



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

36112LIRRAAR5184RWB<DEC/71
A II LIBRARY
US AIR FORCE
SERIAL ACQ SECTION

Citizen's groups may get stronger role in license renewals
AM's challenge constitutionality of cigarette ad ban
NBC, pioneer, offers radio network, stations for sale
'Telestatus' special: matching TV markets and retail sales

There's a Bobby Sherman in nearly every home!



15,000,000 General Foods cereal boxes—complete with Bobby's picture and a record—are on their way home today.

Bobby's TV series—"Here Come The Brides"—is now being beamed into homes in more than 20 markets.

Nearly 12,000,000 Bobby Sherman records (six "gold" singles and three "gold" albums) have been brought home by his adoring fans.

Bobby Sherman and
"Here Come the Brides"

52 Hours in Color from **SCREEN GEMS**



What's your contribution to a better understanding of medicine and health?

1970 MEDICAL JOURNALISM AWARDS

... to recognize JOURNALISM that contributes to a better public understanding of medicine and health in the United States.

(1) **NEWSPAPERS:** For a distinguished news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week.

(2) **MAGAZINES:** For a distinguished article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals. Sunday magazines with nationwide distribution will be considered in this category.

(3) **EDITORIAL:** For distinguished editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week or on a U.S. radio or television station or network.

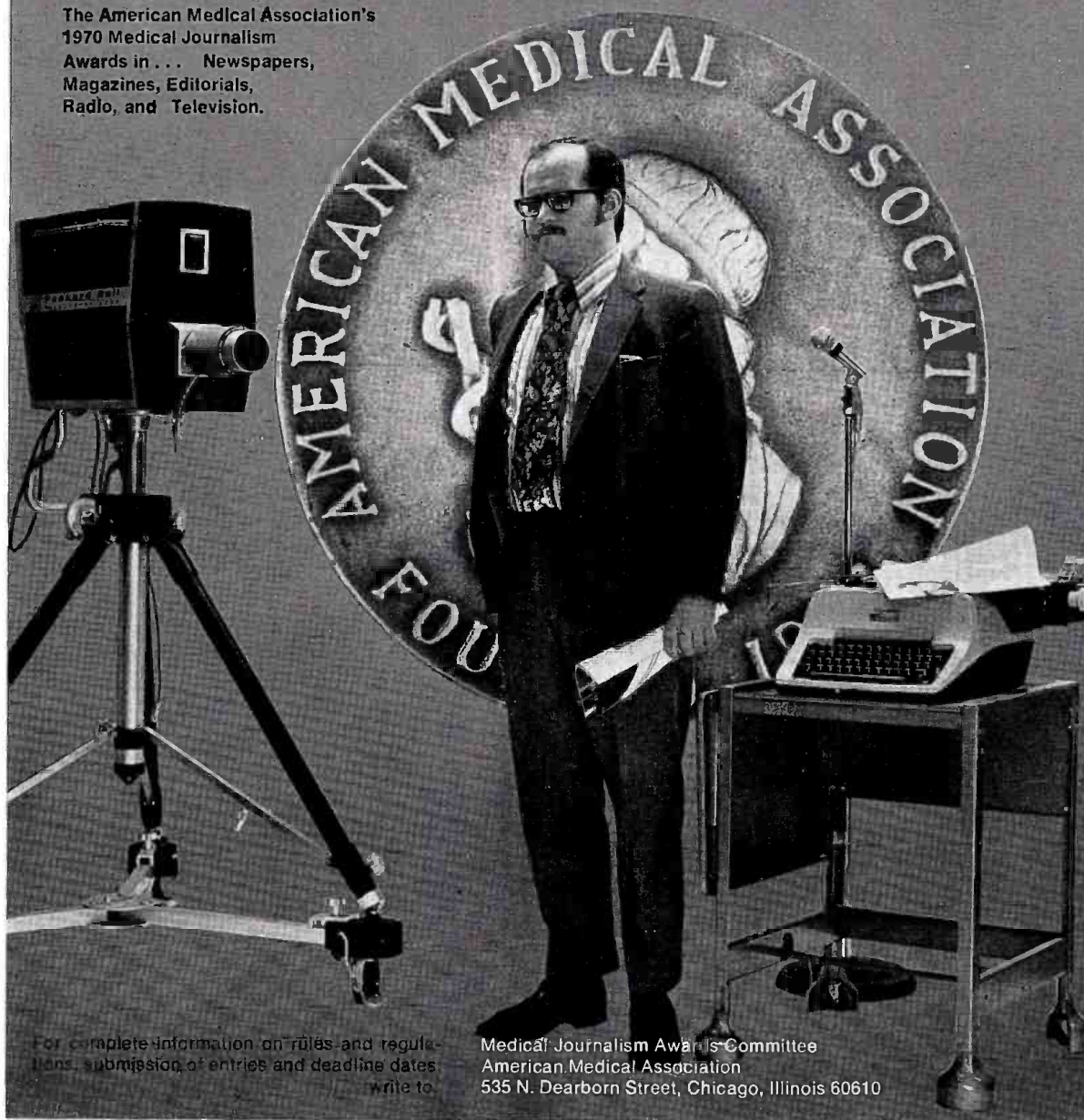
(4) **RADIO:** For distinguished reporting on medicine or health on a United States radio station or network.

(5) **TELEVISION:** For distinguished reporting on medicine or health on a United States television station or network. The awards will *not* be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

AWARDS AND PRESENTATIONS

The award in each of the five categories will consist of \$1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

The American Medical Association's
1970 Medical Journalism
Awards in . . . Newspapers,
Magazines, Editorials,
Radio, and Television.



For complete information on rules and regulations, submission of entries and deadline dates write to:

Medical Journalism Awards Committee
American Medical Association
535 N. Dearborn Street, Chicago, Illinois 60610



An audience is one person at a time.

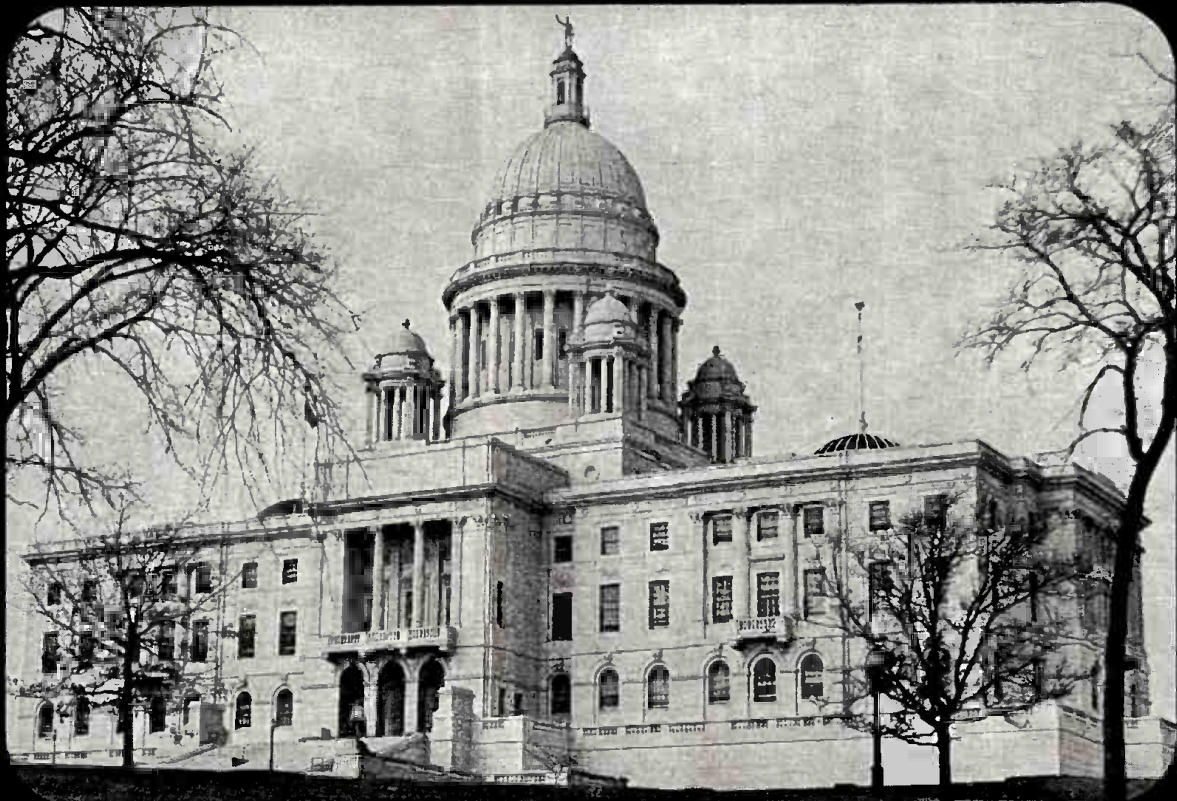
A listener to the Fetzer radio station in Grand Rapids recently expressed interest in a specific program that related to his problem. He was blind. In response, the people at the station took a tape of the program to his home, reviewed it with him and assisted him in taking notes so he might receive further help. This kind of individual personal service doesn't occur very often; but it clearly reminds us of the purpose of community broadcasting — to serve our audience's needs.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids	
WWTV Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTV-FM Cadillac	WWAM Cadillac	KMEG-TV Sioux City

THE RHODE ISLAND CAPITOL BUILDING in downtown Providence is a famous landmark, noted for the statue of the folklore figure, "The Independent Man," which tops the massive dome.



When you think of Providence, think of WTEV

Represented by
HR
 Television, Inc.

WTEV

The WTEV audience in the greater Providence TV area grows greater every day! The upward swing will continue because of the reach and penetration the 1,049-foot tower provides plus the programming format designed to attract viewers today and hold them tomorrow. Ratings in the average number of homes reached make the growth picture clear.*

UP 24% — 5:00 pm — 7:30 pm Mon. thru Fri.
 UP 14% — 7:30 pm — 11:00 pm Sun. thru Sat.

**Based on Feb.-Mar. 1970 Nielsen estimates compared with Feb.-Mar. 1969, subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.*

WTEV

Providence—New Bedford—Fall River
 Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area

Channel

6
 abc

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

Unger on ice

Sherman Unger nomination to FCC, which bloomed in July, is withering in December chill. For months, White House has had "hold" on nomination while Internal Revenue Service was auditing his 1968 return. Audit is now complete and reportedly reveals no evidence of wrongdoing—but it is being cited as at least ostensible cause of Mr. Unger's difficulties. Senate sources in position to know White House thinking say nomination will not be pressed, that White House is concerned about "bad publicity" generated by audit and that it is considering new names for nomination.

There's also talk that Senate Democrats, in retaliation for treatment meted out to them in recent campaign, would use tax investigation in effort to embarrass President as well as Mr. Unger in confirmation hearing. True or not, these reports are said to have caused White House and Mr. Unger to re-evaluate his nomination. Whatever final outcome of Unger nomination, story behind delay and apparent indecisiveness on part of White House should be fascinating if it ever emerges. Through device of nomination, Mr. Unger was moved out of his job as general counsel of Housing and Urban Development. If nomination is withdrawn, or if he turns his back on it, he may wind up as just another weathy Cincinnati lawyer.

Another string

CATV systems that originate programming—and after April 1 they will be all that have more than 3,500 subscribers—will find themselves resembling broadcasters in more ways than one, or two or three. FCC is expected to consider within next few weeks proposed notice of rulemaking requiring CATV systems to keep program logs of their originations. Proposed rule is said to be modeled on one applying to broadcasters. Since CATV systems originating programs will be bound by such things as equal-time and sponsor-identification laws, commission officials say, it follows that they should keep logs.

Dead center

Proposed merger of Plough Inc. into Schering Corp. was hung up again at FCC last week. No vote was taken, but there is 3-to-3 split, with opposing commissioners—Robert T. Bartley, Nicholas

Johnson and H. Rex Lee—arguing, as they did week before, that one-to-customer rule bars transfer of Plough's five AM-FM combinations to merged company. FCC last week received letter from Federal Trade Commission confirming reports FTC staff is looking into antitrust implications, if any, of proposed merger but giving no indication as to when study will be completed.

FCC officials last week noted irony in commission's inability to act on other proposed merger—involving Corinthian Broadcasting Corp. and Dun & Bradstreet—because of 3-to-3 split (BROADCASTING, Nov. 3). They pointed out that fourth vote for approval would have been available if matter had been ready for action before departure from commission on Sept. 1 of former Commissioner Kenneth A. Cox. Though normally on side of those favoring individual as against group ownership, his preliminary view, at least, of Corinthian-Dun & Bradstreet deal was favorable.

No change

Word from intimates of Representative Torbert Macdonald (D-Mass.) is that he's now inclined to keep his chairmanship of House Communications Subcommittee, though seniority and fates of others in last month's election would enable him to move to chairmanship of Transportation and Aeronautics Subcommittee when 93d Congress convenes next month. Publicly Mr. Macdonald is sticking by his post-election refusal to commit himself (BROADCASTING, Nov. 9), but bets are on his staying put.

The price

Some tricky pencil work with combination of official and unofficial figures explains in dollar terms why ABC-TV affiliates board didn't like what went on when they met with network officials in St. Croix last month (BROADCASTING, Nov. 16, 23). First came 6.5% reduction in compensation to help pay increased AT&T line charges. Estimates derived from FCC and other figures indicate ABC paid about \$70 million in compensation in 1969. Rate cut would reduce that, in 1969 dollars, by about \$4.55 million to \$65.45 million. Then came reduction of prime-time programming by two and a half hours or about 10% weekly, effective in January. Latest estimates of Broadcast Advertisers Re-

ports show prime time accounts for about 61% of ABC revenues. Thus 10% cut in programming would be roughly 6% cut in compensation, or about \$3.9 million after AT&T-inspired cut.

But those reductions, adding to estimated \$8.45 million, are only beginning, according to some affiliates. For one thing, these figures assume sales—on which compensation is based—in 1971 will equal 1969's, no sure thing in this economy. More than that, affiliates must fill in five weekly half-hours ABC is giving up. Assuming 160-station line-up and average half-hour program costs of no more than \$300 per half-hour, they estimate stations' program bill alone will come to almost \$9.36 million over 39-week span and bring total effect of St. Croix decision upon affiliates to almost \$18 million.

Hard to find

It is becoming more and more evident that search for public-relations executive vice president for National Association of Broadcasters may go beyond original deadline of Jan. 19-22, 1971, when NAB combined boards meet in California. Special five-man selection committee seems to be agreed that best man must be found, even if search takes longer than promised. This consensus came out of first formal meeting of group in Washington last week when it reviewed dozen or more names mentioned for post—one of three executive vice presidencies authorized by board early in fall; other two are government relations and industry relations (see page 30).

Short subjects

There may be decision soon on whether to introduce "pop-up," series of one-minute educational films to teach sounds of letters and letter combinations, on NBC-TV network. "Pop-up" films, using words-in-color teaching method devised by Dr. Caleb Gattegno, Egyptian-born educator, were launched experimentally on NBC-owned WNBC-TV New York and WKYC-TV Cleveland three months ago (BROADCASTING, Aug. 31). Now NBC research department has completed study of results that is said to give project good marks, and NBC management reportedly will reach decision soon on making "pop-up" feature of network children's shows.



Then, WCKY came along. We filled the air with ever changing musical moods. We soothed Cincinnati with Bacharach. Excited with Streisand. Elevated with Bach. Reminiscenced with Mancini. This combined with CBS news coverage and the largest local radio news staff in the city was the adult sound Cincinnati wanted and got. A sound that's...beautiful to turn to.

Cincinnati
'had heard
almost
everything

turn to
WCKY Cincinnati

A Post-Newsweek Station

Represented by
Blair Radio Spot Sales

FCC's overhaul of license-renewal process is being shaped by pressures from citizens' groups. Commission feels disputes between broadcasters and public should be resolved at local level without involving agency. See . . .

Stronger role for citizens' groups . . . 15

FCC climaxes nine-month inquiry into activities of Don Burden's five radio stations by designating their renewal applications for hearing. Alleged illegal gifts of political time are among 22 issues involved. See . . .

FCC sets hearing on Burden renewals . . . 17

After FCC's divided vote on TV transfers involved in Corinthian Broadcasting - Dun & Bradstreet merger, companies vote to extend agreement to May 1, 1971, optional termination date of transaction. See . . .

Corinthian keeps options open . . . 23

NBC receives numerous inquiries from prospective buyers after expressing willingness to consider bids for its radio stations. Some sources estimate outlets to be worth about \$55 million. See . . .

A watershed reached in radio history? . . . 28

Executive committee of National Association of Broadcasters is reviewing more than 40 applications in picking three executive vice presidents for three new departments on government, public and industry relations. See . . .

NAB talent hunt gets down to names . . . 30

Recent Senate failure to override presidential veto of political broadcasting bill sets legislators scurrying to produce new proposed legislation designed to limit political-campaign spending. See . . .

Bill, bill, who's got THE bill? . . . 32

Association of National Advertisers asks permission to join FTC proceedings on Firestone Tire & Rubber case, claiming SOUP law students lack sufficient ad expertise to engage in possible precedent case. See . . .

