Paul Laxalt in the last senatorial contest. This analogy, Mr. Stewart said, is like comparing "apples and oranges"—that Mr. Laxalt's popularity need not transfer to Mr. Raggio.

A factor that cannot be weighed at this time is the large number of new voters who have been moving steadily into the state. Mr. Cannon, seeking his third term, is on the Communications Subcommittee.

**Charles Goodell (R-N.Y.):** "If you are a betting man, you should keep your money in your pocket," according to Tony DeHaro, news director at WNBC-AM New York. It is a three-way contest involving Republican Senator Goodell, Representative Richard L. Ottinger (D-N.Y.) and Conservative Candidate James Buckley. Although Mr. Goodell is the Republican, he has been harshly criticized by Vice President Agnew and has not received the administration's backing.

Polls show Mr. Goodell trailing. A WHEN-TV Syracuse survey at the New York state fair showed Mr. Ottinger first, Mr. Buckley second and Mr. Goodell a weak third with 18% of the votes. But Mr. Goodell should not be written off as a sure loser. A reporter at WNEW-TV New York feels that the race is between Mr. Goodell and Mr. Ottinger and closer now than it was several months ago. He observed that Mr. Ottinger's TV spots were "wearing a little thin" and that Mr. Ottinger "has the look of a winded man," after the arduous primary.

All three men have plus factors go-

ing for them, according to Mr. DeHaro: Mr. Goodell is the incumbent, Mr. Ottinger has the Democratic voter registration edge of approximately one million, Mr. Buckley has the favor of the administration and cannot be discounted as a wasted third-party vote.

Mr. Goodell, appointed to the Senate, is seeking his first full term. He is on the Communications Subcommittee.

**Philip A. Hart (D-Mich.):** He appears to be a big winner. The latest statewide polls, conducted by the *Detroit News*, give him 67% of the decided voters to 24% for his opponent, Mrs. Lenore Romney, wife of Housing and Urban Development Secretary George Romney (former governor of Michigan). Senator Hart has been moving ahead in popularity over the course of the campaign. A Detroit newscaster commented that "Hart has it in the bag" and is so sure of it that he has been cutting back on his broadcast budget over the last weeks of the campaign. The senator is running for his third term and is on the Communications Subcommittee.

**Vance Hartke (D-Ind.):** Senator Hartke, by some accounts, is in the tightest race of any incumbent on the Senate Commerce Committee. "It's too close to call, but Senator Hartke is in a race for his life," said Jim Hetherington, editorial editor for WFBM(AM) Indianapolis. Mr. Hetherington detects a "backlash against the young, the black and the poor" which may spell defeat for the liberal Mr. Hartke.

Opposing Mr. Hartke is Republican Representative Richard Roudebush, who has run on the law-and-order issue, alleging that the senator is too permissive and too dovish.

Senator Hartke's reputation as an

experienced and capable campaigner, however, should not be discounted, according to a WANE-TV Fort Wayne reporter. "Senator Hartke has been campaigning longer, harder and more aggressively than ever," he said. President Nixon and his cabinet members have been campaigning in the state for Mr. Roudebush, but their impact cannot be accurately weighed.

Senator Hartke is after a third term. He is on the Communications Subcommittee.

**Frank E. Moss (D-Utah):** A down-to-the-wire battle is forecast in his race against Representative Laurence Burton (R-Utah). A recent poll conducted by KUTV-TV Salt Lake City shows Representative Burton ahead for the first time, 40% to 39.9%. Most other polls have put Senator Moss ahead by about 10%. The race is so close that Steve Lawson, news director of KALL(AM) Salt Lake City, said: "I wouldn't put my pay check on either one of them." A KUTV newsman said that at worst Representative Burton is "in striking distance and closing."

Senator Moss, however, has won a large following through his active involvement in consumer affairs and his well-publicized stand against cigarette advertising, the latter a record that presumably sits well with the nonsmoking Mormons of the state.

A decisive factor may be the influence that the Nixon administration is able to exert. There have been clear signs that the Republicans want this seat badly—as indicated by the appearances in Utah of President Nixon, Vice President Agnew, and several visits by Housing and Urban Development Secretary George Romney (a Mormon in this



Mr. Staggers



Mr. Van Deerlin



Mr. Tiernan



Mr. Broyhill



Mr. Macdonald



Mr. Brotzman



Mr. Rooney



Mr. Brown



Mr. Harvey

heavily Mormon area) among others. The President's endorsement of Republican Candidate Burton could carry considerable clout. Utah, one broadcast newsman said, is "good Nixon country."

Senator Moss, seeking his third term, is on the Communications Subcommittee.

**John O. Pastore (D-R.I.):** He is up against a priest in this election, but it will take divine intercession for the priest to win, according to all observers.

The popular Senator Pastore, a former Rhode Island governor, faces the Rev. John A. McLaughlin who has been hindered by what newsmen refer to as the "clerical issue," sparked after the priest drew criticism from church officials for failure to receive permission from the diocesan bishop to run for office—permission that Father McLaughlin denies is necessary.

Older members of the church (the state is 65% Catholic) reportedly were upset by the priest's emergence into worldly politics.

A poll taken by WTEV(TV) Providence-New Bedford, Mass., found 62% of the voters for Senator Pastore, 19% for Father McLaughlin and the rest undecided.

Senator Pastore is running for his fourth full term. He is the chairman of the Communications Subcommittee.

**Winston L. Prouty (R-Vt.):** "It's a real horse race, too close to call," said Richard Gallagher, news director of WCAX-TV Burlington, Vt. The race matches Mr. Prouty against Philip H. Hoff, popular three-term governor of Vermont. Mr. Prouty has never before faced any significant opposition, according to Tyler Resch, managing editor of the *Bennington (Vt.) Banner*. "This

is his first major test," he added.

By many accounts the senator is in trouble. Mr. Prouty, who was described by one Vermont newsman as a "non-personality," has been vigorously attacked by Mr. Hoff for an allegedly poor attendance record at Senate committee sessions. Several newsmen also commented that the senator is out of touch with the people in Vermont.

The senator is after his third senatorial term.

**Hugh Scott (R-Pa.):** Mr. Scott is said to have the race in the bag. He is opposed by a state senator, William Sesler, who is poorly financed and hobbled by political infighting within Pennsylvania's Democratic party.

A reporter for WTAE-TV Pittsburgh commented that through his position as Republican minority leader in the Senate, Mr. Scott has received extensive publicity and has been highly visible; Mr. Sesler is not nearly so well known.

Senator Scott is seeking his third term and is a member of the Communications Subcommittee.

**Joseph Tydings (D-Md.):** He will win, but the margin is expected to be close, in the prevailing opinions of Washington newsmen. His opponent is Representative J. Glenn Beall Jr. (R-Md.). To win, Mr. Beall would have to capture a chunk of Maryland's Democratic vote—Democratic registration exceeds Republican by approximately 2.5 to 1—and most observers feel that he will not be able to swing those numbers. Senator Tydings's firm stand supporting gun control, which has been a strong undercurrent throughout the campaign, has undoubtedly lost him votes in conservative areas of the state.

Mr. Tydings seeks a second term.

### In the House

Here are the incumbent members of the House Commerce Committee who are seeking re-election:

**Brock Adams (D-Wash.):** Mr. Adams is said to have a clear edge in his bid for election to his fourth term. His opponent, Brian Lewis, a former consulting engineer and member of the state legislature, is campaigning hard—and some think that he has a shot at unseating Mr. Adams. Bill Baker, KING-TV Seattle newsman, doesn't feel that Mr. Adams is in any particular trouble. "Unless his opponent walks on water, Brock will win," said Mr. Baker, adding that Mr. Lewis faces an uphill battle in a heavily Democratic area.

John Klein, a reporter at KOMO-TV Seattle, felt also that Mr. Adams would probably win, but he was not sure of the margin. An issue that underlies this election, and may influence the outcome, is defense appropriations. Mr. Lewis charges that Mr. Adams has a dove's voting record on defense appropriations—which mean much to a Seattle area that has been hard hit by layoffs at the Boeing plant. Representative Adams holds a seat on the Transportation and Aeronautics Subcommittee.

**Ray Blanton (D-Tenn.):** Commented Dave O'Brien, news director of WBBJ-TV Jackson, "I don't believe that anybody doubts that Mr. Blanton will win." There is faint opposition in Bill Doss, former American party member, who is running as a Republican without party support and largely without party funds. Reportedly, he received no part of the revenues from Vice President Agnew's appearance in Memphis last month.

Mr. Doss has done little political ad-

vertising. Though a Democrat, Mr. Blanton is, to quote Mr. O'Brien, "conservative enough for the people of his district." He holds a seat on the Commerce and Finance Subcommittee and is seeking his third term in the House.

**Donald G. Brotzman (R-Colo.):** Newsman Bob McNichols, with KBTU-TV Denver, said that the second district is "solid for Brotzman," who should have little difficulty in being elected to his third consecutive term. Another Denver TV newscaster commented that Mr. Brotzman will have "some opposition but it will not be too tough." Mr. Brotzman was characterized by one newsman as "a hell of a campaigner who shakes every hand in the second district."

The opposition is Richard Gebhardt, a Democrat who ran Robert Kennedy's campaign in Colorado. Mr. Gebhardt, a liberal, draws some of his strongest support from Boulder, Colo., the site of the University of Colorado, but other parts of the second district are reportedly conservative. Mr. Brotzman has a seat on the Communications Subcommittee.

**Clarence (Bud) Brown (R-Ohio):** "Clarence Brown has too good a start and too good a name to worry about re-election," said Don Walters, station manager of WBLV(AM) Springfield. Mr. Brown has visited his district often and, when in Washington, has kept in touch with his constituents through broadcast reports and newsletters. His name itself is an asset. Clarence J. Brown Sr., the representative's father, held the seat for 27 years before his death.

Representative Brown is the former owner of WCOM-FM Urbana, Ohio, and is also the owner of the Brown Publishing Co., which includes the *Ada Herald*, the *Miamisburg News*, the *Lebanon Western Star* and the *Urbana Daily Citizen*, all Ohio papers.

Mr. Brown is "very, very popular" according to a reporter at the *Fairborn (Ohio) Herald*, who added: "This is the heart of Nixon country and Brown is a Nixon man."

Mr. Brown's opponent is Joseph D. Lewis, a black liberal Democrat and college professor, who, by all reports, has been conducting an inactive campaign and is not well known in the district. Mr. Brown, who is seeking his third full term, is a member of both the Communications and the Investigations Subcommittees.

**James T. Broyhill (R-N.C.):** The race between Mr. Broyhill and Basil Whitener, a former representative whom Mr. Broyhill defeated two years ago, is judged as close with Mr. Broyhill given the edge. A newsman for the *Gastonia (N.C.) Gazette* said that both candidates are highly regarded. "It's a shame they have ended up in the same dis-

trict, running against each other," he said. Mr. Whitener and Representative Broyhill were thrown into contention as a result of a 1967 redistricting.

A WKYC-TV Hickory, N.C., reporter commented that Representative Broyhill has mounted a substantial campaign complete with a fairly aggressive advertising effort which Mr. Whitener, with lesser resources, has been unable to match. Mr. Broyhill holds seats on both the Communications and the Investigations Subcommittees and is seeking his fifth term.

**Tim Lee Carter (R-Ky.):** Reporters at both the *Corbin (Ky.) Tribune* and the *Harlan (Ky.) Enterprise* see no real opposition to the election of Mr. Carter to a fourth term. In this area, which one newsman termed "a Republican stronghold," Mr. Carter's constituents are said to approve his generally conservative voting record, and he has gained a loyal following from his support of the Appalachian program of relief and rehabilitation.

His opponent is Democrat Lyle L. Willis, a retired merchant, who was termed by one source as "token opposition."

**Samuel L. Devine (R-Ohio):** Mr. Devine (R-Ohio) is facing one of his stiffest challenges to date, but a *Columbus (Ohio) Citizen-Journal* editor feels that the odds are still about 7 to 3 in favor of his re-election. His opponent is James Goodrich, a department store community affairs specialist, who, according to a WBNS-TV Columbus newsman, is proving to be a hot campaigner and is getting his name into public view. Another Columbus broadcaster said, however, that he doubts that the representative will be beaten. Mr. Devine, who is seeking his seventh term, is a member of the Transportation and Aeronautics and the Investigations Subcommittees.

**John Dingell (D-Mich.):** "If anything is sure, Representative Dingell will be back," commented a *Detroit Free Press* newsman. Nobody disagreed. Mr. Dingell's Republican opponent, William E. Rostron, is an attorney who is said to be relatively unknown. The district includes Dearborn which is heavily populated with blue-collar workers, a group that has endorsed Mr. Dingell in the past. In 1968 the congressman overwhelmed his Republican opponent 105,000 to 38,000. He is after his seventh term, and is a member of both the Transportation and Aeronautics and Investigations Subcommittees.

**Bob Eckhardt (D-Tex.):** He is unopposed for his third term. He is a member of the Commerce and Finance Subcommittee.

**John Jarman (D-Okla.):** He is opposed by a 28-year-old Vietnam vet-

eran, Terry Campbell, in a campaign described by one Oklahoma City newsman as "no contest." Mr. Jarman, the newsman said, is a conservative Democrat in a district of conservative Democrats. In Oklahoma county, one local newspaper reports, of 50,000 registered voters a scant 4,000 are Republicans, and some of them will vote for the Democrat, it is said.

Mr. Jarman is seeking his 11th term, is chairman of the Public Health and Welfare Subcommittee and a member of the Investigations Subcommittee.

**James F. Hastings (R-N.Y.):** His prospects for re-election from his heavily Republican district appear to be very good, according to a news editor on the *Olean (N.Y.) Times Herald*. A reporter on the *Hornell (N.Y.) Tribune* echoes the opinion that the Democrat, James Cretkos, a college professor, stands little chance of defeating Mr. Hastings. "Mr. Cretkos is a nice guy," the reporter said, "but he's a Democrat." Mr. Hastings, who took Senator Goodell's House seat, is seeking his second term and is on the Public Health and Welfare Subcommittee.

**Hastings Keith (R-Mass.):** He is being strongly challenged by 33-year-old Gerry E. Studds, former foreign-service officer and White House aide to President John F. Kennedy. According to a *New Bedford (Mass.) Standard-Times* reporter, Mr. Studds—a Vietnam dove and a liberal Democrat—has aggressively attacked Representative Keith's voting record and labeled him "a do-nothing" congressman who is not highly thought of by his fellow representatives.

Mr. Studds has also been helped to some extent by a reorganization of the district which has swung the registration edge from the Republicans to the Democrats. Observers agree, however, that the independent voters hold the balance of power.

Another reporter, with the *Cape Cod Standard*, did not agree that Mr. Keith was in serious danger now. The reporter said, however, that Mr. Studds had proved himself to be a competent campaigner and that a close race "could develop in the late stages."

**Dan Kuykendall (R-Tenn.):** Terry Lee, newsman for WMC-TV Memphis, commented: "It looks like a walk for Kuykendall." The congressman's opponent, Michael Osborne, a Memphis State professor on a leave of absence, is given little chance by a reporter on the *Memphis Pres-Scimitar* who points out that the district "favors any Republican candidate who runs." The reporter added that Mr. Osborne is "pretty much of a political unknown." Mr. Kuykendall is seeking his third term.

**Peter N. Kyros (D-Me.):** He is said

to be so far ahead that it is "no race at all," as Fred Nutter, state-house reporter for the Maine Broadcasting System, put it. Mr. Nutter added that some think Mr. Kyros will run ahead of the entire slate—including Senator Muskie—in the first district. Other newsmen were more conservative with their estimates, but all said Mr. Kyros was clearly the favorite to win a race that Ron Palmquist, newscaster at WGAN-TV Portland, Me., described as "a very lack-luster campaign" in which no real issues have been uncovered.

The opponent is Ronald Speers, former fish and game commissioner from Maine, who is running on a conservation platform. Mr. Kyros is on the Public Health and Welfare Subcommittee.

**James Harvey (R-Mich.):** Mr. Harvey is a sure winner according to Dick Carson, of the *Huron Daily Tribune*. "I cannot imagine any race at all—he is highly regarded throughout the district," he commented. This sentiment was echoed by all other newsmen polled. A reporter for the *Port Huron Times-Herald* termed the district "a highly Republican area." "The race simply has no real importance," he concluded. He is seeking election to his sixth term and is a member of the Commerce and Finance, Communications and Investigations Subcommittees.

**Torbet Macdonald (D-Mass.):** The chairman of the House Communications Subcommittee, which has jurisdiction over broadcast legislation, is said to be a strong favorite for re-election. Representative Macdonald is a Democrat with widely-based support in a heavily Democratic district. Mr. Macdonald has met his opponent, a real-estate executive, Gordon Hughes, in previous elections and has soundly defeated him. One Massachusetts broadcaster recollected that Representative Macdonald overwhelmed Mr. Hughes in 1966 by 119,000 to 40,000 votes.

Mr. Hughes was described by a Medford, Mass., newspaper reporter as "a candidate who pops up when no other Republican wants to oppose Mr. Macdonald." The incumbent is seeking his ninth term.

**John E. Moss (D-Calif.):** He is expected to win handily in his bid for a 10th term in the House. One KCRA-TV Sacramento, Calif., newsmen said: "It would be an upset of stunning proportions if Representative Moss were to be defeated." Another Sacramento broadcast newsmen expressed even stronger feelings: "It will be an upset if Moss's opponent polls half as many votes as Moss polls." E. J. Duffy, a businessman whom Mr. Moss defeated in the race for the seat two years ago, is again the opposition.

This year's race was described by one

newsmen as a "nasty little campaign." A main topic of conversation has been a libel suit originated several years ago by Representative Moss as a result of Mr. Duffy's accusations that the representative had threatened to beat up a 70-year-old man. Mr. Moss is chairman of the Commerce and Finance Subcommittee and member of the Investigations Subcommittee.

**John M. Murphy (D-N.Y.):** This is a "tough, close and unpredictable contest," according to Emanuel Perlmutter of the *New York Times*. Mr. Murphy is opposed by former city councilman David D. Smith, the Republican-Conservative candidate, and The Reverend George D. McClain of the Liberal party—who is given little chance in this basically conservative district. The race between Mr. Murphy and Mr. Smith is tight, said Mr. Perlmutter. Both Democratic and Republican parties appear to be fragmented by local inter-party disagreements and reorganization of the district has deleted some normally Democratic areas and replaced them with more conservative areas, making the race even harder to call. Mr. Murphy is seeking his fifth term and is a member of the Commerce and Finance Subcommittee.

**Ancher Nelsen (R-Minn.):** The race "is very much in Mr. Nelsen's favor" according to a *New Ulm (Minn.) Journal* editor. He said that Mr. Nelsen is extremely popular in his largely rural district as a legislator, "still finds time to farm," and is considered a solid rural candidate. Mr. Nelsen by all accounts is a sure winner over his Democratic opponent Clifford Adams, mayor of Mankato, Minn., who is not widely known in the district. Mr. Nelsen is seeking his seventh term and is a member of the Public Health and Welfare and Investigations Subcommittees.

**J. J. (Jake) Pickle (D-Tex.):** He is unopposed in his bid for a fourth term. He is a member of the Transportation and Aeronautics and the Investigations Subcommittees.

**Richardson Preyer (D-N.C.):** He is well in front throughout his entire district, according to Bill Diffie of WBAG (AM) Burlington-Graham, N.C. His opponents are Republican Pete Barham, making his first try for political office, and Lynwood Bullock of the American party. A newsmen in Burlington, N.C., sees no organized opposition to the Democrats in the district. Mr. Barham, he commented, is running harder than other Republicans have in the past but not even the Republicans feel there will be much of a contest. He is seeking his second term and is a member of the Public Health and Welfare Subcommittee.

**Paul G. Rogers (D-Fla.):** He will

"take it with ease," according to Jack Zemea, political reporter for WEAT(AM) West Palm Beach, Fla. Mr. Rogers, he said, is a "hard worker who maintains fluid communications with his constituents via newsletters and questionnaires received almost every other week." A newsmen at the *West Palm Beach Post* said: "Rogers doesn't have any competition." The congressman's opponent is Republican Amil Danciu, mayor of Boca Raton, Fla.

One factor yet to be determined is President Nixon's visit to West Palm Beach. Even if this works in Mr. Danciu's favor, the newsmen interviewed agreed that it would not swing enough votes to defeat Mr. Rogers, who is seeking his eighth term and is a member of both the Public Health and Welfare and the Investigations Subcommittees.

**Fred B. Rooney (D-Pa.):** He can go to bed early on election night, according to local observers. Carl Caldwell, of WGPA(AM) Bethlehem, said that the congressman will win "hands down" over his Republican opponent, Charles Roberts. Representative Rooney, Mr. Caldwell added, bills himself as "a man for all people" and pulls a lot of Republican as well as Democratic votes.

A reporter for the *Allentown Call* predicts that Representative Rooney will probably run ahead of his past majorities, which have been large. The incumbent is seeking his fourth term and is a member of the Communications Subcommittee.

**David E. Satterfield (D-Va.):** He is said to have the edge here but is being pressed by J. Harvey Wilkinson III, young and politically inexperienced but proving to be an aggressive campaigner with an active advertising campaign and solid financial backing. A Richmond broadcast newsmen who called the race "damn close" reported Mr. Wilkinson's principal charge to be that Representative Satterfield is a "do nothing" congressman who ranks at the bottom in efficiency among Virginia's U.S. representatives. That charge, the newsmen said, was having some impact. Mr. Wilkinson has received some public attention as the author of a book, "Harry F. Byrd—The Changing Face of Virginia," a work about the Byrd machine. He is seeking his fourth term and is a member of the Public Health and Welfare Subcommittee.

**John G. Schmitz (R-Calif.):** Appointed to the House last July and to the Commerce Committee only last month, he is running for his first full term. A conservative in a heavily conservative Orange county district, he is believed a certain winner.

**William L. Springer (R-Ill.):** The ranking minority member on the House Commerce Committee and ex-officio



member of all of its subcommittees, should experience little difficulty in being re-elected to his 11th term. He is opposed by Democrat Robert Miller, former radio and TV newsman, who defeated the Democratic organization man in the primary and is supported by various splinter groups such as "The Hard Hats for Miller." A Decatur, Ill., newsman reported that, due to financial difficulties, Mr. Miller has been forced to curtail much of his active campaigning, and it appears that he will pose no problem for Representative Springer who is popular and well entrenched.

**Joe Skubitz (R-Kan.):** It is a foregone conclusion among Kansas news people that Mr. Skubitz will be back in Washington for another two years. One Kansas newsman commented: "Only Jesus Christ could beat Joe Skubitz and I question even that." His opponent is Ted Saar, a businessman from Pittsburg, Kan., who, according to a Pittsburg *Headlight-Sun* reporter, is unknown outside his home county. The reporter predicted that Mr. Skubitz would poll 85% of the votes. "He has done everything right and represents his constituents' rock-ribbed conservative viewpoint extremely well," the newsman added. Mr. Skubitz is seeking his fifth term and is on the Public Health and Welfare Subcommittee.

**Harley Stagers (D-W. Va.):** By all accounts, Mr. Stagers is a sure bet for re-election from West Virginia's large but sparsely populated second district. His opponent is an attorney, Richard Reddcliff, a first-time candidate.

Mr. Stagers was described by one West Virginia newspaper executive as "the state's top vote getter next to Senator Robert C. Byrd (D-W. Va.). I cannot remember a time," he added, "that Stagers has not led his ticket." One Morgantown broadcast newsman commented, "Reddcliff is a sacrificial lamb" and would have "done well to stay home" rather than to oppose Mr. Stagers. One broadcaster summed it up: "Mr. Stagers gives his West Virginia people a hand in Washington when they need it and has done absolutely nothing to make his constituents angry with him." He is seeking his twelfth term.

**W. S. (Bill) Stuckey (D-Ga.):** He is running unopposed for a third term. He is on the Commerce and Finance Subcommittee.

**S. Fletcher Thompson (R-Ga.):** He is involved in a hot contest with the Rev. Andrew Young, a black leader in the Southern Christian Leadership Conference who is extremely well known in the Atlanta area. A WSB-TV Atlanta newsman said that, while Mr. Thompson has the edge, "the race is very close." One poll showed Mr. Young the

projected winner by 50.1%. The WSB-TV newsman said that, ironically, one of the "best things going for Reverend Young is that he is a Democratic nominee on the same ticket as Lester Maddox," even though Mr. Maddox, who is running for lieutenant governor, has "strongly disavowed" any support of Mr. Young. Whites predominate in the district; the critical factor will be how many white votes Mr. Young can swing.

Representative Thompson has circulated a film clip of an appearance by Mr. Young on an ABC-TV news special, *The Panthers*, in which Mr. Young spoke of the Black Panther belief that western civilization may have to be destroyed to save the rest of the world. Mr. Young contends that the clip was taken out of context.

Mr. Thompson is seeking his third term and is a member of the Commerce and Finance Subcommittee.

**Robert O. Tiernan (D-R.I.):** He is a Democrat and Rhode Island is a heavily Democratic state. He is opposed by William Dimitri of the state attorney general's office. One plus factor for Representative Tiernan: This is an election year for Senator Pastore (see above), who, according to one Providence, R.I., reporter, "pulls Democrats out of the woodwork" on election day. Mr. Tier-

nan, seeking his second term, is on the Communications Subcommittee and has been a highly active member of that unit despite his junior status. He has been particularly conspicuous in seeking a permanent financing plan for the Corp. for Public Broadcasting.

**Lionel Van Deerlin (D-Calif.):** He is judged to be ahead of his Republican opponent, an accountant, James Kuhn, from El Cajon, Calif. The race has been subdued, according to Harry Keen, political analyst of KFMB-TV San Diego, and Mr. Kuhn has not created many ripples. Mr. Van Deerlin, a former broadcaster, who built up a following while on the air, has pleased his Democratic constituents and has gained support from some Republicans.

In voter registrations Representative Van Deerlin has an edge—105,000 Democrats to 67,000 Republicans.

Mr. Kuhn's greatest liability is lack of identity. A newsman on the *Daily Californian* summed it up when he said "Nobody knows Jim Kuhn." Mr. Van Deerlin is seeking his fifth term. He is a member of the Communications Subcommittee.

*(The foregoing special report was researched and written by Robert F. Sellers, staff writer, Washington.)*

**IN NEW ORLEANS**  
**WSMB**  
**REACHES**  
**MORE**  
**ADULTS**

**During both drive times throughout the week, WSMB excels in attracting ADULTS. In AM Drive alone (Metro Area) WSMB is #1 in TOTAL ADULTS, including MEN 25-49 and WOMEN 25-49. AND, to reach the housewife—ask the housewife—10 A.M. to 3 P.M.—WSMB IS NUMBER ONE!**

**NEW ORLEANS ARB METRO AREA—AVERAGE ¼ HOUR DELIVERY APRIL/MAY 1970**  
**WSMB New Orleans • 5,000 watts • 1350 kc • Represented by METRO RADIO SALES**

## Admen assay their social sensitivity

Speakers urge fellow agency men to change with times in face of consumerism, regulatory threats

The insistent demands for changes in all strata of U.S. society, including advertising, prevailed the Eastern annual conference of the American Association of Advertising Agencies in New York last week and produced, among other proposals, a call for an advertising-communications "czar" with "ironclad powers."

The agenda of the meeting at the Biltmore hotel from Tuesday through Thursday (Oct. 20-22) pointed up that the AAAA had realized the relevance of national cross-currents by scheduling discussions titled "Is Today's Youth Disenchanted with the Agency Business?" and speeches on "Advertising and the Public," "A View of Washington from Washington" and "The Right to Advertise."

But in this era of "sociological sensitivity," speakers at sessions structured to explore such industry-slanted questions as "Is the Full Service Agency a Living Fossil?" and "Does Network Commercial Scheduling Destroy Impact and Effectiveness?" used the platform also to present their views on government actions on advertising; the growth of consumerism and the threats to the survival of a free-enterprise system in America.

Speakers were plainly concerned that many of the broader movements and issues that are emerging in America can have a damaging effect on advertising. And while some panelists advocated an accommodation in the advertising-communications stance, others pressed for a unified stand to cope with what they

regarded as governmental and organizational encroachment on advertising.

In a speech that was moderate in tone compared to some others, John H. Crichton, president of the association, said advertising is going to become more informative and is going to respond to demands for deeper concern for the environmental and sociological issues of society.

Advertising will be more carefully created and scanned for its "fit" into public policy, Mr. Crichton stated, and the industry is going to become more conscious of such issues as pollution and litter, for example. He insisted that advertising which shows antisocial behavior is going to draw adverse public reaction.

Subsequent talks by William J. Colihan Jr., senior vice president of the AAAA, and Archibald McG. Foster, president and chief executive officer of Ted Bates & Co. and chairman of the AAAA board of directors, painted a somber picture of the cross-currents that are at work to weaken the advertising industry.

An insight into the prevailing mood of Washington was provided by Mr. Colihan, who has spent six months there on behalf of the association. He said that four key words or ideas permeate the nation's capital: consumerism, environmentalism, antimaterialism (including excessive advertising) and individualism, a belief that many of the existing institutions in society have failed.

Mr. Foster warned that the right to advertise is under serious attack today



Mr. Crichton

and placed the blame largely on federal regulatory agencies. He claimed there is a movement to "destroy advertising" by restricting its function solely to information.

Richard N. Confer, vice president and general director of advertising of the Reynolds Metal Co., Richmond, Va., suggested at the outset that the topic of the panel he served on—"clutter"—was not so relevant and significant today as others. He devoted the bulk of his talk to challenges facing television and advertising: criticism of quality of programing; deceptive advertising and sales practices; the threat of governmental regulations, the rising wave of consumerism.

"If we are to avoid socialistic controls and regulations and if we are to protect the public interest, then the advertising and communications industry must allow its policies and activities to be governed by an agreed-upon communications commission headed up by a 'czar' or 'commissioner' with ironclad powers to control and regulate and act as an industry representative and as the industry clearing-house with the FCC, FTC [Federal Trade Commission], FDA [Food and Drug Administration] and other pertinent governmental agencies," Mr. Confer said.

Herbert Maneloveg, president of SFM Media Service Corp., said that TV messages today are losing impact and effectiveness but added that it is not network scheduling alone that is causing it. He blamed agencies and advertisers for contributing to this condition, pointing out they were responsible for



Among the panelists at last week's AAAA conference in New York (l-r): Richard N. Confer, Reynolds Metal Co.; Herbert Maneloveg, SFM Media

Service Corp.; Peter M. Bardach, Foote, Cone & Belding, and William H. Tankersley, CBS-TV. They discussed a broad range of subjects.

the creation of the piggy-back.

Mr. Maneloveg said that commercials continue to be purchased mostly on a rating-point goal and cost-per-thousand, with scant consideration for the programming in which they are placed. He pointed out that there has been no definitive research on commercial effectiveness.

William H. Tankersley, vice president, program practices, CBS-TV, voiced the view that network scheduling has protected the effectiveness of television advertising by managing to accommodate the advertisers' requirements "without annoyance to the ultimate judge of all television—the viewer."