ANA wants role in Firestone case . . . 36

Division executives and managers acquire radio division of Edward Petry & Co., New York, pioneer station representative, to form separate enterprise known as Petry Radio Sales Inc. See . . .

Petry sells radio arm to employes . . . 40

Senator William Proxmire (D-Wis.) raises question about TV drama used as propaganda after NBC rejects his request for time under fairness doctrine to answer NBC program he said favored SST aircraft. See . . .

What of TV drama as propaganda tool? . . . 42

'Telestatus' uses A. C. Nielsen Co. station index tabulation of TV markets ranked with Nielsen retail index territories to give yardstick for determining market combinations needed to cover given sales territory. See . . .

Matching market and sales territory . . . 58

Departments

AT DEADLINE	8
BROADCAST ADVERTISING	32
CHANGING HANDS	26
CLOSED CIRCUIT	5
DATEBOOK	10
EDITORIALS	72
EQUIPMENT & ENGINEERING	50
FATES & FORTUNES	59
FOCUS ON FINANCE	54
FOR THE RECORD	61
LEAD STORY	15
THE MEDIA	15
MONDAY MEMO	12
OPEN MIKE	11
PROGRAMING	42
PROMOTION	53

TELESTATUS	58
WEEK'S PROFILE	71



Broadcasting

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

Subscription prices: Annual subscription for 52 weekly issues \$14.00. Add \$4.00 per year for Canada and \$6.00 for all other foreign countries. Subscriber's occupation required. Regular issues \$1.00 per copy. BROADCASTING YEARBOOK published each January, \$13.50 per copy.

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

Burden charges 'politics'

FCC order designating license-renewal applications of Don Burden's five AM and FM stations for hearing (see page 17) was characterized by Mr. Burden on Friday (Dec. 4) as based on "politically motivated allegations."

Mr. Burden, in memorandum to employees of stations—WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha and KISN-AM (AM) Portland, Ore.—said "there is nothing that is new" in allegations contained in commission order, and expressed dismay at "this political and bureaucratic harassment."

He attributed commission action to "false allegations by dissident ex-employees." Then, indicating he saw long battle ahead that would probably end in court, he said:

"Someday, in the months or even years to come, we will have any opportunity to answer what I believe to be these politically motivated allegations." He expressed confidence that "we will successfully litigate these unwarranted charges in the federal courts."

Meanwhile Frank Stisser, head of Hooper division of Daniel Starch & Staff, Mamaroneck, N.Y., said on Friday that there is no basis for assumption gifts he received from Mr. Burden had any bearing on ratings provided by Hooper. One issue in hearing is to determine circumstances surrounding gifts.

Mr. Stisser said he received lawnmower from Mr. Burden, not "yard tractor," as indicated in bill of particulars accompanying order and that he stayed at Las Vegas hotel on Burden station trade-out only once, when he and Mr. Burden stopped there for "a couple of days." Lawn mower, or yard tractor, was also provided through trade-out, he said. And both incidents occurred at least six or seven years ago, according to Mr. Stisser.

Campbell-Ewald changes

Major changes in administration of top creative functions at Campbell-Ewald Co., Detroit, were announced Friday Dec. 4) by Thomas B. Adams, board chairman. Moves are designed to assure greater creative flexibility.

Agency's Chevrolet and multi-products creative departments are merged under supervision of David E. Davis Jr., named executive vice president and director of creative services. He has been senior vice president and director of Chevrolet client services.

Mr. Davis also has been appointed to

Campbell-Ewald's executive committee and to board of directors. Reporting to Mr. Davis and working as management unit of new department will be Charles H. Felt and Thomas D. Murray. Mr. Felt is senior vice president in charge of Chevrolet creative. Mr. Murray is executive vice president in charge of multi-products creative. Both also are members of agency's executive committee and board.

ACT asks toy warnings

Action for Children's Television (ACT) disclosed Friday (Dec. 4) it has asked 123 TV stations in top-85 markets to carry 30-second spot announcements warning parents that three toys advertised to children have been cited by FTC for "deceptive advertising."

ACT, with headquarters in Newton Center, Mass., is national organization working for higher quality TV for children and elimination of commercials from children's programs. In letter to stations, ACT asked that they reply by Wednesday (Dec. 9) to request for broadcast time. ACT requested that stations carry its spot announcements not less than four times daily between 6 p.m. and 10 p.m. and between 9 a.m. and 1 p.m. each Saturday morning for period of two weeks, starting on Friday (Dec. 11).

FTC has said it planned to issue complaints against Mattel Inc. and Topper Corp. for what agency said was fraudulent TV advertising for Mattel's "Hot Wheels" racing cars and "Dancerina Doll," and Topper's "Johnny Lightning" racing car (BROADCASTING, Nov. 30).

CBS moves to basic 30's

CBS-TV expects to notify its affiliates shortly, probably this week, that it is making 30-second commercial basic unit of sales, effective early next year. Some agencies reportedly were advised of decision Friday (Dec. 4).

CBS has been talking for several years of eventually converting to 30 as standard unit but told members of CBS-TV affiliates advisory board at meeting in Acapulco (BROADCASTING, Nov. 23) last month that move would probably be made effective for sales some time during first quarter of 1971.

Decision may not be applicable to some specific time periods, such as Saturday morning, but is considered likely to go into effect early in quarter, perhaps January.

Sullivan expands in CATV

Sullivan Productions Inc., New York, producer of *Ed Sullivan Show* and operator of CATV systems in southern Illinois, has acquired controlling interest in Champlain Cablevision Inc., upstate New York CATV firm owned by Willard Malkan and Lee Ehrlich. No further information on transaction was available.

Sullivan Productions also has reached agreement in principle with Jerrold Corp., Philadelphia, to acquire CATV franchises in South Glens Falls and Moreau, both New York.

Robert H. Precht, executive vice president of Sullivan Productions, said Champlain operates CATV systems in Ticonderoga and Whitehall, and has franchises for CATV system in Glens Falls and Lake George, all New York.

Construction of new CATV systems is expected to begin by end of December, Mr. Precht said. When completed, systems will serve over 11,000 homes in New York state. These plus CATV systems owned by Sullivan Productions in southern Illinois will give firm total potential in excess of 25,000 homes.

WBBM-FM goes live

CBS-owned WBBM-FM Chicago drops total automated operation and goes 24-hours with contemporary music and live personalities, John N. Catlett, station manager, announced Friday (Dec. 4). WBBM-FM continues its "Young Sound" syndicated service but will add to it. Present staff of Bud Kelly and Jack Stockton is augmented with Ted Anthony, WIND(AM) Chicago; Jim Cloney, KLZ-FM Denver, and Tom Lee, WLS(AM) Chicago.

Urges CATV subsidy

"Unlimited importation of television signals from one market to another can be justified neither on its own merits nor as a means of stimulating expanded use of cable technology," Kaiser Broadcasting Corp. said, in comments filed with FCC Friday (Dec. 4).

It suggested some form of subsidy to, or government participation in, CATV may be only way to insure that cable service is available on sufficiently large scale and to make certain of coordinated planning in field.

Kaiser said FCC's proposed distant-signal importation plan provides no escape from "dilemma" of promoting CATV development and at same time

protecting free TV.

Commission proposes to permit importation of four distant signals by CATV systems, compensating for harm done to local stations by requiring CATV's to substitute local commercials for commercials in distant signals and requiring payments to Corp. for Public Broadcasting.

In addition to subsidy, Kaiser proposed that signal importation be used to supplement TV service in manner that would avoid damage to TV. It suggested number of measures, including compulsory copyright licensing scheme, full protection for exclusivity of nonnetwork programing and limit on maximum signal importation that would provide subscribers with three network, one educational and three independent services.

In comments filed earlier last week, MCA Inc. had favored compensation plan that would permit arbitration between CATV systems and program suppliers similar to that existing between TV stations and music-licensing organizations (see page 29).

Westinghouse Broadcasting Co., which also filed comments Friday, urged commission to abandon proposed commercial-substitution plan as unworkable and adopt plan that would provide greater protection for nonnetwork programing.

WBC, which is independent producer, said present exclusivity rules, in barring duplication for 24 hours, protect only network programing. Equally effective protection for syndicated programs is essential, it said.

WBC suggested CATV systems be permitted to import distant signals only to degree needed to provide "adequate service," which would include service from each network, one additional station, and three channels of nonnetwork programing (obtained over air).

It also said that cable systems should be required to recognize exclusivity of programing within 35 miles of stations having such rights. Systems would be accorded compulsory license to carry programs not protected by exclusivity arrangements, with payments, based on percentage of revenues.

Cough products to BBDO

Vick Chemical, New York, has moved its Vicks Formula-44 cough mixture and cough discs accounts from Benton & Bowles to BBDO, it was learned last week. Account reportedly bills approximately \$5 million. BBDO has handled Formula-44 account since 1968.

Announcement was not made public, but was issued in staff memo at BBDO. Vicks has allocated substantial amount of its budget to broadcast. Most widely telecast commercial for cough mixture featured karate expert "Odd Job" uncontrollably coughing and destroying a

FCC license-renewal policy is challenged

House staff study recommends scrapping statement

House Investigations Subcommittee released staff study Friday (Dec. 4) scoring FCC's policy statement on comparative hearings involving renewal applicants, and recommending that it be scrapped.

Report says "policy statement, as it stands, is usurpation of legislative power, vested exclusively in Congress, by agency which has ignored public interest to extent it may conflict with private broadcasting interests. Accordingly, 1970 policy statement should be rescinded."

FCC statement, issued on Jan. 15, asserted that if existing licensee being challenged in comparative hearing can demonstrate that his service has been "substantially attuned" to needs and interests of his area, he will receive renewal of license.

Policy statement was drafted to reassure broadcasters alarmed by decision in January 1969 to deny license renewal to WHDH-TV Boston and award contested channel 5 to competing applicant.

Report—work of committee staff attorney Mark J. Raabe—contends that

different times house, boat and car, with calm finally restored with spoonful of cough syrup.

Senators signed for TV?

WTOP-TV Washington reportedly once again will televise Washington Senator baseball games. Owner Bob Short earlier asked \$7,500 per game for 40-game schedule ("Closed Circuit," Nov. 16). Station Manager John Corporon refused to quote numbers, but hinted rights figure was somewhere between \$7,500 and \$5,000 WTOP-TV paid for 40 games last season. He called new offer made to Mr. Short "two-headed." One would give station rights to 30 road games; other for 40 games—30 at home plus clearance for up to 10 Senator-Baltimore Oriole games in Baltimore.

Mr. Corporon said contract deadline was last Tuesday (Dec. 1) and "so far as we read the contract, we have the games. . . ." There was no official word from Mr. Short as of late Friday (Dec. 4).

NOW seeks report on women

National Organization for Women filed its petition Friday (Dec. 4) asking FCC to amend its equal-employment rules to include women (BROADCASTING, Nov. 23).

NOW noted that last May commission changed rules to prohibit employment discrimination because of race, color, religion, national origin or sex,

by adopting policy "so anticompetitive in design and so geared to preserve industry stability," commission has disregarded congressional mandate to operate in public interest.

Specifically, study says FCC policy deprives qualified new applicant of statutory right to hearing; fails to meet public-interest requirement of licensing best qualified of all applicants; unlawfully eliminates diversification of media control as factor in license renewals, and creates stability making "security of private investment of licensees paramount to interests of listening and viewing public, [stifling] any opportunity for newcomer to enter broadcast business."

"Repressive competitive effect" of FCC policy statement is borne out by absence of competing applications in first 10 months following promulgation, whereas eight were filed in TV renewal cases during 12-month period immediately preceding statement, study notes.

Report was sent to FCC Chairman Dean Burch with covering letter from House Commerce Committee Harley O. Staggers (D-W. Va.) asking FCC to reply to charges.

and ordered reports from broadcasters. But, said NOW, commission failed to require report of programs for eliminating discrimination against women. Present rule requires broadcasters to file reports on employment projects concerning only Negroes, Orientals, American Indians, and Spanish-surnamed Americans.

NOW's petition, filed through Stern Community Action Group, was drawn up by Tracy Westen, former legal assistant to FCC Commissioner Nicholas Johnson.

NBC-TV tops MNA's

NBC-TV took Nielsen 70-market Multi-network Area (MNA) average ratings 7:30-11 p.m. for week ended Nov. 29.

Averages in report out Friday (Dec. 4) were NBC 19.5, CBS 19.1 and ABC 16.3. In nights of week, NBC won Wednesday, Saturday and Sunday; CBS Monday, Thursday and Friday, and ABC Tuesday.

Four specials—two of them feature films—were among leading 10 programs. Top-rated show was John Wayne special on NBC with 37.7 rating; followed by *Marcus Welby* and "Movie of the Week," both ABC; "Oklahoma" movie special and *Hawaii-Five-O*, both CBS; *Walt Disney* (NBC); *Here's Lucy* (CBS); Saturday movie (NBC); Jacques Cousteau special on ABC; "Unsinkable Molly Brown" movie special on NBC tied with *Mannix* (CBS).

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

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

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

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

EDITORIAL

Edwin H. James, *VP-executive editor*.
Rufus Crater, *editorial director (N.Y.)*.
Art King, *managing editor*.
Frederick M. Fitzgerald, Earl B. Abrams; Leonard Zeldenberg, *senior editors*.
Joseph A. Esser, Steve Millard, Norman H. Oshrin, *associate editors*.
Alan Steele Jarvis, Mehri Martin, Timothy M. McLean, J. Daniel Rudy, David Glenn White, *staff writers*.
Clara M. Biondi, Katrina Hart, Don Richard, Jim Sarkozy, *editorial assistants*.
Beth M. Hyte, *secretary to the editor and publisher*.
Erwin Ephron (*vice president, director of marketing services, Carl Ally Inc., New York*), *research adviser*.

SALES

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

CIRCULATION

David N. Whitcombe, *director*.
Bill Criger, *subscription manager*.
Julie Janoff, Kwentin Keenan, Carol Olander, Jean Powers, Shirley Taylor.

PRODUCTION

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

BUSINESS

Irving C. Miller, *comptroller*.
Sheila Thacker, Judith Mast.
Deanna Velasquez, *secretary to the executive vice president*.

BUREAUS

NEW YORK: 444 Madison Avenue, 10022. Phone: 212-755-0610.
Rufus Crater, *editorial director*; David Berlyn, Rocco Famighetti, *senior editors*; Normand Choiniere, Louise Esteven, Helen Manasian, Cynthia Valentino, *staff writers*; Warren W. Middleton, *sales manager*; Eleanor R. Manning, *institutional sales manager*; Greg Masefield, *Eastern sales manager*; Mary Adler, Harriette Weinberg, *advertising assistants*.
CHICAGO: 360 North Michigan Avenue, 60601. Phone: 312-236-4115.
Lawrence Christopher, *senior editor*.
James G. Croll, *Midwestern sales manager*.
Rose Adragna, *assistant*.
HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Morris Gelman, *senior editor*.
Stephen Glassman, *staff writer*.
Bill Merritt, *Western sales manager*.
Sandra Klausner, *assistant*.

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

© 1970 by BROADCASTING Publications Inc.

Datebook

A calendar of important meetings and events in communications

■Indicates first or revised listing

December

Dec. 7—Annual convention, *Omicron Delta Kappa*. CBS commentator Roger Mudd is guest speaker. Washington and Lee University, Lexington, Va.

Dec. 7—New deadline for comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894). Previous deadline was Oct. 22.

Dec. 7—New deadline for comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A). Previous deadline was Oct. 22.

Dec. 7-9—*National Cable Television Association* cablecasting seminar. Chicago.

■Dec. 9-10—Meeting, *National Association of Broadcasters'* TV code-review board. Bal Harbour, Fla.

Dec. 11—Seminar on "Race and the Media", sponsored jointly by the *Division of Community Education* and *D. C. Cooperative Extension Service*. Keynote speaker will be Tony Brown, executive producer of *National Educational Television's Black Journal*. Sheraton Park hotel, Washington. Registration forms may be had from Office of Conference and Institutes. Federal City College, 1424 K Street, N.W., Washington, 20005.

Dec. 14—New deadline for comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Aug. 21 (Doc. 18877).

Dec. 21—Annual stockholders meeting of *Walt Disney Productions*. Wiltern Theater, Los Angeles.

January, 1971

Jan. 5—Deadline for comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.

Jan. 8—New deadline for reply comments on FCC's proposed rules concerning diversification of control of CATV systems and inquiry into formulation of regulatory policy (Doc. 18891). Previous deadline was Nov. 23.

Jan. 8—New deadline for reply comments on FCC's proposals concerning technical standards for CATV systems (Doc. 18894). Previous deadline was Nov. 23.

Jan. 8—New deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulation of CATV (Doc. 18892). Previous deadline was Nov. 23.

Jan. 8—New deadline for reply comments on FCC's proposal to permit CATV systems to import distant signals subject to a specified payment for public broadcasting (Doc. 18397-A). Previous deadline was Nov. 23.