He said that viewers prefer fewer interruptions of programming, even if it means clustering of commercials amounting to two minutes in length.

Peter M. Bardach, vice president and director of broadcast, Foote, Cone & Belding, told the group that "we don't know" if commercial scheduling and related clutter destroys impact and effectiveness. He added that "it's about time we found out" and revealed that General Foods Corp. is spearheading an effort to enlist advertiser-agency support of such a project (see story this page).

During the question-and-answer period, Mr. Bardach said that he believed that the 30-second announcement was "the irreducible limit" and that a 15-second spot would not be a productive one.

The concluding session of the conference, titled "Is the Full Service Agency a Living Fossil?" set to rest, in the view of the panelists, the theory that such specialized organizations as the creative "boutiques" and the independent media services would hasten the demise of traditional agencies.

There was not full agreement by panelists. Jerry Della Femina, president of Della Femina, Travisano & Partners, believed that full-service agencies would not become fossils but would be hurt by specialized firms that will be given assignments. Maxwell Dane, secretary and chairman of the executive committee of Doyle Dane Bernbach Inc., replied: "Nonsense. There is no evidence that the good full-line agency will suffer."

Mr. Dane buttressed his stand that the full-service agency would continue to flourish by referring to the growth and stability of the large agencies over the past 13 years. He pointed out that seven of the agencies that were in the top 10 in billing in 1956 were in that same grouping in 1969. He added that the billing of the top 10 1969 agencies was more than double the figure of 1956. He predicts that similar stability would prevail in the future.

## Creative arts panel on tap at ANA meet

The Association of National Advertisers is exploring such topics as creative communications, changes in society, consumerism and media evaluation during its annual meeting at The Homestead, Hot Springs, Va., that started Sunday (Oct. 25) and continued through Oct. 28.

Discussing the creative arts will be a panel consisting of Saul Bass, design consultant; Hillard Elkins, producer of "Oh! Calcutta!"; Kevin Eggers, president of Poppy Records; and Clay Felker, editor of *New York* magazine.

Speakers who will examine the developments in the U.S. that are likely to affect business are Herman Kahn, president of the Hudson Institute; Willard F. Rockwell Jr., board chairman of North American Rockwell Corp. and John R. Everett, president of The New School for Social Research. The subject of consumerism will be explored by Elisha Gray II, board chairman of the Whirlpool Corp.; Herbert Klein, director of communications for the White House; Gerald Piel, president and publisher of *Scientific American*; and William Bernbach, board chairman, Doyle Dane Bernbach.

Panelists who will consider the topic of media evaluation are Jay Eliasberg, director, research, CBS-TV; Jules Fine, senior vice president and director of marketing services, Ogilvy & Mather Inc.; Norton Garfinkle, president of Brand Rating Research Corp.; Joseph Ostrow, senior vice president, director of media and planning, Young & Rubicam; and Peter Spengler, director of advertising services, Bristol-Myers Corp.

## CBS Enterprises will sell time for Yankees

In a radical departure from the past pattern, time on the television and radio broadcasts of the New York Yankee baseball games will be sold by the licensing and development departments of CBS Enterprises Inc. Both the ball club and CBS Enterprises are part of CBS Inc.

In the past, the ball club itself has sold the time within the games which have been carried on WPIX(TV) New York and, starting next season, on WMCA(AM) New York. A spokesman for the Yankees last week said the change was made because it was felt the resources of CBS Enterprises could be tapped for a more effective sales effort. He said the Yankees had been relying on a single sales executive.

In the change-over, he noted, Jack White, a long-time sales executive with H-R Television who joined the Yankees

early this year as vice president in charge of broadcast sales, has left the organization. William Gish, formerly a space salesman for *Newsweek* has been appointed to handle the New York Yankee assignment.

CBS Enterprises, which also encompasses CBS program syndication and CATV activities, is scheduled to be spun off from CBS Inc. into a new company, Viacom International.

## GF pushes for answers

General Foods Corp., White Plains, N.Y., has taken the initiative in proposing an industry-financed research study to determine the effect of commercial scheduling practices and related material on the impact and effectiveness of TV announcements.

General Foods has brought the proposal to the attention of the Association of National Advertisers, and the idea is expected to be discussed informally at ANA's annual meeting in Hot Springs, Va., this week (see story this page), although it is not believed that ANA as an organization will participate in the project. General Foods hopes to attract the interest and financial support of individual advertisers and agencies in the planned research study.

## Four sponsors back CBS election coverage

Four advertisers will equally sponsor CBS News's *Election Night '70* coverage on CBS-TV, Tuesday (Nov. 3), starting at 7 p.m. EST.

Sponsors are Savings and Loan Foundation Inc., Washington, through McCann-Erickson Inc.; Bulova Watch Co., New York, through Doyle Dane Bernbach, New York; Nestle Co., White Plains, N.Y., through Leo Burnett Co., Chicago-New York, and Holiday Inns Inc., Memphis, J. Walter Thompson Co., New York.

CBS also announced that author Theodore H. White, who has worked on three previous election campaigns for CBS News, will be associated with CBS News correspondent Eric Sevareid in analyzing the results of major congressional and gubernatorial races.

## Game maker beginning major TV campaign

Selchow and Righter Co., Bay Shore, N.Y., game manufacturers, through Warwick and Legler Inc., New York, is launching a heavy TV advertising campaign consisting of 30-second spots in 25 major markets promoting Parcheesi, Numbler and RSVP.

The spot schedule will run in fringe and prime-time on adult-oriented pro-

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

Broadcast Advertisers Reports network-TV dollar revenue estimate—week ended Oct. 4, 1970  
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Oct. 4	Total dollars week ended Oct. 4	1970 total minutes	1970 total dollars
	Week ended Oct. 4	Cume Jan. 1-Oct. 4	Week ended Oct. 4	Cume Jan. 1-Oct. 4	Week ended Oct. 4	Cume Jan. 1-Oct. 4				
Monday-Friday Sign-on-10 a.m.	\$ .....	\$ .....	\$ 176.7	\$ 4,249.7	\$ 330.2	\$ 12,473.8	88	\$ 506.9	3,171	\$ 16,723.5
Monday-Friday 10 a.m.-6 p.m.	1,157.7	66,474.6	3,612.4	119,384.5	1,853.9	69,863.4	824	6,624.0	34,379	255,722.5
Saturday-Sunday Sign-on-6 p.m.	765.5	34,800.5	1,929.6	48,504.7	2,924.4	32,683.8	341	5,619.5	10,979	115,989.0
Monday-Saturday 6 p.m.-7:30 p.m.	212.4	9,287.6	837.6	28,948.3	802.8	21,807.6	76	1,852.8	3,095	60,043.5
Sunday 6 p.m.-7:30 p.m.	65.6	4,785.1	458.9	9,674.1	353.7	7,494.1	26	878.2	787	21,953.3
Monday-Sunday 7:30-11 p.m.	7,436.6	204,563.7	7,431.8	253,115.7	7,713.2	254,999.6	455	22,581.6	17,501	712,679.0
Monday-Sunday 11 p.m.-Sign off	996.7	12,660.0	389.2	14,574.6	849.7	28,135.3	151	2,235.6	4,624	55,369.9
<b>Total</b>	<b>\$10,634.5</b>	<b>\$332,571.5</b>	<b>\$14,836.2</b>	<b>\$478,451.6</b>	<b>\$14,827.9</b>	<b>\$427,457.6</b>	<b>1,961</b>	<b>\$40,298.6</b>	<b>74,536</b>	<b>\$1,238,480.7</b>

grams, such as *Johnny Carson*, *Dick Cavett*, *Merv Griffin* and *David Frost*, plus local and network news programs.

Lee W. Tiffany, advertising director for Selchow and Righter in announcing the campaign, said, "the TV medium is particularly successful in promoting games because it allows us to demonstrate the fun and excitement of the products. . ." Selchow and Righter spent \$138,400 in spot TV last year and for the first six months of 1970, has spent \$84,100, according to Television Bureau of Advertising estimates. Expenditures for the pre-Christmas campaign were not disclosed by the company.

### FTC issues advice on disclosure in TV ads

The Federal Trade Commission last week advised that if a TV advertiser is required to disclose some adverse fact about its products it must be done clearly and distinctly without attempts to camouflage either the audio or the video portions. In a policy statement, the FTC said that, in order for such a disclosure to be "clear and conspicuous" it must be made simultaneously in both the audio and video portions of the commercial, and stay on the screen long enough to be completely read by the viewer.

The letters of the message, commented the FTC, must be large enough so that they can be easily read on any size screen and the letters must readily contrast with the background.

During the audio portions of the disclosure, no other sounds, including music, should be presented.

Disclosures, said the FTC, should also be aimed at the level of the ex-

pected viewing audience. If it is to be run with children's shows, the disclosure should be understood by them.

## Federal ad bans rile and worry Bell

Advertisers must discipline themselves to survive, AAF chief says in Dallas

Advertising is being buffeted from all quarters, and it must organize for self-regulation in order to survive free from government regulation, Howard H. Bell, president of the American Advertising Federation, was scheduled to tell his tenth district members meeting in Dallas Saturday (Oct. 24).

Mr. Bell also urged advertisers to help revitalize the Better Business Bureau.

He warned that there are movements under way to ban certain types of ad-

vertising—already evident, he said, in the prohibition on cigarette advertising on TV and radio that becomes effective Jan. 1, 1971, and the talk of banning so-called mood-inducing, over-the-counter drug advertising. He also noted that there are proposals from consumer groups that would require affirmative disclosures in advertising.

This has caused him to wonder, he said:

"... what will happen to the free competitive process in this country when advertising copy is written based on government specifications, rather than what the manufacturer thinks about his product and knows about public needs and tastes. . ."

He also called attention to bills pending in Congress that would establish a consumer-protection agency, as well as a stronger White House Office of Consumer Affairs, and legislative edict permitting class-action lawsuits.

"Today," he said, "we are witnessing a wholesale intervention on the part of persons allegedly representing the consumer, asking administrative agencies for all kinds of redress against business practice."

Mr. Bell was particularly bitter at proposals by the Federal Trade Commission that would require an advertiser, found guilty of misleading or false advertising, to disclose this fact in all its advertising for the product for one year. The FTC has proposed this in its complaints against Standard Oil Co. of California (Chevron gasoline) and against Coca-Cola Co. (Hi-C drink) (BROADCASTING, Oct. 5).

"I find this concept not only dangerous but shocking," Mr. Bell said. "For even an honest error in judgment or inadvertent violation of the law



Mr. Bell

## GE ad campaign will focus on 'Phonoviewer'

'Tis the season for big toy campaigns and General Electric, through Grey Advertising, is starting its Christmas



campaign with a 60-second commercial, to be used in network and spot TV, for its "Show 'N Tell Phonoviewer," a product of the GE Youth Electronics Division. "We expect to reach youngsters right at the time when they're deciding what they want for Christmas, and we've filmed the commercial with this in mind," a GE spokesman said.

Spots will run for four weeks beginning Nov. 16 with the heaviest concentration on CBS-TV's *Captain Kangaroo* series. It also will be seen on *The Heckle and Jeckle Show*, *The Tom Foolery Show*, *Jerry Lewis*, *H. R. Pufnstuf* and *Lancelot Link*.

The toy, with a price tag of \$29.98, \$39.98 or \$49.98, combines the facilities of a record player synchronized to a picture screen, and a radio.

would subject legitimate business to public ridicule, and scorn and possible self-annihilation. . . ."

Mr. Bell said he found disturbing that businessmen are not identified with the consumer movement. This makes most of the organized consumer groups anti-business in orientation, he said, adding: "The result is that many of the proposals emanating under that label are based more on emotion than reason, judgment and fact."

But, he continued, the reorganization of the Better Business Bureaus into a Council of Better Business Bureaus could be a significant breakthrough. The AAF, Mr. Bell said, applauds this development and hopes to strengthen traditional ties, including increased funding.

Mr. Bell also said careful study and consideration must be given the suggestions of Victor Elting of the Quaker Oats Co. and chairman of the AAF board, and Fred Baker of N.W. Ayer-F. E. Baker Inc. and chairman of the AAF Ethics Committee, for establishment of a national advertising code along the lines of the British approach. Both suggested a national code for advertisers that would impose sanctions for those violating its provisions (BROADCASTING, Sept. 21).

## Ohio lawyer joins the FTC

David S. Dennison Jr., a 52-year-old Warren, Ohio, attorney, was sworn in last week as a Federal Trade Commissioner to replace Philip Elman, whose term expired Sept. 25. Mr. Dennison, former U.S. Representative and later senior partner in the law firm of Dennison, Wern & Turner, was nominated by the President for the FTC position on Sept. 22 and was confirmed by the Senate following protests by some consumer groups. He was sworn in by FTC Chairman Miles W. Kirkpatrick.

## Two firms represent CKLW-TV

RKO Television Representatives Inc., New York, represents CKLW-TV Windsor, Ont.-Detroit, in Chicago, Atlanta and Los Angeles (includes West Coast) and Bolton/Burnside Repts Inc., New York, represents the station in New York and along the entire Eastern Seaboard. In a report on additions to RKO Television Representatives' client roster (BROADCASTING, Oct. 12) the areas of the U. S. handled by CKLW-TV's reps were not clearly defined.

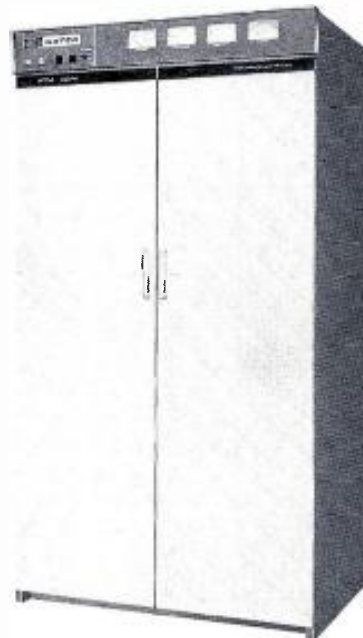
## Business briefly:

■ **General Electric Co.**, through Clyne-Maxon Inc., and **Ideal Toy Co.**, through Helfgott and Partners Inc., all New York, will co-sponsor *Rudolph the Red-Nosed Reindeer* on NBC-TV Friday, Dec. 4 (7:30-8:30 p.m. EST, pre-empting *The High Chaparral*). This will be the program's seventh annual presentation.

**Hanes Corp.**, through Dancer-Fitzgerald-Sample Inc., both New York, will advertise its men's underwear on ABC Radio's American Contemporary, Information, Entertainment and FM networks. Spots will run November and December on news and sports programs and in features.

**Harolds Club**, gambling and entertainment hotel, through Great Western Advertising Agency Inc., both Reno, launched a 52-week radio and television campaign promoting tour packages for Reno vacations. Television markets include San Francisco; Seattle; Sacramento; Honolulu; Oakland, Fresno and Chico, all California; Portland, Ore., and Vancouver, B.C. Radio spots are scheduled in all these cities, plus Monterey, Stockton, Santa Rosa and San Jose, all California.

# What FM transmitter power do you need?



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# A lull in government-relations storm

## NAB's concern over growing Washington problems generates little response at Atlanta conference

Broadcasters who attended the first 1970 regional conference of the National Association of Broadcasters in Atlanta last week got an earful of information, warnings, and pep talks about the need for better government relations. They were told once again of the major issues facing broadcasters in Washington; they were told to see their congressmen and senators more often; and they were urged to come up with more money, not only for increased congressional liaison, but also for a number of other projects—such as music-licensing negotiations, research by the Media Structure Committee, and even the training of minority-group members for jobs in broadcasting. Yet the two days of talks and meetings apparently produced little new fervor among the broadcasters, whose reactions ranged from mild interest to outright apathy.

This lack of dialogue, particularly during the first morning of the day-and-a-half conference, impelled disappointed NAB officials to feed questions to attending board members, in order to produce more give and take. And, although little of earth-shattering import was said at the conference, some would have agreed with one small-market broadcaster who termed it all “a great success,” and said: “I learned some very important things.” The dominant tone, however, reflected considerably less involvement on the part of many broadcasters.

Total registration was 293, but this figure included 36 students from nearby universities, and 85 associate members (program and equipment salesmen).

The Atlanta meeting was followed last Thursday and Friday (Oct. 22-23) by the second NAB regional conference in Chicago (see page 40). This week the sessions will be held in Philadelphia, with Lee Loevinger, Washington lawyer and former FCC commissioner, as the principal speaker.

Industry leaders, who stressed time and again the major problems facing broadcasters, called particular attention to the political-broadcasting bill, the cable-television question, and FCC proposals to restructure the industry through the imposition of ownership limitations. One NAB executive termed the last

threat the “Armageddon” for the industry.

The most active communication between NAB hierarchy and the approximately 175 members in attendance centered around the most conspicuous issue of the moment—the political-broadcasting bill vetoed by President Nixon two weeks ago (BROADCASTING, Oct. 19). NAB President Vincent T. Wasilewski called for help from all broadcasters in keeping Congress from overriding the veto. However, Paul Comstock, vice president for government affairs, added that the industry must be prepared to support some sort of limitation on overall campaign spending.

Members were reminded several times of the organization of a new unit that is to be the industry’s “legislative action committee.” Begun several months ago by NAB’s Future of Broadcasting Committee (the successor to the association’s CATV negotiating committee), the organization now is almost complete. The “action group” consists of 10 regional directors, and a chairman for each state.

Its objective is to act as a fire brigade when significant broadcast matters arise that require liaison with congressmen



*CATV and its effects on the other forms of broadcasting were discussed by Wilford E. Walbridge (l), chairman of the National Association of Broadcasters, and Terry H. Lee, Storer Broadcasting Co. TV vice president and member of NAB's Future of Broadcasting Committee, in a joint interview by the Atlanta TV stations during the NAB regional conference. Stations were WAGA-TV, WQXI-TV and WSB-TV.*

and senators. Each state chairman, it was noted, is responsible for organizing a panel of broadcasters who are familiar with issues and with their local representatives in Washington.

NAB, Mr. Wasilewski told his audience, will feed information to these groups, providing not only information on issues, but also advice on timing and approach. The NAB, he noted, will also receive reports, apparently for the first time on an organized basis, from state and regional chairmen on the results of their contacts.

This special legislative team, Mr. Wasilewski said, will not be used indiscriminately because this would weaken its effectiveness. But, he added, “under-use would allow it to go rusty.”

There were questions from the audience about Representative James T. Broyhill (R-N.C.) and the derogatory remarks he made about NAB’s government-relations effectiveness (BROADCASTING, Oct. 19). Mr. Comstock said that Mr. Broyhill is mistaken in his charge that he had not seen anyone from the NAB in his office during the last year. Mr. Broyhill had been seen twice by NAB staffers during the political-broadcasting bill’s journey through the House of Representatives, and once by broadcasters.

But, Mr. Comstock added: “Obviously something is wrong or he would not have said what he did.”

A possible explanation for Mr. Broyhill’s remarks was offered by Carl V. Venters Jr., WFAG(AM) Farmville, N.C., who is president of the North Carolina Association of Broadcasters. Mr. Broyhill, like so many other representatives, said Mr. Venters, continuously uses “NAB” and “networks” interchangeably.

Several broadcasters noted that they had been placed in an awkward position in talking to their congressmen about upholding the President’s veto after ABC-TV commentator Frank Reynolds suggested that broadcasters refuse paid political announcements.

“This was particularly bad for me,” said an ABC affiliate, “because although I had sought his vote not to override the veto, my station carried the Reynolds broadcast.”

Stockton Helffrich, director of the

NAB's Code Authority, reported that the subject of dramatized political advertising was scheduled for consideration by the TV Code Review Board at its meeting in December. He offered that information in responding to a question from several of the students in the audience.

Aside from politics and legislative action, the coming reorganization of NAB was the most significant topic at the Atlanta meetings. Mr. Wasilewski told his members that the staff reorganization authorized early this month by the NAB board means that the association is gearing itself for a "win" policy. And, the first of these is to win friends in Congress, Mr. Wasilewski said.

Speaking for the first time to his members on the board action, Mr. Wasilewski noted: "So much of our future is dependent on this relationship [between broadcasters and politicians]." The reorganization, with its emphasis on public relations, he said, means that the NAB and broadcasters are going to increase their efforts to tell the industry's story to officials and to the public.

The new NAB structure calls for the appointment of three executive vice presidents — for government relations, public relations and industry relations (BROADCASTING, Oct. 12).

The need for closer relations with Congress was cited by Mr. Wasilewski as more important this year than ever before. He also took special note of the FCC's fee system which, he said, lays the major burden of supporting the agency on the back of broadcasting. The new FCC rates went into effect Aug. 1. He noted what he called "the really insidious principle" of a grant fee which requires a VHF television applicant, for example, to pay \$45,000 on issuance of his construction permit.

This, he said, "appears to support the contention of some that the government should sell or lease a broadcaster his frequency or channel."

On the other hand, the NAB president warned that broadcasters must become more responsible in the operation of their stations. "Events of the past," he said, "dictate that the world of the future is one in which broadcaster participation will be demanded."

"The broadcaster who sees his station solely as a vehicle for making a living is taking not only a shortsighted but, in the long run, dangerous position," he said. "On matters affecting our children and their education, on matters of ethics and morality, on matters affecting government and business, on matters affecting police, the courts and the administration of justice, on matters affecting the deteriorating environment . . . on these and many others, the broadcaster must be involved. For the broadcaster, everything that is important to

## Rowan: Don't knuckle under to politicians

Broadcasters must stand together and refuse to be intimidated by political leaders if license challenges and protests are to be overcome, Carl T. Rowan, syndicated columnist, said Tuesday (Oct. 20) in Chicago. He spoke to a joint meeting of the Chicago Headline Club and the Inland Daily Press Association.

Raising alarm over the growing public apathy to loss of personal liberties as new laws are enacted to curb violence, Mr. Rowan noted that historically violence begets repression. He said a free press is vital to awakening readers and listeners or viewers to this danger "and the first responsibility of the press is not to be intimidated."

Mr. Rowan, director of the U.S. Information Agency in the Johnson Administration, said he believes "Spiro Agnew's biggest goal was to frighten a few guys in the American press and in the television industry, and in my view a few of them have been intimidated. Thank God, not enough. It is our responsibility to see that the people get some facts in the areas where they are most likely to be hoodwinked."

Concerning increased pressures on



Mr. Rowan

station licensees, Mr. Rowan observed: "As long as the broadcasters hang together, toughly, unintimidated, answer back with courage and refuse to knuckle under, not many politicians are going to figure they can win in the long run. But when a few start knuckling under and running scared, the politicians get courage and get the smell of blood and go out after the broadcasters in a big way."

the people he serves is relevant to him."

Other highlights of the Atlanta meetings:

■ Terry H. Lee, Storer Broadcasting Co. and a member of the Future of Broadcasting Committee, objected to the committee being identified as anti-CATV or as "hard-liners." Broadcasters, he said, are not opposed to CATV; they want to find a "common ground" between over-the-air broadcasting and CATV. "We don't want to put CATV out of business," he observed, "but neither do we want CATV to put us out of business."

■ John B. Summers, NAB chief counsel, said that the FCC's proposed "Public Dividend Plan" that would permit CATV operators to import up to four outside TV stations into a market, probably will be revised. But, he added, what must be completely refuted is the underlying FCC study that concludes that broadcasters won't be hurt too badly by cable TV systems bringing in outside signals.

■ Ralph Renick, WTUV-TV Miami, jolted broadcasters when he advocated that stations institute their own national and international reporting. He noted that generally this category of news comes from only five sources, the two wire services and the three networks. He

also suggested that broadcast newsmen do more in-depth stories publicizing and interpreting the "why" of the news.

Answering several comments from audience participants, who indicated that the public doesn't want more documentaries and asked whether this should be taken into account, was Eddie Barker, KDFW-TV Dallas and a former president of the Radio-Television News Directors Association, who commented tartly: "No, we don't give the public what it wants. . . . That decision must be made by newsmen. Otherwise, if we present only what people want, someone pretty soon is going to tell us what to put on."

■ Richard Stakes, assistant general manager of the Evening Star Stations, Washington, defended management's responsibility in seeing that the news is reported "with perspective and balance." He also urged that news be based on the "essence" of the story, "not the angle."

■ Mr. Summers said that it is possible that the FCC, following its study of license renewals (BROADCASTING, Oct. 12), may impose percentage standards for news, public affairs and other categories of programs. And, he added, these standards may well be on a rolling basis, with different standards for profitable

and unprofitable stations, network affiliates and independents, or large and small-market stations.

■ Robert H. Smith, WCYB-TV Bristol, Va., who is chairman of the All-Industry Music Licensing Committee, said the committee has started negotiations with Broadcast Music Inc. and hopes to reduce payments to that music licensing organization by 1.09%. He reported that under the 1969 agreement with the American Society of Authors, Composers and Publishers, broadcasters will have saved more than \$50 million in the life of the contract. He said that in the first year of the new ASCAP agreement, broadcasters have reduced their outlay to ASCAP by 17%—and that some stations have reported savings as high as 26%. The contract was retroactive to Jan. 15, 1968.

TV stations, he said, are now paying about 3% of their adjusted gross billings (excluding network revenues) to ASCAP, BMI and SESAC for music rights "without consideration of the amount of music used, or how, or when or its value."

■ Norman E. Cash, president of the Television Bureau of Advertising, reported that during first six months of this year, TV stations produced 1,500 programs on drug abuse; this totaled over 700 hours, he said, and the time was valued at more than \$1 million. He also said that during the same period, TV stations broadcast 123,000 public service announcements, valued at \$9 million.

■ Mr. Comstock warned broadcasters that they will have to make sure that law makers and the Federal Trade Com-

mission understand that they are not involved in manufacturing the products that are advertised over their stations, nor that they have anything to do with the conception of the advertising. Otherwise, he added, broadcasters will find themselves responsible for advertising that is found to be false or misleading.

■ Peter G. Hammond, executive director of the National Coordinating Council on Drug Abuse Education and Information, Washington, in answer to questions stated flatly that neither the broadcasting of modern rock music nor the advertising of sedatives, sleeping pills or other so-called mood-inducing drugs creates the drug problem. The problem, he said, cannot be blamed on any one activity. "If we did away today with pharmacological drug advertising," he said, "we would still have a problem."

## Wells notes the need to make money

**Commissioner says that without it there's no news, public-affairs**

Broadcasters must defend their right to move merchandise, even on children's programs, if they are to have the money to do such things as local news and public service, FCC commissioner Robert Wells said in Chicago Thursday (Oct. 22) at the second regional meeting of the National Association of Broadcasters.

Aggressive news operation also topped his brief list of priorities for the broadcaster today despite mounting attacks. He noted no one has ever lost a license as a result of journalistic vigor.

The luncheon talk by the ex-broadcaster now commissioner prompted a standing ovation from the some 300 NAB delegates at the meeting. More than 100 local area college broadcasting students also attended the Chicago sessions.

Growing concern about news freedoms highlighted separate sessions on broadcast news (story page 39) as well as part of the talk by Commissioner Wells. Other separate sessions at the Chicago meeting also explored problems of cable television, music licensing, recordings, religious broadcasting and similar topics as they did in Atlanta (see page 38).

"Did it ever occur to you that as long as we can talk about having a free press, we have it?" Mr. Wells said. Asking for proper perspective, he felt the doom merchants have exaggerated the threats, but saying there is no threat at all is wrong too. "Listen to your critics and learn from them," he suggested. The reason, he said, is that "criticism is recognition and flattery. And maybe you



Mr. Wells

feel we have been over-recognized and over-flattered."

Mr. Wells urged facing the simple fact that the name of the game is money and that the selling and fulfilling of wants, not merely basic needs, built America into the advanced nation it is today.

"Some will not admit it takes money to accomplish things both good and evil," Mr. Wells said, and "I for one am sick and tired of having the broadcasting industry singled out as the one advertising media that must take the blame for many of the ills of this country."

The commission said he too is tired of hearing people say there should be a limit to spending for political campaigns in broadcasting alone. "This is particularly distasteful to me," he said, "because I know full well that there are

many uses of radio and television available to a politician at no charge if he only is willing to get off his duff and expend a bit of effort to procure it."

"Please," Mr. Wells said with emphasis, "defend your right to sell merchandise. Continue to be the want creators that are essential to this country."

Unable to understand "some of the gutless performances or non-performances" by some who call themselves broadcast journalists, Mr. Wells said "licensees can cry all they wish but the cold hard facts are there. There has never been a case to my knowledge where a station's license was revoked because it was running an aggressive and hard-hitting news program."

A one-time manager of the Harris stations, Mr. Wells urged: "As a commissioner, with both hats on, let me implore you to increase your efforts in news and public affairs programming. With the power at your disposal, there is no way you can shirk this responsibility."

NAB officials strongly urged broadcasters to become more aggressive in making their views known to legislators at all government levels. Paul Comstock, NAB government affairs vice president, urged broadcasters to go even further and individually back candidates and their choice, financially and otherwise.

The suggestion drew a protest from Stan Hubbard Jr., KSTP-AM-TV St. Paul-Minneapolis, who warned "your guy doesn't always win" and it may prove wiser to stay neutral.

Asked for a comment, Mr. Wells said he feels that "being on the losing



side isn't all bad, but being on the fence is wrong. If you don't take sides on anything, you are nothing."

Later in the session Mr. Wells was asked to comment on the implication for the FCC's authority to venture into specific minimum program percentages and similar policies.

"There is no doubt in my mind and I doubt that there is much doubt in any of yours," Mr. Wells replied, "that the climate today of the country, on the commission, in the Congress and on the Supreme Court which is where our decisions end up, that the FCC has the power to do about anything." You probably don't like to hear that, but it's there, and I think the courts will back it up."

But, he added, he doesn't think "the makeup of the commission now is such we would go in that path. I don't believe we will really go into the censoring business."

However, he added: "You would be surprised at the number of people that want us to. And I'm not talking about government officials. I'm talking about well-meaning citizens."

## Lawyers stifled probe—WPIX VP

### Tells hearing he was advised not to quiz newsmen on distortions

A WPIX(TV) New York investigation into charges of news misrepresentation did not include questioning of former newswriters, a WPIX vice president told the FCC hearing on the station's license-renewal application last week.

Leavitt Pope, vice president in charge of operations for the *New York Daily News*-owned station, who headed the investigation, said, "My first inclination would have been to ask everybody anything that we could. But the lawyers felt that would not be the best course to follow."

Mr. Pope said he didn't want to be accused of harassing the newswriters who had left the station after alleged misrepresentations were reported in late 1968. His investigation, he said, began in early 1969.

Lee Nelson, then a WPIX newscaster, was asked by Mr. Pope to write down everything he knew about the charges. And, the vice president continued, he recorded a long interview with Ted Kamp, then producer-editor of WPIX's evening news show. Mr. Pope said he also interviewed and tape-recorded responses of six employees still working in the news department. But, he added, he did not talk to the news employees who

had left the station.

During the sixth week of the hearing on the renewal application and the license challenge by Forum Communications Inc., Mr. Pope acknowledged that once his investigation began, the station received hundreds of reports that it had distorted news.