Jan. 8-9—Midwinter meeting, *Florida Association of Broadcasters*. Hilton South, Orlando.

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

■Jan. 12—Public hearing of the *Canadian Radio-Television Commission*. Centennial Centre, Ottawa.

Jan. 13-16—Annual meeting, *Rocky Mountain Cable Television Association*. Sheraton Motor inn, El Paso.

■Jan. 14-15—32d annual New England marketing management conference and sales rally, *Sales & Marketing Executives of Greater Boston*. Statler Hilton hotel, Boston.

Jan. 18—New deadline for reply comments on FCC's proposed rule permitting inclusion of coded information in aural transmissions of radio and TV stations for program identification. Previous deadline was Oct. 1, 1970 (Doc. 18877).

■Jan. 18-20—Program origination seminar, sponsored by *National Cable Television Association*. Burlingame hotel, Burlingame, Calif. Contact Larry Bowin, NCTA, 198 16th St., Washington.

■Jan. 18-20—*First Broadcasting Industry Symposium*. Kenneth A. Cox is chairman of conference; Richard W. Jencks and Donald H. McGannon are among speakers. Washington Hilton hotel, Washington.

Jan. 19—Radio Commercials Workshop, *International Radio and Television Society*. Waldorf-Astoria, New York. Inquiries: IRTS, 420 Lexington Avenue, New York 10017.

■Jan. 19-22—Board meeting, *National Association of Broadcasters*. LaQuinta hotel, LaQuinta, Calif.

■Jan. 21—1971 *Printing Week* banquet. Eric Sevareid is featured speaker. Bellevue-Stratford hotel, Philadelphia.

Jan. 21-23—Meeting of *Alabama Association of Broadcasters*. Parliament House, Birmingham.

Jan. 24-25—Meeting of *Idaho Association of Broadcasters*. Downtowner hotel, Boise.

Jan. 24-25—Meeting of *South Carolina Association of Broadcasters*. Wade Hampton hotel, Columbia.

Jan. 24-26—Midwinter convention, *Idaho State Broadcasters Association*. Downtowner hotel, Boise.

Jan. 24-26—Meeting of *Oklahoma Association of Broadcasters*. Hilton Inn, Oklahoma City.

Jan. 25-27—Annual convention, *National Religious Broadcasters*. Washington Hilton.

Jan. 27-28—Meeting of *Georgia Radio and Television Institute*. University of Georgia, Athens.

Jan. 27-29—*Illinois-Indiana CATV Association* meeting. Indianapolis.

■Jan. 28—*Federal Communications Bar Association* luncheon, with Dr. Clay T. Whitehead as featured speaker. Army-Navy Club, Washington.

■Jan. 31—Entry deadline, American Research Bureau's 3d annual contest to honor innovative uses of audience research data. Entry blanks obtained from: Chairman, Innovator Awards Committee, American Research Bureau, 4320 Ammendale Road, Beltsville, Md. 20705.

February, 1971

Feb. 1-3—Government affairs conference, *American Advertising Federation*. Washington Hilton hotel.

Feb. 3—Deadline for reply comments on FCC's proposed rulemaking regarding establishment of domestic communications satellite system.

Feb. 4-5—Spring meeting, *Louisiana Association of Cable TV Operators*. Ramada Inn, Monroe.

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

Feb. 12-13—Winter meeting, *Virginia Association of Broadcasters*. John Harkrader, WDBJ-TV Roanoke, meeting chairman. Roanoke hotel, Roanoke.

■Feb. 15-16—Program origination seminar, sponsored by *National Cable Television Association*. Dallas-Hyatt House, Dallas.

Feb. 15-17—*National Cable Television Association* cablecasting seminar. Dallas-Hyatt House, Dallas.

■Feb. 16—Public hearing of the *Canadian Radio-Television Commission*. Centennial Centre, Ottawa.

Feb. 16—Annual meeting of *Kinney National Service Inc.* shareholders. New York Hilton.

■Feb. 16-19—Annual conference, *National Association of Television Program Executives*. Astroworld, Houston.

Feb. 23-24—Meeting of *Wisconsin Association of Broadcasters*. Pfister hotel, Milwaukee.

March, 1971

■March 1—New deadline set by FCC for filing all applications for domestic communications-satellite systems in 4 and 6 ghz bands or higher. Previous deadline was Dec. 1.

March 1-3—*National Cable Television Association* cablecasting seminar. Boston.

■March 5-6—Convention, *Georgia Cable Television Association*. Augusta Towne House, Augusta.

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

March 9—Meeting of *New York Association of Broadcasters*. Thruway Hyatt House, Albany.

■March 15—FCC deadline for ABC, CBS and NBC to submit statements of intent to apply for satellite system.

■March 16—Public hearing of the *Canadian Radio-Television Commission*. Lord Nelson hotel, Halifax, N.S.

March 22-25—International convention and exhibition, *Institute of Electrical and Electronic Engineers*. Coliseum and Hilton hotels, New York.

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

■March 30—FCC deadline for Western Telecommunications Inc. to file for earth stations to be operated with systems proposed by other applicants.

■March 30—FCC deadline for networks' affiliates associations to apply for Prototype receive-only earth station.

April, 1971

April 1—New deadline set by FCC for origination of programming by CATV systems with 3,500 or more subscribers. Previous deadline was Jan. 1.

■April 13—Public hearing of the *Canadian Radio-Television Commission*. The hearing will deal only with proposed CATV policies and regulations. Centennial Centre, Ottawa.

April 15-17—Meeting of *American Academy of Advertising*. University of Georgia, Athens.

April 19-25—23d cine-meeting, *International Film, TV Film and Documentary Market (MIFED)*. Milan. For information and bookings: MIFED, Largo Domodossola 1 20145 Milan.

April 21—*George Foster Peabody Broadcasting Awards* presentation and *Broadcast Pioneers* luncheon. Pierre hotel, New York.

April 28 - May 2—National convention, *American Women in Radio and Television*. Timmie Pierce, WRC-AM-FM Washington, is convention chairman. Washington Hilton hotel, Washington.

OpenMike

A different set of drums

EDITOR: After studying the views of James McCaffrey of LaRoche, McCaffrey & McCall, as expressed to the Television Bureau of Advertising meeting in New York, (BROADCASTING, Nov. 23), it occurs to me that one of the more divisive facets of the advertising industry is that some of us in it march to a different set of drums.

Mr. McCall's judgment that government intervention earns his approval only as long as their efforts to protect the public are "that and no more" is more than naive and points up former FCC Chairman Rosel Hyde's warning that "demand for regulation implies that the public is not qualified to determine its own interest. It seems to me this is a strange concept to be entertained in a society which believes in self-government."

Fortunately, Ted Bates & Co.'s Archibald McG. Foster reassures me that a team is still active in the advertising industry which believes in advertising's classic concept of exerted persuasion, implemented to the best of all our abilities to sell more product and to sustain a better life style for all of us—both inside and outside the advertising business.—Doyce R. Elliott, national sales manager, KOSA-TV Odessa, Tex.

May, 1971

May 5-6—Meeting of *Kentucky Broadcasters Association*. Executive Inn, Louisville.

■May 18—Public hearing of the *Canadian Radio-Television Commission*. Bayshore Inn, Vancouver, B.C.

May 23-27—International colloquium, sponsored by *Illuminating Engineering Society* through its theater, television and film lighting committee. New York. Information: Philip Rose, 6334 Viscount Road, Malton, Ont.

June, 1971

June 7—Second World Administrative Radio Conference for Space Telecommunications, *International Telecommunication Union*. Geneva.

■June 8—Public hearing of the *Canadian Radio-Television Commission*. Centennial Centre, Ottawa.

■June 14-16—International conference on communications, sponsored by *Communications Technology Group and Montreal Section, Institute of Electrical and Electronics Engineers*. D. M. Atkinson, chairman. Queen Elizabeth hotel, Montreal.

June 17-20—Meeting of *Oklahoma Broadcasters Association*. Fountainhead Lodge, Chectah.

■June 19-23—Meeting of *Georgia Association of Broadcasters*. Jekyll Island, Ga.

June 26-30—National convention, *American Advertising Federation*. Hawaiian Village, Honolulu.

August, 1971

Aug. 24-27—*Western Electronic Show and Convention*. Cow Palace, San Francisco.

October, 1971

■Oct. 14-15—First fall conference, *National Association of Broadcasters*. Regency Hyatt House, Atlanta. (For complete list of NAB's 1971 fall conference dates, see BROADCASTING, June 29.)

An opportunity to serve

EDITOR: I think radio and television can help to stop the Halloween barbarism that occurred this year with people loading trick-or-treat candy and apples with razor blades, needles, dope and such. Poison will be next. I wrote an article on this for the Rockford paper asking: "What has happened to the human race?" These things are absolutely unbelievable.

I think radio and TV can help. What we should think about for next Halloween is how we can prepublicize these actions and try to halt them. Children are our most valuable assets and the leaders of tomorrow. Radio and television should start thinking now about what can be done next year to stop this barbarism.—Ralph D. Willey, Rockford, Ill.

ABC-TV is not involved

EDITOR: I believe the item on page 36 of the Nov. 30 issue about a package agreement between ABC-TV Productions Inc. and L&B Time Buying Inc. is incorrect. ABC-TV Productions does not exist as a division of the American Broadcasting Co., and I have not been able to uncover anyone else using our company name.—J. Garrett Blowers, manager, business publicity, ABC. (It should have been AVC TV Productions Inc., New York.)



Bob Homme as

THE FRIENDLY GIANT

A stimulating and enriching childrens series . . . winner of the Sylvania and Ohio State awards for excellence.

This Canadian Broadcasting Corporation series has a successful 13-year history of creative programming.

Available in 15 minute color strips and ideal for weekday or weekend morning slots.

First run in all markets.

Available from

FILMS INCORPORATED

Contact:

Karl von Schallern, Director
Television Department
1144 Wilmette Ave.
Wilmette, Illinois 60091
Or Call: (312) 256-4730

In defense of the small advertising agency

The work of an advertising agency is not the product of system, size or money alone. It is the product of individuals—people of mind, spirit and imagination. The quality of those individuals is what makes an agency's work good or bad, its service smooth or rough.

These are basic facts, and should be obvious ones. Unfortunately, they are too often forgotten by those who confuse size with excellence. Some advertisers and agency people simply accept, as an article of faith, that there is an inherent disparity between the quality of work and service at a large agency and a small one. (For purposes of this discussion, "small" will refer to an agency that bills less than \$10 million.)

One might as well argue that a lawyer with a small firm is inherently less competent than a lawyer with a large firm.

The small agency's detractors do have some superficially persuasive arguments on their side. For example, many believe that, no matter how capable the individuals may be, a small agency without large media, art and other departments cannot compete with its larger counterparts.

This sounds valid, but it is far from the truth. In fact, small agencies can turn their lack of size into an advantage. To cite one example: At Reeves & Pritchard, our media department just *isn't*—we don't have one. When media work is needed, we buy from the best professional services available, whether they be in New York or Cincinnati. This allows us, at *no* extra cost to our client, to provide as excellent a media strategy and proposal as exists within the media department of any agency, anywhere.

The same applies to artwork and broadcast production. In those areas, we hire the finest art directors, studios, producers and directors available—people who work not only for us, but just as much for larger agencies for the same purpose.

In the production of television and radio commercials, nondepartmentalization is a distinct advantage to the client, because the person who created the concept is usually responsible for its production.

In large agencies, the broadcast production department often has the final decision—over the head of the creative person. In the small agency, the ex-

tremely important subjective judgments of casting, sets, lighting and location are made by the person who originated the idea. This process prevents any watering-down of good creative work by a third party who enters his personal judgments and taste, and helps to insure that the end result cannot be weakened by improper execution. (This is equally important in choosing a voice-over announcer and in producing original music: the subjective judgments remain those of the originator of the commercial or campaign. As long as you've hired top creative people, it will all be done properly and effectively.)

The same applies in choosing an illustrator, photographer or designer. When the creative person originated his concept, he had a particular feeling in mind as to the ultimate flavor or tone of his commercial.

When the person who created the commercial has his say about who ultimately illustrates or photographs, you are assured that the job was done as originally intended.

By operating without some departments, small agencies can effect certain economies that large agencies cannot. When our size and work flow justify having those departments fully staffed—for economies of the macro situation—we will do so. In the meantime, we feel that our work is as high in quality as that of any agency, and we take pride in the fact that not one of our clients has ever turned down a piece of creative work because of its quality.

As for service, it is no secret that a

client billing about \$500,000 warrants a lot more attention from a company billing \$3 million than he does from an agency billing \$30 million.

What about the "experience" argument? Some say the small agency is likely to lack experience in one industry or another, because of its fewer employees with less collective experience.

Here it should be noted that the experience an advertiser seeks from an agency should be in two areas: communicating, and the effective placement of paid-for communications. A lack of experience in a given industry poses no problem at all—only the small challenge of learning the important things about that industry. This is an educational process that goes on every day at hundreds of agencies that have recently acquired a new client. Anyone who uses the experience argument is almost questioning the idea of changing agencies in the first place, because the problem is just about universal.

Yet when all the arguments have been answered, that ingrained bias may remain. The small agency is subjectively indicted because it's a small agency. There is a certain romantic appeal about walking into a huge, bustling ad agency with wide-eyed, miniskirted little girls, bearded, bellbottomed artists and writers, and all the other types and trappings associated with the Big Shop. But the important yardsticks are elsewhere. Walls full of awards and a couple of hundred people cannot a campaign make. One mind in one room at one desk, concentrating and producing, can.



Pat Reeves is a 31-year-old native of Cincinnati who started his career as a writer while a co-op student at the University of Cincinnati. He later worked at three agencies in that city: Northlich/Stolley; Clinton E. Frank/Cincinnati, and the Ralph Jones Company. A year ago, he and David Pritchard, 30, opened their own agency and at the same time ran a full-page ad in the trade press headlined: "We'd rather go out of business than create a weak advertisement." Today, the young shop bills about \$500,000.

FAMOUS JURY TRIALS



#

across-the board* at 1:00 PM on CBS affiliates in

ATLANTA—39% Share!

CLEVELAND—46% Share!

COLUMBUS, OHIO—39% Share!

Outstanding continuing drama in production

Half-hours
In Color—On Tape

Available immediately for
first-run strip programming.



*Source: NSI 10/70

444 West 56th Street, New York, N.Y. 10019 • (212) 957-5010



Jack Lacy's hands, for instance.

When he's not playing records on the air, he's our full-time music director.

It's his job to listen to every record that comes into the station. To study the national record charts, local sales, and what other stations across the country are playing.

Finally he uses his considerable experience as a musical "ear" to select the current recordings he thinks you would like to hear. To this body of today's music, he adds hundreds of contemporary standards and hits from the past.

Then, each of our other personalities gets his own hands into the act. They select from our ever-changing library the music they think you'll like on a particular day. So that the music you hear on WBAL bears the unmistakable thumbprint of the personality playing it.

As you can see, the musical sound of WBAL is something that couldn't possibly have been programmed by a computer. Or by rote, which is just as inhuman.

WBAL Radio 11 Baltimore

We talk to you like a person.

Our records are touched by human hands.

Stronger role for citizens' groups

That's aim of new renewal system in work at FCC which wants more disputes settled on the scene

The FCC's license-renewal process, now in the process of perhaps radical change, is being shaped by the pressures of the complaints and petitions to deny being filed by increasing numbers of citizens' groups.

Some proposals go far beyond anything the commission has yet considered to engage the public in a continuing dialogue with broadcasters. The feeling is that viewers and listeners should settle any differences with broadcasters at the local level as the differences come up—without involving the FCC.

The commission's awareness of, and even sensitivity to the role citizens' groups are playing in the renewal process, is indicated in another way. There are plans to bring their representatives, as well as those of the broadcasting community, into the decision-making before some changes are even formally proposed, let alone after rulemaking proceedings are begun.

In restructuring the renewal process—a task begun in October with the support and under the direction of Chairman Dean Burch (*BROADCASTING*, Oct. 12)—the commission apparently will attempt to develop a coherent policy. Under present plans, all matters involved are to be studied together, rather than acted on separately, in an effort to determine their interrelationship. This procedure was suggested to Chairman Burch by Dr. Barry Cole, of the University of Indiana's radio-television department, whose study of the commission's renewal process led to the present project and who is serving as a consultant on it.

Once policy is established, commission officials say, it may be used as the basis for developing new license-renewal application forms, for both radio and television, to provide the kind of information considered relevant. The present radio and TV forms, although only six and five years old, respectively, and the products of years of study and debate, are not regarded as ideal in that regard.

At least two proposed rules being

considered in connection with the renewal-process restructuring are new. One would require broadcasters to carry announcements twice a day, two days a month, advising the public that the spectrum is "public property" and that stations are obligated to determine and serve the public's needs and interests. The announcements would invite comment on station performance. These announcements would not be required during the 45-day period preceding the filing of license-renewal applications, when broadcasters, under existing rules, announce over the air and in newspapers that their applications have been filed and that members of the public may send any comment to the FCC on their

performance.

The other new rule proposal would require broadcasters to maintain for public inspection a file of complaints that they receive. The complaints, however, would be limited to the kind that the commission itself considers; those dealing with program quality, for instance, would be excluded.

These proposals are likely to alarm broadcasters who feel sufficiently worried about citizen-group interest in their performance under present conditions. However, the commission's justification for the proposals would probably be that broadcasters could head off a confrontation at license-renewal time by dealing with citizens' groups as problems devel-



Chairman Burch

Burch urges bigger role by community in renewals

FCC Chairman Dean Burch was scheduled to tell home-state Arizona broadcasters Friday (Dec. 4) that the FCC "welcomes" the participation of community groups in the licensing process.

Referring to plans by the commission to make such participation fair and orderly (see this page), Chairman Burch commented:

"Our procedures are thus designed to afford a full and fair opportunity to the interested groups to participate and at the same time prevent disorderly last-minute requests for extension of

time to file pleadings."

He said broadcasters and community-listening groups should consider their relationship "not one of a triennial spurt of interest" but "a continuing process of communication over the entire license term."

He warned broadcasters to resist the temptation to resent what he called "the growing participation" of community groups in the renewal process.

"When you sought the permit or license," he said, "you volunteered to serve as a public trustee or fiduciary—to make a reasonable, good-faith effort to meet the needs and interests of your area."

It is an obligation, he said, for broadcasters to listen to community groups when they complain. "Indeed," he added, "it is not just a matter of 'listening' but really of 'hearing'—of getting the essence of the complaint."

Broadcasters need not accede to every request, the FCC chairman said. But they must make a reasonable effort in good faith.

"... This trend of greater participation by community groups is," he said, "a most significant development—and one that will not fade away."

op over the life of a license. (One of those connected with the renewal-process review put it in a way more calculated to appeal to broadcasters: "Given today's realities—the petitions to deny—the question is how you can make the public's attitude more constructive. Some of its actions now are destructive.")

Chairman Burch, furthermore, made it clear last week that the commission "welcomes the participation of responsible community groups in its licensing process" (see page 15). And, in a talk before the Arizona Broadcasters Association, he said broadcasters should resist the temptation to resent citizen participation. Broadcasters who have "volunteered" to make a good-faith effort to serve the public interest, he said, have "an obligation to listen to these community groups when they complain about that effort."

Commission interest in broadcasters working out agreements with citizens' groups is reflected in another proposal the commission has already indicated is under consideration. It would require broadcasters to file renewal applications 120 days in advance of the expiration of their existing licenses, instead of 90, as at present. This would afford citizens' groups another 30 days to study the applications and negotiate differences with the stations (BROADCASTING, Nov. 9). Petitions to deny are cut off 30 days before a license is due for renewal.

Ideological considerations aside—and various commissioners over the years have urged that steps be taken to involve viewers and listeners in the license-renewal process—the three proposals can be seen as a means of easing the strain on the commission's license-renewal machinery. Some 100 renewal applications are on the deferred list now as a result of last-minute petitions and protests from citizens' groups opposing renewal.

The proposals were among a number of matters under consideration at a small staff meeting Friday (Dec. 4) that marked the first effort to package all matters related to the renewal process. Those present were Robert Cahill, administrative assistant to Chairman Burch; Francis Walsh, chief of the Broadcast Bureau; Robert Rawson, chief of the renewal and transfer division; and Dr. Cole.

Among other renewal matters that were due for consideration were the proposed primer to aid broadcasters in ascertaining community needs—a document that has been in preparation for over a year—and former Commissioner Kenneth A. Cox's proposal to substitute for the ascertainment question in the present renewal form a question as to the 10 major issues in the community and the broadcaster's response to them.

Another involved the data developed in a recently concluded study of the

programming of television stations in the top-50 markets and the question of what to do with it; Chairman Burch has indicated it will be used to develop criteria for judging the performance of renewal applicants. Another candidate for consideration, if not at Friday's meeting then at a future one, is the method for dealing with the minority-group hiring policies broadcasters will be filing with renewal applications beginning in January under new rules barring discrimination in employment.

The small staff group is expected to meld these and other matters into a position paper for Chairman Burch's consideration. He would then present his views to the commission and get his colleagues' thinking on how the renewal process should be changed—what kind of data they want, what kind of relationship they feel should be established among the FCC, the licensee and the public.

At that point, it is understood, Chairman Burch is considering getting the views of interested parties—broadcasters, communications lawyers, and trade associations, and citizens' groups like the Citizens Communication Center and the Office of Communications of the United Church of Christ—so that the commission could more fully crystallize its views before issuing proposed rules for comment.

The chairman is understood to be considering one of two means of taking pre-rulemaking soundings—through a formal hearing, or informally, in talks that Dr. Cole would hold with representatives of the various groups. Dr. Cole has established contact with the members of the citizens' groups as well as the broadcasting establishment in connection with his study of the renewal process last summer.

Walsh, Wiley meet the FCC bar

Broadcast Bureau chief urges speedy renewal data; counsel quotes and quips

The FCC's new general counsel, 36-year-old Richard E. Wiley, revealed himself last week as an amiable, though tough-minded man whose enthusiasm for regulation is kept under careful control.

He and Francis Walsh, the commission's new Broadcast Bureau chief, were making their first appearance before the Federal Communications Bar Association since assuming their new duties two months ago.

Mr. Walsh contented himself with a brief description of the problems facing

him in his new job, and with an appeal to the lawyers to help reduce the backlogs in renewal and transfer matters by presenting all of the required information promptly. "The sooner all of the facts are presented, the sooner you will get a decision—win, lose or draw."

But Mr. Wiley came prepared to leave an impression. For openers, he made it clear he has been reading some of the weightier and more philosophical lectures and speeches of Commissioner Nicholas Johnson.

With tongue in cheek, he said he had prepared "a definitive, 96-page treatise delineating my fundamental beliefs, indeed my philosophy of life, liberally sprinkled, I might add, with excerpts from my favorite commercials, and with quotations from everyone from Ghengis Khan to Zasu Pitts—a treatise which, incidentally, I entitled: "Why I am a Liberal or Life or Death for Corporations." However, he said he had put it aside when his invitation to speak was switched to a request for a recitation on his life.

Then he addressed a question raised by many observers who have noted that his predecessor, Henry Geller, has moved over to a position as special assistant to Chairman Dean Burch, with an office down the hall from him on the eighth floor of the FCC building. "As to how I can be effective when my predecessor is two floors closer to Mr. Burch than I am [he is on the sixth]," he said, "I long ago learned not to worry about matters which are beyond my control.

"Moreover," he added, "I am immodest enough to believe that my presence will be felt, perhaps has been felt, at the commission in ways which I feel are consistent with my conception of the general counsel's role within the FCC."

As for his views, which he expressed in admittedly "glittering generalities"—he said he wants to retain some of his "mystique"—he rejects "the vague, unparticularized condemnation of 'big broadcasting' and 'big business'" as he would "the outdated notion that what is good for General Motors . . . is necessarily good for the United States." Such "blanket categorizations," he said, do not "advance the ball toward the formulation of workable practical solutions" to the problems the FCC will face.

But one who does not have "a knee-jerk adverse reaction to anything which strives to make a profit" is not necessarily "a 'soft regulator', or unsympathetic to the demands of various members of the public whose interests perhaps have not been articulately or even adequately represented in the past."

He also noted that the communications-industry business is under attack



Mr. Cahill



Dr. Cole



Mr. Rawson



Mr. Walsh

from "rich and poor, big and little, black and white—all of which seek to ascribe to *their* tenets and *their* actions this abiding but admittedly non-absolute concept of the public interest." Such a climate, he said, requires the regulator to exercise "cool, professional, pragmatic and unbiased judgment."

Furthermore, he said he does not believe that federal regulation means federal control. He said "our society is premised on a competitive economy" largely free of such control, and while it "may be fraught with all kinds of individual deprivations, inequities and faults," it is still "far ahead of whatever

is in second place.

"In the context of the FCC," he added, "I do not think it either possible or advisable" for its members "to serve . . . as the national arbiters of programming tastes or quotas nor to substitute their aesthetic judgments for those of your clients."

FCC sets hearing on Burden renewals

Agency says 22 issues will be examined; action comes after nine-month review

The FCC has climaxed a nine-month, closed-door inquiry into the activities of Don Burden's five AM and FM stations with an order designating the license-renewal applications of each of them for a consolidated hearing.

Charges of allegedly illegal gifts of time to Senator Vance Hartke (D-Ind.) in his 1964 re-election campaign and of an alleged contribution of \$1,000 to Senator Mark Hatfield (R-Ore.) in his 1966 campaign are involved in the 22 issues related to the Burden stations in the hearing order issued last week on a 6-to-0 vote.

Allegations that Mr. Burden arranged for the monitoring of telephone calls of commission witnesses in a previous hearing involving Mr. Burden's stations will also be examined. So will matters surrounding a zoning request involving one of the stations, "including any plans of the licensee to make payments to public officials in connection" with the request.

The order also sets for hearing an application of Indianapolis Broadcasting Inc., composed of Indiana businessmen, which is seeking to supplant WIFE-(AM) Indianapolis, one of the Burden stations. Besides WIFE-AM-FM, the Burden stations are KOIL-AM-FM Omaha

and KISN(AM) Portland, Ore.

And, in a separate action, the commission named Mr. Burden as a party in a license-renewal hearing involving WPDQ(AM) Jacksonville, Fla. (see page 18). One of the issues in that hearing involves the question of whether the licensee, Belk Broadcasting of Florida, transferred control of the station to Mr. Burden without commission approval. The commission directed that the hearing examiner assigned to the Burden case preside in the WPDQ proceeding.

The two hearing orders are the latest in a series of commission actions involving Mr. Burden since 1964. The inquiry leading to the renewal hearing on the Burden stations was itself the product of a staff investigation begun in November within weeks of a commission order granting WIFE-AM-FM six-month license renewals. The short-term licenses, in turn, were the sanction the commission imposed after concluding that the stations had conducted fraudulent contests and had sent false invoices to advertisers.

Those offenses occurred in 1964, after the commission placed the stations on one-year probation on charges they had hypoed ratings. Information leading to the latest hearing came to

the commission staff's attention after the second WIFE-AM-FM hearing was under way.

The commission action granting WIFE-AM-FM six-month renewals drew sharp criticism from the House Investigations Subcommittee, which felt the renewal applications should have been denied. The subcommittee began its own probe of the Burden stations, but later decided to leave the field to the commission.

The charges naming Senators Hartke and Hatfield have been aired in the press previously, and the senators have denied involvement in any wrongdoing. Last week, an aide to Senator Hatfield said flatly that the senator did not receive a \$1,000 contribution from Mr. Burden.

Senator Hartke is involved in several of the issues. One raises the question as to whether WIFE-AM-FM violated the fairness doctrine and federal law giving the senator free time worth \$5,890 in 1964. Another is whether WIFE violated the equal-time law in the rates charged for advertising in behalf of his candidacy that year.

In discussing the issue related to the alleged contribution to Senator Hatfield, the bill of particulars prepared by the

commission's Broadcast Bureau asserts that records of the Star Stations Inc., parent company of the Burden-owned licensees, "show that in 1966 the corporation contributed \$1,000 to Mark Hatfield. . . ." It also says that the commission has information that this contribution was made "pursuant to the instructions of Burden."

Both senators were also favored in other ways, according to the bill of particulars. It says the commission has information indicating that Mr. Burden directed the WIFE stations to promote Senator Hartke in coverage of the 1964 senatorial campaigns in Indiana, and KISN to do the same for Senator Hatfield in his 1966 campaign for the Senate. The bill of particulars says the commission's information is that the two senators were given favored treatment.

The bill of particulars says that, in testifying in the closed-door inquiry, Mr. Burden denied giving free time to Senator Hartke or directing his stations to favor him or Senator Hartke. He is also said to have denied recollection of a \$1,000 contribution to Senator Hatfield.

He is also reported to have denied making arrangements to have the telephone calls of Broadcast Bureau witnesses monitored when the previous WIFE-AM-FM renewal hearing was un-

der way in 1966. The bill of particulars says the commission has information that the monitoring occurred at the switchboard of the Indianapolis hotel where the witnesses were staying, and that the conversations were reported.

The zoning matter involved a request for approval of construction towers at the KISN antenna site. The bill of particulars says that on the same day, March 10, 1966, that the county commissioners overruled the local planning commission and granted KISN's request, Mr. Burden directed an employe to send him \$10,000 in \$100 bills.

The bill of particulars quotes Mr. Burden as saying he was going to use the money to "make a blanket contribution to the campaign funds of all the county commissioners' in order to gain approval of his tower height request." But, the bill of particulars adds, "according to Burden, as a result of the board's action, he did not make the contribution which he intended to make."

KISN records were said to contain a \$2,000 check made out to a "Del Easley," who was not identified—either in the document or by FCC officials when asked for elaboration. According to the bill of particulars Mr. Burden said the check was drawn in connection with the zoning matter "but that the check was rejected by Easley as insufficient" and

"management consulting agreement" between Belk Broadcasting Co. and Mr. Burden. Under this agreement, it was noted, Mr. Burden was to advise the licensee of WPDQ concerning sales and promotional activities. The agreement was terminated on Feb. 28, 1968. The commission claimed that these promotion contests were rigged.

Other allegations regarding the Belk-Burden relationship:

- That there were a number of instances in which the operations of WPDQ were controlled by personnel of the Burden organization.

- That WPDQ's bookkeeper furnished Mr. Burden with daily reports as to station sales accounts receivable and other financial matters.

- That the employment of Tom Devaney as sales manager was the result of the "consulting agreement" between Belk and Mr. Burden.

- That the station had carried \$4,446 worth of spot advertising for Sardo Bath Oil; billing for which was handled by Star Stations through the bookkeeping department of Mr. Burden's KOIL Omaha.

Other issues designated for hearing by the FCC were violations of sponsorship-identification rules and the broadcast of misleading announcements.

because he did not want a check.

The hearing order also contains an echo of the hearing that resulted in the one-year renewal given WIFE-AM-FM in 1964. The issue then was the stations' improper use of an audience rating survey prepared by C. E. Hooper Inc. One of the issues in the current hearing calls for a determination of the facts and circumstances surrounding gifts Mr. Burden has admitted making to Frank Stisser, president of that company. Hooper was acquired in May 1969 by Daniel Starch & Staff (BROADCASTING, May 19, 1969).

Mr. Burden is said to have sent Mr. Stisser a \$444.20 yard tractor and to have allowed him to use KISN's trade-out account with the Riviera hotel in Las Vegas. However, no dates are given. The bill of particulars notes that Mr. Stisser has appeared at management meetings of the Burden stations and that several of them have used Hooper services for a number of years.

Other issues in the hearing cover a wide range, raising questions as to whether the licensee corporations harassed former employes in an effort to frustrate commission inquiries, whether they maintained proper supervision over the conduct of broadcast contests, whether they lacked candor in responses to the commission, and whether the stations had concealed revenue derived from national trade-outs.

Preconvention meet set by NAFMB officials

Officials of the National Association of FM Broadcasters will meet in Chicago on Dec. 16 in a planning session for the NAFMB convention March 25-28 at the Palmer House in Chicago, prior to the annual meeting of the National Association of Broadcasters.

NAFMB President John Richer, WFIL-FM Philadelphia, said newly appointed co-chairman for the convention, Ray Nordstrand, WFMT(FM) and John Catlett, WBBM-FM, both Chicago, and Frederick Allen, director of development, NAFMB, New York, will attend the planning session.

According to NAFMB officials, registration for the 1971 convention is expected to be "heavier" than in previous years even though, they said, economy cutbacks are generally discouraging attendance at similar industry meetings.

Emphasis at the NAFMB convention in March will be on a series of group-participation sessions with particular attention given to FM's role in automobile advertising; regional meetings of the membership exchanges of station information, and presentation of the 1970 Armstrong awards.