Some of these, he said, were in voluminous reports from WPIX lawyers who had begun their own investigation at the request of F. M. Flynn, chairman of the board of both WPIX and its parent *New York Daily News*.

Pat Valicenti, FCC Broadcast Bureau attorney, last Thursday (Oct. 22) read into the record a Pope memorandum sent to Mr. Flynn. In this memorandum, Mr. Pope said the FCC had held up renewal of the station's license pending a hearing.

The note to Mr. Flynn also stated "there was something peculiar about it," commenting that the FCC apparently had acted on a complaint WPIX was distorting news.

Mrs. Nancy McCarthy, whose letter to a friend subsequently alleged news distortion, was fired, Mr. Pope testified, after she made the charges. He added, however, that Walter D. Engels, special assistant in the station's news department, told him he planned to dismiss her even before the allegations were made. Mr. Engels, former news manager, was shifted to the special assistant's post after a reported misrepresentation of news film by the station.

WPIX lawyers also dissuaded Mr. Pope, he told the hearing, from investigating Mrs. McCarthy's background.

After 14 days testifying before the hearing, Mr. Engels ended his session Wednesday (Oct. 21). On his last day on the witness stand, he denied he had once admitted the station mislabeled crowd scenes from Bucharest as the Soviet invasion of Czechoslovakia in August 1968.

### May 31 set as date for employment report

The FCC with the necessary clearance from the Bureau of the Budget on its new annual employment report form and reporting requirements, last week announced that May 31, 1971, is the initial date for submission of the employment report from every licensee or permittee of broadcast facilities.

The effective date of the annual reporting requirements called for in new Section 1.612 of the rules and Section VI of FCC forms 301, 303, 309, 311, 314, 315, 340 and 342, was stayed pending Budget Bureau's clearance. The new employment reporting requirements were designed to give the commission an accurate perspective on

equal opportunity practices of licensees.

The new requirements affect applicants for construction permits for new stations who tender applications after Jan. 4, 1971; license renewal applicants required to file applications after Jan. 4, 1971; and applicants for authorization to sell their existing facilities or CPs who file applications after Jan. 4, 1971.

## FBI spurns inquiry into KPFT bombing

### FM's manager raps federal government for inaction, hits terrorist 'sanction'

The FBI last week rejected the request of Pacifica-owned KPFT(FM) Houston for the agency to intervene in the investigation of the Oct. 6 bombing which caused an estimated \$35,000 damage (BROADCASTING, Oct. 12). The bombing was the second at the noncommercial, publicly supported station in five months.

KPFT had sought an FBI commitment to exercise in Houston "federal prosecution and indictment" powers. Among the many others supporting the station's request were Willard Walbridge, board chairman, National Association of Broadcasters, and William Kling, assistant director for radio projects, Corp. for Public Broadcasting.

An FBI spokesman said last week the agency would give only "cooperation and assistance," which means, he explained, availing local authorities of laboratory facilities and "running down out-of-state leads." As of late last week, however, KPFT had not been notified officially of the FBI decision.

The FCC also got into the act last week. In a letter to NAB President Vincent T. Wasilewski, Chairman Dean Burch, apparently unaware of the NAB stance on the bombing matter as explained by Mr. Walbridge to Anthony Ferris, U.S. attorney in Houston, on Oct. 16, wrote urging that the NAB "take all appropriate steps of assistance, to insure that no station in this country is silenced by dynamite."

Mr. Walbridge, in his presentation to Mr. Ferris (BROADCASTING, Oct. 19), noted that the NAB had "interceded with the attorney general of the United States" on June 9 after the first bombing of KPFT and recalled that no positive action resulted.

Mr. Walbridge and KPFT officials had cited precedents for federal intervention in the bombing—among them, the bombing of the WLTv(TV) Bowling Green, Ky., transmitter in September 1969 (mentioned in Mr. Burch's letter)

and the bombing of KNX(AM) Los Angeles in 1965.

In their presentations to Mr. Ferris, the broadcasters had contended that radio and TV stations, as members of the Emergency Civil Defense Network, are entitled to such intervention and protection from terrorism. Rudy Hurwich, Pacifica president, also noted that the station's First Amendment rights have been abridged because it has been forced off the air. The broadcasters reportedly received a pledge from Mr. Ferris that he would intercede with the Justice Department for FBI help.

This is the intervention the FBI turned down last week.

In his letter, dated Oct. 20, FCC Chairman Burch reaffirmed the need to buffer "free speech" as the "foundation of this nation" and decried "the growing tendency of extremist groups . . . to disrupt and prevent speech with which they do not agree." And, he added, "on our part we shall continue to press as strongly as we can for investigative steps to eradicate this evil."

When pressed for an amplification of the "investigative steps," a Burch aide said "the commission will make some kind of inquiry of Justice as to its interest in investigating these matters . . ."

The inaction of the federal government and what he considered the vague

contribution of Mr. Burch, prompted KPFT Station Manager Larry Lee to observe: "It appears to me to be very much official federal sanction of terrorist repression. The federal government's stance is a chilling echo of Attorney General Mitchell's curiously ambiguous remarks in Indianapolis last week on the possibility of renewed vigilantism in the U.S. . . ."

Continued Mr. Lee: "The same administration which appointed Dean Burch has within its power the ability to arrest, indict, prosecute, convict, and punish the criminals who have come within an ace of killing an American broadcast station for the first time in our history.

"I suggest that the chairman look to his colleague, John Mitchell, rather than to Vincent Wasilewski for the answer to the problem KPFT shares with all American broadcasters in commercial and noncommercial broadcasting. . . ."

## FCC rebuffs Comtel in phone company bid

The FCC has denied a request by Comtel Inc., New York CATV operator, for a conditional grant of two applications by the New York Telephone Co. (Telco) for Section 214 certification so

that Telco could provide Comtel with CATV channel service.

Had a conditional grant been made—subject to the outcome of a pending FCC proceeding on Telco's applications for Section 214 certification of public convenience and necessity—the commission said it would have to overturn its earlier decision prohibiting Teleprompter Manhattan CATV Corp. and Manhattan Cable Television from further CATV construction in areas of New York (BROADCASTING, Oct. 12).

The commission said grant of Telco's applications for additional facilities to serve Comtel "is not feasible and would not be consistent with the public interest." The commission cited a number of problems that would be created if temporary authority to construct distribution facilities were granted and Telco's applications were later denied. The commission added that the cost and inconvenience to the public resulting from the possible termination of Comtel's proposed service and the subsequent transition to service from Teleprompter, Manhattan Cable or other cable operators precludes a favorable ruling on the request for interim authority.

## Changing Hands

### Announced:


The following sale was reported last week subject to FCC approval:

■ KALO(AM) Little Rock, Ark.: Sold by Arkansas Broadcasting Co. to Bernard Mann and Gilbert Gans for \$265,000. Mr. Mann was formerly vice president of WAIR(AM) Winston-Salem, N.C. Mr. Gans was formerly vice president of KXLW(AM) Clayton, Mo., and KADI(FM) St. Louis, and presently is board member of KWKI(FM) Kansas City, Mo. KALO operates full time on 1250 khz with 1 kw day and 500 w night. Broker: Hamilton-Landis & Associates.

### Approved:

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

■ KRNO(AM) San Bernardino, Calif.: Sold by Doubleday Broadcasting Co. to Dick and Tom Jones for \$750,000. Doubleday Broadcasting is owned by Doubleday & Co., book publishers. Its stations are KOSA-TV Odessa-Midland, KROD-AM-TV El Paso, KITE-AM-FM Terrell Hills-San Antonio and KDTV(TV) Dallas, all Texas; KDEF-AM-FM Albuquerque, N.M., and KHOW-AM-FM Denver. Doubleday acquired KRNO in 1967 for about \$380,000. Messrs. Jones, father and son, own WQTE(AM) Mon-



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70-31

roe (Detroit), Mich., and KKON(AM) Kealahou, Hawaii. KRNO is on 1240 khz with 1 kw day and 250 w night.

■ KSNB(AM) Seattle: Sold by Riley R. Gibson and others to Philip C. Davis and others for \$550,000. Mr. Gibson owns 56.7% of KYOS(AM) Merced, Calif. Mr. Davis and family own KWIZ-AM-FM Santa Ana and KLOK(AM) San Jose, all California. Mr. Davis has interest in 12 CATV systems. KSNB operates on 1590 khz with 5 kw.

■ WSSV-AM-FM Petersburg, Va.: Sold by Roger A. Beane and others to William L. Eure for \$226,900. Mr. Beane owns Petersburg CATV system. Mr. Eure is sales manager for WMAL-TV Washington. WSSV(AM) is full time on 1240 khz with 1 kw day and 250 w night. WSSV-FM is on 99.3 mhz with 3 kw and antenna 290 feet above average terrain.

### 'Periled' WLIB goes off air 'to keep cool'

WLIB(AM) New York was off the air last week, shut down by General Manager Harry Novik "because of threats to our studios and personnel" following "a minor labor dispute involving one person."

The station went off the air at noon on Oct. 17 after listeners had been advised that the action was being taken "reluctantly but in the interests of maintaining the safety of the community." The station specializes in programming for blacks and its studios are in Harlem.

WLIB-FM had gone off the air four days earlier. Station sources said "certain outside elements," not involved in the labor dispute, had seized the dispute as an opportunity to try to "muscle in" and make demands of their own regarding both station affairs and programming. They said station officials sought vainly for a week to negotiate a solution, and that outsiders' threats "to damage the station and inflict bodily harm upon our people" forced the decision to go off the air.

The problem started with the discharge of a woman employe who subsequently was represented as being a union member (American Communications Association of the International Brotherhood of Teamsters). Some picketing occurred later, although officials emphasized that no strike had been authorized.

The sign-off announcement on Oct. 17 told listeners that "we have tried to maintain our service to the community—the same type of programs we have been broadcasting for over 22 years—but we cannot continue in the face of threats against our employes. We have helped to maintain the cool of this com-

munity on many, many occasions. Now, in order to continue that same cool, we are going to leave the air."

The announcement called upon listeners for support so that the station might return to the air as soon as possible. "For many years you relied on us," the announcement said. "Now, we rely on you . . . we have been threatened and intimidated, and we cannot continue our public service under these circumstances. We do not want to see anyone hurt or any damage inflicted on the property of this community. Therefore, reluctantly, we leave the air."

### Fire shuts station for hour, 45 minutes

WJRZ(AM) Hackensack, N.J., returned to the air within an hour and 45 minutes after a fire engulfed its studios on Saturday, Oct. 17. The blaze caused over \$100,000 estimated damage to the station and its broadcast equipment.

The fire broke out in the morning, before air time, and apparently started in the newsroom. Cause of the blaze was unknown, according to a WJRZ spokesman.

Lazar Emanuel, executive vice president and general manager, said WJRZ is now broadcasting from temporary studios at the transmitter site. Mr.

Emanuel said the new Gates Radio Co. Service Center in New York furnished complete broadcast facilities within 24 hours after the fire. The Gates facility, comprising 6,000 square feet on the east side of New York, was established last June. It is the second such Gates center; the first, inaugurated 15 years ago, is in Houston.

### WLVA seeks court redress

WLVA Inc., licensee of WLVA-TV Lynchburg, Va., is going to court in its attempt to win reversal of an FCC action last month which granted WRFT-TV Roanoke, Va., authorization to improve its facilities (BROADCASTING, Sept. 7). WLVA had tried to link its own application for new technical facilities with WRFT-TV's application, requesting that the commission consolidate both applications in hearing and grant or deny both.

### WCKY(AM) rejoining CBS radio

WCKY(AM) Cincinnati, a Post-Newsweek station, will rejoin CBS radio as an affiliate effective Nov. 12. Station, which programs an adult-music format, was affiliated with CBS from 1939 to 1945. It has been independent since 1968 when it canceled its affiliation with ABC Radio.

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# A united front of Chicago activists

## Three groups pressuring city's stations join forces to present list of demands

A new coalition of three listener-interest groups in the Chicago area presented local stations last week with a proposed legal agreement to guarantee the coalition's involvement in program planning, employment practices and station performance, with emphasis on minorities. The agreement would be made part of the station's Dec. 1 license-renewal applications before the FCC.

Some station managers characterized the proposed agreement as not only "arrogant" but also an abrogation of the rules of the FCC and the Communications Act itself. Others, however, according to a coalition spokesman, found at least some portions of the document "beneficial."

The coalition includes a new black-oriented group, Task Force for Community Broadcasting, plus two older organizations, both of which have already become involved in protesting some station policies in the license-renewal process before the commission. One is the Better Broadcasting Council and the other is the Illinois Citizens Committee for Broadcasting (see page

18). Both are predominantly white.

Meetings were being held with station managements during the week in attempts to win support for the legal agreement idea. Two general meetings were scheduled at night at a city institution, Malcolm X College, at which stations were to account for their intentions, but most stations indicated they would not attend though they would talk on their own premises.

The coalition is receiving legal assistance from the Lawyers Committee for Civil Rights Under Law Inc., a volunteer group supported by a number of large local law firms, as well as from ICCB members, some of whom also are lawyers. One of the group is Robert Bennett, Northwestern University law instructor and former aide to FCC Commissioner Nicholas Johnson.

James Nixon, now an official at Chicago's Black Strategy Center, a social-action organization funded by national business firms in that area, explained his role in helping the new task-force group to organize in mid-September. He recalled touring the U.S. to study broad-

casting and meeting William Wright of Black Efforts for Soul in Television, Washington, who subsequently took his key people to Chicago for an intensive two-day classroom workshop on broadcasting for the varied black groups now in the task-force operation.

A former marketing man who recently was assistant national director of compliance and technical assistance for Chicago's Project Equality, a Ford Foundation grantee, Mr. Nixon explained: "We're going from protest to programing. We are seeking justice in broadcasting, not only in programs but in employment, since the Broadcast Skills Bank obviously is a failure. We are going to help broadcasters be more responsible." (The Broadcast Skills Bank was set up several years ago by the National Association of Broadcasters.)

Mr. Nixon quoted the Red Lion decision on the paramount rights of the public and said: "We will use the FCC's laws as our basis and see that the broadcasters adhere to them." If broadcasters won't cooperate, he continued, "we will go to the sponsors."

Explaining that the coalition partners "will be year-round watchdog groups," Mr. Nixon said the situation has gone beyond asking stations for cooperation. "We are demanding," he said.

The proposed legal agreement is an extensive document that delves into all phases of programing, planning, staffing, and accountability, with particular reference to varied minorities. Regular coalition meetings with the stations would be required to guide performance.

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## Blacks out of running for last Syracuse FM

A nonprofit group seeking to secure black ownership of the last available FM channel in Syracuse, N.Y., was turned down last week by the FCC in its bid for permission to file a late application. However, in rejecting the appeal on procedural grounds, the FCC urged two other applicants for the channel to work toward providing greater service to the black community.

Progressive People Inc., an organization formed earlier this year to improve race relations in Syracuse, asked the commission last June to permit it to apply for an FM facility also being sought by Eastern Associates and Wsoq Inc. Under the commission's rules, PPI should have filed its application at least one day before release of the commission's order in September 1969 designating for hearing the applications by Eastern and Wsoq.

In its petition for a rule waiver to file a late application, PPI said none of the radio stations serving the Syracuse area are black-owned and none of them provide adequate service to blacks. It pointed out that the frequency being sought by Eastern and Wsoq is the last available in the Syracuse area, and con-

tended that grant of its proposed application would serve black needs. PPI did not file an application with its waiver petition, stating it would be a waste of "precious resources" to do so and have it rejected by the commission. It contended that its failure to file an application on time would not prejudice the rights of Eastern and Wsoq since the evidentiary hearing in the proceeding had not yet begun.

The commission said PPI's arguments were valid, but reminded PPI of the filing rules and pointed out that extensive prehearing preparations had been made. It would be unfair to subject the two contenders to the burden of proceeding against another applicant, the commission said, and grant of the waiver petition could only lead to further delay and uncertainty since PPI did not indicate when it would file.

However, the commission stated there is a need for black members of the community to have greater access to the mass media and urged Eastern and Wsoq to work toward providing more service to blacks. It also suggested that local groups talk to all Syracuse radio stations about establishing more meaningful communications with the black audience.

The vote rejecting PPI's waiver petition was 6-to-0.

## More Ohio stations resist black protests

Mahoning Valley Broadcasting Corp. has opposed petitions by the Black Broadcasting Coalition to deny the license renewals of its WBBW-AM-FM Youngstown, Ohio, and has asked the FCC to dismiss the petitions on the basis of their "numerous erroneous . . . allegations. . ."

The licensee's opposition followed similar commission filings by WKBN Broadcasting Corp. and Taft Broadcasting Co. (BROADCASTING, Oct. 19). The renewals of WKBN Broadcasting's WKBN-AM-FM-TV Youngstown are also being opposed by the BBC. The Columbus Broadcasting Coalition is challenging the renewals of Taft's WTVN-AM-TV and WBUK-FM Columbus, Ohio.

Principally, all the petitions to deny charge the stations with failing to ascertain community needs, failing to program for blacks, and discriminating in employment.

In its opposition petition, the licensee

of the WBBW stations stated that, contrary to the coalition's contention, Mahoning did not conduct only a single ascertainment survey, but is "continuously" ascertaining the needs, interests and problems of its service area through contact with community leaders.

Mahoning noted that the BBC admits that the WBBW stations made special efforts to consult with representatives of the black community and that this statement conflicts with another BBC statement that said Mahoning's "pursuit of black interviewers is poorly reflected."

The licensee pointed out that it broadcasts numerous programs designed to meet the interests of the total community, including blacks, and it questioned the authority of the coalition to speak for the public interests of the entire Youngstown community.

## Cleveland outlets survive protest

### FCC's Walsh contends black coalition's charges are unsubstantiated

The FCC staff has affirmed its renewal of the licenses of a number of Cleveland radio and television stations that had been the object of a protest of a group of Cleveland area blacks. Broadcast Bureau Chief Francis R. Walsh said the group had not presented any factual allegations against each of the stations on which the commission could act.

The Cleveland group—an ad hoc coalition of black organizations and the National Association of Black Media Producers—had asked the commission to defer action on the stations' renewal applications until the stations complied with a series of 11 demands the group had issued.

The informal complaint, received by the commission on Oct. 5, five days after the renewal date for Ohio stations, was aimed at "WKYC-Television and Radio, WJW-Television and Radio, WEWS-Television, WUAB-Television, WGAR-Radio, WHK-Radio, WERE-Radio, [and] WIXY-Radio."

Mr. Walsh, in a letter to Charles Cook, chairman of the ad hoc coalition, noted that the commission staff had already granted the renewals of WERE-AM-FM, WGAR-AM-FM, WHK(AM), WJW-AM-TV, WEWS-TV, and WKYC-TV. Action on the renewal applications of WIXY and WKYC-AM-FM have been deferred for reasons not related to the complaint, while WUAB-TV is operating under program-test authority and, thus, has no renewal application pending.

The renewals had been granted de-

spite an earlier complaint by the same group, received late in September. The commission staff said then that the group had not provided any facts warranting deferral (BROADCASTING, Oct. 5).

And Mr. Walsh, while pointing out that the staff could rescind the grant of a renewal within 30 days if facts justifying such action were presented, said that the new complaint does contain such facts.

He noted, for example, that, while Mr. Cook alleges that none of the stations cited have adopted an equal-opportunity program to guide their hiring practices, "you do not explain . . . how you arrived at that conclusion." "The commission," he said, "cannot possibly inquire into each of the unsubstantiated allegations of licensee misconduct it receives. Nor would it be fair," he added, "to demand licensees to respond to each unsubstantiated charge. . . ."

"Furthermore," he said, "the commission is forced to look with disapproval upon the lodging of a number of identical charges without factual detail against the licensees of a number of different and independent stations. It seems unlikely that each of the licensees you allege has violated its duties to serve the public interest would have done so in exactly the same manner."

## FCC probes charge of unauthorized transfer

The FCC has designated the license-renewal application of WLUX(AM) Baton Rouge for hearing to determine if licensee, Capital City Communications Inc., transferred its control of the station without commission consent.

The commission said it has information which "raises a number of serious questions [of] whether the applicant possesses the qualifications to be or to remain a licensee . . ." These questions concern whether the station was controlled by someone other than the licensee—"financial arrangements under which WLUX has and will be operated"—whether the licensee filed timely and accurate ownership reports, and whether the performance of transmitter operations and operating log entries were made by a properly licensed radio operator.

## Network viewing up—NBC

The level of network-TV viewing is rising, according to NBC researchers. Based on a comparison of the Fast Nielsen report for the week ended Oct. 11 with the same week a year ago, NBC reported that viewing on the three TV networks was up 2.3 rating points for the week, which represent approximately 2,250,000 homes.

## Radio and TV is rated as 'racist'

### Two blacks provide much critical comment on Washington TV show

Stations and networks that think they are doing a respectable job of serving the black community have another think coming—at least, in the view of two black critics of broadcasting.

William Wright, national coordinator of Black Efforts for Soul in Television, and Charles (Chuck) Stone, author and one-time regular on NBC's *Today* show, say television fails to serve blacks and that it is "racist".

They made their remarks a week ago (Oct. 17) in an interview on *Black News*, a half-hour news program done by and for blacks that is broadcast Saturdays by WTTG(TV) Washington.

The program did not exempt the station from the epithet of racism that Mr. Stone applied to the networks and white news commentators. "You should be on every night at 6 o'clock giving the news," Mr. Stone said to the program's anchorman, Don Alexander.

He characterized television as "electronic minstrelism"—blacks singing and dancing on television. There is no in-depth analysis of the growing problems of the black community, he said.

Mr. Wright, who has played a key role in the growing effort on the part of blacks to protest the license-renewal applications of stations they feel are not serving their interests, said there is a need for blacks behind the cameras as well as in front of them, "projecting out to the black community."

At one point, the two suggested that the blacks' willingness to work within the system to effect changes in broadcasting may wear out. Mr. Wright said he is "using federal communications law" in an effort to open the media for expression of diverse views.

"If I don't get satisfaction" that way, he said, "there has to be other means." And Mr. Stone noted that history is filled with "violent actions" taken "to redress grievances."

However, in answer to a question from Mr. Alexander, he said, given the opportunity to appear on the air, blacks should take it. He said there is now no "assertive" black point of view on television. He dismissed the blacks who now do commentary as "Uncle Toms".

Mr. Wright also indicated that he is considering a new approach to the problem of obtaining more programming aimed at blacks—one that leads through the rating services. Ratings, he said, "are a bunch of garbage."

# Rand criticizes FCC's CATV approach

## UHF protection, public-dividend plan faulted in two reports; FCC delays CATV comment deadline

The FCC's approach to CATV regulation is backward, two Rand Corp. researchers said last week.

The growth of cable TV is going to have its greatest impact on the one or two TV stations in smaller markets, said Dr. Rolla Edward Park. And the most vulnerable, he said, are the UHF stations.

Thus, he commented, the commission's policies aimed at protecting UHF stations in the top-100 markets and permitting a more liberal approach on CATV in the smaller markets are upside down.

And the FCC's public-dividend plan has "serious drawbacks," according to Dr. Leland L. Johnson. It doesn't protect the smaller-market stations from the impact of CATV, Dr. Johnson observed, and it carries the "danger" of making broadcasters "increasingly dependent on revenues generated from advertising on distant signals and dulling their incentives for doing an effective job of local broadcasting."

The two reports, submitted to the commission last Thursday (Oct. 22), came almost at the same time that the FCC unexpectedly issued a 60-day extension on the deadline for comments on its various facets of its CATV inquiry, including its public dividend plan.

Only a day before the Oct. 22 deadline the commission authorized a new cutoff date of Dec. 7 for comments, and Jan. 8, 1971, for reply comments. The action was announced Oct. 22, the previous deadline, and was taken at the request of the Ford Foundation and the Corp. for Public Broadcasting, the commission said. The Ford Foundation is one of the underwriters of the Rand Corp. studies on CATV.

The commission inquiry deals with ideas for developing federal CATV legislation, diversification of CATV ownership, the extent of federal, state and local regulation and technical standards for cable systems.

Commissioner Robert T. Bartley was the only commissioner dissenting to the new deadlines.

Dr. Park's report, "Potential Impact of Cable Growth on Television Broadcasting," is an econometric study, using a computerized "impact" model that utilized confidential financial reports from the files of the FCC. These reports were not seen by the researcher.

Dr. Park is an engineer (B.S. from the California Institute of Technology),

a business administrator (master's degree from the University of California at Los Angeles) and an economist (a Ph.D. from Princeton University). He joined the Rand Corp. in 1966.

Dr. Johnson, whose report is entitled "Cable Television and the Question of Protecting Local Broadcasting," is a senior economist at the California think-tank. He was research director of President Johnson's Task Force on Communications Policy in 1968. He is the director of the Rand cable-TV project, which was financed initially with a \$165,000 Ford Foundation grant. More recently, the project received \$500,000 for a three-year period from the John and Mary R. Markle Foundation.

Three CATV reports have been issued by Dr. Johnson and his colleagues. The first, last January, was Dr. Johnson's study on federal regulation; the second, last May, was by Richard A. Posner on federal regulations, and the third, last month, was by Nathaniel E. Feldman, on local program origination.

Overall, Dr. Park found that station revenue (related to local audience only) is reduced 18% by cable TV. There is, he emphasized, considerable variation among markets and kinds of stations. For example, he noted, stations in the top-50 markets are expected to lose, on the average, 15% of their revenues, but stations in the 151st to 200th markets will probably lose 56% of their revenues.

Among other factors, Dr. Park assigned program "attractiveness" indices to his calculations. This shows, he said, that a network program broadcast by a UHF station is only half as attractive as the same program carried on a VHF station.

Some of Dr. Park's other findings:

- CATV's ultimate penetration will

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### Macdonald wins cable award

Representative Torbert H. Macdonald (D-Mass.), chairman of the House Communications Subcommittee, last week was presented with a special "Congressman of the Year Award" by the New England Cable Television Association. NECTA president George L. Sisson Jr. made the presentation to Mr. Macdonald, the featured speaker at the NECTA-sponsored industry conference in Springfield, Mass., for "outstanding contributions to the communications industry."

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range from 29% to 60% of TV homes. Ultimately, he estimated, a nationwide penetration of from 40% to 45% is indicated.

■ The loss of audience is economically greater to the losing station than the gain is to the distant station. Therefore, the total TV station audience value will be decreased by cable TV growth.

■ Because the loss of audience by smaller stations will be more severe, this will affect their local programming.

Dr. Johnson, using Dr. Park's findings, concluded that there are better ways to proceed than the FCC's Public Dividend Plan, which proposes among other things to permit CATV systems to import distant signals in return for payment of a copyright fee to be levied by congressional legislation and payment of 5% of their subscriber revenues to the Corp. for Public Broadcasting. The commission also proposes to permit local TV stations to substitute their own commercials for the advertising of distant stations carried by the cable system.

Dr. Johnson suggests that a "direct-compensation" plan is better. This would require cable operators to re-compensate local TV stations in accordance with actual audience loss caused by the cable system.

He also posed the possibility of permitting unrestricted CATV growth which would result, he said, in TV stations in smaller markets either going out of business or becoming satellites of major-market stations. But this, he commented, would result in the loss of local programming for the public. In that case, he said, the FCC should require that cable companies make available to the local station free of charge any local programming the CATV system originates.

"In this way," he said, "viewers dependent on over-the-air service would continue to receive some local programming."

Dr. Johnson was concerned about the commission's inclusion of non-commercial TV stations in its rules forbidding joint ownership in the same market. Noncommercial stations should be exempt from this ban, he said, but at the same time, any cable system owned by an educational-TV station should be required to carry at least one outside noncommercial station in addition to the local outlet.

# A dent in conglomerate study?

## Big firms may get task force to drop question designed to assess 'public-interest benefits'

Broadcast-industry representatives appear to have won a point in a dispute with the FCC staff on a questionnaire the commission intends to use in its study of the effects of conglomerate ownership of broadcast stations. Licenses receiving the questionnaire may not be required to list the public-interest benefits that are attributable to common ownership of broadcast and nonbroadcast interests.

This achievement—to some observers, an unusual one to seek—emerged from a meeting Wednesday between members of the commission's conglomerate study task force and the industry committee that advises the Office of Management and Budget in connection with its responsibility for clearing government forms issued to broadcasters.

Industry representatives have in the past held that common ownership of broadcast and nonbroadcast interests have led to public-interest benefits through the strength that kind of ownership has given the stations. But industry advisory committee members last week made it clear they did not want to address themselves to that question, at least not at this stage of the conglomerate inquiry.

"This imposes a burden of defense on these conglomerates before we know what deficiencies are found by the commission to exist," said Washington communications attorney Frank Fletcher, who is chairman of the advisory committee. "If we undertook this I can conceive of a burden of years of preparation to give the full story of operating broadcast properties in the public interest."

Louis Stephens, director of the commission's conglomerate study task force, said the question was included because the notice of inquiry which led to the questionnaire said it was aimed at determining "the possible benefits as well as the detriments" of conglomerate ownership of broadcast stations. And the "best source of information of the benefits to the public," he said, "are the conglomerates themselves."

The OMB officer who participated in the meeting, Harry Sheftel, expressed sympathy for the broadcast-industry representatives in their uncertainty as to the kind of response to make to what, he said, was a very difficult question.

But he also expressed some bemusement at the attitude of the committee members who are given the opportunity

to make a case for the benefits to be derived from conglomerate ownership "and don't want to take it." If the question were not asked, he said, "you might want it."

However, Mr. Sheftel, picking up a suggestion of Mr. Fletcher's, asked Mr. Stephens after the meeting if he would consider making the question "optional." And Mr. Stephens later said he is "considering some modification of the question" and that "one possibility is to make it voluntary." He expects to discuss the matter further with Mr. Sheftel this week.

One point pressed by the industry committee on which Mr. Stephens refused to yield last week involved a question dealing with communications between parent companies and their subsidiaries. The question seeks correspondence during the period Jan. 1, 1967, through Dec. 31, 1969, which would show the parent's influence on programing and budgetary decisions of the stations and which might indicate whether the stations are used to advance the commercial and other interests of the parent or nonbroadcast subsidiaries.

Howard Monderer, NBC's Washington attorney, said the file search that would be required would be "too burdensome." Mr. Fletcher expressed a preference for specific questions.

But Mr. Stephens said the question had already been redrafted in an effort to sharpen its meaning and help licensees avoid submitting material not needed. He said he knew of no way the question could be changed further and still elicit the required information.

That dispute and one or two other minor ones were left to Mr. Sheftel for resolution. He expects to complete his

review of the questionnaire "within two or three weeks."

At that point, the commission, if it approves the questionnaire in its revised form—it has been modified as a result of informal meetings between the commission staff and the industry committee—will distribute it to some 50 conglomerates holding broadcast licenses. The companies to receive the questionnaire have not yet been finally decided.

Mr. Stephens last week said that those receiving the questionnaire will be given staggered deadlines for responding. Some questions are to be answered within 30 days, others within 120 days and the remainder within six months. However, he said that the networks, because of their size and the number of employes involved in networking and station management, may be given up to eight months if they request it.