FCC to examine Belk-Burden tie too

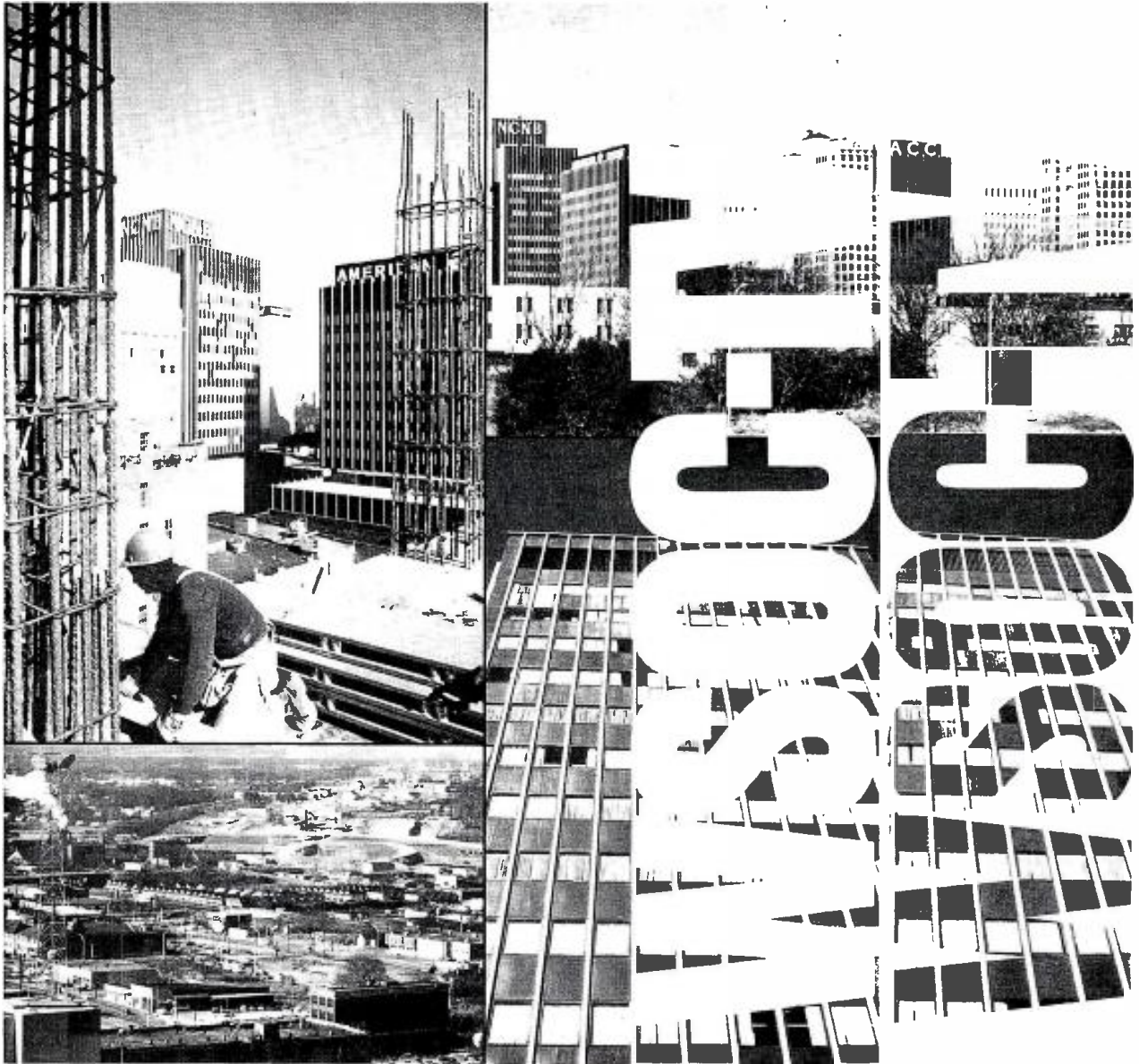
WPDQ set for renewal hearing on multiple issues including station control

The FCC last Thursday (Dec. 3) scheduled for hearing the application of Belk Broadcasting Co. of Florida Inc. for renewal of WPDQ(AM) Jacksonville, Fla. No date was set.

In a related but separate order last week the commission also designated for renewal hearings the stations licensed to corporations owned by Star Stations Inc. (see story above).

Among the issues designated for the WPDQ hearing was whether ownership or control of WPDQ had been transferred to another party or parties without commission approval. The "other party" referred to is Don Burden, owner of Star Stations Inc., who was made a party to the proceeding.

The FCC, among other things, alleged that Mr. Burden and his organization had influenced the operations of WPDQ—particularly in the administration of several promotion contests. On July 19, 1967, the FCC said, Belk filed with the commission a copy of a



Reflecting the Metrolina Market Megalopolis

Growth is the story of Charlotte. Center of the Carolinas and distribution-transportation hub of the Piedmont. Encompassing nearly 2.3 million people within a 75 mile radius. A selling market. First in the south and third in the nation in rate of wholesale sales growth. A young market. Four out of five persons are under 50 years of age. A market to sell. The sales potential of this expanding Metrolina market is mirrored by the growth of WSOC-TV. A young station. Delivering proportionately more viewers under 50

than any other station in the market. A selling station. First choice in Charlotte. First choice of the Carolinas.

* Source material available on request.

A reflection of Charlotte
WSOC Television

Represented by Tele-Rep

 A Communications Service of
 Cox Broadcasting Corporation

TO: FORT WAYNE, INDIANA
FROM: WANE-TV
A child's view of Christmas.

The first known Christmas card was a simple woodcut made in Germany about 1450. Now, more than five centuries later, the charm of handmade cards has all but disappeared. But not at WANE-TV, which has made a tradition of sending out original cards like these created by children at nearby orphanages.

Each Christmas, the station makes substantial donations to the Allen County Children's Home, Fort Wayne Children's home and Saint Vincent's Villa. It distributes their cards. And encourages the most talented children by displaying additional artwork on the air and in downtown exhibits.

In the true spirit of giving, this is WANE-TV's way of reminding the community of the needy youngsters in its midst. And of wishing a Merry Christmas to all.



hrp

HARRINGTON, RICHTER & PARSONS, INC.

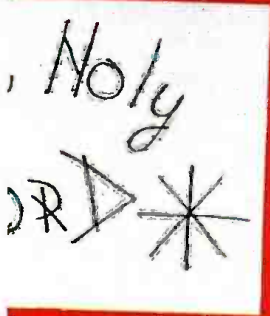
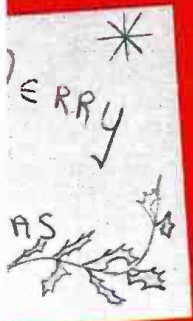
TELEVISION INNOVATORS

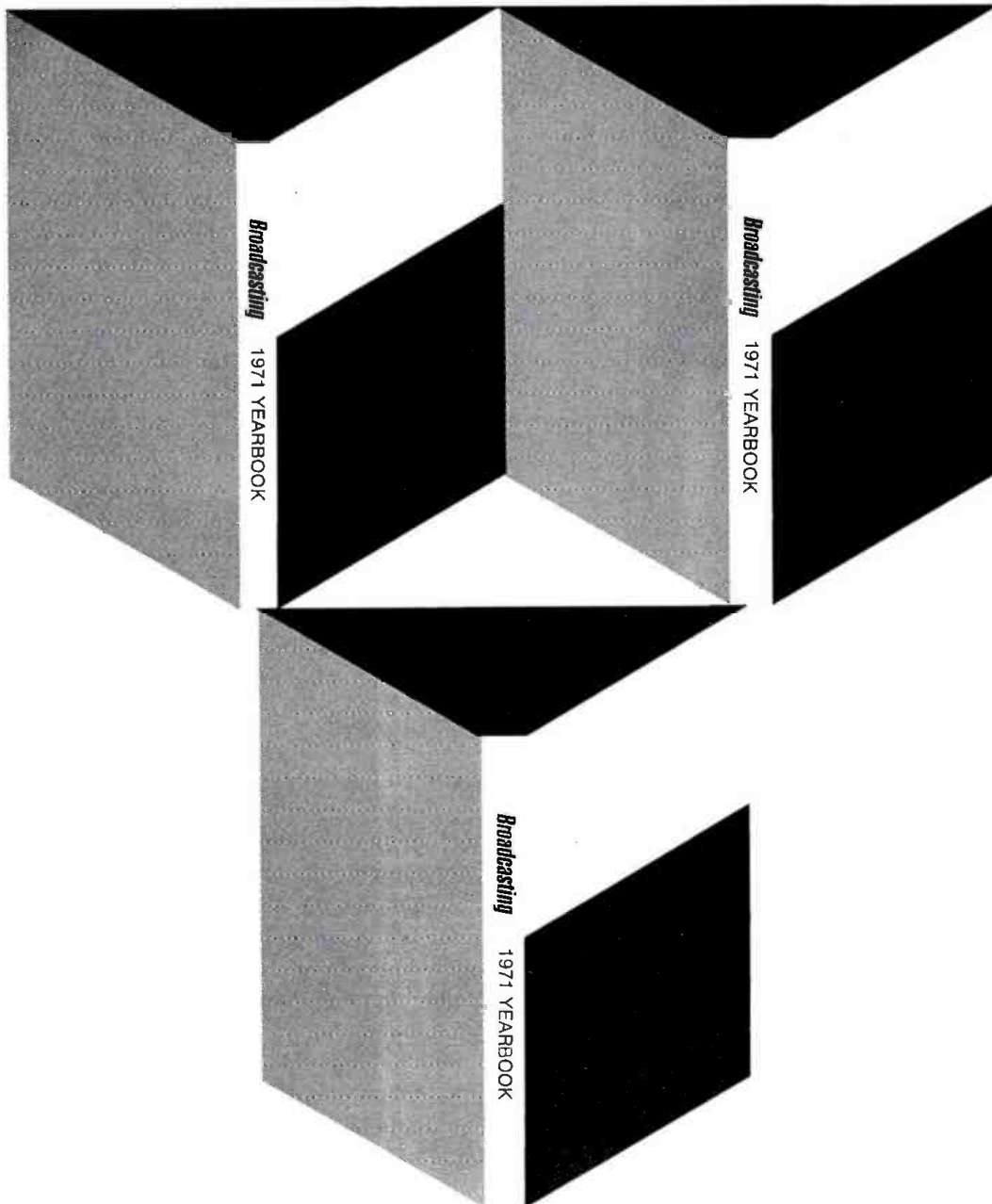
hrp blue

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

hrp gold

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





Send me my own copy of the 1971 Broadcasting Yearbook

Please send _____ copies at \$13.50 each to

Name: two initials and last name

1	2	3-16
<input type="text"/>	<input type="text"/>	<input type="text"/>

Company Name

17-35

Payment enclosed
 Bill me

Address

36-53

Home? Yes No

City

54-66

State

Zip Code

67-71

Title/Position

Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036

1971 Broadcasting Yearbook Off Press January 1971

Order your own copy of the 1971 Yearbook. Just fill in the coupon and return it to us. Your copy will be shipped just as soon as the 1971 Yearbook is off press.

The 1971 Yearbook contains all of the valuable 53 directories found in previous editions . . . plus the new section of comprehensive market data, the exclusive "Broadcasting Guide to National Spot Planning." This section gives all the basic information on markets, demographics and rates that media buyers need to draw up spot campaigns.

For all the facts and figures on television . . . AM and FM radio . . . broadcast equipment products . . . FCC rules . . . NAB codes . . . and much more, simply fill in the coupon and return it to us. We'll ship your copy as soon as the 1971 Yearbook is off press.

Corinthian keeps options open

Merger deadline is extended despite worry over FCC delays and market fluctuations

The boards of Corinthian Broadcasting Corp. and Dun & Bradstreet Inc. voted last week to extend to May 1, 1971, the optional termination date of their \$100-million-plus merger agreement.

They acted after the FCC, divided 3-to-3 on whether to approve the transfer of the five TV-station licenses involved and also on whether to set the application for hearing, voted on the eve of the original optional termination date—Nov. 27—to call for additional information from the applicants (BROADCASTING, Nov. 30).

Hamilton B. Mitchell, president of Dun & Bradstreet, and C. Wrede Petersmeyer, chairman and president of Corinthian, said in a joint statement announcing the selection of the May 1 date that "both companies will cooperate in providing the information recently requested by the FCC."

Privately, officials of both companies were said to be unhappy at the forced delay because they had twice been assured by the commission that action would be taken before the Nov. 27 "upset" date and because, they felt, the call for additional information requests little or nothing that could not have been requested six or even nine months ago. The application was filed last Feb. 27.

The stocks of the two companies followed different patterns in trading on the New York Stock Exchange last week. Corinthian shares dropped two points Monday and another eighth of a point Tuesday but climbed two points Wednesday and added an eighth on Thursday, closing Thursday at \$25.50. Dun & Bradstreet shares slipped a quarter of a point Monday, fell two and three-eighths Tuesday, rallied for a gain of one and five-eighths Wednesday and seven-eighths of a point on Thursday, closing at \$51.625.

At the time the merger plans were announced a year ago, Dun & Bradstreet stock was trading at \$58.75 and Corinthian at \$25.75, and under the terms of the merger—a .675 share of D&B for each of almost 3.4 million Corinthian shares outstanding—the merger value was put at \$134 million (BROADCASTING, Dec. 8, 1969). At last Thursday's closing, the indicated market value would be about \$117.8 million.

John Hay Whitney, financier, owns about 48% of the Corinthian shares and would own 9% of the merged company.

The FCC call for additional informa-

tion came in an undated letter, received last week, and asked the applicants to supply material on five basic points ("Closed Circuit," Nov. 30):

■ Further data in support of the "compelling public-interest showing" required under the FCC's 1968 top-50-market policy when more than two VHF stations are acquired in the top 50 markets. Corinthian has three stations in the category: KHOU-TV Houston, KXTV(TV) Sacramento, Calif., and WISH-TV Indianapolis (its other stations are KOTV(TV) Tulsa, a VHF, and WANE-TV Fort Wayne, Ind., a UHF). However, Corinthian and D&B have contended the policy is not applicable, on grounds that there will be no change in number of stations under common ownership and the policy was not meant to require divestiture of existing holdings.

■ "A complete statement regarding the competitive practices which will be followed" if D&B acquired the Corinthian stations. The FCC said it was specifically concerned as to how D&B's credit-reporting and business-information services will be used and "whether there is any possibility that, after merger, Dun & Bradstreet will be in a position to abuse its resources to the detriment of any competing broadcast stations."

Muscat's CP's in jeopardy

Victor Muscat, former president and board chairman of the Fifth Avenue Coach Lines, New York, faces possible revocation of six construction permits by the FCC. The commission last week ordered Mr. Muscat to show cause why the permits should not be revoked and scheduled a hearing for Feb. 8, 1971.

The commission noted that, on July 26, 1968, Mr. Muscat was convicted, on a complaint of the Securities and Exchange Commission, of filing false and misleading statements with the SEC about his dealings with the bus company. Criminal charges were filed against Mr. Muscat on Nov. 4, 1969. He pleaded guilty to the charges and the FCC subsequently notified him that, because of his conviction, a hearing was needed on his character qualifications to be a licensee. He holds construction permits for KVMP(TV) Tulsa, Okla.; KMYO-TV Little Rock, Ark.; KIKS-FM-TV Lake Charles, La.; WTVU(TV) New Haven, Conn.; and channel 24, Memphis.

The showing on this point, the FCC said, "should touch on all anticompetitive objections alleged by the various petitioners who have opposed the grant of the application without hearing."

■ "A statement from the Department of Justice and the Federal Trade Commission indicating that the proposed merger is not objectionable under any of the antitrust laws or policies of the U.S."

■ Since one D&B director, J. R. Newman, is also a director of General Foods, an indication of "what policies will be followed after merger to assure that this interlocking directorate—or any other interlocking directorate that might exist—will not be misused to the competitive disadvantage of any Dun & Bradstreet competitor."

■ "Specific information on the precise nature and extent of the asserted programing improvements contemplated in this area (children's programing) and when such improvements would go into effect. Specific information should also be furnished regarding any other programing improvements contemplated by the applicants." The FCC said this request stemmed from D&B's expectation, indicated in the application, that its resources and expertise in the area of children's books would be useful in strengthening Corinthian programing.

The letter said the application "will be considered further when the information requested above is received."

On-air women form WBA, slate parley

A new national organization of women on-the-air personalities has been formed and will hold its first national steering committee meeting at Chicago's Conrad Hilton hotel Jan. 16, 1971.

Women Broadcasters of America (WBA), the name of the new group, has temporary headquarters in Houston. Jan Marshall, a former Houston air personality, is acting secretary. Her address is Box 6581, William Rice Station, Houston.

WBA was formed to recognize and solve the "unique problems of the woman on-the-air broadcaster," Miss Marshall said, including, she said, programing, additional opportunities for women, and working to help promote better broadcasting.

Present members of the steering committee are Fedora Bontempi, KLAS-TV

The new Nielsen age-breaks and the long lost market they found.

For years, you've been buying television audience ratings that were provided only for three broad age groups: 18-34, 35-49, 50+. All that is now changing.

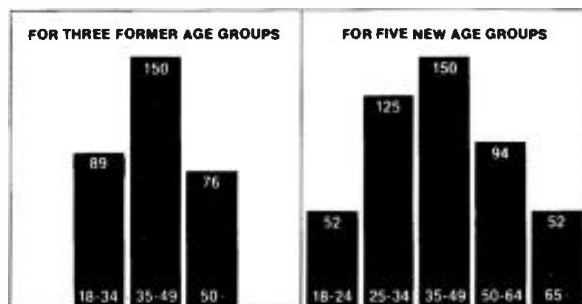
Today Nielsen regularly provides several additional age-breaks.

So you can now break out program audience data for five age groups: 18-24, 25-34, 35-49, 50-64, 65+.*

A chart is born. Of course, there's nothing too overwhelming about additional age-breaks all by themselves. But when you take a wide variety of products and measure buying for each of these age groups, then compare it to similar information for the old 18-34, 35-49, 50+ groups, you're in for a rather sharp surprise.