Last week's meeting of commission task force and the industry committee with Mr. Sheftel was the second one they have held on the questionnaire. As at the first one, in September, Albert Kramer, director of the Citizens Communications Center, was present and participated in the discussion.

## 22 of 25 trainees get jobs, CFWC reports

Elbert Sampson of the Community Film Workshop Council in New York told broadcasters in Atlanta last week that in the last six months his organization has trained 25 disadvantaged youths and placed 22 with TV stations (BROADCASTING, Feb. 23 et seq.).

Of the three still without jobs, he told a National Association of Broad-

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casters regional meeting, two have "personal" problems. But the third, he said, is having difficulty being hired by broadcasters because he is white. All the others are black.

CFWC, funded by grants from foundations and government, hopes to turn out 45 trained TV film technicians this year, Mr. Sampson said. He added that the council will need support from the broadcast industry.

## AWRT gets the message: Women of world, unite!

Women must stop fighting and competing among themselves and become a united force for equality, an ABC executive told the New York chapter of American Women in Radio and Television last Wednesday (Oct. 21).

Mary Jean Parson, ABC associate director, corporate planning, said

women in executive positions should fight for equal money for women and equal job opportunities. Those on camera, she told the luncheon meeting, should produce stories on women who have fought and won battles in their particular fields.

Those in advertising should work toward ending what she termed "insidious subjugating sex commercials." "Commercials," she added, "have ruined us more than any single thing in the country."

ABC news correspondent Marlene Sanders outlined the history of women in the news media from Nellie Bly to Pauline Frederick. Even today in broadcasting, she said, women are given the "fluff" stories, although they have proven they can cover hard news. "It never ends," she told AWRT members. "It's still going on."

Joan Murray, WCBS-TV New York

news correspondent, described her career as a young, black female news correspondent and what she termed indignities suffered from racists, fellow reporters and television viewers.

She told an audience of 121 women and a few men how she received from "a fan" a shoebox filled "with human feces"; how a male reporter stepped on her instep and broke it; of threats from the Ku Klux Klan, and of having a Secret Service man refuse to accept her press credentials. Miss Murray added she did not know whether some of the incidents related were because she was a newswoman, black, female or all three.

Lucy Jarvis, NBC-TV producer, speaking from the floor, urged the group to redefine its obligations and then "make ourselves felt and heard as a strong body and as a professional group."

## FocusOnFinance

### ABC earnings dip by \$1 million

#### Bleak 9-month report blamed on two films; ABC-TV feels 'pinch'

ABC Inc., New York, last week reported net earnings for the first nine months of the year decreased by slightly more than \$1 million from the corresponding period of 1969.

Leonard Goldenson, president, said there were capital gains in both periods, resulting mainly from the sale of foreign investments. These amounted to \$1,135,000 in the 1970 period and \$2,150,000 in 1969.

He noted that third-quarter operating earnings dipped to \$3,010,000, or 42

cents a share, from \$3,700,000, or 50 cents a share in the similar period of 1969. He said the decreased operating earnings "reflected mainly the disappointing results of two recently released motion pictures, "Too Late The Hero" and "Suppose They Gave A War And Nobody Came."

Mr. Goldenson said that in broadcasting, ABC-TV "felt the pinch of the general economic uncertainty," but that "the other broadcast operations showed improvement over the like period of last year."

For the first nine months ended Sept. 30:

	1970	1969
Earned per share*	\$ 2.00	\$ 2.10**
Pre-tax earnings	29,085,000	29,600,000
Net income	14,235,000	15,300,000

Capital and non-recurring gains, net, after taxes 1,135,000 2,150,000

Notes: ABC reports gross-revenue figures of fiscal-year's end only.

\*Assuming full conversions of convertible debentures and exercise of stock options, fully diluted

earnings from operations and net earnings for the nine months would be \$1.70 and \$1.84, and for the nine months of 1969, \$1.66 and \$1.91 per share, respectively.

\*\*Adjusted for the 3-for-2 stock split in December 1969.

### Cox reports increases in income, revenues

Cox Broadcasting Corp., Atlanta, reported gains last week for both the third quarter and the first nine months of 1970.


Net income for the three months ended Sept. 30 rose 5% to \$1,503,001, or 26 cents a share, compared with \$1,428,153, or 25 cents a share, a year earlier. Operating revenues for the third quarter rose 11% to \$15,250,989, against revenues of \$13,791,809 for the comparable 1969 period.

For the nine months ended Sept. 30, net income increased slightly to \$5,495,404, equal to 95 cents a share, against \$5,494,928, or 95 cents a share, for the like 1969 period. Operating revenues rose 4% to \$46,698,892, compared with \$44,758,801 in the January-September 1969 period.

J. Leonard Reinsch, president, said increasing costs of programing and related services continued to affect operating margins in Cox's largest division, broadcasting. But revenues for the division increased 3% in the third quarter. This is attributable, he said, to strong performances by the firm's radio stations.

Cox's Bing Crosby Productions revenues also rose, Mr. Reinsch said. Production of an original film for ABC-TV and presentation of "World Series of Golf" also contributed significantly to

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the division's revenues during the third quarter, he said.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.95	\$ 0.95
Operating revenues	46,698,892	44,758,801
Net income	5,495,404	5,494,928
Average shares outstanding	5,789,000	5,786,000

## Comsat reports bright financial picture

Communications Satellite Corp., Washington, has reported that net income and operating revenues continue upward and declared its first quarterly dividend of 12½ cents per share. The long-awaited initial dividend will be payable Dec. 14 to stockholders of record Nov. 13.

Reporting third quarter and nine months figures, Comsat boasted an increase in profits from \$1,446,000 or 14 cents per share for the third quarter of 1969 to \$4,271,000 or 43 cents per share for the same quarter this year.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 1.16	\$ 0.49
Operating revenues	49,937,000	33,528,000
Net income	11,590,000	4,947,000

## Muzak is in tune with Teleprompter on merger

An agreement in principle has been reached for the acquisition by Teleprompter Corp., New York, of Muzak International, a wholly owned subsidiary of the Wrather Corp., Beverly Hills, Calif., it was announced last week by the companies.

The acquisition would be made through an exchange of Teleprompter common shares for the stock of Muzak. Though no price was revealed, it is estimated that the transaction could amount to \$22 million.

The consummation of the project is subject to the completion of a definitive agreement and approval by the Teleprompter board of directors and shareholders.

Muzak supplies functional background music to offices, factories, hotels, restaurants and other commercial and industrial establishments. Wrather produces and owns the *Lassie* TV series and other TV properties, and operates the Disneyland hotel in Anaheim, Calif.

Irving B. Kahn, chairman and president of Teleprompter, a leading CATV operator, said the acquisition "would open wider markets for the Muzak services via cable TV and would be a first step in the long-range broadband communications plans of Teleprompter."

Mr. Kahn said Teleprompter would

be able to deliver the Muzak service to subscribers by cable, and to cable subscribers either selectively or as a general CATV service. He noted that the combination of Muzak in homes and apartments was feasible. Over 90% of its current business is industrial, he said, because the cost of private lines makes delivery of the service to homes and apartments economically unfeasible in most cases.

A spokesman for the Wrather Corp. said that Muzak was bought from former U.S. Senator William Benton of Connecticut in 1957 for \$4,150,000.

Edwin Tornberg & Co., New York, served as broker in the Teleprompter-Wrather negotiations.

## Company reports:

**American Television & Communications Corp.**, Denver-based group CATV operator, reported increased revenues and smaller net loss for the year ended June 30:

	1970	1969
Loss per share	(\$ 0.21)	(\$ 0.37)
Revenues	8,232,070	6,038,728
Operating costs	4,259,886	3,013,274
Cash flow	2,692,584	1,730,553
Net income	(28,516)	(418,230)
Average shares outstanding	2,006,359	1,719,070

Note: 1970 net income does not reflect federal income tax benefit applicable to utilization of loss carry-forward. Extraordinary tax credit totalled \$148,900; allowing net income of \$120,384 after tax benefit.

**Gannett Inc.**, Rochester, N.Y., newspaper chain and group broadcaster, reported record increases for the nine months ended Sept. 27 as revenues were boosted 6.9% and profits by 12.2%.

Third-quarter net income rose 21.4%, the company reported, to \$2,600,290 from \$2,142,166 in 1969, and total revenues rose 6.4% from \$36,276,337 to \$38,588,002. Earnings per share for the quarter, were \$0.37 compared with \$0.30 for the same period last year.

For the nine months ended Sept. 27:

	1970	1969
Earned per share	\$ 1.03	\$ 0.89
Revenues	114,912,926	107,504,065
Net income	7,303,860	6,343,008
Average shares outstanding	7,112,276	7,109,685

Note: 1969 figures reflect extraordinary loss of \$166,685 on sale of subsidiary.

**Gulf and Western Industries Inc.**, New York, owner of Paramount Pictures, New York, reported its net income declined 37.8% in the fiscal year ended last July 31.

For fiscal 1970, G&W's net income dipped to almost \$44.8 million or \$2 a share, from \$72 million, or \$3.15 a share in fiscal 1969.

For year ended July 31:

	1970	1969
Primary earnings per share	\$ 2.00	\$ 3.15
Revenues	1,630,000,000	1,564,000,000
Net income	44,771,000	72,050,000
Shares outstanding	19,547,000	21,005,000

**Pacific and Southern Broadcasting Co.**, New York-based group broadcaster, last week reported a net income increase of 52% to \$936,159 in the nine months ended Sept. 30 as compared with \$617,533 for the like 1969 period.

Gross revenues at \$9,937,768 were 15% higher than 1969's \$8,649,540. Earnings per share on a primary basis were 58 cents for the first nine months of 1970, compared with 38 cents during the like 1969 period.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.58*	\$ 0.38*
Net sales	9,937,768	8,649,540
Net income	936,159	617,533
Average shares outstanding	1,627,000**	1,627,000**

\*Primary figure used. Diluted figure is 48 cents for 1970 and 31 cents for 1969.

\*\*Primary figure used. Diluted figure for 1970 is 1,937,000 and for 1969, 1,965,000.

**Meredith Corp.**, Des Moines, Iowa, publisher and group broadcaster, reported declines in both revenues and profits for the first quarter ended Sept. 30, and anticipates a continued downward trend, with earnings for the first half predicted substantially below the \$1.62 per share earned last year.

Meredith attributed a decline of 8.5% in revenues and 65% in net income to its magazine publishing interests which were affected by lower advertising revenues, declines in news-

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stand sales, higher costs of promotion and the continued inflationary pressures.

For the three months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.37	\$ 1.04
Revenues	34,171,389	37,350,850
Net income	1,017,852	2,910,108
Average shares outstanding	2,743,734	2,785,543

Sherwood Diversified Services Inc., New York, diversified firm active in film editing and distribution, last week reported record sales and earnings for the six months ended Aug. 31, and also

announced cancellation of its acquisition of U.S. Media International Corp., New York.

The agreement between Sherwood and the media-buying service, U.S. Media, announced at the beginning of 1970 (BROADCASTING, Jan. 12), was cancelled "due to the unique expertise required to develop further the expanding media buying and sales services." Sherwood said. Both agreed, Sherwood added, that U.S. Media should continue as an independently owned and operated entity.

Under the terms of the new agreement, U.S. Media will return to Sherwood substantially all of the approximately 300,000 Sherwood shares issued and U.S. Media will pay Sherwood \$500,000 at the closing of the deal and deliver \$1,500,000 in promissory notes. In addition, an outstanding promissory note of Sherwood for \$750,000 will be cancelled. When the purchase of U.S. Media by Sherwood was announced last January the cash value was set at \$8.5 million.

For the six months ended Aug. 31:

## The Broadcasting stock index

A weekly summary of market activity in the shares of 104 companies associated with broadcasting.

Stock symbol	Ex-change	Closing Oct. 22	Closing Oct. 15	Closing Oct. 8	1970		Approx. Shares Out (000)	Total Market Capitalization (000)	
					High	Low			
<b>Broadcasting</b>									
ABC	ABC	N	25½	27½	28½	39¼	19½	7,073	202,429
ASI Communications		O	2½	2½	2½	7	2¼	1,789	4,473
Capital Cities	CCB	N	27½	29	29½	36½	19½	6,061	175,769
CBS	CBS	N	29½	29½	32	49½	23½	26,512	805,169
Corinthian	CRB	N	26½	27½	29¼	33½	19½	3,381	98,455
Cox	COX	N	18	19½	19¼	24½	10¼	5,789	96,966
Gross Telecasting	GGG	A	11½	12	12¼	17¼	9½	803	9,435
Metromedia	MET	N	16½	18	16¾	22½	9¾	5,733	103,882
Mooney	O	O	6½	6½	7	8¼	4½	250	1,813
Pacific & Southern	O	O	14½	14½	15	23	7½	1,636	22,086
Rahall Communications	O	O	14	13½	16	16½	6	1,040	13,260
Reeves Telecom	RBT	A	3½	3½	4	15½	2	2,288	9,999
Scripps-Howard	O	O	18½	18½	18¼	24	15½	2,589	48,544
Sonderling	SDB	A	25	25	25	34½	10¼	991	24,032
Starr	SBG	M	8½	8½	9½	18	7½	461	4,034
Taft	TFB	N	21¼	22½	22	29¼	13½	3,712	79,326
							<b>Total</b>	<b>70,108</b>	<b>1,699,672</b>
<b>Broadcasting with other major interests</b>									
Avco	AV	N	11¼	11½	12½	25¼	9	11,469	160,566
Bartell Media	BMC	A	5½	5½	6½	14	3½	2,254	15,778
Boston Herald-Traveler	O	O	30½	31½	33	43	25	574	18,081
Chris-Craft	CCN	N	7	7	7½	11½	4½	3,660	28,804
Combined Communications	O	O	11½	9¼	9	16½	6	1,945	14,101
Cowles Communications	CWL	N	4½	4½	4½	10½	3¼	3,969	17,305
Fuqua	FOA	N	11¼	13	13¼	31¼	7	6,190	86,660
Gannett	GCI	N	27¼	27½	27¼	29½	18½	7,117	185,042
General Tire	GY	N	18¾	19	19	20½	12¾	18,434	313,378
Gray Communications	O	O	5½	5½	5½	7¾	4	475	2,612
Lamb Communications	O	O	3	3½	3½	6	2	2,650	7,950
Lee Enterprises	LNT	A	16½	16½	17½	20½	12	1,957	31,312
Liberty Corp.	LC	N	16	16½	17½	21½	13	6,744	123,887
LIN	O	O	6½	6	6½	11	3½	2,244	16,269
Meredith Corp.	MDP	N	19½	22½	27½	44½	18	2,779	74,338
Outlet Co.	OTU	N	13	13½	13½	17¼	10	1,342	17,782
Plough Inc.	PLO	N	66¼	69	73½	85	55	6,883	478,369
Post Corp.	O	O	10	9½	10½	17½	8	713	7,130
Ridder Publications	O	O	14½	15¼	15¼	22	9½	6,217	90,147
Rollins	ROL	N	24¼	24½	23	40½	19½	8,044	185,977
Rust Craft	RUS	A	25¼	26½	27½	32¼	18½	1,159	26,947
Storer	SBK	N	21	23½	23	30¼	14	4,223	101,352
Time Inc.	TL	N	34½	34½	34½	43½	25½	7,257	250,367
Trans-National Comm.	O	O	¾	¾	¾	4½	½	1,000	750
Turner Communications	O	O	3	3	3	8¼	2½	1,328	3,652
Wometco	WOM	N	17½	17	17½	20¼	13¼	5,817	106,160
							<b>Total</b>	<b>116,444</b>	<b>2,364,716</b>
<b>CATV</b>									
Ameco	ACO	A	6½	6½	7½	16	4	1,200	8,832
American TV & Comm.	O	O	14¼	15¼	16½	22¼	10½	1,775	28,400
Burnup & Sims	O	O	24½	26¼	23½	26¼	14	873	20,079
Cablecom-General	CCG	A	13¼	13½	13¼	23½	7½	1,605	21,654
Cable Information Systems	O	O	3½	3½	4	13	¾	955	2,865
Citizens Financial Corp.	CPN	A	12¼	12½	12½	17½	9¼	994	11,680
Columbia Cable	O	O	9¼	10¼	10½	15½	6¼	900	7,650
Communications Properties	O	O	7	7¼	7½	10½	6	644	4,907
Cox Cable Communications	O	O	15½	16¼	16½	24	12	3,550	59,463
Cypress Communications	O	O	8¼	8¼	8½	17¼	6	1,887	16,040
Entron	ENT	A	3¼	3½	3½	8½	2½	1,320	4,620
General Instrument Corp.	GRL	N	16½	17	17	30¾	11½	6,250	117,188
Sterling Communications	O	O	4	4½	4½	7¼	3	1,100	5,225
Tele-Communications	O	O	12½	12	11¼	20¼	9	2,704	30,420
Teleprompter	TP	A	89¾	74	75½	133½	46	3,100	246,047
Television Communications	O	O	6½	7¼	8	18½	5½	2,816	23,936
Vikoa	VIK	A	8½	9½	10½	27½	6½	2,316	23,739
							<b>Total</b>	<b>33,116</b>	<b>602,633</b>

	1970	1969
Earned per share	\$ 0.42	\$ 0.32
Revenues	8,190,000	4,562,000
Net income	591,000	357,000

Note: Does not include operating results of U.S. Media.

**Taft Broadcasting Co.**, Cincinnati-based group owner, reported a slight slump in revenues and small gain in net income for the first half of fiscal 1970. First reported broadcast division's results continue to "reflect the general softness in the nation's economy."

Taft's board also declared a regular quarterly dividend of \$0.15 per share

payable Dec. 15 to stockholders of record Nov. 16.

For the six months ended Sept. 30:

	1970	1969
Earned per share	\$ 1.07	\$ 1.08
Revenues	26,132,756	26,620,255
Net income	3,955,375	3,932,681

**Storer Broadcasting Co.**, Miami Beach, last week reported a slight increase in earnings for the nine months of 1970 and a lighter loss level for the third quarter, as compared to similar periods last year. Improvement in nine month net earnings was principally due, the

company said, to a lower loss by its subsidiary, Northeast Airlines Inc.

This improvement in nine month operations, however, was significantly offset by increased income tax, the general slow down in overall economic activity and the effect of the General Motors strike.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.83	\$ 0.78
Gross broadcasting revenues	45,182,000	46,720,000
Broadcasting profit	12,424,200	13,400,000
Net income	3,498,000	3,274,100

	Stock symbol	Ex-change	Closing Oct. 22	Closing Oct. 15	Closing Oct. 8	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
<b>Programing</b>									
Columbia Pictures	CPS	N	11¾	12½	12½	31½	8¾	5,942	86,159
Disney	DIS	N	116½	116	115¾	158	89¾	5,894	722,722
Filmways	FWY	A	7¼	8¼	9¾	18½	5¾	1,842	16,799
Four Star International		O	1¾	2	2	4	1½	666	1,332
Gulf & Western	GW	N	16	16½	18	20¾	9½	15,362	266,838
Kinney National	KNS	N	28¾	29	28¾	36	20¾	10,402	297,705
MCA	MCA	N	21	22½	23½	25¼	11¾	8,195	190,534
MGM	MGM	N	14¾	15	17	29½	12¾	5,883	105,894
Music Makers Group		O	2½	2¼	2¼	9	2¼	589	1,473
National General	NGC	N	16½	16¾	16¾	20¼	9	4,910	84,698
Tele-Tape Productions		O	2½	2½	2½	6¾	2½	2,183	7,640
Transamerica	TA	N	13¾	13¾	14¾	26¾	11¾	63,630	1,018,080
20th Century-Fox	TF	N	9¾	10	10¼	20½	6	8,562	85,620
Walter Reade Organization		O	3½	3¾	3¾	13½	2¾	2,414	9,053
Wrather Corp.	WCO	A	8¼	9½	8¼	10¾	4¾	2,211	14,637
								<b>Total</b>	<b>138,584</b>
									<b>2,909,184</b>
<b>Service</b>									
John Blair	BJ	N	15¼	16	16¾	23½	10¼	2,598	39,620
Comsat	CQ	N	45¾	47¾	42	57¾	25	10,000	448,700
Creative Management*	CMA	N	12¾	11¼	11	14½	4½	1,182	10,343
Doyle Dane Bernbach		O	21	20½	21¾	24½	14	1,924	41,366
Foote, Cone & Belding	FCB	N	8¾	8¾	8¾	12¼	7¼	2,175	17,661
Grey Advertising		O	9¾	9¼	9¾	13½	6¼	1,207	10,863
LaRoche, McCallfrey & McCall		O	8½	8¾	9	17	8½	585	5,265
Movielaab	MOV	A	3¾	3¼	3¾	7½	2	1,407	2,983
MPO Videotronics	MPO	A	6¾	6¾	6¾	9¾	4¾	558	3,906
Nielsen		O	36	36¾	36¾	42	26½	5,299	178,841
Ogilvy & Mather		O	23	23¼	24¼	22¾	15	1,096	21,920
PKL Co.	PKL	A	3¾	4	4¾	12¾	2½	743	2,415
J. Walter Thompson	JWT	N	29	29¾	29½	36	21 1/8	2,746	71,396
Wells, Rich, Greene	WRG	A	12¼	13%	13¼	13¾	5	1,581	13,834
								<b>Total</b>	<b>33,101</b>
									<b>869,113</b>
<b>Manufacturing</b>									
Admiral	ADL	N	8¾	8½	9¼	14¾	6½	5,158	47,041
Ampex	APX	N	17¼	18¾	19¼	48½	12½	10,874	209,325
CCA Electronics		O	2¾	2¾	2¾	5	1½	800	2,296
Collins Radio	CRI	N	15¾	16¾	16	37¼	9	2,968	48,972
Computer Equipment	CEC	A	4¾	5	5½	12¼	3½	2,406	11,717
Conrac	CAX	N	13¾	15%	16%	32¼	11	1,262	21,454
General Electric	GE	N	85½	84½	85½	86%	60¼	90,884	7,452,488
Harris-Intertype	HI	N	49½	50¼	52¼	75	36¼	6,357	324,207
Magnavox	MAG	N	30¼	30¾	33¾	38%	22¼	16,429	538,050
3M	MMM	N	89½	89%	89¼	114¾	71	56,058	5,045,220
Motorola	MOT	N	46½	47	45¾	49¾	31	13,334	640,032
RCA	RCA	N	23¾	23¾	26½	34¾	18%	66,926	1,756,808
Reeves Industries	RSC	A	3¾	3¾	3¾	5¼	2½	3,458	13,740
Telemation		O	13	13¼	13¼	24	8½	1,080	9,450
Westinghouse	WX	N	62¾	64¾	64½	69¾	53¼	39,803	2,542,218
Zenith Radio	ZE	N	31	31%	33%	37¾	22¼	19,020	627,660
								<b>Total</b>	<b>336,818</b>
									<b>19,290,818</b>
								<b>Grand total</b>	<b>728,171</b>
									<b>27,736,196</b>
<b>Standard &amp; Poor Industrial Average</b>			<b>91.75</b>	<b>93.16</b>	<b>94.85</b>				

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

Shares outstanding and capitalization as of Sept. 24. Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington. \*Now listed on ASE.

## FCC takes heat off Digisonics

**It gives monitoring firm 90 days to figure out how to cope with rules**

The FCC has moved into the controversy over alleged rule violations in connection with International Digisonics Corp.'s operation of an electronic system for monitoring TV commercials.

The commission last week announced a 90-day relaxation of a technical standard that transmissions of some IDC-encoded commercials are said to have exceeded. The commission said that, during the 90-day period, it expects IDC and other interested parties either to resolve the technical difficulties or to propose some other permanent solution.

However, in dealing with another aspect of the controversy over the IDC operation, the commission rested with exhortation. It "strongly" urged that advertisers and their agencies—rather than IDC—give "ample prior notice" to licensees that they will be receiving encoded commercials.

Broadcaster Advertisers Reports and Audicom, both potential competitors of IDC in the electronic-monitoring business, and the National Association of Broadcasters have filed pleadings with the commission raising questions about the technical-standards violations and prior notification. In addition, WTIC-TV Hartford, Conn., had asked for a waiver of the technical standards until it receives coded patterns that comply with the standards (BROADCASTING, Oct. 19).

The commission, which in May adopted the rules providing for electronic monitoring, said last week "either because of faulty placement of the coded patterns on some filmed material, or other than the usual film-projector alignment procedures followed by a few stations," the coded information may be transmitted on scanning lines other than those specified in the rules. Some licensees, it added, claim they can only transmit the encoded commercials, in violation of the rules.

The commission said that IDC has reported that it is working on both aspects of the problem and that no cases have been reported of complaints by the public about degradation of the transmitted picture.

Although it expects licensees to "make every reasonable effort to insure that

transmissions" of the coded material comply with the rule, the commission said, it recognizes that, "under the circumstances," full compliance may not always be possible. Accordingly, it said, "fairness" requires the temporary relaxation of the rule.

In dealing with the question of prior notification, the commission noted allegations that, under present practices followed by IDC and its client advertisers, licensees do not have the option of obtaining uncoded commercials.

However, the commission does not address directly the question of who, if anyone, is responsible for prior notification. And officials said privately that the present rules do not require such notification.

But last week's notice indicated that notification should come from advertisers and agencies. It noted that licensees who do not want to carry encoded material may be forced to do so lest they breach contracts with those entities. Prior notice from them (rather than from IDC), the commission added, would give broadcasters an opportunity to negotiate for uncoded material.

The commission said it was concerned with circumstances adversely affecting a licensee's ability to select program material. But since, "in this instance, a private business relationship between broadcaster, advertiser and advertising agencies is involved, an area in which the commission is reluctant to interfere," the commission said, "we do no more, at this time, than strongly urge that ample notice is given."

IDC has told the commission that encoded tape and film is identifiable by reference to IDC coding in the leader. IDC operates its monitoring service in the top 25 markets and says that "more than 30 of the nation's largest television advertisers are coding commercials."

## RCA wins pact for trade-center antennas

RCA Corp. has been awarded a contract of \$4,071,000 by the Port of New York Authority for the design and manufacturing of television and FM antenna facilities to be placed atop the 1,350-foot north tower building of the World Trade Center now under construction in lower Manhattan, it was announced last week.

James C. Kellogg 3d, chairman of the bi-state agency, said RCA was the lowest bidder. The contract calls for building of a 365-foot supporting mast and antennas and transmission lines for

10 New York area TV stations and seven FM radio stations owned by them.

The Port Authority action results from an agreement reached with the TV broadcasters all-industry committee in June 1967 to overcome the anticipated problem of interference with TV broadcasts in certain parts of the New York area, because of construction of the World Trade Center.

Nine of the 10 New York area stations now transmit from the top of the 1,250-foot Empire State Building. WXTV(TV) Paterson, N.J., currently transmits from 70 Pine St., New York. The radio stations to be included in the new installations are WABC-FM, WNYC-FM, WOR-FM, WCBS-FM, WPIX-FM and WNEW-FM, all New York.

## How AT&T views its role in space race

**Spokesman says company could run own satellite after Comsat deal expires**

AT&T may decide to go it alone and set up a complete owned-and-operated domestic-satellite communications system after its satellite-leasing arrangement with Comsat runs out in seven years.

That possibility was raised last week by Richard Hough, vice president of AT&T's long-lines department, at a Washington press conference held last Monday (Oct. 19) to announce the company's formal agreement to set up a jointly-operated domestic-satellite system with Comsat. Under the arrangement, Comsat would lease two satellites to AT&T, which would construct and operate its own earth stations (BROADCASTING, Oct. 19).

AT&T and Comsat respectively filed applications for approval of the satellite and earth-station proposals with the FCC on Monday.

Speculation was that AT&T did not file for a complete system at the present time because of anticipated difficulty in securing approval from the FCC, which has suggested it might bar the company from owning satellites in an effort to encourage free competition in the satellite-communications field.

But Mr. Hough said anticompetitive considerations were not at the forefront of AT&T's decision to link up with Comsat at the outset. He cited Comsat's

expertise with satellites as the controlling factor behind the move.

AT&T said the jointly-operated system would be used as "an integral part of the Bell System's nationwide communications network" and would carry long-distance telephone and Picture-phone calls, data services and "occasional television programming." The company estimated its total gross investment for the system at \$64.9 million and its annual operating costs at \$46.6 million. It predicted the system—which would serve the continental U.S. and Alaska—could be ready for service 30 months after receiving an FCC go-ahead.

Mr. Hough said the company's proposal was "focused on the unique characteristics of satellites that will enhance the diversity, flexibility and reliability of our domestic communications network." The proposed system, he added, "is designed to accomplish these objectives while leaving the satellite field open to other proposals that may promote the public interest."

As expected, in a covering letter accompanying its satellite application, Comsat told the FCC that it would file "in the near future" for a separate, multiservice system to provide services to other customers besides AT&T. Comsat said it had been discussing communications needs with the TV networks, common carriers, the data industry, cable TV and others (see below), and would soon make concrete proposals.

The five earth stations to be built and operated by AT&T would be located at DeLuz, Calif.; Mena, Ark.; Hanover, Ill.; Hawley, Pa. and Woodbury, Ga. The company said that under its proposal, other domestic communications common carriers could lease capacity in the system and, if they wish, use their own earth stations in conjunction with the satellites.

The two satellites would be placed in synchronous orbit over the equator, south of the midwestern U.S. They would be identical and completely interchangeable; a third satellite would be maintained on the ground as a spare. The design of the satellites will be similar to the Intelsat IV series but will permit doubling their capacity. The satellites will also have special "beacon" antennas to permit experiments in higher frequencies around 20 and 30-ghz.

## TV network affiliates ponder satellite role

Television network-affiliates groups have not been napping while communications entities—including the networks themselves—ponder the implications of satellite-communications technology.

Representatives of the ABC, CBS and

NBC affiliates associations met in Washington last week with Comsat to discuss, among other matters, the Comsat-AT&T satellite-system proposal (see page 52), future domestic-satellite schemes, and Comsat's role in station interconnection.

And it was learned that, before Dec. 1, the three groups will participate in an application to the FCC for approval of a satellite ground station to be jointly owned by a group of as-yet-unspecified TV stations. The proposed location of the ground station was not revealed.

The pilot-type project would be contingent upon some entity teaming programming to a satellite for transmission to the station and relay to the TV stations.

A. James Ebel, vice president and general manager of CBS-affiliated KOI.N-TV Lincoln, Neb., who has been acting as ex-officio coordinator of the affiliates' satellite explorations, said he and others had been looking into station ownership of ground stations in any satellite interconnection system for over three years.

(The three networks have received the results of a study by Page Communications Engineers [BROADCASTING, Aug. 10] indicating that they could effect considerable interconnection cost savings by constructing either a satellite or terrestrial hook-up system; however, the networks have not made the report public and have not yet indicated whether they will file an application for a satellite system.)

Mr. Ebel said the affiliates also had met last week with officials at the FCC and the Office of Telecommunications Policy. One topic under discussion was frequency problems the affiliates (among others) feel are inherent in proposals to be considered next June at the Geneva meeting of the World Administrative Radio conference, which will consider satellite frequency allocations. Both the FCC and OTP are involved in the formulation of U.S. proposals to be presented at the conference.

The FCC has proposed satellite al-

locations in the 7 to 12-ghz band (as opposed to the presently occupied 4 to 6-ghz). The affiliates contend that transmitting in this band would necessitate development of expensive new equipment, involve losses in efficiency and could produce attenuation of signals during thunderstorms. They say that development of equipment for the 12-ghz band could take four to six years.

They also point out that the Canadian and NATO governments occupy a considerable number of terrestrial microwave channels in the 7 to 12-ghz band and are opposed to any satellite assignments below 10-ghz.

The affiliates are hoping to work out some sort of solution through talks with FCC officials.

Although he personally feels that satellites represent the "best solution for interconnection in the long haul," Mr. Ebel also concedes that "nothing may come of what we're doing."

## Distributor TV set sales lag behind 1969

Distributor sales of black-and-white and color TV sets to dealers last month trailed September 1969 totals, the Electronics Industries Association reported last week.

EIA's marketing services department said total TV-set sales of 1,077,835 were down 11.5% from the 1,217,604 sold in September 1969, with black-and-white sets off 13.9% and color sets off 20.3% on a year-to-date basis.

Total radio-set sales, including auto, were down 18.9% on a year-to-date basis.

EIA gave this year-to-date breakdown:

	Television		
	1970	1969	
Color	3,236,842	4,062,244	
Monochrome	3,171,341	682,045	
<b>Total</b>	<b>6,408,183</b>	<b>7,744,289</b>	
	Radio		
	AM home	3,407,289	4,302,493
	FM home	2,144,820	2,743,942
	Auto	6,336,381	7,612,455
	<b>Total</b>	<b>11,888,490</b>	<b>14,658,890</b>

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## TV specialist group sets November parley

The National Industrial Television Association, organized early this year to "serve the professional needs of the television specialist in business and industry," will hold its first annual conference in Washington Nov. 10 and 11 in conjunction with the National Association of Educational Broadcasters' annual convention Nov. 8-11.

Working sessions will include "video delivery systems," "dealer/distributor services," "video program design," "technical systems design," "video utilization" and a joint meeting with NAEB's industrial and military-training professional emphasis group.

Attendance is open to all interested persons. Preregistration should be submitted by Nov. 1; members \$15, non-members \$35. Contact NITA secretary at P.O. Box 262, Maplewood, N.J. 07040.

## Another firm unveils video playback system

A new video disk playback system, developed by British Decca, and Teldec and AEG-Telefunken, both West Germany, was demonstrated last week (Oct. 19-21) in New York by London

Records, wholly owned subsidiary of Decca.

Although the demonstration was in black and white, developers said the system will be available in either color or monochrome in about 18 months. It is the latest in a growing line of video-recording systems for home and business that already includes entries by such companies as CBS, RCA, ABC, Avco, Ampex and Sony.

The system uses seven-inch and 12-inch recorded plastic foil disks containing five or 12 minutes of moving pictures and sound information. It is attached to the television antenna terminals.

Tentative prices are \$150 for a player with manual record changer and \$250-\$300 for an automatic changer model, both just somewhat larger than a conventional long-playing sound record player. Disks will cost about the same price as a long-playing record. According to the producers, the system can be adapted to any TV system.

The video disk playback system has no turntable, but a stationary platter, and uses a hub carrier to hold the disk. A thin cushion of air, forming between the disk and the plate, turns the disk at a high rotating speed.

### Technical topics:

**Mono monitor** ■ Rank Precision Industries Inc., West Nyack, N.Y., has developed a new TV monochrome engineering monitor. The 15-inch rectangular tube, with a 4x3 aspect ratio, is used for critical inspection and evaluation of TV signals. It has remote control available for brightness, contrast, video input and sync selection and is designed to incorporate standard features.

**Mighty midget** ■ Diamond Power Specialty Corp., Lancaster, Ohio, has introduced a hand-held control system that combines the work of director and cameramen. Hand-Command, a 14-ounce five-control unit, allows a single producer/director to switch the picture from one camera to the other and control numerous special effects. The system includes a half-inch video-tape recorder, and a control center that houses an E.I.A. sync generator, special-effects generator, audio mixer, two hand-command solid-state viewfinder cameras and other accessories. The system with all optional accessories lists at \$10,680.

**Tracor's new gear** ■ Model 600 Rubidium Frequency Standard with color sub-carrier output, and model 6500 Visual Aural Carrier Generator System are available from Tracor Inc., Austin, Tex. Frequency standard, when used with model 610 Countdown unit, provides 3.57 mhz sub-carrier signals as well as

31.468 khz sync signal. Generator system—which just received FCC type approval—provides appropriate sub-harmonics for stabilization of audio and video carriers to minimize co-channel interference. Address: 6500 Tracor Lane, Austin, Tex. 78721; phone (512) 926-2800.

**Up-to-date converter** ■ C-COR Electronics Inc., State College, Pa., has developed a UHF converter for antenna site use in CATV systems with "all state-of-the-art features" believed now available. Converter—model CVR-P—provides conversion of a single UHF channel to a specified VHF channel. Price is \$970 (with UHF preamplifier, \$1,110). Write C-COR at 60 Decibel Road, State College, Pa. 16801. Phone (814) 238-2461.

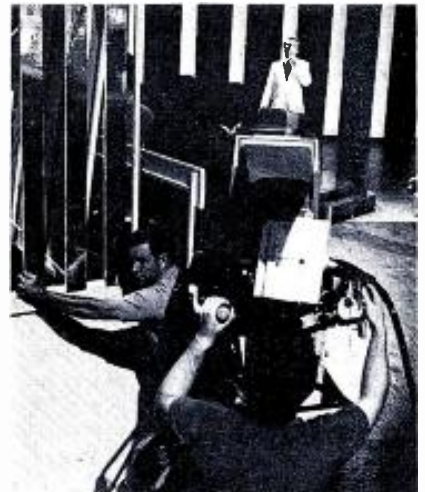
**Remote radio** ■ A portable two-way FM radio, using the UHF band and designed specifically for remote broadcast use is now available from Micro Communications Co., Denver, Colo. The Microcom MCP-6B-EA covers the range of 100 to 5,000 hz, according to the manufacturer.

## Move 25-ton stage? Just get your bearings

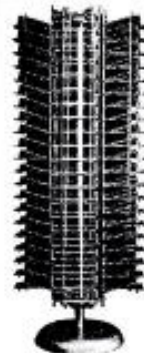
With the help of 18 air bearings made by Rolair Systems Inc., Santa Barbara, Calif., stagehands on the set of NBC-TV's *Andy Williams Show* (Saturday, 7:30-8:30 P.M. EDT) can move two 25-ton mobile stages around with ease. Each 25-ton section has the bearings with diaphragms that are inflated by air tanks, similar to those used by underwater divers.

Through controlled leakage, a layer of lubricating air is forced out between the bearings and the floor, and the stages almost float around.

It takes only three stagehands to move each of the 25-ton bleachers, according to Gene McAvoy, art director for the show.



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## Radio-TV to be key in antipoverty drive

United States Catholic Conference, Washington, last week announced a national radio-TV educational "Campaign for Human Development" which will begin in early November.

A documentary film, "Land of the Brave," produced for the USCC by the Franciscan Communications Center, Los Angeles, will also be part of the campaign. The eight-minute color film "brings the viewer into face-to-face encounter with the poor in the United States and conveys a unique understanding of their right to human dignity," according to a USCC spokesman. The film will be made available for use by individuals, organizations, church groups and TV stations throughout the country.

Six TV spots in 60- and 30-second versions are being distributed to 600 TV stations. In addition, the spots will be fed to 12 closed-circuit TV systems operated by Catholic dioceses in the U.S. Three 30- and 60-second radio

spots will be serviced directly to every radio station in the country, through some 600 radio outlets.

A special radio and print campaign in the Spanish language is in production through the cooperation of the USCC Division of Spanish-Speaking People.

Robert B. Beusse, director of the department of communications for the USCC and chairman of the Interfaith Communications Committee on Poverty, said: "In releasing the campaign . . . the Catholic Church joins forces nationally with the many Protestant, Jewish and Catholic agencies in their national and local efforts to move Americans to work together to help eradicate the root causes of poverty in the United States."

### Promotion tips:

**Abetting the fall mania** ■ WSMB(AM) New Orleans is distributing 70,000 booklets listing the times and stations of football broadcasts in the New Orleans area until Jan. 24, 1971. WSMB

also is publicizing a local phone number where late results are given with scores updated four times each hour.

**Unite for world peace** ■ A one-minute color film, "Join the Force of Reason", promoting the United Nations Association's aims, has been distributed to television stations throughout the country. Cunningham & Walsh, New York, is volunteer advertising agency for U.N.A. campaign.

### B&B creates UNICEF spot

Benton & Bowles has created a 60-second television spot for the United Nations Children's Fund's annual "Trick or Treat for UNICEF" campaign. Spot, being offered free to TV stations throughout the U.S., is set to run through Halloween (Oct. 31) when funds are traditionally collected by young "trick or treaters." Commercial, showing young African boy, uses theme, "A father dreams of what his son can be. And UNICEF asks you to help make it happen." This is the sixth year that B&B has served as volunteer agency.

## Fates&Fortunes

### Broadcast advertising

**Weston C. Elliot**, associate director, broadcast programming operations, La-Roche, McCaffrey & McCall, New York, named VP-director of network relations.

**Barry Loughrane** and **Frank Yahner**, management supervisors, Doyle Dane & Bernbach, New York, elected senior VP's.

**J. Alan Rockmore**, VP, SSC&B, New York, elected senior VP of agency.

**Richard N. McHugh**, VP-account supervisor for TV programming, Young & Rubicam, N.Y., joins Needham, Harper & Steers, New York, as director of network relations and programming.

**Harry M. Azorin**, creative supervisor, and **James J. Sullivan**, account director, Ted Bates & Co., New York, named VP's.

**Maury Jones**, formerly VP and account supervisor, BBDO, New York, joins John Paul Itta, New York agency, as VP-management supervisor.

**William T. Dean**, formerly general sales manager, KMOX-AM-FM St. Louis, joins

**E. M. Reilly**, Clayton, Mo.-based agency, as VP in charge of new-business division. **Robert Anthony**, executive VP, Reilly, also named creative director.

**Robert J. Woods**, sales development manager, Schenley Imports, New York, joins Ted Barash & Co. there as VP and account supervisor.

**Keith Moon**, account executive, Brown,

Clark and Elkus, Sacramento, Calif., agency, joins KSBW-TV Salinas-Monterey and KSBY-TV San Luis Obispo, both California, as general sales manager. Both are John C. Cohan stations. **Robert Janecek**, local sales manager, KSBW-TV, appointed assistant general sales manager.

**Pete McNee**, national-regional sales

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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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manager, KWTX Broadcasting, Waco, Tex., operators of KWTX-AM-TV Waco, joins KLTV(TV) Tyler, Tex. and KTRE-TV Lufkin, Tex. as national-regional sales manager. KTLV and KTRE-TV are Lucille Ross Buford stations.

**Charles H. McKeever**, local sales manager, WDBJ-TV Roanoke, Va., appointed general sales manager.

**James A. Sowards**, national sales manager, KNXT(TV) Los Angeles, named sales manager. He succeeds **Tom Battista**, appointed Eastern sales manager, CBS-TV Stations National Sales, New York (BROADCASTING, Oct. 19).

**Martin A. Grove**, director of PR, Downe Communications, New York, joins Foote, Cone & Belding there in same capacity. He succeeds **Jean Bouyette**, named director of financial and corporate relations, FC&B Communications, New York.

**Robert A. Lefko** with Katz TV, New York, appointed manager of Katz TV East sales team there, succeeding **Jack Beauchamp**, appointed manager of Katz TV, Chicago, and elected VP of Katz Agency, New York.

**John P. Zopp Jr.**, with Needham, Harper & Steers, Chicago, appointed account executive.

**Thomas P. Kane**, formerly senior time buyer, RDR Associates, New York, joins M. H. Media, New York, as VP.

**Jane Dunham**, research analyst, Avco, New York, joins Metro TV Sales, New York, in similar capacity.

**Sam Paley**, formerly assistant director of research for Avco Radio-TV Sales, New York, joins WMAL-TV Washington, as manager, sales promotion and development.

**Rose-Cecil (Bebe) Zadek**, with Compton Jones Associates, Washington advertising and PR firm, appointed advertising and sales promotion account executive.

**Chet Harmon**, broadcast director, Allied Stores Marketing Corp., New York-based department stores, joins Visual Information Systems, New York, as director of retail broadcast services division.

**George Myshka**, with Televideo, New York, film commercial production firm, named VP-administration and sales, Televideo's expanded West Coast offices, Los Angeles. **Frank Kratevil**, West Coast sales manager and director, appointed full-time director.

**Bruce Schaeffer**, with WDVR(FM) Philadelphia, joins WQAL(AM) there as general sales manager.

**Horace W. Wallace**, with WDIA(AM) Memphis, appointed local sales manager.

**John Page Otting**, with WSAI-FM Cin-

cinnati, appointed sales manager.

**Richard L. French**, with WAKY(AM) Louisville, Ky., appointed regional sales director.

**Judy Teufert**, production manager, Johnson-Livingston Advertising, Minneapolis, joins Martin/Williams Advertising there in same capacity.

**William Feldman**, formerly with WLIX(AM) Islip, New York, joins Roger Coleman, New York rep firm, as account executive.

**Harold Krieger**, free-lance commercial photographer, joins Strawberry Productions, New York commercial production firm, as director.

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## Media

**Charles Bowker**, local sales manager, KLTV(TV) Tyler, Tex., named VP and assistant general manager.

**Stanford Calderwood**, president and general manager, noncommercial WGBH-TV Boston, resigns effective Nov. 1 to accept special assignment with Corp. for Public Broadcasting. **Robert L. Larson**, assistant general manager, succeeds Mr. Calderwood as general manager, and **David O. Ives**, manager of development and community relations, named president.

**Amos Eastridge**, director of marketing and research, May Broadcasting, group owner of KMTV(TV) Omaha, KGUN-TV Tucson, Ariz., and KMA(AM) Shenandoah, Iowa, elected president of Nebraska Broadcasters Association.

**Robert Crager**, WWBZ(AM) Vineland, elected president, New Jersey Broadcasters Association. **Anthony Marano**, WCTC-AM-FM New Brunswick, elected VP and **Arnold L. Zucker**, Rutgers University, New Brunswick, appointed executive secretary.

**Mike McKinnon**, KIII(TV) Corpus Christi, elected president, Texas Association of Broadcasters. **Tom Whitehead Jr.**, KWHI-AM-FM Brenham, elected VP, and **Jim Scott**, KNUZ(AM) Houston, elected secretary-treasurer.

**Lt. Col. David LaFollette**, formerly chief, American Forces Thailand Network, Korat, appointed to newly created position of chief, information and industry liaison service, American Forces Radio and Television Service, Los Angeles.

**J. Thomas Kennedy**, director of accounting, RCA, New York, elected staff VP-accounting.

**Joseph Mazza**, senior research analyst, ABC Spot Sales, New York, appointed research director, WXYZ-TV Detroit, ABC-owned station. He succeeds **Roy Polevoy**, appointed to similar position

at WLS-TV Chicago, also ABC-owned.

**James E. Connor**, formerly operations manager, WEAT-AM-FM-TV West Palm Beach, Fla., joins WQAL-FM Philadelphia as general manager.

**Ron Toller**, operations manager, WMWM(AM) Wilmington, Ohio, joins WCNW-AM-FM Fairfield, Ohio, as general manager.

**James R. Bastis**, account executive, McCann Erickson Advertising, New York, joins National Catholic Office for Radio and Television, New York, in newly created position of assistant director. He will coordinate office's network radio and TV programing responsibilities, NCORT's cable-TV bureau, and development of informational services for diocesan offices.

**Zamira Portnoy**, formerly with NBC, New York, joins ABC-TV New York as program attorney in contracts department. She will have responsibility for preparation, review and administration of agreements between network and suppliers of programing.

**Eugene N. Aleinikoff**, with law firm of Dannenberg, Hazen & Lake, New York, joins Corp. for Public Broadcasting as broadcast counsel. He will maintain offices in both New York and Washington.

**Arthur Einhorn**, assistant treasurer, Vikoa Inc., Hoboken, N.J., appointed treasurer. **Francis Murphy**, assistant controller, Vikoa, appointed controller.

**Erik Van de Bogart**, with WMHT(TV) Schenectady, N.Y., joins Maine Educational Broadcasting Network as director of instructional services.

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## Programing

**Michael Q. Crane**, plant manager, Movielab, Hollywood, named VP in charge of production.

**Arthur Lewis**, story editor, CBS-TV, Hollywood, appointed to newly created position of executive story editor, CBS-TV. He is succeeded by **Joanne Brough**, assistant story editor, Hollywood. **Marie Pinney**, senior reader in story department, appointed assistant story editor.

**Mauro A. Sardi**, treasurer and controller, United Artists Television, New York, elected VP of firm. He will continue as treasurer.

**Nicholas Arcomano**, assistant to director of operations, ASCAP, New York, joins SESAC, New York, as operations administrator.

**Robert M. Roe**, formerly with WBJA-TV Binghamton, N.Y., joins WENY-TV Elmira, N.Y., as program and promotion director.

**Frank Schweighauser**, formerly radio producer, WDas-FM Philadelphia, joins KEMO-TV San Francisco as creative di-





NBC Radio Network Affiliates elected nine to the executive committee at their convention last week in San Francisco (see page 25). Top row (l-r): **Robert Rich**, WDSM Duluth, Minn. (newly elected); **Secretary-Treasurer Kenneth F. Small**, WRUF, Gainesville, Fla. (re-elected); **Harold Wheelahan**, WDSU-AM-FM New Orleans (newly elected); **Herbert W. Crosby**, WCSH Portland, Me. (re-elected); **Ted L. Snider**, KARK Little Rock, Ark. (re-elected); **Bruce Buchanan**, WFBC

Greenville, S.C. (re-elected); the new vice chairman, **Wilson Edwards**, KOGO San Diego; and **George Guyan**, KTAR Phoenix (newly elected).

Bottom (l-r): **James M. Caldwell**, WAVE Louisville, Ky., retiring chairman of the affiliate group; **Nat. A. Sibbold** WWJ Detroit, the new chairman; **NBC Radio Network President Arthur A. Watson**; and **Donald J. Mercer**, VP, stations relations, NBC.

rector. He succeeds **Marlene Oeschner**, who resigns to enter free-lance field.

**Fred L. Schultze**, formerly with WFAA-TV Dallas, joins WTOP-TV Washington as producer-director.

**Larry Yurdin**, formerly involved with Alternative Media Conference at Goddard College, Plainfield, Vt., joins ABC-FM, New York, as group production director.

**Jon Stone**, senior producer and head writer for *Sesame Street*, named chief producer; **Jeff Moss**, script writer, named head writer.

## News

**Hugh Harelson**, news editor, *Arizona Republic*, Phoenix, joins KTAR-TV there as news director.

**Dr. Raymond A. Horn**, formerly director of TV, radio and audio-visuals, Presbyterian Synod of North Carolina, joins WCTI-TV New Bern, N.C., as news director. **Duffy Toler**, with East Carolina University, Greenville, N.C., and **Jan Hegelson** join news department, WCTI-TV.

**Gene Lively**, reporter and anchorman, WOAI-TV San Antonio, Tex., appointed news director.

**Donal G. Meikl**, Connecticut political specialist for AP, appointed head of newly established AP bureau in Hartford, Conn.

**Al Buskrud**, news director, KWAT(AM)

Watertown, S.D., elected president of South Dakota Associated Press Broadcasters Association.

**Breck Harris**, with WBAP-AM-FM Fort Worth, appointed news director.

**John Edwards**, with KLUR(FM) Wichita Falls, Tex., appointed news director.

**Joseph G. Hyder**, program director, Parker Cablevision, Worcester, Mass., joins WAAB(AM) Worcester, as news director.

**Reg Laite**, news managing editor, KYW(AM) Philadelphia, joins KFWB(AM) Los Angeles in similar capacity. Both are Westinghouse Broadcasting stations.

**Brady Williamson**, with WBBM-TV Chicago, appointed news producer.

**Robert F. Inman**, press secretary for Governor Albert Brewer of Alabama, joins WBTB(TV) Charlotte, N.C., as anchorman for late evening news program.

## Equipment & engineering

**Harry E. Smith**, with General Electric, Syracuse, N.Y., joins CBS Electronic Video Recording division as VP, marketing.

**Roland Jang**, responsible for technical and manufacturing activities, and **Robert Jaunich II**, in charge of development, consumer products marketing program of newly created consumer products division, Memorex Corp.,

Santa Clara, Calif., elected VP's.

**Jack S. Sellmeyer**, senior design engineer, Gates Radio, Quincy, Ill., joins WGAR(AM) Cleveland as chief engineer.

**Gino Lombardi**, audio engineer, Video Tape Center, New York, joins Lewron Television, New York, in same capacity.

## Promotion

**Robert Blake**, director of audience promotion, WFIL-TV Philadelphia, joins WPHL-TV there as promotion manager.

**David S. Lausten**, assistant director of promotion and publicity, WLWI-TV Indianapolis, joins KEMO-TV San Francisco as promotion manager.

**Lane Epstein**, with WIRL-TV Peoria, Ill., appointed promotion director.

**Dennis Hunter**, with KCRA-TV Sacramento, Calif., joins KBTB(TV) Denver as director of on-air promotion.

## International

**James Benson**, chairman, Ogilvy & Mather, London, elected vice chairman of O&M International, New York. He is succeeded by **Angus Ross**, deputy chairman in London office. In addition, **Michael Ball**, chairman of O&M, Australia and New Zealand, becomes managing director in London, and **Henry P. Bernhard**, chairman of Heumann, O&M, Frankfurt, Germany, named to executive committee, New York office. He is succeeded by **Robert Miller**, man-

aging director, Canadian office.

**Alan Trei**, director of marketing, Norman, Craig & Kummel, London office, appointed deputy director of Lockey, NCK, Copenhagen office of NCK and its NCK/Europe group.

**Jerry Stevens**, with CHLO(AM) St. Thomas, Ont., appointed program director succeeding **Paul Ski**, who joins CKSO-AM-FM Sudbury, Ont., in similar capacity.

## ForTheRecord®

As compiled by BROADCASTING, Oct. 13 through Oct. 20 and based on filings, authorizations and other FCC actions.

Abbreviations: Alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. khz—kilohertz. kw—kilowatts. LS—local sunset. mhz—megahertz. 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

#### Applications

■ Worcester, Mass.—Gemini Media. Seeks UHF ch. 66 (782-788 mhz); ERP 18 kw vis., 10 kw aur. Ant. height above average terrain 901 ft; ant. height above ground 284 ft. P.O. address: c/o Ronald A. Cournoyer, 4 Stabbin Street, Worcester 01607. Estimated construction cost \$4,300; first-year operating cost \$6,000; revenue \$75,000; Geographic coordinates 42° 18' 10" north lat.; 71° 53' 54" west long. Type trans. RCA TTU-1B. Type ant. RCA TFU-27DJ. Legal counsel none; consulting engineer none. Principals: Ronald A. Cournoyer, president, sole owner. Mr. Cournoyer owns photographic film processing concern and advertising agency. Ann. Aug. 4.

■ Altoona, Pa.—John R. Powley. Seeks UHF ch. 38 (614-620 mhz); ERP 8.1 kw vis., 1.6 kw aur. Ant. height above average terrain 932 ft; ant. height above ground 118 ft. P.O. address: Box 145A, R.D., Dysart, Pa. 16636. Estimated construction cost \$23,389.20; first-year operating cost \$41,270.41; revenue \$92,800. Geographic coordinates 40° 34' 04" north lat.; 78° 26' 40" west long. Type trans. RCA TTU-1B. Type ant. Scala Paraslot. Legal counsel none; consulting engineer none. Principals: John R. Powley, sole owner. Mr. Powley owns WHGM(FM) Bellwood-Altoona, Pa., and has interest in KHFI-AM-FM-TV Austin, Tex. Ann. July 30.

### Deaths

**John H. Pace**, 51, executive VP and general manager, WOL(AM)-WMOD-(FM) Washington, died Oct. 19 in Georgetown University hospital, Washington. Before moving to Washington, he was at one time VP of West Coast operations, ABC-owned stations. He is survived by his wife, Annette, daughter and three sons.

**C. David Etzler**, 47, manager of marketing-merchandising at Cunningham & Walsh, New York, died Oct. 17 in Flower and Fifth Avenue hospital, New York. He is survived by his wife, Kathryn, two sons and two daughters.

**Shirley Robinson**, 34, administrator, corporate information, NBC-TV, died Oct. 17 at Downstate Medical Center, New York, of heart attack. She is survived by her parents.

#### Start authorized

■ WAPT(TV) Jackson, Miss.—Authorized program operation on UHF ch. 16. ERP 794 kw vis., U, 158 kw aur. Ant. height above average terrain 1,170 ft. Action Oct. 2.

#### Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, in absence of Hearing Examiner David L. Kraushaar, denied petition by Birmingham Broadcasting Co. for leave to amend application (Docs. 15461, 16760-1, 16758). Action Oct. 2.

■ Chief Hearing Examiner Arthur A. Gladstone in Homewood and Birmingham, both Alabama (Chapman Radio and Television Co., et al.), TV proceeding, granted petition by Alabama Television Inc. for leave to amend application to substitute Henry P. Johnston for Maury Farrell as stock subscriber and prospective full-time employee (station manager), provided that acceptance of amendment shall afford petitioner no competitive or comparative advantage in proceeding, and provided that financial capacity of Henry P. Johnston to effectuate stock subscription shall be subject to appropriate demonstration upon record of proceeding (Docs. 15461, 16760-61, 16758). Action Oct. 8.

■ Hearing Examiner Forest L. McClenning in Jacksonville and Miami, both Florida, and Asheville, N.C. (Florida-Georgia Television Inc., et al.), TV proceeding, granted informal request and extended to Oct. 26 time to file reply findings (Docs. 10834, 17582-4, 18185-6). Action Oct. 12.

■ Hearing Examiner Chester F. Naumowicz Jr. in Florence, S.C. (Daily Telegraph Printing Co.), TV proceeding, identified exhibits of Triangle Telecasters Inc. and received them into evidence; closed record; ordered proposed findings of fact and conclusions of law filed on or before Nov. 10 and reply findings filed on or before Nov. 17 (Doc. 18650). Action Oct. 7.

#### Other action

■ Review board in Jacksonville, Fla., TV proceed-

ing, granted motion for extension of time, filed Oct. 9, by four Jacksonville applicants. (Docs. 10834, et al.) Action Oct. 13.

#### Call letter action

■ Soilcom Inc., Mt. Vernon, Ill.—Granted WIEW-TV.

### Existing TV stations

#### Final actions

■ WKYT-TV Lexington, Ky.—Broadcast Bureau granted CP to install formerly licensed main ant. as aux. ant. at main trans. location. Action Oct. 8.

■ WKBS-TV Burlington, N.J.—Broadcast Bureau granted CP to change ERP to vis. 2,140 kw, aur. 214 kw; change type trans. and ant.; conditions. Action Oct. 15.

#### Actions on motions

■ Acting Chief, Office of Opinions and Review in Jackson, Mich. (Jackson Television Corp. [WKHM-TV]), TV proceeding, granted petition by Channel 41 Inc. and extended to Oct. 16, time to file reply to opposition to petition for reconsideration led by Jackson Television Corp. and Television Associates Inc. and Broadcast Bureau's comments on petition for reconsideration (Doc. 18699). Action Oct. 9.

■ Chief, Broadcast Bureau in Jackson, Miss., on request of Capitol Broadcasting Co., licensee of WJTV(TV) Jackson, extended to Nov. 13, time to file responses to petition for rulemaking in matter of amendment of TV table of assignments (Booneville, Clarksdale, Columbia, Columbus, Hattiesburg, Natchez, Oxford and Senatobia, all Mississippi). Action Oct. 12.

■ Hearing Examiner Basil P. Cooper in Boston (Integrated Communications Systems Inc. of Massachusetts [WRET(TV)]), TV proceeding, scheduled hearing conference for Oct. 28. (Docs. 18338-9). Action Oct. 13.

■ Hearing Examiner Lenore G. Ehrig in Indianapolis (Indiana Broadcasting Corp. [WISH-TV]), TV proceeding, granted motion by RJN Broadcasting Inc. and Sarkes-Tarzi Inc. and extended to Oct. 23 time to file responses to WISH-TV's motion to clarify issues (Doc. 18983). Action Oct. 15.

■ Chief Hearing Examiner Arthur A. Gladstone in Charlotte, N.C. (Jefferson Standard Broadcasting Co. [WBT(TV)]), TV proceeding, on request of Broadcast Bureau and applicant, set procedural dates and scheduled hearing for Jan. 4, 1971 (Doc. 18880). Action Oct. 12.


#### Other actions

■ KOOL-TV Phoenix—FCC Complaints and Compliance Division Chief William B. Ray informed KOOL Radio Television Inc., licensee, that sponsorship identification announcements broadcast by KOOL-TV on behalf of Sam Grossman, candidate for the U.S. Senate, lack specificity necessary to comply with Communications Act and rules. Ann. Oct. 16.

■ WABC-TV New York—FCC Complaints and Compliance Division Chief William B. Ray, in response to complaint by Steve Beren of Socialist Workers 1970 New York State Campaign Committee, against WABC-TV, informed Mr. Beren that "it cannot be concluded that the licensee of WABC-TV has failed to comply with either Section 315 or the fairness doctrine." Action Oct. 12.

#### Call letter application

■ KKBC-TV, Double H Corp., Lubbock, Tex.—

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# Summary of broadcasting

Compiled by FCC, Oct. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,289	2	10	4,301	74	4,375 <sup>1</sup>
Commercial FM	2,114	0	43	2,157	131	2,288
Commercial TV-VHF	496	2	14	512	14	526
Commercial TV-UHF	149	0	33	182	109 <sup>2</sup>	296
Total commercial TV	645	2	47	694	123	822
Educational FM	405	0	22	427	44	471
Educational TV-VHF	78	0	8	84	5	89
Educational TV-UHF	100	0	11	111	12	123
Total educational TV	176	0	19	195	17	212

\* Special Temporary Authorization.

<sup>1</sup> Includes 25 educational AM's on nonreserved channels.

<sup>2</sup> Includes two licensed UHF's that are not on the air.

Requests KMXN-TV.

## New AM stations

Start authorized

■ WTBP Parsons, Tenn.—Authorized program operation on 1550 khz, 500 w-D. Action Oct. 1.

Final actions

■ Grayville, La. 222 Corp.—FCC granted 1010 khz, 500 w. P.O. address: Drawer B, Grayville, La. 70051. Estimated construction cost \$9,000; first-year operating cost \$24,000; revenue \$72,000. Principals: Sidney J. Levet III, president. Principals own WCKW La Place, La. Action Oct. 14.