For example, if you compare supermarket expenditures of adult women, you get two charts like those below.

INDEXES OF SUPERMARKET EXPENDITURES BY ADULT WOMEN**



Lost and found. And what the differences in the charts tell us is:

1. That the old favorite 18-34 market was in reality a poorer 18-24 market combined with a prime 25-34 market.
2. And hidden within the former 50+

group is a prime package goods market from age 50 to 64 that you may well have overlooked.

All told, you just may find that you'll do even better buying 25-64 than you've done buying 18-49.

Some cases in point. Of course, the marketing patterns will vary from product to product. But the point is that whatever your product, the new five-age-group analysis will help you buy television more effectively.

And just so you get the full picture, we're including some specific examples of product use by age of women:**

PERCENT SHARE OF PRODUCT USED BY AGE GROUPS OF WOMEN

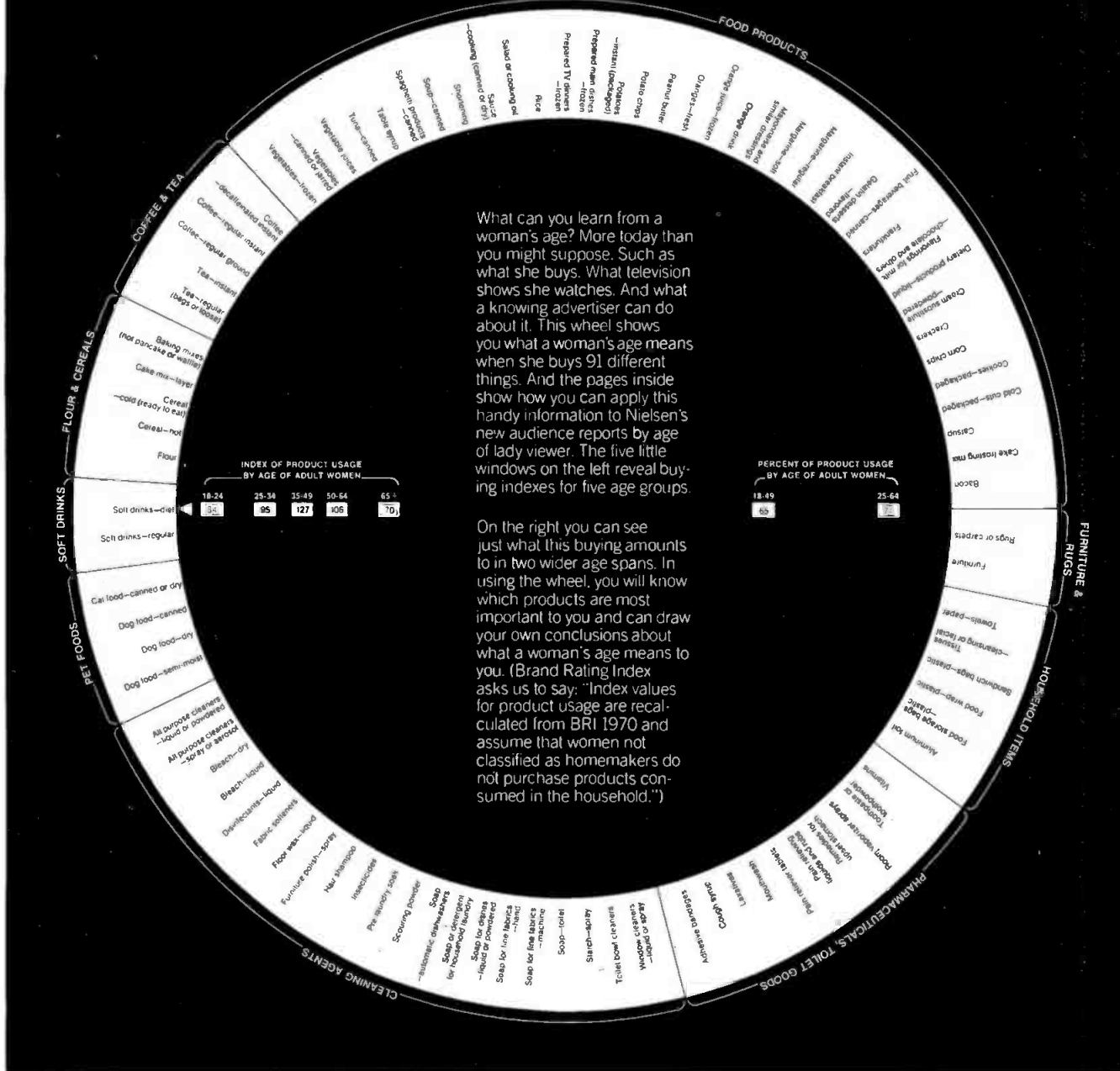
	18-24	25-34	35-49	50-64	65+	TOTAL
COLD CEREAL	9	28	37	18	8	100%
COFFEE (REGULAR)	6	19	41	25	9	100%
ALL PURPOSE CLEANSERS	11	24	34	21	10	100%
VITAMINS	16	49	31	3	1	100%
ALUMINUM FOIL	8	20	37	24	11	100%

Now naturally, you'll want to take a look at product usage for the new age-breaks for your particular product.

And naturally, the people at CBS have already done just that for the majority of product categories that would interest television advertisers.

We've put all this information together in the rather ingenious wheel you can see illustrated here. And as useful as it may be, the wheel is simply the cover of a hefty book. A book called "Where the girls are..." that goes on to explain the significance to you of the new Nielsen age data.

Where the girls are...



If you'd like a copy of the wheel-plus-book, just call your CBS representative or write Frank Smith, CBS Television Network, 51 West 52 Street, New York, New York 10019. Please be sure to tell us what particular product category (or categories) you're interested in.

CBS Television Network

* Nielsen will break out TV audience data for the following age groups: 18-34; 18-49; 25-49; 25-64; 35-49; 50+; 50-64. With these various groups at hand you will be able to derive data for 18-24; 25-34; 35-49; 50-64; 65+.

** Distribution of household product usage are based on Brand Rating Index 1970 and assume that women not classified as homemakers do not purchase products consumed in the household.

Las Vegas; Patricia Bosch, KLVI(AM) Beaumont, Tex.; Deena Clark, WRC-TV Washington; Kay Currie, WITN-TV Washington, N.C.; Carol Guild, WVIA-TV Scranton, Pa.; Joanne King, KHOU-TV Houston; Ann LeJeuno, KATC-TV Lafayette, La.; Paige Palmer, WEWS-TV Cleveland; Lee Phillips, WBBM-TV Chicago; Sunny Scofield, KERO-TV Bakersfield, Calif., and Dorothy Richey, KLVI(AM) Beaumont, Tex.

ABC Radio network signs New York's WMCA(AM)

The affiliation of independent WMCA(AM) New York with ABC Radio's American Information Radio Network service was announced jointly last week by the station and network. The new agreement takes effect Dec. 21.

The addition of WMCA highlights a change in ABC Radio affiliations in the New York area. WVNJ(AM) Newark, N.J., now affiliated with the information network, becomes an affiliate of the American Entertainment Radio Network replacing WJRZ(AM) Hackensack, N.J., which gives up the association with ABC. ABC-owned WABC(AM) New York continues its affiliation with the contemporary network and WABC-FM New York with the FM Network Service.

WMCA last Sept. 21 changed its pro-

gramming format from popular music to telephone-talk (BROADCASTING, Aug. 24), and also has obtained the broadcast rights to the 1971 season schedule of the New York Yankees baseball club (BROADCASTING, Aug. 31). WMCA intends to integrate the news programming of ABC's network service with local news and listener conversation. WMCA broadcasts 24 hours daily with 5 kw at 570 khz.

ABC Radio has also announced seven other station affiliations to its four network services. Joining the American Contemporary Network: KLIK(AM) Jefferson City, Mo., and WAPE(AM) Jacksonville, Fla. Joining the American Entertainment Network: KORD-AM-FM Pasco, Wash., WFAS(AM) White Plains, N.Y., and WSHF(AM) Sheffield, Ala. Joining the American FM Network: KFBC-FM Cheyenne, Wyo., and KJFF-FM Jefferson City, Mo.

In an even later announcement Thursday (Dec. 3), ABC Radio said it has signed WRIT(AM) Milwaukee as an affiliate with the American Contemporary Radio Network. ABC Radio's Robert O. Mahlman, vice president and director of affiliate affairs, said that with the addition of WRIT, ABC's Contemporary Network service had 238 stations. WRIT is owned by Great Trails Broadcasting Corp. and operates full-

time with 1 kw daytime and 250 w nighttime at 1340 khz.

\$40,000 thefts hamper San Diego ETV operation

San Diego, Calif., police last week were investigating the theft of nearly \$40,000 worth of motion picture cameras and tape recorders from non-commercial KEBS-TV San Diego.

Stolen from the school late Nov. 27 or early Nov. 28 were two Eclair 16mm and two Cannon scoopic cameras, three Nagra tape recorders and a Siemens projector, according to Jack Summerfield, station manager. "They obviously knew what to take," he said. "They left sync cables that wouldn't fit the cameras they stole and took accessories that would."

Most affected by the burglary are two series the station is doing on grants from the Corp. for Public Broadcasting. Deadlines for completion of the shows, one this spring and the other by June, can be met, Mr. Summerfield predicted, if the equipment is recovered or replaced within the next two months. Several filmed public affairs programs produced by the educational outlet have also been suspended.

Entry to the station was gained through removal of the glass in a louvered window. Three offices were broken into, Mr. Summerfield said—a production office, film editing room and the camera storage room.

Changing Hands

Announced:

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

■ KVFD(AM) Fort Dodge, Iowa: Sold by Edward Breen and others to Max Liandeas, Glenn Christians, Ross Martin, Rex Weitzell and G. Laverne Flambo for \$450,000. Sellers retain KVFD-TV there. Mr. Liandeas is manager of KVFD(AM); Mr. Christians is marketing director of Massey-Ferguson, Des Moines, Iowa, consulting engineers; Mr. Weitzell is president of Weitzell Advertising, Des Moines; Mr. Martin is head of Iowa Radio Network, and Mr. Flambo is director of broadcasting, Mid-America Media stations. KVFD(AM) is full time on 1400 khz with 1 kw day and 250 w. night. Broker: Blackburn and Co.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For



**FEATURED BY
AMERICA'S OUTSTANDING
MEDIA BROKER**

**MAJOR MARKET
FLORIDA FM
\$275,000**

Class C with excellent, well-maintained equipment. Automated. Stereo. Terms available. Contact Clifford or Robert Marshall in our Atlanta office.

SOUTHWEST \$275,000

Full-time AM. Top station in market History of earnings. Excellent assets. Terms available. Contact Clifford or Robert Marshall in our Atlanta office.

BLACKBURN & COMPANY, INC.
RADIO • TV • CATV • NEWSPAPER BROKERS / NEGOTIATIONS • FINANCING • APPRAISALS

<p>WASHINGTON, D.C. 20006 1725 K Street, N.W. (202) 333-9270</p>	<p>CHICAGO 60601 333 N. Michigan Ave. (312) 346-6460</p>	<p>ATLANTA 30309 1655 Peachtree Road, N.E. (404) 873-5626</p>	<p>BEVERLY HILLS 90212 9465 Wilshire Blvd. (213) 274-8151</p>
--	--	---	---

70-41

the Record," page 61).

■ **WPVL(AM)** Painesville, Ohio: Sold by Theodore Opregard and Carl Lee to Anthony S. Ocepek and others for \$537,500. Messrs. Opregard and Lee own equal interests in **WVSC-AM-FM** Somerset, Pa. Mr. Ocepek is employed by **WELW(AM)** Willoughby, Ohio, in sales consulting and management. **WPVL** operates on 1460 khz with 1 kw day. Broker: Hamilton-Landis & Associates.

■ **KSCJ(AM)** Sioux City, Iowa: Sold by Miss Elizabeth Sammons, George Perkins, Mrs. Louise Freese and others to Mr. and Mrs. Raymond W. Grandle and Wilmer W. Grabau for \$405,000. Sellers own **KTIV(TV)** (ch. 4) Sioux City and control the *Sioux City Journal* and *Journal Tribune*. Mr. Grandle, manager of **WXOW-TV** (ch. 19) La Crosse, Wis., and Mr. Grabau, assistant general manager of **WSDR(AM)** Sterling, Ill., are former owners of **WGEZ(AM)** Beloit, Wis. **KSCJ** is full time on 1360 khz with 5 kw.

■ **WJPF(AM)** Herrin, Ill.: Sold by Robert A. Ferrari and others to Charles D. Powers, Percy Faith and others for \$307,000. Mr. Powers owns 50% of **KEXO(AM)** Grand Junction, Colo. Mr. Faith is music composer. **WJPF** is full time on 1340 khz with 1 kw day and 250 w night.

■ **KGRV(FM)** St. Louis: Sold by Jack Trotter to Intermedia Inc. for \$206,696.05. Mr. Trotter, a Houston attorney and accountant, formerly owned **KLEF(FM)** Houston. Paul Hamilton Jr. is president of Intermedia Inc., owner of **KQTV(TV)** St. Joseph, Mo. Intermedia is owned by ISC Industries Inc., Kansas City, Mo., a public company that owns finance, leasing and insurance companies. **KGRV** is on 107.7 mhz with 100 kw and an antenna 320 feet above average terrain.

Texas FM recovers quickly from fire

"We were sitting and looking at the transmitter when all of a sudden it went up in a puff of smoke." That's how Wayne Marcy, president, **KLJT(FM)** Freeport, Tex., described a fire that caused an estimated \$15,000 in damage to the station's transmitter Tuesday (Dec. 1). The transmitter is adjacent to the station.

The fire, blamed on a short in the transmitter's power supply, prompted reduction of the station's power from 28 kw to 50 watts last week. It was expected to return to normal operation with a new transmitter last Saturday (Dec. 5).

Mr. Marcy also is president of **KBRZ(AM)** Freeport, which operates with a separate transmitter.

TV sale to university stymied

FCC blocks Gross deal in San Diego; school asks FCC to reopen hearing record

Jack O. Gross has been unsuccessful in assigning his construction permit for **KJOG-TV** (ch. 51) San Diego, and his efforts to donate it to United States International University, San Diego, have been blocked by the FCC's decision not to grant him more construction time.

So last week Mr. Gross asked the FCC to reverse an Oct. 30 decision by the review board. That decision overturned a finding last March by Hearing Examiner Basil P. Cooper that Mr. Gross's extension application should be granted, but only to enable the commission to process an application to assign the CP to the university (**BROADCASTING**, March 9).

In his application for review, Mr. Gross told the commission he had agreed with the university to modify their agreement to delete any provision for reimbursement of expenses. He said that, in effect, he is proposing a gift of the CP to the university and will abandon any reimbursement claim if it obstructs the assignment of the CP to the university.

At the same time, the university filed petitions asking the review board to reconsider its Oct. 30 decision and to reopen the hearing record to consider new evidence relating to the assignment application and to the university's programming proposals for **KJOG-TV**. Exhibits attached to its motion included copies of letters to the commission from three members of the California congressional delegation: Democratic Senator Alan Cranston, Republican Representative Bob Wilson and Democratic Representative Lionel Van Deerlin. All urged the commission to grant the assignment of **KJOG-TV** to the university.

Mr. Gross obtained the CP in June 1965 following commission approval of an agreement whereby the university would withdraw its former application for the facility in exchange for an option to acquire 50% interest in the permit from Mr. Gross. In April 1967 Mr. Gross and the university signed a letter of intent to begin action leading to assignment of the CP for his \$16,174 investment. Subsequently, he arranged to assign it to Broadmoor Broadcasting

25

YEARS AMERICA'S MOST EXPERIENCED MEDIA BROKERS

EAST COAST:—Profitable daytimer in top 75 major market. Excellent staff, present manager available to continue with new owner. Operation has long history of steady growth. Price \$400,000 on attractive terms.

Contact **C. L. "Lud" Richards** in our *Washington office*.

TEXAS: —Fulltimer in multi-station market. Excellent equipment, good staff. A real good opportunity for sales oriented owner. Price \$325,000—29% down, balance 6 years 8% interest.

Contact **George W. Moore** in our *Dallas office*.

Hamilton-Landis & ASSOCIATES, INC.

WASHINGTON, D.C. 1100 Connecticut Ave., N.W. 20036 202/393-3456
CHICAGO 1507 Tribune Tower 60611 312/337-2754
DALLAS 1234 Fidelity Union Life Building 75201 214/748-0345
SAN FRANCISCO 111 Sutter Street 94104 415/382-5671

BROKERS OF RADIO, TV, CATV & NEWSPAPER PROPERTIES / APPRAISALS / FINANCING

Corp. (owned by Michael, Clinton and Dan McKinnon of KSON(AM)-KSEA(FM) San Diego, and KIII(TV) Corpus Christi, Tex.) for \$18,000. In response to a court order, he withdrew from the agreement with Broadmore and agreed to honor his contract with the university.