■ Yorktown Heights, N.Y. The General Broadcasting Corp.—FCC dismissed application for new AM on 850 khz, 250 w-D at Yorktown Heights on request of applicant; dismissed petition by VIP Broadcasting Corp., licensee of WVIP-AM-FM Mount Kisco, N.Y., to deny application. Action Oct. 7.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp.), AM proceeding, denied motion of Clanton Broadcasting Corp. for order that further oral examination by depositions of George L. Faulkner and wife not be taken (Docs 18782-3). Action Oct. 12.

■ Hearing Examiner Basil P. Cooper in Blacksburg, Va. (Broadcasting Service of Carolina Inc.), AM proceeding, granted petition by applicant for leave to amend application to reflect new financial section, new community survey section, new engineering studies and to change studio site from tower location to Blacksburg (Doc. 18445). Action Oct. 6.

■ Hearing Examiner Frederick W. Denniston in Lewisburg and White Sulphur Springs, both West Virginia (Garland A. Hess, William H. Bowen and Fred Cox; and Valley Broadcasting Co.), AM proceeding, it appearing that applicants have undertaken discussions looking to possible dismissal of one of applications, and because of other complicating factors deemed essential in this instance, ordered that on or before Oct. 26, parties shall take affirmative action with respect to any proposed dismissal of one of applications or, alternatively, advise hearing examiner of unsuccessful conclusion of discussions; cancelled hearing scheduled for Nov. 16, to await further order (Docs. 18977-8). Action Oct. 12.

■ Hearing Examiner Charles J. Frederick in Whiteley City, Ky., and Jellico, Tenn. (McCreary Broadcasting Corp. and Jellico Broadcasting Corp.), AM proceeding, set procedural dates, scheduled hearing for Dec. 15 (Docs. 18959-60). Action Oct. 11.

■ Hearing Examiner Millard F. French in Green Bay, Wis. (Frank M. Cowles), AM proceeding, granted supplemented petition by applicant for leave to amend application with solution that will eliminate overlap problem that has previously existed by reducing proposed power to 1 kw and modifying proposed DA; set procedural dates and scheduled hearing for Dec. 8 (Doc. 18790). Action Oct. 9.

■ Chief Hearing Examiner Arthur A. Gladstone in Honesdale, Pa. (Wayne County Broadcasting Corp. and Peter L. Pratt), AM proceeding, designated Hearing Examiner Lenore G. Ehrig as presiding officer and scheduled prehearing conference for Nov. 24 and hearing for Jan. 7, 1971 (Docs. 19038-9). Action Oct. 9.

■ Chief Hearing Examiner Arthur A. Gladstone in McConnellsburg, Ligonier and Jeannette, all Pennsylvania (Town Radio Inc., Laurel Highlands Broadcasting Co. and Central Westmoreland Broadcasting Co.), AM proceeding, designated

Hearing Examiner Isadore A. Honig as presiding officer and scheduled prehearing conference for Nov. 24 and hearing for Jan. 4, 1971 (Docs. 19040-2). Action Oct. 9.

■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois (DuPage County Broadcasting Inc. and Central DuPage County Broadcasting Co.), AM proceeding, ordered further hearing to convene on Oct. 14 (Docs. 16965-6). Action Oct. 12.

■ Hearing Examiner Isadore A. Honig in Humboldt and Union City, both Tennessee (Communications Associates Inc. and Quality Broadcasters), AM proceeding, postponed indefinitely Oct. 27 prehearing conference. Pending review board consideration of joint petition for approval of agreement filed by applicants on Oct. 14, which pleading looks toward resolution of matter without hearing (Docs. 18987-8). Action Oct. 15.

Other actions

■ Review board in Franklin, N.J., AM proceeding, granted petition for extension of time to file opposition, filed Oct. 9 by Louis Vander Plate. (Docs. 18251-52.) Action Oct. 13.

■ Review board in Chattanooga, AM proceeding, granted motion for extension of time, filed Oct. 13 by Rock City Broadcasting Inc. (Docs. 18901-02.) Action Oct. 15.

Call letter action

■ Lincoln County Broadcasting Co., Fayetteville, Tenn.—Granted WIXC.

Designated for hearing

■ Winona, Miss.—FCC set for hearing applications by Tri-County Radio Inc. for new AM on 1190 khz with 500 w and Southern Electronics Inc. for renewal of license for WONA at Winona. Actions Oct. 14.

■ Yabucoa, Puerto Rico—FCC ordered hearing to determine which of three applicants should be licensed to operate Puerto Rican AM on 840 khz, 250 w-D and granted request of James Calderon that application be accepted for the filing. Action Oct. 14.

## Existing AM stations

Application

■ WWWC Wilkesboro, N.C.—Seeks mod. of CP to reduce power to 500 kw-LS from 1 kw-LS; change trans. to Gates BC-500G. Ann. Oct. 19.

Final actions

■ WAAX Gadsden, Ala.—Broadcast Bureau granted CP to install new trans. Action Oct. 14.

■ KVRH Salida, Colo.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Oct. 12.

■ WTWA Thomson, Ga.—Broadcast Bureau granted CP to change from 1240 khz, 250 w, U, to 1240 khz, 250 w, 1 kw, U, and change trans. Action Oct. 14.

■ WTOW Towson, Md.—Broadcast Bureau granted CP to side-mount FM ant. on west tower of WTOW two-tower DA and increase height. Action Oct. 9.

■ WBZ Boston—Broadcast Bureau granted license covering use of former main trans. as alt. main trans. Action Oct. 12.

■ Universal Missionary Church, Detroit—Broadcast Bureau granted extension of authority to transmit religious programs to CKLW Windsor, Ont. Action Oct. 12.

■ WKSJ Jamestown, N.Y.—Broadcast Bureau granted mod. of license covering change in studio

and remote control to Fairmont Avenue, Lakewood, N.Y. (outside city limits), Action Oct. 12.

■ WNOB Cleveland—Broadcast Bureau permitted remote control. Action Oct. 15.

■ WORD Spartanburg, S.C.—Broadcast Bureau granted CP to install new trans. for aux. use on 1 kw DA-N use only. Action Oct. 14.

■ KTSL Burnet, Tex.—Broadcast Bureau granted CP to increase power to 1 kw-D and install new trans.; remote control permitted. Action Oct. 7.

■ KUAM Agana, Guam—Broadcast Bureau granted license covering use of former main trans. as aux. trans. Action Oct. 12.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Stamford, Conn. (Western Connecticut Broadcasting Co.), revocation of license for WSTC-AM-FM, designated Hearing Examiner Isadore A. Honig as presiding officer and scheduled prehearing conference for Dec. 1 in Washington, and hearing for Jan. 11, 1971, in Stamford (Doc. 19043). Action Oct. 9.

■ Hearing Examiner Ernest Nash in Greensburg, Pa. (WHJB Inc. (WHJB)), AM proceeding, on request of applicant, scheduled prehearing conference for Oct. 15 (Doc. 18868). Action Oct. 9.

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.), renewal of license of KAYE, corrected transcript of prehearing conference in numerous respects (Doc. 18929). Action Oct. 8.

■ Hearing Examiner Ernest Nash in Puyallup, Wash. (KAYE Broadcasters Inc.), renewal of license of KAYE, due to conflict in examiner's schedule, rescheduled hearing for Nov. 18 in Tacoma, Wash., at place to be specified in subsequent order (Doc. 18929). Action Oct. 15.

■ Hearing Examiner Chester F. Naumowicz in Milton-Freewater and Hermiston, all Oregon (Country Radio Broadcasting Inc. and Hermiston Broadcasting Co. [KOHU]), AM proceeding, ordered that within 10 days from release of order, Country Radio Broadcasting Inc. show cause why application should not be dismissed in keeping with rules; certified to review board, motion to dismiss application filed by Broadcast Bureau; granted request by Broadcast Bureau and certified to review board petition to dismiss filed by Country Radio; and granted motion by Hermiston and continued date for commencement of hearing pending further order (Docs. 18965-6). Action Oct. 15.

Call letter actions

■ WKTJX, WKTJX Inc., Atlantic Beach, Fla.—Granted WJNJ.

■ KSND, Big Wind Broadcasting Co., Seattle—Granted KDUU.

■ KPEG, Bellevue Broadcasters, Spokane, Wash.—Granted KEZE.

## New FM stations

Applications

■ \*Auburn, Ala. Board of Trustees, Auburn University—Seeks 91.1 mhz, 10 w. Ant. height above average terrain 138 ft. P.O. address College Street, Auburn 36830. Estimated construction cost \$10,749; first-year operating cost \$20,090; revenue none. Principals: John Lopricolo, instructor, speech department, et al. Ann. Oct. 12.

■ Green Cove Springs, Fla. Mel-Lin Inc.—Seeks 92.7 mhz, 3 kw. Ant. height above average terrain 300 ft. P.O. address 2 East Bay Street, Jacksonville, Fla. 32202. Estimated construction cost \$62,000; first-year operating cost \$10,380; revenue \$60,000. Principals: Lawrence R. Picus, president, et al. Ann. Oct. 12.

■ Butte, Mont. WBOW Inc.—Seeks 94.1 mhz, 25.7 kw. Ant. height above average terrain 1836 ft. P.O. address 720 Yale Ave., Butte 59701. Estimated construction cost \$48,187; first-year operating cost \$14,400; revenue \$28,000. Principals: Richard R. Miller, president, Alice M. Neacy, vice president (each 49.96%), et al. Mr. Miller holds controlling interest in KBOW(AM) Butte; Mrs. Neacy is vice president of KBOW. Ann. Oct. 12.

■ Great Falls, Mont., KMON Inc.—Seeks 94.5 mhz, 38.5 kw. Ant. height above average terrain 314 ft. P.O. address Box 2285, Great Falls 59401. Estimated construction cost \$58,570; first-year operating cost \$18,000; revenue \$18,000. Principals: Allen Donnohue, vice president and general manager, et al. Ann. Oct. 8.

Starts authorized

■ \*KTSC-FM Pueblo, Colo.—Authorized program operation on 89.5 mhz, TPO 10 w. Action Oct. 6.

■ WGNE-FM Panama City Beach, Fla.—Authorized program operation on 98.5 mhz, ERP 100 kw. Ant. height above average terrain 130 ft. Action Oct. 1.

■ \*WEDM(FM) Indianapolis—Authorized program operation on 91.1 mhz, TPO 10 w. Action

Oct. 6.

- WMLM-FM Marshall, Mich.—Authorized program operation on 104.9 mhz, ERP 3 kw. Ant. height 300 ft. above average terrain. Action Oct. 5.
- \*WSGR-FM Port Huron, Mich.—Authorized program operation on 91.3 mhz, TPO 10 w. Action Oct. 7.
- KKCA(FM) Fulton, Mo.—Authorized program operation on 97.7 mhz, ERP 3 kw-U. Ant. height above average terrain 300 ft. Action Oct. 1.
- WEKT(FM) Hammondsport, N.Y.—Authorized program operation on 98.3 mhz, ERP 2 kw. Ant. height above average terrain 360 ft. Action Oct. 5.
- WEZL(FM) Charleston, S.C.—Authorized program operation on 103.5, ERP 25 kw. Ant. height above average terrain 275 ft. Action Oct. 1.

### Final action

- Helena, Ark.—Superior Broadcasting Co. Broadcast Bureau granted 107.5 mhz, 28.03 kw. Ant. height above average terrain 278 ft. P.O. address: 5663 Beechwood Drive, Jackson, Miss. 39206. Estimated construction cost \$12,400; first-year operating cost \$24,000; revenue \$38,650. Principal: J. Boyd Ingram, sole owner. Mr. Ingram is chief engineer for WWUN(AM) Jackson, Miss., and owns radio and TV station maintenance service. Action Oct. 9.

### Actions on motions

- Hearing Examiner Charles J. Frederick in North Syracuse, N.Y. (WSOQ Inc.), FM proceeding, on request of Broadcast Bureau, ordered proposed findings and conclusions be due Nov. 6 (Doc. 18667). Action Oct. 15.
- Hearing Examiner Millard F. French in Camarillo, Calif. (Camarillo Broadcasting Co. and Hot Air Radio), FM proceeding, granted petition by Hot Air Radio for leave to amend with respect to application to assign interest of Chester P. Coleman; set procedural dates and rescheduled evidentiary hearing for Dec. 2 (Docs. 18969-70). Action Oct. 14.
- Hearing Examiner Arthur A. Gladstone in Seattle, designated Hearing Examiner Ernest Nash to preside in place and stead of Hearing Examiner Millard F. French; scheduled hearing to commence in Seattle on Nov. 12 instead of Nov. 10 (Doc. 18943). Action Oct. 14.
- Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, on motion of WNER Radio Inc., continued prehearing conference scheduled for Oct. 16 to Oct. 22 (Docs. 18975-6). Action Oct. 14.
- Hearing Examiner Jay A. Kyle in Big Bear Lake and Banning, both Calif. (Mountain Broadcasting Inc. and Stolte Inc.), FM proceeding, granted request of Mountain Broadcasting Inc. and ordered Oct. 15 prehearing conference and Nov. 23 evidentiary hearing continued without dates (Docs. 18967-8). Action Oct. 9.
- 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, scheduled further prehearing conference for Oct. 16, granted request of Delaware-Gahanna FM Radio Broadcasting Station Inc. and rescheduled prehearing conference for Oct. 19 (Docs. 18308, 18793). Action Oct. 9.
- Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, rescheduled hearing conference for Oct. 22 (Docs. 18308, 18793). Action Oct. 15.
- Hearing Examiner Jay A. Kyle in Pittston, Pa. (P.A.L. Broadcasters Inc.), FM proceeding, granted petition by P.A.L. Broadcasters Inc. for leave to amend application to extent that portions of amendment seeking to modify application to reflect additional surveys of community needs and programming and certain changes in programming, and seeking to make minor changes in financial section of application including reflecting balance sheet dated Jan. 31, are accepted and portions relating to proposed change in trans. site and financial aspects of application respecting costs of proposed new trans. site are rejected (Doc. 17885). Action Oct. 8.

### Other actions

- Review board in Leisure City, Fla., FM proceeding, granted request for extension of time to file opposition to petition to enlarge issues, filed Oct. 9 by Fine Arts Broadcasting Co. (Docs. 18956-58.) Action Oct. 13.
- Review board in Live Oak, Fla., FM proceeding, granted petition for extension of time, filed Oct. 13, by Live Oak Broadcasting Co. (Docs. 18975-76.) Action Oct. 15.
- Review board in Athens, Tenn., FM proceeding, granted petition for extension of time, filed Oct. 12, by Athens Broadcasting Inc. (Docs. 17617-18.) Action Oct. 14.
- Review board in Harriman, Tenn., FM proceed-

ing, granted motion for extension of time, filed Oct. 12, by Folkways Broadcasting Inc. (Docs. 18912-13.) Action Oct. 12.

### Call letter applications

- Fairleigh Dickinson University, Teaneck, N.J.—Requests \*WFDU(FM).
- Waldron Broadcasting Corp., Beckley, W.Va.—Requests WCIR-FM.

### Call letter actions

- Lan-Jol Enterprises, Yuma, Ariz.—Granted KALJ(FM).
- Harold Broadcasting Co., Sonora, Calif.—Granted KVML-FM.
- Valley Broadcasting Co., Clinton, Iowa—Granted KCLN-FM.
- RCR Ltd., Asheboro, N.C.—Granted WQSA.
- SBG Enterprises Inc., Pulaski, Tenn.—Granted WMGL(FM).

### Designated for hearing

- Scottsdale, Pa.—FCC set for hearing applications of Quality Radio Inc. and L. Stanley Wall for new FM's on 103.9 mhz at Scottsdale. Action Oct. 14.

## Existing FM stations

### Final actions

- KPEN(FM) Los Altos, Calif.—Broadcast Bureau granted request for SCA on 60 khz. Action Oct. 9.
- \*KCMS(FM) San Francisco—Broadcast Bureau granted CP to install new trans.; remote control permitted. Action Oct. 9.
- WMCF(FM) Stuart, Fla.—Broadcast Bureau granted CP to install new trans. and ant.; remote control permitted. Action Oct. 15.
- WFMT(FM) Chicago—Broadcast Bureau granted CP to install aux. trans. at proposed trans. location on 98.7 mhz; ant. height 1150 ft.; remote control permitted; granted CP to change trans. location to 875 North Michigan Avenue, Chicago; install new ant.; make changes in ant. system. Actions Oct. 9.
- KCKN-FM Kansas City, Kan.—Broadcast Bureau granted CP to install new trans. and new ant.; make changes in ant. system; remote control permitted. Action Oct. 14.
- WEVD-FM New York—Broadcast Bureau permitted remote control. Action Oct. 5.
- \*WFUV(FM) New York—Broadcast Bureau granted CP to install new aux. trans. at main trans. location to be operated on 90.7 mhz. Action Oct. 15.
- WMRN-FM Marion, Ohio—Broadcast Bureau granted CP to change ERP to 25 kw; make changes in transmission line; ant. height 340 ft. Action Oct. 9.
- WREC-FM Memphis—Broadcast Bureau granted CP to install aux. ant. at main trans. location on 102.7 mhz. Action Oct. 15.
- WKDA-FM Nashville—Broadcast Bureau granted CP to change trans. location to 1st Avenue South and Peabody Street, Nashville; install new trans. and ant.; make changes in ant. system; ant. height 410 ft.; remote control permitted; condition. Action Oct. 7.
- WPRP-FM Ponce, Puerto Rico—Broadcast Bureau granted request for SCA on 67 khz. Action Oct. 15.

### Actions on motions

- Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Communicom Media), FM proceeding, set procedural dates and scheduled hearing for Jan. 11, 1971, in Hartford at location to be specified by further order (Docs. 18805-6). Action Oct. 15.
- Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Communicom Media), FM proceeding, granted petition by WHCN Inc. for leave to amend application to reflect information on financial issue and ascertainment of community needs (Docs. 18805-6). Action Oct. 7.

### Call letter applications

- WRTG(FM), Thomasville Broadcasting Co., Thomasville, Ga.—Requests WWTR(FM).
- WKIC-FM, Mountain Broadcasting Service Inc., Hazard, Ky.—Requests WSGS(FM).

### Call letter actions

- WKTJ-FM, WKTJ Inc., Atlantic Beach, Fla.—Granted WJNJ-FM.
- KTWD(FM), Bellevue Broadcasters, Spokane,

Wash.—Granted KEZE-FM.

## Renewal of licenses, all stations

- Broadcast Bureau granted renewal of licenses for following VHF translators: K07DM Cahone, K08EY and K10FB, both Walden, Rand, Coal-mont and Crowder, and K09DC Glenwood Springs, all Colorado. Actions Oct. 13.
- WGIG-FM Brunswick, Ga.—Broadcast Bureau granted renewal of license. Action Oct. 8.
- WCHI(AM) Chillicothe and WCHO-AM-FM Washington Court House, both Ohio—FCC granted full term license renewals to WCHI(AM) Chillicothe and WCHO-AM-FM Washington Court House, both Ohio, previously issued short term renewals as result of repeated rule violations. Actions Oct. 14.
- Broadcast Bureau granted renewal of licenses for following and co-ending aux.: WKNR-FM Dearborn and WLEW-FM Bad Axe, both Michigan; WMSR(AM) Manchester, Tenn.; \*WOBC-FM Oberlin, WQMS(FM) Hamilton and WSAI(AM) Cincinnati, all Ohio; WTNM(AM) Millington, Tenn.; \*WUSO(FM) Springfield, Ohio; and WWBD-FM Bamberg, S.C. Actions Oct. 15.
- Broadcast Bureau granted renewal of licenses for following and co-ending aux.: KDRS(AM) Paragould, Ark.; WAOP(AM) Otsego, Mich.; WAVI(AM)-WDAO(FM) Dayton, Ohio; WBSG-(AM) Blackshear, Ga.; WBT(AM) Charlotte, N.C.; WCHB(AM) Inkster, Mich.; WCHD(FM) Detroit; WELO(AM) Tupelo and WELZ(AM) Belzoni, both Mississippi; WFKY(AM) Frankfort, Ky.; WFMJ(AM) and WFMJ-TV, both Youngstown, Ohio; WFRS(AM) Reidsville, N.C.; WFYC-AM-FM Alma, Mich.; WGAP(AM) Marvillville. WGRV-(AM)-WOFM(FM) Greenville, WIRJ(AM) Humboldt, WJFC(AM) Jefferson City, WJZM(AM) Clarksville, and WKPT-AM-FM Kingsport, all Tennessee; WLOI-AM-FM La Porte, Ind.; WIBM-(AM) Jackson, Mich.; \*WICR(FM) Indianapolis; WING(AM) Dayton and WIZE(AM) Springfield, both Ohio; WJOR(AM) South Haven and WKBZ-(AM) Muskegon, both Michigan; and WKGN-(AM) Knoxville, Tenn. Actions Oct. 15.

## Modification of CP's, all stations

- Broadcast Bureau granted mod. of CP's to extend completion dates for following: K72DF Waimea; K77CC Captain Cook; K-79BS Pahala; K83BS Naalehu and K83BV Pohakuloa, all Hawaii, to April 13, 1971. Actions Oct. 3.
- Mobile, Ala.—Broadcast Bureau granted Duke Broadcasting Corp. mod. of CP to extend completion date to April 7, 1971. Action Oct. 8.
- KSW-92 Los Angeles—Broadcast Bureau granted mod. of CP to change location of trans. to west edge of Encino reservoir, Encino, Calif.; change ant. system and install 93 response trans. Action Oct. 14.
- WKKO Cocoa, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to April 1, 1971. Action Oct. 12.
- \*WRAS(FM) Atlanta—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 16. Action Oct. 12.
- KKAI(FM) Kailua, Hawaii—Broadcast Bureau granted mod. of CP to change trans. location to 5 miles south of Kailua on Wiliwilinui Ridge. Kailua; operate by remote control from studio location 30 Aulike Street, Kailua; change type trans. and ant.; make changes in ant. system; ant. height 2120 ft. Action Oct. 13.
- WUAZ(FM) Henderson, Ky.—Broadcast Bureau granted mod. of CP to extend completion date to April 1, 1971. Action Oct. 12.
- WBLG-TV Lexington, Ky.—Broadcast Bureau granted mod. of CP covering extension of completion date to April 15, 1971. Action Oct. 15.
- \*WSAE(FM) Spring Arbor, Mich.—Broadcast Bureau granted mod. of CP to change trans. and studio location to 213 College Street, at rear of library building, Spring Arbor; change trans. and ant.; ant. height 135 ft. Action Oct. 15.
- KXLW(AM) Clayton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 1. Action Oct. 12.
- KWK(AM) St. Louis—Broadcast Bureau granted mod. of CP to extend completion date to March 15, 1971. Action Oct. 12.
- WELV-FM Ellenville, N.Y.—Broadcast Bureau granted mod. of CP to change type ant. Action Oct. 15.
- WOTI(FM) Dunn, N.C.—Broadcast Bureau granted mod. of CP to operate by remote control from studio location Highway 421, 1 mile south-east of Dunn; change trans. and ant.; ant. height 240 ft. Action Oct. 15.
- KSOO-FM Sioux Falls, S.D.—Broadcast Bureau

(Continued on page 67)

# 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.

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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

Florida large market needs aggressive, creative, local sales manager. Excellent opportunity for salesman who can lead staff to new highs and bring in billing himself. Quality station, good production, big company, superlative fringe benefits. If you can increase local sales dramatically, write ASAP, Box K-137, BROADCASTING.

Major market station management opportunity... group owned radio station needs a sales oriented station manager for top 50 market. Rare chance to join fast growing broadcasting group in executive capacity. The man we are looking for may or may not be in sales or station management now but must have proven sales record. Career opportunity for man who seeks additional responsibility, income and advancement. All replies treated in the strictest confidence. Box K-200, BROADCASTING.

SW Ohio station seeks strong sales/management person to take things over. Partial stock/ownership/salary/commission. Send resume to Box K-236, BROADCASTING.

Sales oriented station manager wanted for absentee owned small market FM. Good potential for getter. Previous management experience not necessary, but previous sales experience a must. Box K-247, BROADCASTING.

N.E. chain expanding. We want aggressive manager who can sell to local retailers. Ownership, a great financial arrangement plus extras await person selected... Interview a must at your expense. Box K-263, BROADCASTING.

Assistant manager for sunny south Texas daytime... 1st ticket required... mail resume and full particulars to: Joe Taylor, P.O. Box 309, Falfurrias, Texas 78355.

### Help Wanted Sales

Sales manager. Permanent opportunity, major midwest market. Successful experience in local direct sales and sales supervision required. Salary plus incentive. All details first letter. Reply Box K-180, BROADCASTING.

Saleswoman or salesman. Time sales for Washington, D.C. network owned AM/FM station. Minimum two years experience. Send resume stating salary requirements to Box K-240, BROADCASTING.

San Jose FM. Sales manager, salesman. Excellent salary, commission. New contemporary stereo FM starting soon. Write Ron Cutler, 1775 Los Gatos-Almaden Road, San Jose, Calif. 95124.

Aggressive, productive salesman with FM contemporary experience. Good track record a must. Superior opportunity with Waller Media Group. Base salary to \$800.00 commensurate with past performance. Plus commission. Live and work in the sparkling city by the sea. Contact Don Durden, Jr., KZFM Radio 1718 Six-Hundred Building, Corpus Christi, Texas 78401.

Sales-announcer—young man—generally helpful. Mrs. Warren, WMCR, Oneida, N.Y. 315-363-6050.

Beautiful Colorado. Live in the all-American city of Grand Junction. Expanding company has immediate opening for mature, energetic, creative salesman. Apply only if you have management potential and desire a broadcasting career. Call General Manager (303) 243-1230.

Three station group of young broadcasters is expanding again and needs one more aggressive street salesman not afraid of hard work, for Hartford market. For the guy who can cut it in our sales oriented group, there is plenty of management possibilities. Two of our men are now managers with an interest in stations. Start at \$12,500. Must travel for interview at your expense. Call or write Michael Schwartz, 1-203-521-1550, or 998 Farmington Avenue, West Hartford, Conn.

## Announcers

First phone—morning man for top rated northeastern MOR. Good starting salary. Experience a must. Send tape, resume and photo to Box K-196, BROADCASTING.

## Announcers continued

If you swing and know MOR, major Ohio market has outstanding opportunity. Send tape, picture and resume. Box K-206, BROADCASTING.

Alaska... announcer-newsman for 5000W AM. Contemporary MOR. Must be experienced. No drifters. Must provide own transportation. Must be able to run a tight board and have an experienced nose for local news. Send tape and resume to Box K-210, BROADCASTING.

First phone announcer. Looking for a job where you can use your creative ability? Tired of the boss constantly breathing down your neck? Want benefits such as insurance and paid vacations? Want to live near, but not in, a big city? Let's get together. I have a morning opening. Call 703-368-3109 or write: Box K 212, BROADCASTING.

Needed immediately MOR and contemporary jocks for expanding midwest radio group. Both beginners and men with experience will be considered. Salary dependent on talent and experience. Your letter must include tape, resume, salary requirements, and references (which will be checked). A recent picture would be helpful. These men are needed now. Box K-232, BROADCASTING.

Music and news announcer for top adult station in growing medium market, desert Southwest. Maturity, big relaxed voice and bright perspective a must. Would prefer happily married pro who wants new roots in an exciting city with a great climate. Starting salary \$9,600. Send resume, tape and recent photo in confidence to Box K-234, BROADCASTING. An equal opportunity employer.

KDTH, Dubuque, Iowa needs experienced, professional morning man. Good production spots necessary.

Deep south small market AM-FM with variety format needs afternoon AM—night FM top 40 jock. Third phone. Commission paid on account servicing sales. KVCL, Winfield, La. 318-628-5822.

Need intelligent, mature, personable, experienced announcer for night show on up-tempo MOR. Send resume and tape to Eliot Cohen, KVOR, P.O. Box 966, Colorado Springs, Colorado 80901.

Top 40 pro, shaw resume, photo, tape (prod-news-air) to: Rick Shaw, WDAT, Box 5038, Daytona Beach, Florida 32020.

NE New York top rated 5KW modern full-time contemporary MOR AM-FM has immediate opening for fully qualified announcer. Experience, smooth, young on-air sound and polished production required. Send photo, resume, air-check, tape to Lewis Edge, WEAV, Plattsburgh, N.Y. 12901.

Fredericksburg, Virginia needs experienced announcer. Relaxed contemporary format 6 to midnight shift. Some sports knowledge helpful. Start \$120 plus liberal benefits. No screamers, no beginners, no phone calls. Send tape and complete details WFVA, Fredericksburg, Va. Equal opportunity employer.

Young man willing to sell and announce—generally helpful. Mrs. Warren, WMCR, Oneida, N.Y. 315-363-6050.

Regional midwest station in need of announcer with first class and with some news experience. If you are a young man with these qualifications and ready to work for a progressive operation with a professional staff, contact WRTL, Rantoul, Illinois—217-893-1460.

Attention Mrs. Mancini... Would you like a good job? We need a top forty jock. Immediate opening seven PM to midnight. You must be presently employed. We are an equal opportunity employer. We are replacing a man who has moved up to Buffalo, bigger but not better! No tapes returned, no collect calls. Contact General Manager, Art Simmers, WTRY, Troy, N.Y. AC 518-274-1100 nine AM to five PM EDT.

Immediate opening for experienced announcer at MOR AM and FM, 90 miles from New York City. Salary open. Write or phone. S. D. Lubin, WVOS, Liberty, N.Y.

Wanted immediately: Heavy-voiced, contemporary announcer... top pay! Call (812) 425-2221.

Two-way talk personality, of conservative bent required for 5 KW CBS affiliate daytime in midwest. Top pay and fringes to intelligent, experienced communicator. Send tape, photo, and resume C/O Bill Thomas, 3702 Gridley Road, Shaker Heights, Ohio.

## Technical

Southeastern AM-FM-TV station offers above average salaries for engineers experienced in AM-FM-TV operation and maintenance. First class license necessary. First class engineer without experience will be considered. Reply must be complete with references, photograph and salary requirements. Reply Box J-198, BROADCASTING.

Chief engineer—low pressure job in automated FM station. Best suited to older man who wants to work in the Las Vegas area. Box K-135, BROADCASTING.

Chief engineer—to technically maintain small market AM-FM. Pleasant community in Ohio. No announcing required. Send all details to Box K-141, BROADCASTING.

Engineer-announcer for modern MOR S.C. coast daytime. Send resume and salary requirements to Tad Fogel, WINH Radio, P.O. Drawer W, Georgetown, S.C. 29440.

Chief engineer for 2 AM-1 FM east Texas radio stations. Must be able to take charge. Tom Gibson, 6300 N. Central Expressway, Dallas. 214/361-0405.

## News

Fast paced, authoritative newsmen sought by major market East Coast rocker. Must be mature, dependable and able to offer excellent references. DJs interested in news will be considered. No floaters please! Send tape, resume and pic to Box K-159, BROADCASTING.

## Programing, Production, Others

Copywriter. Experienced. Send full details and references. N.E. Pennsylvania Station. Good opportunity. Good living. Box K-183, BROADCASTING.

Program director—chief engineer—with up-beat MOR music background—Midwest daytime in 100,000 plus market—regular 6 day board shift in 40 hour week—knowledgeable about directional operation and equipment maintenance—good salary, benefits and working conditions in aggressive organization. Box K-213, BROADCASTING.