The proceeding was designated for hearing in November 1968 and in his initial decision last March the examiner found that Mr. Gross had not filed a copy of his agreement with the university and that the failure to construct KJOG-TV was caused by matters under the control of Mr. Gross. However, he also found that an extension of construction time to permit the assignment to the university would be in the public interest.

A watershed reached in radio history?

NBC, undisputed pioneer, puts original network and stations on the block

NBC authorities reported a brisk market in inquiries from prospective buyers last week after their willingness to consider bids for the purchase of NBC-owned radio stations was disclosed ("Closed Circuit," Nov. 30).

They said late last week they had no firm offers on which they might act but that they had received expressions of interest from a number of bidders, reportedly including some prominent group owners.

Although the only known offer had been for all six NBC-owned AM stations as a group, officials said they would consider offers for individual stations or groups of stations from "responsible" sources.

"We will listen to proposals," one executive said.

The one known offer, although NBC would not confirm the identity, was from a group headed by John Palmer, one of the members of a group that bought KRKD(AM) Los Angeles (now KHS) earlier this year and WKNR-AM-FM Dearborn (Detroit) in 1969.

Mr. Palmer and NBC officials reportedly held extensive discussions that finally broke off when he was unable to present financing plans satisfactory to NBC. But reports persisted last week that he and associates had bolstered financing with State Mutual Life Insurance Co., the most prominently mentioned backer. Some NBC sources said they, too, would not be surprised if he sought to reopen talks.

The price level at which talks had been held could not be ascertained with certainty, but some nonnetwork sources

indicated it was around \$55 million.

NBC officials said independent estimates putting the market value of the radio properties at \$40-\$45 million were "much too low," but they denied they had established an asking price. Asked whether \$55 million would represent a fair price, they would say only that "that's better" than \$40-\$45 million.

They made clear that the fate of the NBC Radio network would be a critical if not decisive factor in any decision to sell the stations. One reason for thinking in terms of a group purchaser, one official said, was that the buyer then might be in better position to continue operation of the network.

Other sources reported that disposition of the network clearly figured in the talks with Mr. Palmer. NBC was represented as insisting that the network be continued. Mr. Palmer reportedly was interested only in the stations. In the interests of making a deal, however, he reportedly approached Robert F. Hurleigh, former president of the Mutual network and now publisher of *American Labor Magazine*.

Mr. Hurleigh is said to have assured Mr. Palmer that he and his company would be interested in taking over the network ownership and operation from Mr. Palmer's group. Mr. Hurleigh checked his own financial backers and was assured that backing would be available, according to these accounts, although no specific price range for the network was discussed.

The decision by NBC to consider offers for purchase of its radio outlets was regarded as a hard emotional one in view of the company's identification with radio from radio's earliest days and NBC's own role as the first radio network. Its concern for maintenance of the network was also believed influenced—as ABC's was several years ago when it briefly contemplated cessation of network-radio operations—by regard for the reaction that might be provoked in Washington by elimination of one means of virtually instantaneous access to the nation in event of national emergency.

On the other hand, the consensus last week was that NBC-owned radio stations as a group have been experiencing unaccustomed difficulties in recent years and may be costing NBC substantial sums, a situation that in the current economy would be even more painful than in the past. Radio networking no longer commands big revenues and as a whole is running at a loss, although it is not known that this is true in NBC's case.

Finally—and this is the reason officially given as the trigger for the decision to consider sales offers—there is the FCC proposal to break up media

crossownerships in individual markets. The proposal, if adopted, would force NBC to sell or swap most of the radio stations anyway.

The radio operation also is restricted in its profit potential by unusually high radio-union contracts, and although NBC officials discount this as a major problem, they also acknowledge that an independent owner could probably get much more favorable union deals when present contracts expire. None of the union contracts is long-term, they say—"at most, a couple of years."

NBC's only official statement on the whole subject was issued Monday (Nov. 30) "in answer to press inquiries." It said: "Since the FCC issued proposed rules against common ownership of radio and television stations in the same market, NBC has received substantial proposals for the acquisition of the radio stations it owns. In view of the trend in regulatory policy, we felt that such proposals merited evaluation, and we have given them serious consideration. At present, however, no offer on which action could be taken is before NBC."

The NBC-owned radio stations are WNBC-AM-FM New York, WMAQ-AM-FM Chicago, KNBR-AM-FM San Francisco, WRC-AM-FM Washington, WKYC-AM-FM Cleveland and WJAS-AM-FM Pittsburgh.

Murchisons win FCC nod in cutting Lamar shares

The FCC last week approved a plan proposed by Clint W. Murchison Jr. and his brother, John D. Murchison, to reduce their stock ownership in Lamar Life Insurance Co.

Lamar Life is the licensee of WJDX-AM-FM Jackson, Miss., and the parent of Lamar Life Broadcasting Co., which lost its license for WLBT-TV Jackson last year when a federal court of appeals overturned the commission's action renewing the license (BROADCASTING, June 30, 1969).

The Murchison brothers and related family interests now have de jure control of the parent company by their ownership of 718,088 shares, or 62% of the 1,158,334 shares outstanding. The remaining 38% is held by about 1,950 small stockholders. Lamar Life plans to purchase up to 450,000 common shares from its stockholders, leaving the brothers with de facto control.

Lamar Life's purchase will be made through a tender offer expected the first week of January 1971. If more than 450,000 shares are submitted to the company, Lamar Life will accept shares on a proportionate basis and return unpurchased stock to the shareholders.

If the Murchisons tender their present holdings, and if a significant portion of their shares is repurchased by the com-

pany, their holdings could be reduced to below 50% of the outstanding stock. If the entire 450,000 shares in the tender offer are purchased from the Murchison brothers, they would still retain 37.8%, the largest block of stock.

The final decision as to whether to proceed with the tender offer and the offering price will be made by Lamar Life's board of directors at the time any offer is made.

The commission granted the transfer application by a vote of 6-to-0. The grant is subject to Lamar Life promptly notifying the commission of the tender offer and the stockholders of the result.

MCA, NCTA decry cable proposals

MCA calls FCC's plan 'unfair', NCTA objects to more state regulation

MCA Inc. and the National Cable Television Association voiced strong opposition last week in their comments on aspects of the FCC's proposed regulations for CATV.

MCA protested the commission's distant-signal importation proposal and offered its own solution to protect program suppliers. NCTA cast its vote against local regulation of cable and limitation of CATV system ownership, and also offered some alternatives.

The proposed rule on distant-signal importation, part of the package of CATV actions and proposals advanced by the commission last June (BROADCASTING, June 29), would permit CATV systems to carry distant signals, conditioned on the substitution of local commercials for those in distant signals, and on payment of 5% of subscription revenues to the Corp. for Public Broadcasting. Although the commission has deferred to Congress in copyright matters (copyright legislation is essential to the importation proposal), it has offered Congress several suggestions, including a proposal to require CATV's to pay 0.7% of their gross revenues to program producers for each distant commercial signal and all ETV programming.

MCA, producer and distributor of films for theaters and television, said the commission's proposal, which it said was devised to compensate program suppliers for their changed positions in the proposed new market, will not achieve this objective. "It ignores the many variables in free market negotiations. It is unfair to program suppliers as a group; it is unfair to the individual supplier," MCA said.

If the commission is determined to permit importation, MCA said, it

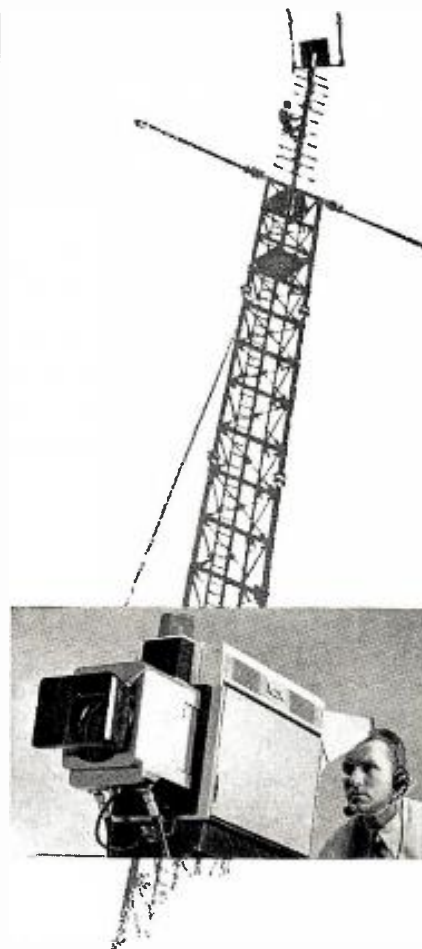
should consider alternatives that would provide a better means of protecting and compensating the program supplier. MCA suggested that CATV be permitted to import with the consent of the program supplier. "If that consent should not be forthcoming, CATV could still import, but importation would then constitute CATV consent to private arbitration with the program supplier as to a fair price," MCA suggested. In any case, it added, importation should respect some minimum standard of market exclusivity.

MCA said its proposal would not require small CATV's "to enter into separate negotiations and potentially expensive arbitration proceedings with numerous program producers or the smaller programmers to deal with numerous CATV systems" but would permit "appropriate group agreements or even industry-wide negotiations" subject to arbitration similar to that existing between TV stations and music-licensing organizations. In cases where an agreement is not reached, MCA said, the CATV system could either black out the program or carry the program. If it did, "such carriage would constitute an automatic agreement by the CATV system to pay the copyright owner a reasonable fee to be fixed by arbitration," MCA said.

The most important benefit of its proposal, MCA said, would be the provision for "direct bargaining between CATV systems and program producers, thereby permitting the specific considerations of market and economics, rather than any abstract formula, to fix the fees actually paid by CATV systems. In addition, the proposal would eliminate the need for an artificial formula to distribute the fees paid by the CATV systems among program producers or for the government to act as the middleman who collects the fees and makes the distribution."

Under the plan the commission advanced for local regulation, local governments would be given the authority to investigate the character and proposed service of franchise applicants, certifying the information to the commission, which would make the final decision and establish regulation of rates, maintenance and expansion. The commission also proposed to set 2% of a CATV's gross revenues as the limit of local franchise fees.

In its comments NCTA argued that the commission's regulatory program has deeply penetrated the economic and operational fabric of the CATV industry, creating a "basic incompatibility with its future goals for CATV of concurrent federal and state regulation of the industry." It recommended that the FCC pre-empt the field of CATV regulation with the exception of choosing



Command Performance? RCA SERVICE DELIVERS Expert Repair and Overhaul Service

FOR:

- Video tape recorders
- TV Cameras
- Antennas
- Microphones
- Transmitters
- Installation
- Console
- TV Projectors
- Microwave

Dial either of these offices for full information about fast, dependable broadcast equipment maintenance service from RCA:

Chicago (312) 965-6356
Philadelphia (215) HO 7-3300

Or contact:

RCA Service Company
A Division of RCA
Technical Products Service
Bldg. 204-2, Camden, N. J. 08101
Phone (609) 963-8000
Ext. PY-4129

RCA

among applicants for a franchise.

The association also proposed creation of an advisory committee, composed of state and local representatives, the FCC and the CATV industry, to study and make recommendations for a federal and local regulatory plan. Such a group, it suggested, could recommend guidelines for legal, technical, financial and character qualifications for local franchise applicants.

NCTA also cited the FCC's recognition of economic burdens placed on interstate communications by its proposal to limit franchise fees, and urged the commission to make clear that the 2% figure would be a maximum rate.

NCTA added that "it is wasteful and highly improper" for the commission

to encourage states to pass legislation and prepare to regulate CATV only to have the FCC eliminate their jurisdiction. And, it warned that, as a political matter, it may be impossible for the commission to pre-empt the field "if a significant number of states do equip their public service commissions to regulate CATV as a public utility."

The association termed "ill-advised" a commission proposal to limit CATV ownership to 50 systems with 1,000 or more subscribers in the top-100 population centers, and to 25 systems if a CATV owner had other media interests. An alternative proposal would limit a CATV operator to two million subscribers.

NCTA challenged the commission's

legal right to issue such rules and maintained there is no factual basis for the belief that undue concentration exists or is developing in the CATV industry. It also argued that restrictive rules would severely limit CATV's development as a new source of programming diversity by impairing its ability to compete with other media.

NCTA concluded that, if any such rules are adopted, they should be based on the number of subscribers equivalent to the combined net weekly circulation of TV stations owned by the largest TV network. In such a case, NCTA said, cable owners should not be limited in their access to a given market and all operating and franchised systems should be grandfathered.

NAB talent hunt gets down to names

Screening group scrubs some, looks for others in search for three executive vice presidents

The leadership of the National Association of Broadcasters last week buckled down in earnest to picking three executive vice presidents for the three new departments — government relations, public relations and industry relations.

More than 40 applicants and nominees were reviewed by the executive committee of the association, meeting in Washington and directing itself to the project for the first time.

No final choices were made at what was called an informational session on the job-filling meeting. But, Willard E. Walbridge, Capital Cities Broadcasting Co., Houston, chairman of the NAB said, "We are encouraged with the quality of the applicants."

He said, however, that the search is still continuing, although it's understood that part of last week was spent in eliminating a substantial number of

applicants, so that there is understood to be a handful of prospects left for each of the three jobs.

Mr. Walbridge said some choices may well be made at the next executive committee meeting Jan. 6 in Houston for announcement at the full board meeting Jan. 19-22 in LaQuinta, Calif. There is a feeling, however, that some members of the executive committee are not anxious to meet that deadline if it means not getting the best available persons for the jobs.

Mr. Walbridge acknowledged that Grover Cobb, Gannett Co., Rochester, N.Y., the immediate past chairman of the NAB, is being considered for the station-relations post ("Closed Circuit," Nov. 30), and that the name of Ellis Moore, ABC vice president and chief of public relations for the company, has been mentioned as a possibility for the public-relations executive vice presidency.

Other names that have been mentioned for the department chiefs are Paul B. Comstock, now vice president for government relations and general counsel, for the government-relations post; James H. Hulbert, vice president and assistant to the NAB president, and William Carlisle, vice president for TV, for the industry-relations post; and John M. Couric, presently vice president for public relations, for the public-relations executive position at NAB.

In other matters, the executive committee deferred an evaluation of the fall conferences. It had for consideration a staff report that offered a number of choices, ranging from the com-



The executive committee of the National Association of Broadcasters met last week in Washington and spent most of its time looking over the more than 40 names submitted for the three new executive vice presidencies of the NAB. Shown here is the full seven-man group. Seated (from l to r): Andrew M. Ockershausen, Evening Star Broadcasting Co., Washington, vice chairman of the radio board; Hamilton Shea, Gilmore Broadcasting Corp., Harrison-

burg, Va., chairman of the TV board; Willard E. Walbridge, Capital Cities Broadcasting Co., Houston, chairman of the combined boards; Richard W. Chapin, Stuart Enterprises, Lincoln, Neb., chairman of the radio board; standing (l to r): Grover C. Cobb, Gannett Co., Rochester, N.Y., immediate past chairman; Vincent T. Wasilewski, president of NAB; and A. Louis Read, WDSU-TV New Orleans, vice chairman of the TV board.

plete elimination of the six regional conferences to consolidation. Members of the executive committee expressed their disappointment in the results of this year's fall conferences, according to Mr. Walbridge, and voted to discuss the subject at greater length at the January meeting in Houston.

The executive committee also authorized a loan of \$5,000 without interest to the Community Film Workshop, New York, which trains minority apprentices for film jobs, including those with TV stations. Elbert Sampson of CFW was one of the regular equal-opportunity panel members during the NAB conferences this fall.

Earlier, the NAB executive committee met with members of the Media Structure and Service Committee to discuss the status of research and finances in light of the approaching Jan. 15, 1971, deadline for filing with the FCC in its proposed one-to-a-market rule. This proposal would require companies with newspaper and/or multiple broadcast holdings to reduce their holdings within five years to one or more daily newspapers; one television station, or one AM-FM combination.

Douglas L. Manship, WBRZ(TV) and WJBO-AM-FM Baton Rouge, La., who is chairman of the committee, said the committee expects to file on time its principal research project—a market-by-market breakdown of all communications channels, plus analysis. Other projects are coming along more slowly, he noted, and although they may not be ready in time for next month's deadline, an attempt will be made to place them in the record, he said.

The ultimate objective of the research, Mr. Manship said, is to show that the present system of broadcasting has given Americans the best system in the world.

Mr. Manship and his committee have raised \$100,000 from large group broadcasters and networks. They are now seeking to raise another \$100,000 from smaller broadcasters, principally radio owners. The project received \$100,000 from the NAB at its inception. Other members of the committee are Ward L. Quaal, WGN Continental Broadcasting Co., Chicago; E. R. Vadeboncoeur, Newhouse Broadcasting, Syracuse, N.Y.; Edwin K. Wheeler, Evening News Association, Detroit; J. Leonard Reinsch, Cox Broadcasting Corp., Atlanta; Norman P. Bagwell, WKY-TV System, Oklahoma City; Clair R. McCollough, Steinman Stations, Lancaster, Pa.; James M. Moroney Jr., WFAA-TV Dallas; and James M. Caldwell, Norton Stations, Louisville, Ky. Members of the NAB executive committee are ex-officio members of the committee.