NE New York top rated 5KW modern full-time contemporary MOR AM-FM has immediate opening for fully qualified announcer. Experience, smooth, young on-air sound and polished production required. Send photo, resume, air-check, tape to Lewis Edge, WEAV, Plattsburgh, N.Y. 12901.

## Situation Wanted, Management

Seeking manager/sales manager position with aggressive operation. Solid, successful sales background. Presently employed. Top references. Photo, detailed resume upon request. Box K-178, BROADCASTING.

Young aggressive general manager-sales manager presently employed. Strong leadership, heavy sales. Excellent record. Background will stand rigid investigation. Box K-207, BROADCASTING.

Seeking national sales manager, general sales manager, top 50 radio markets. Successful N.Y.C. rep with exciting background. Box K-208, BROADCASTING.

FM sales/management. Completed 3 years with major broadcast corporation in NYC. Holds BSEE, MBA. Will sell and/or manage FM. Background: writing, announcing, engineering (first phone), broadcast management consulting. Discarded "large corporation" syndrome. Recognizes FM as management opportunity. Box K-211, BROADCASTING.

Well known, highly successful general manager seeks new challenge. 18 years solid experience managing three different major stations, increasing ratings, sales and profits dramatically. Extremely strong in sales, programing and managing for profit. Tripled sales and increased profit 900% for last station managed. Industry leader, top references. Box K-215, BROADCASTING.

CATV owners... local origination scare you? You can make money and add to your subscription list. How? Write Box K-229, BROADCASTING.

## Management continued

12 years experience and first phone. Looking for sound, progressive station with advancement for aggressive personnel. Experienced in all phases and formats. Four years experience in management. Presently employed. Half-hour air check available. Box K-246, BROADCASTING.

AM-FM salesman with TV sales experience, station management, all phases of radio, news, play-by-play, all formats, interested in AM management small-medium market. Top producer. Looking for good operation in good community. Southeast but will consider all offers. Let's exchange information. Family man, presently 5 figure income. Box K-260, BROADCASTING.

20 years experience radio-TV, all phases, including 9 manager. M.A. speech plus college teaching. Interested teaching or radio management, college-owned or commercial. Presently employed. Bob Hess, 1501 Fannin, Amarillo, Texas 79102, 806-374-4813.

Bargain . . . two major market professionals offer a proven cure to owners of a sick station in any of the top 50 markets. We'll create an adult format with strong ratings that produces big accounts. We're both top notch announcers, experienced in programming, production and news. Knowledge of promotion tool. We have first phones. Even willing to help with maintenance until we get you in the black. Combined experience of nearly 30 years. Both willing to start at \$180 per week. Let us lead your team. Call 413-442-1283.

## Sales

Ambitious young announcer with B.A. in Mass communications looking for break into sales. South Florida or Northeast. Married. Details. Box K-250, BROADCASTING.

I want out of this big market and city (New York). Prefer small or medium market with good country living for wife and children. I'll give you ten years of professional radio experience plus two years of newspaper for a position with a chance of advancement. I prefer sales, but can also handle programming, P.D., promotion, announcing, etc. Highly experienced with country music but will consider all formats. Please call (516) 889-4225 (evenings) or write: P.O. Box 308, Island Park, N.Y. 11558.

## Announcers

Trained beginner wants break into small station market, 3rd endorsed. Dependable. Box K-81, BROADCASTING.

Black beginner begs break! Trained with 3rd endorsed. Available now! Box K-82, BROADCASTING.

First phone combo at L.A. FMR seeks change. PD and light maintenance experience. Box K-103, BROADCASTING.

Soul air personality-p.d. & music. 1st phone, tight board, top news, heavy production, tight music list, night club entertainer, and I'll put you over to the Black and General Markets. I'm number one here! Box K-150, BROADCASTING.

Talk . . . young, mature newsmen wants talk show. Major market news, talk experience. Masters, best references, married. Box K-171, BROADCASTING.

Humorous personality D.J. top rated afternoon drive time MOR format in the rock age? Tape tells why. College graduate 15 years experience. Married. Excellent references. Larger markets only. Box K-173, BROADCASTING.

First phone, experienced, high ratings, 27, presently employed, will consider television, prefer Florida, will consider other. Box K-192, BROADCASTING.

1st phone, top 40, MOR production, news, good personality. Broadcast school grad., willing to relocate. Box K-202, BROADCASTING.

Immediately available. First phone, four years experience. Good reference. Stable operations only! Box K-203, BROADCASTING.

Basketball broadcaster. Seven years experience. Top ratings pro and major college market. Box K-205, BROADCASTING.

First phone announcer. Mature voice, 6 yrs. experience. Modern country or MOR. No maintenance. Box K-220, BROADCASTING.

Experienced, professionally trained, first ticket, 3 years college (electronics), 23 years old, will relocate, references. Box K-224, BROADCASTING.

Attn. New York: Young, single, talented morning jock, 2 1/2 yrs. experience. Also good sports, production. Box K-239, BROADCASTING.

DJ announcer-newscaster, authoritative, creative, dynamic, versatile. Tight board, first phone, will relocate. Box K-242, BROADCASTING.

Soul, sister with a gift. Will relocate. Has 3rd endorsed. Box K-243, BROADCASTING.

## Announcers continued

Professionally trained, will relocate, 3rd endorsed. Box K-245, BROADCASTING.

First phone, 5 yrs. experience, C&W, sales. Presently employed. Box K-251, BROADCASTING.

Mature announcer. Deep voice best suited to news, commercials, better music. Currently airing personality program. Prefer switching back to non-personality quality format. Presently employed. Box K-253, BROADCASTING.

Over 30 (slightly) but can be trusted to do a thoroughly professional job. Versatile, ten years experience, first phone. Interested in solid opportunity to show what I can do. Prefer MOR or news & sports oriented stations but will consider all reasonable offers. Willing to travel. Will furnish taps, brief resume on request. Let's make a deal. Box K-255, BROADCASTING.

Number 1 rated MOR afternoon drive. Top 20 market. Available. 513-825-5472.

First phone announcer-dj. Mature family man. Sober. C&W, MOR, top-40. Excellent ratings. Prefer mid-west. Phone 317-453-3222. P.O. Box 54, Kokomo, Ind. 46901.

Experienced first phone announcer available. 413-739-8241, 7-9 PM.

Available immediately—first class wanting midwest small market station, preferably rock. Ten months board, news and copy writing experience. Good personality, willing to work. Contact Dennis Meehan, 1979 Cray St., Pasadena, Calif. 91104.

Breakout rock personality—send for unusual tape. Mr. Freak, 215 East Eleanor St., Phila., Pa. 19120.

Mature, adult, family, masters degree, 1st phone, 12 years experience recipient of ad and announcing awards. Want stable adult radio. 109 Belhomme Drive, Lafayette La. 70501, Phone 984-0481.

Black beginner, 3rd phone, 26, Career Academy graduate. Will relocate, married, 2 children. Announcer disc-jockey or anything want a chance. Dewey Hawes, 13362 Michigan, Chicago, Ill. 60627.

Station biting the dust? Give it a boost! Announcer with limited but right type of experience will put your station on map. Don't wait! Time is now! Bonus: 3rd endorsed. 413-739-8241. Harold Willemain, Maple Avon Apartments, Apartment 22, 52 Westfield Street, West Springfield, Massachusetts 01089.

Take a chance! Young, creative, draft exempt jock would like to work for you. Suitcase packed. Will relocate anywhere in U.S. or Canada. Prefers top 40 rock or underground. Have necessary style, voice, appearance etc. . . Professionally trained, 3rd endorsed. Everything needed for success, except a break. Contact Bruce Hildebrand, 33 Long St., Vandalia, Ohio 45377, 513-898-2928.

Sports . . . 23, college grad, broadcasting school grad, 3rd ticket, draft exempt. Some experience, can also sell. Call (312) 256 0014.

Seeking stable announcing position with opportunities in various phases of radio. Prefer Ohio, Kentucky or adjacent states. Married, college, 3rd endorsed and one year's experience. Gansz, 2649 Westbrook Dr., Cincinnati, Ohio 45211/513-481-3894 after 5:00 P.M.

3rd phone—broadcasting school graduate—Navy-veteran—21-go-getter. Phone (301) 662 6773 after 6 PM EDT.

Different, but good. First phone-combo man, four years experience news, music, creative copy/production. Seeks top 40, MOR, or rock FM stereo in east, southwest or Canada. 20/draft exempt, no stranger to hard work. Air-check/resume on request: Jim Pastrick, 12 Marycrest Lane, Buffalo, New York 14224 or call 716-625-2734.

Talk show host—MOR d.j. unique, repeat, unique format, no fights, no hassles, makes friends for sponsors, station, northeast preferred, will relocate for right offer. Proven track record, references, major market calibre. M. Sandler, 292 Smith St., Perth Amboy, N.J. 08861. Call collect (201) 442-3488.

First phone announcer—salesman, mature, smooth voiced pro, college degree. Prefer East. Contemporary MOR. Jerry Pirlis, 211 Elk Street, Syracuse, N.Y. (315) GR 6-8144.

Inventive 1st phone jock. 27. B.A. Experienced MOR/rock. Dedicated. Prefer West. Barry (213) 287-2357.

## Technical

Chief engineer, professional and businesslike attitude seeks a position with a top quality station. Fully experienced. Box K-79, BROADCASTING.

## Technical continued

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box K-156, BROADCASTING.

Chief engineer—experienced—construction—AM/FM directionals maintenance. Proofs. Box K-218, BROADCASTING.

Former consulting radio engineer, now completing a successful career in Department of Defense radio and communication activities, seeks position as chief engineer in a U.S. West Coast A.M. radio station. Will assume all engineering responsibilities. Has education, experience and late model test equipment for servicing all audio and r.f. station equipment, including a.i. and r.f. proofs. Would like to learn selling; could make investment for station improvement or expansion. Box K-222, BROADCASTING.

Engineer-announcer-sales. Florida 305-269-4677 or Box K-238, BROADCASTING.

Chief engineer; 5Kw-D and FM stereo on East coast. Mature/experienced, all phases. Box K-252, BROADCASTING.

Chief engineer and all around radio man seeking position in Mid West or West. Box K-252, BROADCASTING.

First phone looking for job technical field. Will relocate. Some experience in FM broadcasting as chief engineer. Call Greg, 212-824-0567.

## News

Newsman-sportscaster with 12 years experience. Looking for major market. Box K-216, BROADCASTING.

News director/newsman seeking top 25 market. Contemporary station. Also experienced in programming. Salary must be above average. Box K-230, BROADCASTING.

Experienced radio-TV news director looking for bigger market. Will bring concise, mature news gathering and delivery ability to your station. Experience includes all phases radio and documentary television, editorial and election coverage. Prefer central Florida region. Family man now employed. Box K-233, BROADCASTING.

If you want to go big with sports, I'm your man. Currently producing network sports shows, but desire play-by-play position—all sports. Radio or TV. Age 24, draft exempt, tape and resume upon request. Box K-244, BROADCASTING.

Newsman, 10 years experience, with right credentials. Currently in major market, seeking the same in midwest. Family man. Call John, 317-639-4111.

Experienced radio news director . . . now employed. Some TV experience. Would accept a staff position. Good digger. Married, one daughter. Terry Rochester, Area Code 205-831-0426. P.O. Box 3130, Oxford, Alabama 36202.

## Programing, Production, Others

Copywriter, resume and samples on request. 203-658-6196 or Box J-105, BROADCASTING.

Copywriter, prefers New England area. 203-658-6196 or Box K-140, BROADCASTING.

I don't care 1) what your present numbers are 2) your format 3) your market size or whether you're AM or FM—I'm young, sharp, ambitious, creative, smart, confident, hip, square, realistic and an opportunist. If I can't make you number 1 in the 18-49 bracket, absolutely no one can. Box K-219, BROADCASTING.

Experienced sports director, all play-by-play news, will relocate. Box K-235, BROADCASTING.

## Television Help Wanted

### Management

Rapidly expanding broadcasting company is looking for ambitious, young men eager for management responsibility in large markets. We have an executive team that believes potential is more important than experience. All we ask is that you have sales experience in medium or large markets with enough initiative and confidence in your ability to send a resume for consideration. Our management psychologist will help us determine your potential after extensive interviews and testing. Salary minimum \$30,000.00 plus substantial incentive. Send resume to Dr. Dawson, Management Consultant, Box K-32, BROADCASTING. Completely confidential.

### Sales

Experienced local TV salesman call Mr. K. Babb for interview, WISH-TV, Indianapolis 317-924-4381.

## Television Help Wanted

### Announcers

TV host-producer needed at Penn State University for farm, home, garden and ecology broadcasts. Requires degree or equivalent experience, friendly on-the-air personality, and ability to present complex stories simply, interestingly. Vacation, medical, educational benefits. Send resume and SOF or VTR to Cordell Hatch, 13 Armsby, University Park, Pa. 16802. An Equal Opportunity Employer.

### Technical

Color video man, thoroughly experienced Norelco and/or Marconi needed by top-flight production facility. Good pay. Man must be willing to travel. This company does a lot of remotes. Box K-193, BROADCASTING.

Director of engineering. Must be experienced in engineering and be a good administrator, capable of supervising up to 20 people. Stock plan available. Biggest need is for a competent administrator who is production oriented. Box K-194, BROADCASTING.

TV studio engineer upstate New York Educational production center. Production operations, video-tape editing, VRI200 editor/editec and maintenance. FCC 1st phone and two years broadcast experience required. Small vacation city environment. Salary: \$10,700 plus generous retirement and benefits. Box K-254, BROADCASTING.

Chief engineer to install and maintain religious station WURD-TV Indianapolis, Ind. New TTU 30 for 937,000. Dr. Wendell Hansen, Rte. 4, Noblesville, Ind. 46060, 317-773-0030.

### News

Television station needs experienced consumer reporter who can relate marketing trends to the public in laymans language and analyze economy impact upon viewers. Send detailed resume and salary requirements in 1st letter. Equal opportunity employer. Box H-380, BROADCASTING.

Immediate opening for experienced newsmen for Stockton staff of KOVR-TV Stockton-Sacramento. Job involves both on the air and field work. Send resume/film/VTR to: Personnel Dept. McClatchy Broadcasting 21 & Q, Sacramento, Calif.

Reorganized and remodeled station needs news and sports directors. Contact Clyde Payne, Bowling Green, Ky. 502-843-1171.

### Programing, Production, Others

TV pro. Multi-system, CATV company is serious about its programing and needs a programing director. Plenty of responsibility, freedom, and money. Write: Box K-85, Broadcasting.

Continuity director wanted for medium market, Midwest. Strong on creative copy with supervisory ability. Send samples, resume and salary requirements. Box K-189, BROADCASTING.

Secretary to top TV executive (midtown NY) who needs girl with good skills, experience, who is personable and attractive. Salary high to right girl. Box K-231, BROADCASTING.

Wanted: Experienced film booker, shipper, inspector. Opportunity for advancement. Call for interview 212-628-8600.

### Television

#### Situations Wanted Management

Program operations manager seeks change for challenge and growth. Box K-187, BROADCASTING.

Operations/production director for medium to medium-large station. 16 years administrative ability and production know-how, solid in all phases. Creativity a way of life. Family man, references. Resume, photo on request. Box K-257, BROADCASTING.

### Announcers

Top 50 market sports director. B.S., young and aggressive desires similar position in another market. Box K-83, BROADCASTING.

For sale: Television performer, producer writer, announcer. Bozo two years, disc jockey nine before. Need another show, children's, creative weather, homemaker appeal, interviews, perhaps radio-TV combination. Jim Lord, 2212 1/2 Tremainsville, Toledo, Ohio.

Beginner seeking first position. Excellent presentation, sports my specialty. 23, college grad, broadcasting school grad, draft exempt. Call (312) 256-2343.

## Technical

Present chief desires relocation. Knowledgeable of TV, AM, stereo, remote control. Construction experience. Excellent references. Box K-39, BROADCASTING.

First class transmitter engineer, 14 years experience in maintenance, construction, design and supervision, seeking career opportunity with heavy responsibilities. Box K-214, BROADCASTING.

Director of engineering desires change. Recent construction experience. Excellent references. Box K-225, BROADCASTING.

First phone technician with transmitter experience available immediately. Married, chr, rural area preferred. Box K-227, BROADCASTING.

Experienced chief engineer and operations manager with solid background desires real challenge. Box 202, East Point, Georgia.

### News

News director. Top-rated newscaster and experienced, efficient news administrator. Record of successful involvement with community problems. Imaginative special events producer with thorough knowledge of production techniques. VTR, resume, and best professional, personal and business references. Box K-143, BROADCASTING.

Hard working, responsible newsmen, with ten years experience desires air position with progressive station. Resume, photo available at once. Box K-179, BROADCASTING.

On-camera/radio news casting experience . . . journalism degree . . . good writing ability. Box K-217, BROADCASTING.

General assignment on & off-camera announcer with several years news gathering/writing, now in top market, seeks anchorman slot. Box K-226, BROADCASTING.

Television newsmen—seasoned pro. Solid producer-writer, reporter. Will consider radio. Call 502-637-5383, or write Box K-237, BROADCASTING.

Definitely anchor. Can direct. Responsible, accurate, fair. News, prestige, image, experience at your request. Box K-256, BROADCASTING.

This reporter, 3 years in top 50 market, wants to move up. TV; radio newscasts, SOF reports; specials. Journalism; English degrees. Prefer N.Y. or New England. Resume, etc. on request. Box K-261, BROADCASTING.

### Programing, Production, Others

Experienced major network radio production/technician—1st phone, RCA graduate production/direction, excellent professional TV credits both technical and creative. Desire first, full-time job as TV director. Prefer South. Box K-241, BROADCASTING.

Need me? '68 grad, BA in TV, 25, draft deferred; 3 years heavy experience in all phases production, studio/remote. Presently employed in same. Desire better opportunity. Write for resume. Box K-259, BROADCASTING.

### Wanted To Buy Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: AM field strength meter, Nems-Clarke type 120 or RCA type WX-2. State age, condition, and price. Box K-147, BROADCASTING.

We need used self supporting TV tower around 200 feet, capable of supporting a low channel, 3 bay batwing antenna at 40 pounds—wind loading. No junk. Contact Mr. Pedro Perret De La Paz, P.O. Box 393, Eagle Pass, Texas.

16 inch discs wanted containing old radio programs, comedy, drama, children's shows, news, mystery, etc. or taped copies of the disc. Don Maris, 1926 Cherokee, Norman, Okla. 73069.

### 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.

HJ7-50 Andrews Helix 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.

## FOR SALE Equipment continued

Customized T.V. Mobile Van includes: GE Pell B&W camera; 2-Sync generators, 1-Dynair VS 121 B solid state switcher, 8 video monitors, 1-Taylor Hobson 10-1 (40-400mm) lensa, 1-Tektronix model 453 portable scope, 1-RCA TR-5 VTR w/spare head. Includes 3000 ft. camera cable, audio and power cable and mixing equipment all housed in a custom made 1967 (GMC) truck with new engine. Box K-78, BROADCASTING.

Equipment for sale: RCA BTA-5F, on the air now 1260KC. Also have 25KW Onan generator. Call or write Gary Weber, WIXY Radio, 3940 Euclid Avenue, Cleveland, Ohio (216-391-1260).

Ampex TA 15-BT television transmitter in new condition with color. I.O. camera, switchgear, related equipment. Box K-172, BROADCASTING.

For sale Schafer stereo-800 automation system 1 yr. old. 3 systems in our group only need two. Includes TRU 8 make up unit, network fill-deck, network joiner time gate panel, digital clock, audioclock, Schafer 1 by 24 brain, and random access—SA 100B spitter with M 50B memory. 3 music decks all Ampex record and play back units. Are the newest age 440 series. Pick up balance. Phone 214-586-2211.

Spodart Model NM30-A field strength meter 20-400Mc with power supply and cables. Excellent condition; will service, calibrate and certify before shipment. \$850. NM-30A dipole antenna set, with cables, irripod, low and high frequency baluns. case; new condition \$350. Box K-221, BROADCASTING.

AM transmitter RCA BTA-1L, 1kw-250, now on air, available after Nov. 1, 1995. Dave Kelly WTIQ, Manistique, Michigan 341-2024.

Color mobile TV van. Custom 35' unit, carpet, wood panel, 3 Plumbicon-tube cameras. Quad VTR. Completely operational with self-contained power and air conditioning. Slide chain, solid state switcher key. Phone: 408-286-9979.

Overhead too high? Price breakthrough! Newsroom brand recording taps. Try dozen reels, satisfaction guaranteed. 7" dozen, \$11 or 5" dozen, \$9. Newsroom Products, 1602 Dunterry—McLean, Virginia 22101. Dealers welcomed.

Ampex model 600/601 users—noise, heat, and flutter reduction kits available from VIF International, Box 1555, Min. View, Calif. 94040. 408-739-9740.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

## 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.

Wow! 25 pages best one liners only \$3.00!1 Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

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.

Trade insurance premium . . . we accept air time, merchandise, stock, securities, real estate, articles having a fair market value equal to the life insurance premium. International Insurance Exchange, International Building, P.O. Box 4548, Fort Lauderdale, Florida 33304.

Microwave reflector, 6'x8', \$125. Two Johnson sampling loops as new, \$100 ea. Listing of many broadcast items available. Haskey; 6248 Oriole Street; Ventura, California.

Interested in a unique program of entertainment and inspiration? We will furnish our 15 min. "Dimensions" free to stations wishing to run it as a public service. Write for audition tape: Dimensions, Box 188, Monticello, Ga. 31064.

Games, gimmicks, intros, breaks, jokes! Unique! \$2.25 month. Newsfeatures Associates, 1312 Beverly, St. Louis, Mo. 63122.

## 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 Connecticut, 800 Silver Lane, East Hartford, Connecticut 06118. Phone 203-528-9345

ELKINS in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311

ELKINS in Florida, 1920 Purdy Avenue, Miami Beach, 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 504-581-4747

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

ELKINS in Wisconsin, 611 N. Mayfair Road, Milwaukee, Wisconsin 53226. Phone 414-352-9445

Announcing Programming, 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. ELKINS in 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 Jan. 6 & Apr. 14, 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)

REI-FCC first class license in (5) weeks. Approved for veterans training—over 97% of REI graduates receive their first phone license. For instant information call toll free: 1-800-237-2251. Florida residents, Call: (813) 955-6922.

REI in sunny Sarasota, Fla. 1336 Main St. 33577. Phone: 813-955-6922.

REI in historic Fredericksburg, Va. 809 Carolina St. Phone: 703-373-1441.

REI in beautiful downtown Glendale, California 625 E. Colorado St. 91205, Phone: 213-244-6777.

REI in mid-America. 3123 Gillham Rd., Kansas City, Mo. 64109, Phone: 816-WE 1-5444.

## Instructions continued

REI School of Broadcasting. Train under actual studio conditions in all phases of radio announcing. For instant information call toll free 1-800-237-2251. Or write: REI, 1336 Main St., Sarasota, Fla. 33577.

American Institute of Radio, by encouraging students to attend both day & night classes can guarantee you a First Class License in 2½ to 3½ weeks. New classes start every Monday. Housing can be arranged for \$12-15 per week. Total tuition \$330. 2622 Old Lebanon Rd., Nashville, Tenn. 37214. 615-889-0469 or 889-2480.

Detroit and Cleveland . . . the Specs Howard School of Broadcast Arts. Complete radio and TV studios in each school. The course written and taught only by radio and TV executives and announcers. Practical Broadcasting and first phone \$675. each. Combined \$995. V.A. approved. Home office phone 313-354-6161.

FCC first class ticket for your future in broadcasting. Prepare now at Broadcast Engineering School of Technology, 304 N. Market St., Frederick, Md. 21701 . . . excellent instruction, economical lodging, attractive guarantee . . . next class: Nov. 2. Night classes now forming for students in the Baltimore-Washington-Western Md. area. Call 301/662-6292 for B.E.S.T.

## Radio Help Wanted

### Technical

#### SOUTH FLORIDA CHIEF ENGINEER

For 50,000 watt contemporary music radio station. Must think young, dig great sound and thoroughly understand the audio end of the business. Send complete resume and references to

**BOX K-169, BROADCASTING**

#### CHIEF ENGINEER

for directional

AM and Stereo FM. Must be able to maintain all station equipment . . . five figure salary. Send complete resume to

**BOX K-228, BROADCASTING**

## News

#### RADIO NEWSMAN

Immediate opening in Kansas City for newsman who knows he's good and can prove it! We're not just looking for a voice, but a voice that belongs to an aggressive and responsible pro who can bring home the stories. Show us that you're that pro and we'll show you a solid opportunity with the number 1 newsminded station in Mid-America. Send tape and resume.

**BOX K-248, BROADCASTING**

# We're probably the roughest broadcast school in the country.

On purpose.

A student who lays his money on the line to become a broadcaster with us gets the finest course in announcing ever created. You name it and he gets it. To thoroughly train a Columbia student takes up to two years.

We train them to be No. 1, and we don't turn them loose until they are.

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## Radio Situations Wanted Management

Top 10 market PD with highly successful record as contemporary programmer and station manager seeks new challenge with reputable station or group. Presently employed by one of the best. Top ratings, references and reputation. Will consider all markets. Replies confidential.  
**BOX K-176, BROADCASTING**

Attention TV-AM station owners and group managers. I'm seeking employment in management role. 44 years old, twenty years broadcast experience, last 8 as General Manager of TV-AM-FM small market operation. Resume and photo upon request.  
**BOX K-191, BROADCASTING**

## Television Help Wanted Management

**CABLE TV OPPORTUNITY**  
MSO is seeking young, aggressive manager for CATV system in the Northeast. The man we are seeking must possess experience in production and direction of local TV programming. Must be able to sell advertising locally. Technical knowledge of cable TV not a prime requirement. If you would like to be a part of the exciting future of Cable TV and local origination, tell us about yourself including a complete resume. Write  
**BOX K-153, BROADCASTING**  
An Equal Opportunity Employer

## Sales

### \$40,000 PER YEAR FOR TOP SALESMEN

We need 10 men who are self-starters to cover the entire continental U.S. Each man will have approximately 20 customers to sell and service. Minimum commission should run \$40,000 per year. We are a new company in the TV advertising field. Previous TV time sales experience is desired. Please send resume to Tek-nation Co., 953 East Sahara Ave., Las Vegas, Nevada 89105.

## Programing, Production, Others

### BUSINESS MANAGER

Group owned TV and AM stations in top 25 market seeking financial manager to supervise accounting department and act as financial and operations advisor to general managers. This is a key management position requiring supervisory experience and good communicative skills. Reply with complete resume including salary requirements.  
**BOX K-204, BROADCASTING**

### ATTENTION RADIO MANAGERS

Want more time to concentrate on sales? Tired of listening to all those day to day internal problems? I have 15 years experience in programming-engineering-news-traffic & FCC law. 3 years in operations management. If you need an operations manager and are willing to pay for a good one, write  
**BOX K-209, BROADCASTING**

## Television

## Situations Wanted

## Management

### EXECUTIVE ENGINEER — TV

Richard R. Hayes

### AVAILABLE

December 1970

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Direct Inquiries to Teldec Corporation

## News

### EXPERIENCED TELEVISION MAN

Six years in the ranks, three in jr. level management. Award winning newsmen and qualified producer-director with all associated skills. Full resume and pictures on your request. Interviews arranged in person only.

**BOX K-154, BROADCASTING**

## Programing, Production, Others

Cum Laude U.S.C. graduate, telecommunications background, with years training experience at Western TV station seeks position in programing-production. References furnished. Future and opportunity more important than initial salary. Write:  
**Box K-130, BROADCASTING**

## Employment Services

527 Madison Ave., New York, N.Y. 10022

# B

**BROADCAST PERSONNEL AGENCY**  
Shirlee Barish, Director

## For Sale Equipment

### FOR SALE

### UHF TRANSMITTER/ ANTENNA PACKAGE

GE TT-24A 12.5 KW CH56 Transmitter

RCA TFU-30J CH56 Pylon Antenna

RCA 6% Universal Line, 400 feet

Equipment surplus to our needs

Call E. H. Herlihy      WKBG-TV CH56  
Boston, Mass.              817/288-3200

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Daytime AM. Building and equipment near new. Located in growing community with new large industry and businesses. Terms cash. Qualified principals only. Write:

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1. CATV. We can offer a number of systems. Please let us know your requirements.
2. CALIFORNIA. Regional fulltimer serving multi-million market. Price \$550,000. 29% down.
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5. TEXAS. Exclusive. \$30,000 down.

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 and ASSOCIATES

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 Los Angeles, California 90028  
 Area Code 213-464-7279

California full time AM in attractive growing single station market. Owner desires to sell to responsible party. Terms available. No brokers, please.

**BOX K-177, BROADCASTING**

**FOR SALE OR MERGER**

Major Market fulltime  
 5,000 watt AM radio station  
 Top 15 Central area  
 \$2,000,000 category  
 Qualified principals only

**BOX K-201, BROADCASTING**

**FOR SALE**

Non-directional northeast daytime AM in top sixty market. Good growth and profits and excellent potential. Owner has other interests. \$400,000 on terms.

**BOX K-249, BROADCASTING**

**LOUISIANA AM**

Fulltime non-directional. Collins Equipment, potential unlimited, excellent market. Qualified buyers only.

**BOX K-258, BROADCASTING**

Penn.	small	FM	160M	29%	Minn.	small	fulltime	140M	70M
Wisc.	small	CATV	19M	Cash	SW	small	TV	265M	25%
N.J.	med.	daytime	270M	50M	La.	med.	fulltime	226M	62M
Fla.	med.	fulltime	650M	29%	MW	metro	AM & FM	500M	Cash
NW	metro	daytime	100M	29%	South	metro	daytime	275M	29%

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BROADCASTING is the one journal that reports the complete business week of broadcasting... edited and departmentalized for readers who need to know... but fast.



(Continued from page 61)

- granted mod. of CP to extend completion date to Jan. 15, 1971. Action Oct. 12.
- WRIP-TV Chattanooga—Broadcast Bureau granted mod. of CP to extend completion date to April 8, 1971. Action Oct. 15.
- WBBJ-TV Jackson, Tenn.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 17, 1971. Action Oct. 15.
- WVRV(FM) Waverly, Tenn.—Broadcast Bureau granted mod. of CP to make changes in ant. system; ant. height 220 ft. Action Oct. 13.
- KWBY(AM) Edna, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to March 1, 1971. Action Oct. 12.
- K77CM Valentine, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to April 13, 1971. Action Oct. 13.
- WRAR-FM Rappahannock, Va.—Broadcast Bureau granted mod. of CP to change trans. and ant.; ant. height 210 ft. Action Oct. 13.
- KVAN Vancouver, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 15. Action Oct. 9.
- WHGC(FM) Princeton, W. Va.—Broadcast Bureau granted mod. of CP to change trans. and ant. Action Oct. 13.
- WISM(AM) Madison, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to April 1, 1971. Action Oct. 12.
- KHF-80 Milwaukee—Broadcast Bureau granted mod. of CP to change location of trans. to administration building, Milwaukee Public Schools, Vliet Street, Milwaukee, and change ant. system. Action Oct. 14.
- WABA(AM) Aguadilla, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 23. Action Oct. 12.
- WEGA(AM) Vega Baja, Puerto Rico—Broadcast Bureau granted mod. of CP to extend completion date to April 7, 1971. Action Oct. 12.
- W03AH Fredensborg King Quarter, Virgin Islands—Broadcast Bureau granted mod. of CP to extend completion date of VHF translator to April 9, 1971; granted mod. of CP to change trans. location to Recovery Hill of Christiansted, 80 ft. west of WSVI Virgin Islands, and change type trans. Action Oct. 9.

**Other actions, all stations**

- FCC staged effectiveness of rules prohibiting program syndication by television networks until further order (Doc. 12782). Action Oct. 14.
- FCC adopted notice of inquiry on formulation of appropriate further regulatory policies concerning cigarette advertising and anti-smoking presentations. Action Oct. 14.
- FCC amended rules increasing from 40 to 100 ft. maximum width of bands to be painted on ant. structures, to make structures more visible to aircraft effective Nov. 1. Action Oct. 14.

**Translator actions**

- K04BT North Dunsmuir, South Dunsmuir, Castella and Mt. Shasta, all California—Broadcast Bureau granted CP to add amplifier to trans. and increase output power to 10 w. Action Oct. 13.
- K07DM Cahone, Colo.—Broadcast Bureau granted mod. of license covering change in primary TV to KOB-TV, Albuquerque, N.M. via K12GK Farmington, N.M. Action Oct. 13.
- Garfield County and New Castle, both Colorado—Broadcast Bureau granted CPs for new VHF translators to serve New Castle on ch. 7 by rebroadcasting KREX-TV Grand Junction, Colo.; ch. 9 by rebroadcasting KOA-TV and ch. 11 by rebroadcasting KBTV(TV), both Denver. Action Oct. 12.
- K09DC Glenwood Springs, Colo.—Broadcast Bureau granted mod. of license covering change in primary TV to KBTV(TV) Denver; change input ch. to via K03AW Glenwood Springs. Action Oct. 13.
- K75AZ, K80AX and K82AO, all Big Fork, Mont.—Broadcast Bureau granted assignment of licenses to Blacktail TV tax district. Action Oct. 12.
- Valley TV Club Inc., Glasgow, Mont.—Broadcast Bureau granted CP for new VHF translator to serve Glasgow and rural area, Mont. on ch. 7 by rebroadcasting KFBB-TV Great Falls, Mont.
- Valley TV Club Inc., Nashua, Mont.—Broadcast Bureau granted CP for new UHF translator to serve Nashua, Fort Peck and rural area, all Mont., on ch. 75 by rebroadcasting KFBB-TV Great Falls, Mont. Action Oct. 14.
- K09IU Penasco, N.M.—Broadcast Bureau granted CP to replace expired permit for new

VHF translator. Action Oct. 13.

■ Citizens TV Inc., Milton-Freewater, Ore.—Broadcast Bureau granted CP for new UHF translator to serve Milton-Freewater on ch. 69 by rebroadcasting KSPS-TV Spokane, Wash. Action Oct. 12.

■ K02FU Dell City, Tex.—Broadcast Bureau granted CP to replace expired permit for new VHF translator. Action Oct. 13.

■ K04AZ Santa Clara and Washington, both Utah—Broadcast Bureau granted CP to specify primary TV as KCPX-TV Salt Lake City via K80CE rural Beaver county, Hamilton Fort, and Newcastle, all Utah; specify principal community as Santa Clara, Yeyo and Montoqua, all Utah and Littlefield, Ariz.; specify trans. location as Beaver Dam mountains, 10.5 miles west of Santa Clara; change type trans.; make changes in ant. system. Action Oct. 12.

■ W76AJ Wilmington and Dover, both Vermont—Broadcast Bureau granted CP to change trans. locations of UHF translator to top of Mt. Olga, 3.75 miles east southeast of Wilmington in Molly Stark State Forest and make changes in ant. system. Action Oct. 7.

■ Pateros-Brewster Television Association Inc., Pateros, Wash.—Broadcast Bureau granted CP's for new VHF translators to serve Pateros, Brewster and Mansfield, all Washington, on ch. 8 by rebroadcasting KREM-TV, ch. 10 by rebroadcasting KXLY-TV and ch. 12 by rebroadcasting KHQ-TV, all Spokane, Wash., and to serve Chelon Station, Wash., on ch. 11 by rebroadcasting KREM-TV Spokane. Actions Oct. 12.

■ REA-TV Rock River, Wyo.—Broadcast Bureau granted CP's for new VHF translators to serve Rock River on ch. 7 by rebroadcasting KLZ-TV; ch. 4 by rebroadcasting KOA-TV and ch. 13 by rebroadcasting KBTW-TV, all Denver. Action Oct. 9.

## Ownership changes

### Applications

■ KPIK-AM-FM Colorado Springs—Broadcast Bureau granted assignment of license from Donald Drennan in dissolution of partnership of Donald Drennan and David P. Pinkston, d/b/a Western Broadcasting Co. to David P. Pinkston d/b/a Western Broadcasting Corp. for \$150,000. Seller: Donald Drennan (50% of license corp. before, none after). Buyer: David P. Pinkston (50% of license corp. before, 100% after). Action Oct. 2.

■ WTCX(FM) St. Petersburg, Fla.—Seeks assignment of license from Trans-Chord Inc. to Rowland Broadcasting Inc. for \$50,000 and acquisition of debentures. Sellers: George Gray (45%), et al. Mr. Gray owns WBSM(AM) New Bedford, Mass. and has 10% interest in WGCY(AM) New Bedford. Buyers: Mr. and Mrs. Marshall W. Rowland (jointly 100%). Mr. Rowland has controlling interest in automobile dealership. Ann. Oct. 13.

■ WABR(AM) Winter Park, Fla.—Seeks assignment of license from Norfolk Broadcasting Corp. to Rounsaville of Tampa Inc. for transfer of voting stock from assignor to assignee in exchange for equal amount of non-voting stock at equal value. Sellers: Louis H. Peterson and Jon C. Peterson (jointly 100%). Jon C. Peterson is secretary-treasurer of WNOR-FM Norfolk, Va., owns electric sign manufacturing firm, has interest in WETO(AM) Deland, Fla., and camp ground rental concern and is president and director of billboard advertising concern. Buyer: Robert W. Rounsaville (sole owner). Mr. Rounsaville owns WFUN(AM) Miami; WDAE-AM-FM Tampa, Fla.; WYLD(AM) New Orleans; WCIN(AM) Cincinnati; WLOU(AM) Louisville, Ky., and WVOL(AM) Berry Hill, Tenn. Ann. Oct. 16.

■ KLEI(AM) Kailua, Hawaii—Seeks assignment of license from Egal Radio to Hawaiian Business News Ltd. for \$100,000. Sellers: Roger Kent and Alice Cook Kent (jointly 100%). Buyer: Frederick B. Livingston, sole owner. Mr. Livingston owns several real estate ventures, publishing company and road maintenance firm. Ann. Oct. 5.

### Actions

■ WZAM-AM-FM Mobile, Ala.—Broadcast Bureau granted assignment of license and CP from Duke Broadcasting Corp. to Broadcast Enterprises Inc. for \$237,500. Sellers: Walter A. and Anna A. Duke. Buyers: E. M. Johnson, president, et al. Buyers own WMMN(AM) Fairmont, W. Va. Action Oct. 7.

■ KRNO(AM) San Bernardino, Calif.—Broadcast Bureau granted assignment of license from Double-day Broadcasting Co. to San Gabriel Broadcasting Corp. for \$750,000. Sellers: David G. Scribner, president, et al. Sellers own KDEF-AM-FM Albuquerque, N.M.; KHOW-AM-FM Denver; KITE(AM) Terrell Hills, KEXL(FM) San Antonio, KOSA-TV Odessa, KROD-AM-TV El Paso and KDTV(TV) Dallas, all Texas. Buyers: Richard E. and Thomas M. Jones (each 50%). Messrs. Jones have interest in WQTE(AM) Monroe, Mich., and KKON(AM) Kealahou, Hawaii. Action Oct. 14.

■ WBBK(AM) Blakely, Ga.—Broadcast Bureau granted assignment of license from Radio Blakely to W. C. Woodall Jr., O. W. Parnacott and Wayne

Foster for \$12,500. Principals: W. C. Woodall Jr. (51% before and after), J. N. Stephens (16½% before, none after), Wayne Foster (16½% before, 32¾% after) and O. W. Parnacott (16½% before, same after). Action Oct. 8.

■ WGIG-AM-FM Brunswick, Ga.—Broadcast Bureau granted transfer of control of Golden Isles Broadcasting Corp. from C. J. Thornquist, John D. Shafer, J. H. Heeter, et al (as a group 100% before, none after), to Radio Station KVOL Inc. (none before, 100% after). Consideration \$100,000 exchange of debentures. Principals of KVOL Inc.: James L. Kirk II, president (79.99%), Evan H. Houghes Jr., vice president (20%), et al. Buyers own KVOL(AM) Lafayette, La. Mr. Kirk owns 93.33% of WGG(AM) Gainesville, Ga., 25% of real estate firm and is involved in Muzak, Atlanta Inc. Mr. Houghes Jr. is general manager of KVOL(AM). Action Oct. 8.

■ WRHL(AM) Rochelle, Ill.—Broadcast Bureau granted assignment of license from Tilton Publications Inc. to Rochelle Broadcasting Co. for \$130,000. Sellers: John W. Tilton, president, et al. Sellers are applicants for new FM at Rochelle. Buyers: Stanley D. Coin, Theodore D. Vlahos (each 25%), et al. Mr. Coin is manager of Rock Island, Ill., wholesale bakery and is partner in Rock Island farm operation. Mr. Vlahos has interest in a number of dry cleaning stores and restaurants. Action Oct. 8.

■ WBCH-AM-FM Hastings, Mich.—Broadcast Bureau granted transfer of control of Barry Broadcasting Co. from Angie M. Olsen, Lawrence F. Loucks, Ray C. Spotts and Elizabeth MacLeod (as a group, 47.85% before, none after) to Raymond M. and Josephine P. Radant (none before, 8.299% after), Stephen Johnson (none before, 9.168% after), Dr. John Walton, Patrick Hodges (each none before, 5.304% after) and Richard M. and Rose D. Cook (none before, 19.775% after). Consideration: \$60,536. Principals: Mr. and Mrs. Radant own farm. Dr. Walton is optometrist and owns 10.5% of professional building corporation. Mr. Hodges owns jewelry store. Mr. Cook is editor and publisher of Hastings (Mich.) Press Inc. Action Oct. 9.

■ KYRO(AM) Potosi, Mo.—Broadcast Bureau granted assignment of license from Franklin County Broadcasting Inc. to Mid-Central Broadcasting Inc. for \$70,000. Sellers: Leslie P. Ware, president, et al. Sellers own KLPW-AM-FM Union, Mo. Buyer: James W. Crismon, sole owner. Mr. Crismon owns more than 50% of Irondale (Mo.) Bank and owns majority of investment firm. Action Oct. 14.

■ WMMJ(AM) Lancaster, N.Y.—Broadcast Bureau assignment of license from Seaport Broadcasting Corp. to Dome Broadcasting Inc. for \$395,000. Sellers: Stanley Jasinski, president, et al. Mr. Jasinski owns 45% of WUTV(TV) Buffalo, N.Y. Buyers: Louis A. Schriver, president-treasurer (65%), Edward A. Mattioli, vice president-secretary (35%). Mr. Schriver is leader of country-music entertainment group and promoter of live entertainment events. Mr. Mattioli is attorney. Action Oct. 8.

■ KLPR(AM) and KJAK(FM) Oklahoma City—Broadcast Bureau granted assignment of licenses from Big Chief Broadcasting Inc. and Little Chief Broadcasting Inc., respectively, to SGI Inc. for \$875,000. Sellers: L. M. Jack Beasley, president, et al. Sellers own KFAY(AM) and KKEG(FM) Fayetteville, Ark. Buyers: Edwin J. Sossen, sole owner. Mr. Sossen owns 50% of Oklahoma City advertising agency. Action Oct. 9.

■ WSSV-AM-FM Petersburg, Va.—FCC granted transfers of control of Petersburg Broadcasting Inc. from Dr. Harry B. Auerbach, Roger A. and Ruth M. Beane, et al. (100% before, none after) to William L. Eure Jr. (none before, 100% after). Consideration: \$226,900. Principals: William L. Eure Jr. is general sales manager of WMAL-TV Washington. Action Oct. 14.

■ KLYK(FM) Longview, Wash.—Broadcast Bureau granted assignment of license from Garner Investors Inc. to Howard Broadcasting Co. for \$8,000 plus assumption of liabilities. Sellers: James Hammer, president, et al. Mr. Hammer has interest in KOOD(AM) Lakewood, Wash. Buyers: Howard I. Shoff, president, et al. Mr. Shoff is former employe of KEDO(AM) Longview, Wash. Action Oct. 8.

## CATV

### Final actions

■ Dixon, Ill.—Dixon Cable TV Inc. Cable Television Bureau dismissed petition for special relief filed Nov. 26, 1969, by South Kane-Kendall Broadcasting Corp. Action Oct. 15.

■ Kokomo and Howard county, both Indiana—FCC granted petition by C & H Video Cable Corp. for waiver of hearing requirements of rules, and for authority under interim processing procedures to import distant signals of WTTV(TV) and \*WTIU-TV, both Bloomington, Ind., into Indianapolis market (ARB 18). Action Oct. 14.

■ Ruston, La.—Seemore TV Inc. Cable Television Bureau granted extension of 60 days, to Dec. 13, to allow installation of necessary switching equipment. Action Oct. 15.

■ Coldwater, Mich.—FCC granted petition by Coldwater Cablevision Inc., operator, for waiver of hearing requirements of rules; authorized to carry distant signal of WXON-TV in place of distant signal of WXYZ-TV, both Detroit. Action Oct. 14.

■ Sanford, N.C.—FCC granted petition by Lee Cable-Vision Inc., operator, for waiver of hearing requirements of rules and for authority to carry distant signal of WSJS-TV Winston-Salem, N.C. Action Oct. 14.

■ New Hope, Pa.—CATV Service Co. and Fred Lieberman. Cable Television Bureau dismissed petition for special relief filed June 26 by U.S. Communications Corp. Action Oct. 15.

■ Rock Hill, S.C.—Catawba Services Inc. Cable Television Bureau dismissed request for waiver of rules, filed March 2. Action Oct. 15.

### Initial decision

■ Newport News, Va.—FCC ordered Hampton Roads Cablevision Co., owner and operator of CATV system at Newport News, to cease and desist from further violation of mandatory stay provisions of rules in initial decision proposed by Hearing Examiner Basil P. Cooper (Doc. 18841). Ann. Oct. 13.

### Actions on motions

■ Acting Chief, Office of Opinions and Review in San Diego, El Cajon, La Jolla, Escondido and Vista, all California (Midwest Television Inc. [KFMB-TV], et al.), CATV proceeding, granted request of Trans-Video Corp. and extended to Oct. 26 time to file CATV technical performance report (Doc. 16786). Action Oct. 14.

■ Hearing Examiner Frederick W. Denniston in Berwick, Foundryville and Nescopeck, all Pennsylvania (Cable TV Co.), CATV proceeding, dismissed motion by WBRE-TV Inc., Scranton Broadcasters Inc. and Taft Broadcasting Co. which requested that Cable TV Co. be ordered to produce series of records (Doc. 18986). Action Oct. 13.

■ Chief Hearing Examiner Arthur A. Gladstone in Brookings, S.D., and Willmar, Minn. (KOTA Cable TV Co., complainant v. Minnesota Microwave Inc., defendant), CATV proceeding, designated Hearing Examiner Ernest Nash as presiding officer and scheduled prehearing conference for Nov. 24 and hearing for January 4, 1971 (Doc. 19044). Action Oct. 9.

■ Hearing Examiner Jay A. Kyle in Santa Cruz, Calif. (Teleprompter of Santa Cruz Inc.), CATV proceeding, having under consideration communication from counsel for Teleprompter of Santa Cruz, pertaining to status of proceeding, continued without date evidentiary hearing scheduled for Oct. 20 (Doc. 18914). Action Oct. 14.

## Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Oct. 20. Reports include applications for permission to install and operate CATV's, changes in fee schedules and grants of CATV franchises.

Franchise grants are shown in *italics*.

■ West Palm Beach, Fla.—Teleprompter Corp. of New York, multiple CATV owner, has lowered its installation fee to \$3.95 for the first outlet in each apartment or condominium and \$1 for each additional outlet.

■ Joliet, Ill.—The Kraus Electronics Co. of Joliet has been granted a franchise.

■ Richmond, Ind.—Clearview Cable Television of New York, subsidiary of Westinghouse Broadcasting Co., has applied for a \$1 monthly rate increase to \$4.95.

■ Upper Arlington, Ohio—A 10-year franchise has been granted to Communications Properties Inc. of Austin, Tex.

■ Port Arthur, Tex.—Sabine-Neches Cablevision, a subsidiary of H & B Corp. of Los Angeles; Port Arthur Cablevision Inc. and Port Arthur T.V. Cable Inc., a subsidiary of COMCO Inc., have applied for franchises. Sabine-Neches would pay the city acceptance fee of \$75,000. Annual payments after start of operations would total \$35,000 or 5% of gross receipts, whichever is higher. Port Arthur Cablevision would pay the city \$20,000 annual fee or 7% whichever is higher. Port Arthur T.V. Cable would pay the city acceptance fee of \$15,000 with escalating annual payments starting at \$5,000 the first year or 5% of the gross.

■ Sun Prairie, Wis.—Franchise has been granted to Viking Media Inc. of Stoughton, Wis.

On stage 23 at Paramount Television's Hollywood studio, Danny Thomas sits and listens while the director goes over some of the blocking. His hair is as dark as ever, his sideburns slightly longer, his appearance still vigorous, as he sits with cigar in one hand and pencil in the other, writing new lines, movements and lighting cues.

This is the ninth segment of the *Make Room for Granddaddy* series, the third time Mr. Thomas has been the star of a show about his "family." It is also the latest in a line of programs of which the entertainer has been the executive producer, either alone or in partnership with someone else.

He waits until the blocking for this particular scene has been completed. The cast and crew all look in his direction, awaiting his comments. Each member of the cast has made his suggestions, based on the general outline the director has provided, but they all wait for the concurrence of Danny Thomas.

Later, the comedian-turned-producer walks to lunch at the studio commissary, his arm around the director's shoulders, saying: "It's a family show. We all have to contribute."

His second career as producer came about by accident. "Walter Brennan had an idea for a series," Mr. Thomas relates, "but no one wanted to finance it. My manager suggested it would be a good thing for me if I did. Well, after *The Real McCoys* turned into a hit series, others began to assume, naturally, that I knew all the answers."

His track record indicates that he may indeed have many of those answers. In partnership with Sheldon Leonard, Mr. Thomas helped produce what came to be known as the "Comic Supermart." These were the situation comedies that included *The Dick Van Dyke Show*, *The Andy Griffith Show*, *The Joey Bishop Show*, *Gomer Pyle* and *The Bill Dana Show*.

One of them alone, *The Dick Van Dyke Show*, in its five years on the air was awarded 15 Emmys by the National Academy of Television Arts and Sciences. By comparison, during the 11 years his own show was on, *Make Room for Daddy* won but five awards, although it did garner an additional 18 nominations.

His association with Sheldon Leonard should come as no surprise. Mr. Leonard won three of the five Emmys given the *Daddy* series for direction.

In 1966, Mr. Thomas entered partnership with Aaron Spelling. Among the shows they produced is one that is regarded by many as the father of numerous later programs: *The Mod Squad*.

In what must be considered an oversimplification, Mr. Thomas says that

## Danny Thomas in the role of executive producer

thinking up the show's format was really quite simple, a cinch, as he put it. "The first thing you've got to have for a young audience is a young leading man," Mr. Thomas says. Enter Michael Cole. "Next, to be contemporary, you add a black friend." Co-star Clarence Williams III. "Finally, a girl for diversification and romance." At-

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### Week's Profile

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*Danny Thomas—president, Danny Thomas Productions, Los Angeles, b. Amos Jacobs, Jan. 6, 1914, Deerfield, Mich.; spent most of his boyhood in Toledo, Ohio before leaving home at 19 to begin show-business career; starred in The Danny Thomas Show on CBS radio, 1948; hosted All-Star Revue, NBC-TV, 1950-52; Make Room for Daddy and The Danny Thomas Show on ABC-TV, 1953-56 and CBS-TV, 1957-64; became principal, T & L Productions with Sheldon Leonard, and produced group of comedies that came to be known as "Comic Supermart"; principal, Thomas-Spelling Productions, 1966, producer of Rango and Mod Squad, both on ABC-TV; reactivated Danny Thomas Productions, 1969, produced Make Room For Granddaddy, premiered Sept. 23, 1970; lives in Beverly Hills, Calif.; m. Rosemarie Mantell of Detroit, Jan. 15, 1936; children—Marlo, 32, Theresa Thomas Gordon, 28, Charles Anthony, 22.*

tractive, mod and hip, 'Peggy Lipton. "There's the *Mod Squad*."

Does it bother him that others have taken his idea, adopted it with an additional wrinkle or two and had successful shows of their own? "Not really," he says. "Show business is not a business to me, it's a ministry. What I'm preaching is not 'Thou Shalt Not Steal Another's Idea.' What I want people to see is that I love my business so much, I'll give it everything I can and not worry about what I get in return."

A deeply religious man, Danny Thomas has been recognized by both Christian and Jewish organizations for his service. In 1953, he was named "Citizen of The Year" by both national religious groups. The following year, Pope Pius XII made him a Knight of Malta. Pope Paul VI named him a Knight Commander with Star in the Equestrian Order of the Holy Sepulchre of Jerusalem. That honor is among the highest that can be awarded a layman by the Catholic Church. The National Conference of Christians and Jews have named him their "Man of The Year."

His volunteer work on behalf of countless organizations, including St. Jude Research Hospital, has earned him the esteem of civic, religious, cultural, medical and educational groups.

The man who was born Amos Jacobs (his professional name was borrowed from brothers Danny and Thomas) never finished high school. Yet, colleges and universities from Christian Brothers College in Memphis, to St. Mary's College in California have presented him with awards and honorary degrees. His latest is an Honorary Doctor of Humane Letters from American International College, Springfield, Mass.

The wholesome quality he exudes reflects the importance of both religion and the family in his life. He was born into a large family—eight boys and one girl—and has always drawn humor from his family experiences, past and present.

As it turned out, the *Make Room For Granddaddy* series, following a trail he started in 1953, most closely parallels the life of Danny Thomas. The fact of doing a series about an imaginary entertainer who tries to spend as much time as possible at home has enabled him to do just that, he says; the series keeps him in California instead of on the road. Although he does perform away from home during the production hiatus, the work is likely to be for charity.

"For years," Mr. Thomas says, "my prayers were 'gimme' prayers. Now, things are different. The only thing I ask for these days is a grateful heart." On his desk is a small sign that says, simply, "I am third." He explains that the "I" is plural for his family, and they are third behind God and America.

## The problem

Oftener than ever the question is being asked why the administration doesn't do something about Nicholas Johnson, who has become the Jerry Rubin of the federal bureaucracy.

Direct action is discouraged by a system that makes it virtually impossible to cashier a member of an independent agency. No doubt Mr. Johnson is aware of that.

In the Nixon administration, it may be speculated, the disposition may be to work around and vote around the wayward or the way-out, awaiting the normal expiration of their terms. If that is the plan for Nicholas Johnson, he will be on hand to indulge his increasingly erratic habits until June 30, 1973.

Mr. Johnson is beginning to embarrass the Democrats who were in office when he was transferred from the Maritime Administration to the FCC. It is no secret that the transfer was arranged by influential senators whose help was beseeched by maritime interests that found Mr. Johnson impossible. The maritime interests should talk to broadcasters. If he has changed since moving to communications regulation, it is only for the worse.

Perhaps it would be wise for everybody to forget Mr. Johnson and his destructive and abrasive ways and concentrate on the larger matter of FCC organization. In its present form the agency has more commissioners than it really needs. Economies of appreciable scale could be effected by reducing the membership from seven to five, as now serve on comparable commissions, with accompanying reductions in staff. In such a reorganization it should be little trouble to select the incumbent to go first.

## Quote, unquote

A couple of weeks ago President Nixon went out of his way to assure radio broadcasters who had been invited to a White House conference on drug abuse that he respected their editorial independence. "I do not think it is proper," said the President, "for the government to come to the people in the private sector and say, 'You must do this or that for the public good.'"

Broadcasters might wish to print up quantities of that quotation and distribute them around Washington. The statement would be suitable for framing over the entrance to the undistinguished commercial building that the FCC occupies. Nor would the words be out of place if engraved above the Grecian columns of the Supreme Court building. There, hopefully, some future court might read into them a reminder that broadcasting is a part of the press that the First Amendment was written to protect.

If distribution of the President's quotation is to be considered further, copies might be sent to the traveling band of ghosts at Spiro Agnew's side. It is too bad the lines were not put on cue cards at the Vice President's Chicago television interview last week. There is a shocking conflict between Mr. Nixon's statement and Mr. Agnew's revival of talk that is intended to cow television newsmen.

Whatever Mr. Agnew says about broadcast journalism from now on, broadcast journalists may pay it less attention. His authority on the subject has been pre-empted by the man who invented him and who remains his boss.

There are other elements in government, however, who bear lighter obligations to the President and who may be expected to go on with their attempts to curb the independence of media whose power they fear. It was those

elements that Julian Goodman, NBC president, and Richard Salant, president of CBS News, had in mind in recent speeches.

Mr. Goodman, who rose to his present eminence through broadcast journalism, told NBC Radio affiliates assembled in San Francisco that the pressures on broadcasting were "perhaps greater than at any other time in our history." The answer to the pressures, said Mr. Goodman, was to "go about our jobs as we have before, as professional journalists." Resisting pressure, he noted, is part of the job.

Mr. Salant, speaking to the Tennessee Association of Broadcasters a few days earlier, said that the broadcast journalist must more than ever try to follow "Elmer Davis's profoundly simple and profoundly difficult injunction: 'Don't let them scare you.'"

Said Mr. Salant: "If newsmen do not tell the truth as they see it because it might make waves, or if their bosses decide something should or should not be broadcast because of Washington or Main Street consequences, we have dishonored ourselves, and we have lost the First Amendment by default."

As long as we have been speaking of quotations, let us suggest that Mr. Goodman's and Mr. Salant's be conveyed to broadcasting's managers and auditors. The philosophies contained in them are presumed already to be known to the broadcast journalists.

## Who has the clout?

Depending on who's talking, broadcasters have either the best or the worst lobby in Washington.

In promoting contributions for the Political Action Committee of Cable Television, which frankly aims to make financial contributions to congressmen, the cable interests talk about the need to offset the "powerful" broadcasters.

Representative James T. Broyhill (R-N.C.) told North Carolina broadcasters that theirs is "the most ineffective lobby in Washington" (BROADCASTING, Oct. 19).

Both observations are extreme. Our own assessment of PACCT since its formation 18 months ago is that for its size it is the most active lobby in Washington. It openly solicits money for candidates who sit on committees with equal power over cable and broadcast affairs.



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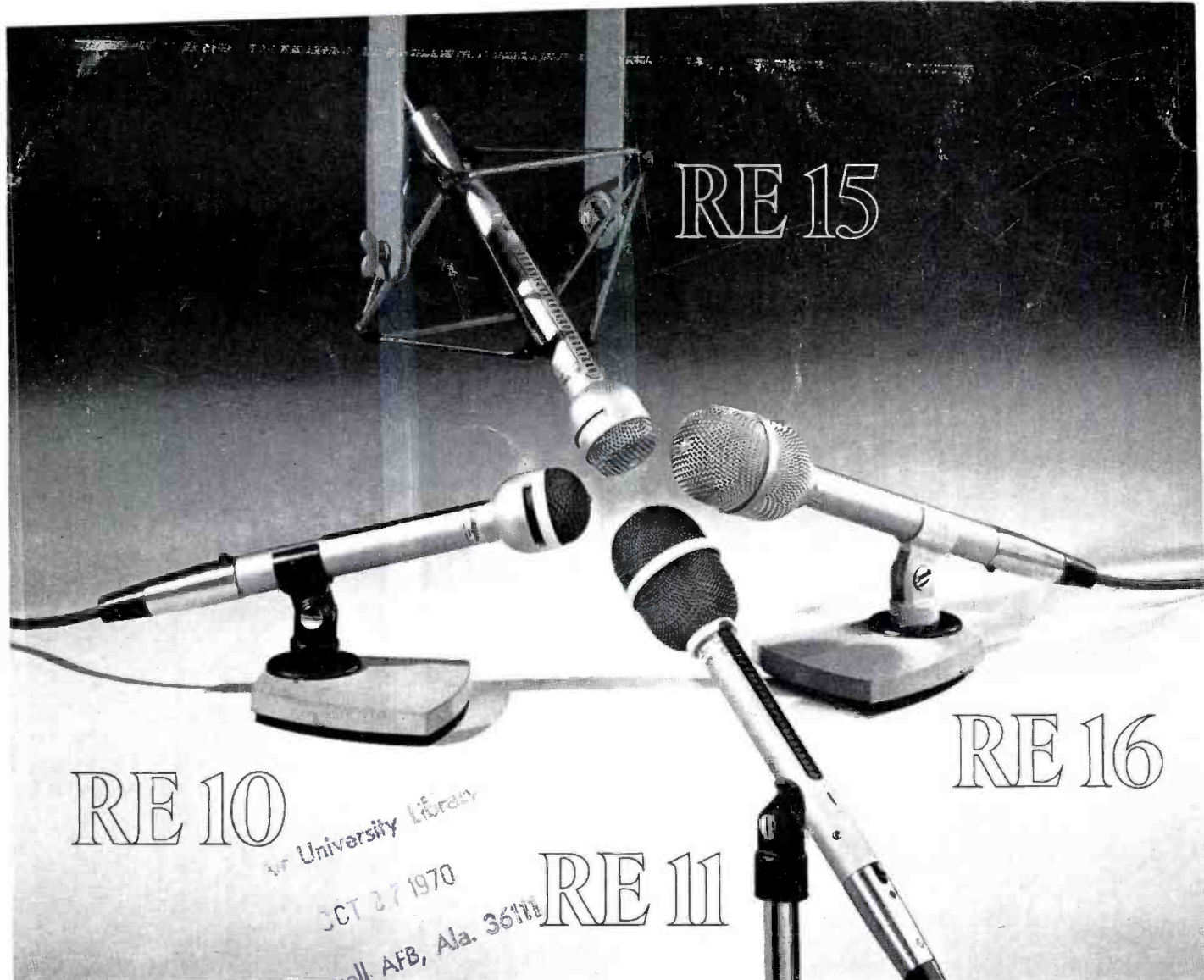


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