NAB picks Houston for '74

It's Houston—home of the manned space center and the Astrodome—for the National Association of Broadcasters convention in 1974.

Last January, the NAB board instructed Everett E. Revercomb, secretary-treasurer of the association, to look into Houston as a convention site. Earlier this fall, he, and Edward Gayou of St. Louis, exhibit consultant to NAB for the last 15 years, visited the city, looked over the accommodations, and reported that NAB could meet there.

The NAB's executive committee is meeting in Houston on Jan. 6. While there, preparatory to the board meeting Jan. 19-22 in La Quinta, Calif., it will look over Houston's facilities.

Then, it'll be back to the Conrad Hilton in Chicago in 1975. NAB meets in Chicago in 1971 and 1972; in Washington in 1973.

NAB mulls status of its public service

Last October, when the combined boards of the National Association of Broadcasters met in Washington and approved the reorganization of the association, Perry S. Samuels, senior vice president, Avco Radio, Cincinnati, a member of the radio board, argued long and hard for the establishment of a full department, responsible for industry service. His proposal was voted down, but the function was ordered to be part of the new industry-relations department—one of three approved by the board. The other two are government relations and public relations. Each is to be headed by an executive vice president, and a search to fill these new positions has been under way since then (see page 30).

Because he felt his position may have been misunderstood, Mr. Samuels wrote a few weeks ago to every member of the board urging the seriousness of his proposal and stating that he did not want his advocacy to be misunderstood. He stressed again, as he had earlier, that public service must be an important part of the industry's activities. "Broadcasting," he said, "must be marshalled for public service," particularly he noted in regard to the problems of drugs, poverty and race relations.

And, he added, such a move would be good public relations for broadcasting.

Willard E. Walbridge, Capital Cities Broadcasting Co., Houston, chairman of the NAB, responded last week. He told Mr. Samuels that the spirit of his idea

had been accepted by the NAB board. Mr. Walbridge said that it is necessary to see how effective a public-service activity within the NAB can be before it can be upgraded into a higher functional level.

WHDH requests denial rehearing

Claims appeals court exceeded authority in affirming FCC

WHDH Inc. has resumed its court fight to hold on to its license for WHDH-TV on channel 5 in Boston. It asked the U.S. Court of Appeals in Washington last week to rehear the case in which the court on Nov. 13 affirmed the FCC decision denying WHDH's license-renewal application and awarding the channel to one of three competing applicants, Boston Broadcasters Inc. (BROADCASTING, Nov. 16). And WHDH asked for a rehearing by the circuit's full nine-judge panel, rather than by the three judges that passed on the original appeals.

WHDH based its request for rehearing largely on the argument that the court exceeded its authority by affirming the commission on grounds that the commission itself had rejected—that WHDH's original authorization, in 1957, to operate on channel 5 had been tainted by WHDH's late president's ex-parte contacts with the then FCC chairman.

The court held that, because of the case's history stemming from those contacts, WHDH was not an ordinary renewal applicant. Accordingly, the court said, the commission was within its authority in treating it—as it did—as an applicant for an initial grant.

WHDH—which maintains that that treatment put it at a crippling disadvantage—asserts that the commission itself was explicit in holding that its application of criteria normally used in comparative hearings involving new applicants only had nothing to do with the ex-parte aspect of the case.

The commission excluded WHDH-TV's record from consideration because it was only "average" and based its award to BBI on grounds of diversification of mass-media ownership and integration of ownership and management. WHDH is owned by the Boston Herald-Traveler, owner of WHDH-AM-FM and two dailies and a Sunday newspaper in Boston. BBI has no media interests.

The commission, in the concluding paragraph of the May 1969 order denying reconsideration of the decision, referred to the "special and unique category" of the case. But WHDH said this point had been lumped in with what the

commission labeled "other matters"—none of which, WHDH said, figured in the commission's conclusion.

WHDH asserted that the court's alleged error stemmed in part from what it contended was the inadequate time allotted it and the two other appellants in the case, in the original court hearing in May—another ground on which it is seeking rehearing. WHDH said the court was led to accept a "contrived version" of the commission's decision by the presentation made by the commission's counsel on oral argument—a presentation, WHDH said, it had no opportunity in its 15 minutes to counter effectively.

WHDH also asked for rehearing on the ground that the court did not consider constitutional issues involved in the appeal. One point involves WHDH's contention it was denied due process by the commission's failure to disclose in advance its intention to compare WHDH and its rivals on the basis of criteria normally used to compare new appli-

cants only.

Rehearing was requested also by Greater Boston Television Corp., which has been battling WHDH for the channel for 18 years. A similarly named Greater Boston TV Co. Inc., which shares some ownership with Greater Boston (I), entered the complex case in 1962, when WHDH filed for renewal.

Greater Boston (I)'s principal complaint involves the contention that the court's opinion affirms a commission decision "that did not deal" with the original case. The court in 1964 had remanded the commission's decision granting WHDH a four-month license to assess the effects on it of WHDH's president's death, in 1963. That case was consolidated with the proceeding in which WHDH was seeking renewal.

Greater Boston (I), which was favored for the original grant in an initial decision, said that after 18 years of litigation the very least it is entitled to is a final judgment. . . ."

One TV permittee gets more time, five don't

The Denver Post Inc. last Thursday (Dec. 3) won FCC approval for an additional six months to construct KHBC-TV Denver. The FCC review board, at the same time, denied extension requests and canceled construction permits for five other broadcasting permittees. The review board ruled that they had failed to prove "that construction was delayed by unforeseen circumstances beyond their control."

Those denied extra time were as follows: Beta Television Corp. (WBBU-TV Buffalo, N.Y.); Associated Television Corp. (WGTC-TV St. Paul); Mozelle Y. Hanan, representing the estate of Marco Hanan (KXO-TV El Centro, Calif.); Rochester Telecasting Co. (KCTR-TV Rochester, Minn.); and Marbro Broadcasting Co. Inc. (KHP-TV San Bernardino, Calif.)

Broadcast Advertising

Bill, bill, who's got THE bill?

Anderson of Illinois introduces first post-veto political-spending measure; others in the works

The Senate's failure to override President Nixon's veto of the political broadcasting bill two weeks ago has inspired what promises to be a flurry of new legislation aimed at placing limits on political-campaign spending in all media—with an emphasis on TV.

Representative John B. Anderson (R-Ill.), chairman of the House Republican Conference, last week beat Senate Minority Leader Hugh Scott (R-Pa.) to the punch by introducing a comprehensive campaign finance reform bill and promising to push for its swift enactment when the 92d Congress convenes Jan. 20, 1971. And Representative Charles E. Bennett (D-Fla.) said he also would begin drafting a comprehensive bill.

Indications were that numerous legislative assistants on both sides of the Hill would be kept busy in the weeks ahead drawing up similar measures.

Both Mr. Anderson and Mr. Bennett testified before the House Ethics Committee last week, which held hearings Tuesday (Dec. 1) on obtaining and spending campaign funds. The committee was directed in a resolution passed by the House several weeks ago to come up with recommendations and

proposed legislation on the subject.

Mr. Anderson's bill provides for tighter restrictions on radio-TV spending than those contained in vetoed S. 3637. All blocks of time would be sold at the lowest commercial rate, paid for out of U.S. Treasury funds, made available during prime time and aired simultaneously by all stations in the candidates' jurisdiction.

Candidates would be limited in their broadcast spending to three cents per vote in primaries and one cent per vote in general elections. Those ceilings would be part of an over-all limitation on spending of 10 cents per vote for presidential contests, 20 cents per vote

for Senate contests and 30 cents per vote for House races.

Under the measure, candidates of major parties for the Presidency would receive six half-hour blocks of TV time in the 35 days preceding a general election; candidates for the Senate would receive three half-hour and three 15-minute blocks and House candidates two half-hour and three 15-minute blocks. The bill also gives a formula for distributing lesser amounts of time for qualifying minor-party hopefuls.

The only qualification in the way time may be utilized is that ads involve "substantial live appearances by the candidate, employ formats intended to



Mr. Bennett



Mr. Anderson

Political-bill veto 'depresses' Johnson

FCC members sees government as captive of big business

FCC Commissioner Nicholas Johnson says the Senate's failure to override President Nixon's veto of the political broadcasting bill may one day be marked as "the last gasp, the last effort to get back government from big business—and we couldn't do it."

Commissioner Johnson, who said he was "deeply depressed," expressed his view in response to questions last week following a talk to the Women's National Democratic Club in Washington.

The commissioner had been sharply critical of the President at the time he vetoed the bill six weeks ago (BROADCASTING, Oct. 19). The measure would have required broadcasters to sell time to political candidates at minimum rates and would have set limits on candidates' spending on radio and television. It also would have repealed the equal-time law as it applied to presidential and vice-presidential candidates.

The President said the bill discriminated against broadcasting and failed to deal with the crucial issue of campaign spending—which, he said, was spending on all elements in campaigns. He promised to work with Congress on legislation that would meet his objections, and

last week Representative John B. Anderson (R-Ill.), House Republican conference chairman, introduced a comprehensive campaign-spending bill.

But Commissioner Johnson referred to the President's veto as "a real tragedy." He said the political process had been turned over "to big broadcasting and big business" and that those enjoying the advantage of power "chose not to give even a little bit to the people."

For the most part, Commissioner Johnson, a frequent critic of television, revisited themes he discussed originally in a lecture delivered at the University of California in Berkeley last month (BROADCASTING, Nov. 9). He was critical of big business for creating products he said are not needed and probably harmful and of television for serving as a medium for their sale. In a

mocking tone he read several commercials that he said were used to exploit "loneliness" and subvert values.

"What we're finding is that guys who are filling our sky with smoke from factories and urging us to fill our lungs with cigarette smoke have no more concern for our minds than for the rest of us," he said.

In the commissioner's view, there is a common thread running through all disaffected groups in society—which he says includes citizens' groups unhappy with television as well as blacks, women, young people and the elderly. The thread is a concept of "life awareness" and one of its manifestations, he says, is a determination to resist actions on the part of government and others the groups consider unjust—in brief: "Don't mess around with me."



Mr. Johnson

promote substantive political discussion and give the audience insight into the views, abilities and personal qualities of the candidates."

Mr. Anderson said he was "horrified by the barrage of 10- and 30-second political commercials that emanated from my television set" before the last election. He said he was seeking to "encourage candidates to use the medium of television for 15- or 30-minute programs on the issues rather than generally uninformative, sometimes misleading, and often banal spot advertisements."

Representative Bennett said he would propose that the broadcasting industry, as a federally licensed medium, be compelled to provide free air time to candidates for federal office. He gave no details, but gave assurances that he didn't want to "run radio-TV out of existence." He said he was also in favor of each candidate for a particular office being allotted an equal amount of air time.

Also testifying before the Ethics Committee was Representative Morris

K. Udall (D-Ariz.), who said no bill would be meaningful unless "we get into this television monster we've created." But he said any bill should be comprehensive, with over-all limits on spending. He also champions federally-subsidized campaigns.

Mr. Udall—who is in the running for House Majority Leader—said he favored the abolition of any political ad of less than five minutes, with the candidate appearing for at least half the running time.

Representative Bill D. Burlison (D-Mo.) supported a ceiling on all campaign expenditures, "not just television and radio," and Representative Abner J. Mikva (D-Ill.) favored limitations on radio-TV spending similar to those in S. 3637 but added that he would be "reluctant to see an over-all limitation on the amount that can be spent in a campaign."

On the Senate side, an aide to Senator Scott—whose promise of a comprehensive new spending bill played a decisive role in the demise of the political broadcasting bill (BROADCASTING,

Nov. 30)—said "we still don't have anything in really final form." He said a bill would be forthcoming in "the latter part of January or early February." Like Representative Anderson's measure, the bill will take the form of an amendment to the Corrupt Practices Act of 1925.

Earlier in the week Senator Scott, along with other Republican leaders, met with President Nixon to discuss legislative priorities and afterward renewed his pledge to introduce a comprehensive bill.

A spokesman for the Committee for a More Effective Congress, which played a key role in drafting and rolling out votes for S. 3637, said the committee was again importantly involved in drafting new campaign-spending proposals.

The spokesman expressed doubt that Congressman Anderson's "not very professional bill" was a "practical, workable proposal."

Meanwhile, broadcasters also were busy devising a new measure, as the executive committee of the National

Association of Broadcasters last week ordered its staff to get busy and help draft and legislate "a fair and equitable campaign bill."

The committee adopted a resolution that directed the president of NAB and the government relations staff to "meet with the leadership of both parties and appropriate congressional committee chairmen as soon as possible. . . ."

At its meeting last week in Washington, the NAB leadership expressed satisfaction with last month's Senate action that failed to overrule the President's veto, but was obviously mindful that the issue remains. It is also obviously mindful that unless a comprehensive political-spending bill is passed, TV and radio may again become the target for politicians' anxiety about the mounting cost of political campaigning.

In explaining what the NAB means by a "fair and equitable" bill, Willard E. Walbridge, Capital Cities Broadcasting Co., Houston, chairman of NAB, said this meant that there must be an effective limit on campaign expenditures, and that this limitation must be across the board, covering all media equally. He also said such legislation must include a provision for full disclosure of campaign income and spending, and also that it must completely abolish Section 315 of the Communications Act as it applies to all candidates. Section 315 requires a broadcaster to provide equal time to all candidates for an office when he has permitted his facilities to be used by any one candidate for that same office.

Broadcasters, Mr. Walbridge commented, must move "aggressively" with others in this complex field.

Retailers will hear how to use broadcasting

How retail stores can make effective use of radio-TV advertising will be featured on the agenda of the 19th annual national Retail Advertising Conference in Chicago Feb. 5-7, 1971, it was announced Thursday (Dec. 3) by Budd Gore and Ralph Heineman, co-founders of RAC Inc., Chicago. Mr. Gore is with National Retail Merchants Association, New York; Mr. Heineman heads a Chicago retail consulting services firm.

William Bond, vice president-publicity director, May Co., Cleveland, will head an RAC panel on how to get the most out of cooperative advertising, including vendor allowances and materials for retailers to use the broadcast media. June Thursh, Treasure Island, New York, will tell retailers how to produce television commercials. Sonja Larsen, Genung's, New York, will explain production of successful radio campaigns.

AM's sue to stop cigarette ad ban

Mutual affiliates say radio was mousetrapped in antitelevision law

The new federal law banning cigarette commercials from radio and television after Jan. 1 has run into its first court test. Licensees of six radio stations, all affiliated with the Mutual Broadcasting System, filed suit in federal district court in Washington last week, seeking to have the government permanently enjoined from enforcing the law and the law itself declared unconstitutional.

The broadcasters' suit, however, attacks the new law only as it relates to radio; it specifies that the constitutionality of the act as it relates to television and that medium's impact on the public are "irrelevant" to it.

This appears to be an effort to present the strongest case possible. For much of the broadcasters' argument is based on the contention that there is no evidence distinguishing between the impact on the public of print, and the broadcast media in general, and radio in particular—a point likely to go down hard with those promoting radio and television as more effective sales vehicles than newspapers and magazines.

The six licensees contend that the anti-cigarette-commercial law violates the Fifth and First Amendments to the Constitution—the Fifth, requiring due process, because the law "discriminates" against radio and television in that it does not ban cigarette advertising in other media; the First, guaranteeing freedom of speech, because the law prohibits the broadcast of commercials promoting a product that can be legally produced and sold.

The suit seeks the convocation of a three-judge federal court to rule on the challenge and issue the injunction. U.S. Attorney General John Mitchell and Thomas Flannery, U.S. attorney for the District of Columbia, are named defendants. The case was referred to Judge George L. Hart Jr.

The licensees bringing the suit are Capital Broadcasting Co. (WNAV[AM]) Annapolis, Md.; Dover Broadcasting Co. (WDOV[AM]) Dover, Del.; Turner Communications Corp. (WTMA[AM]) Charleston, S.C.; Northwest Broadcasting Co. (KVFD[AM]) Fort Dodge, Iowa; The LaGrange Broadcasting Co. (WLAG[AM]) LaGrange, Ga.; and North American Broadcasting Co. (WMNI[AM]) Columbus, Ohio.

The licensees brought the action on their own five months after the National Association of Broadcasters rejected a proposal of the Mutual Affiliates Ad-

visory Council that it join in such a suit (BROADCASTING, June 29). In May the MAAC had adopted a resolution calling on the NAB, "together with other affected parties, [to] institute litigation to seek injunctive relief from this discriminatory law" and to have it declared unconstitutional.

A statement released by the six licensees last week and attributed to Henry Rau, president of two of the companies involved, Dover Broadcasting and Capital Broadcasting, characterized the suit as an effort "to vindicate the rights and to preserve the freedom of broadcasters."

The suit said each of the complainants will suffer financial damage as a result of the law, not only in terms of lost cigarette advertising money but, as a consequence of that diminished revenue potential, in terms of the market value of their stations as well.

It is in making its point about the allegedly discriminatory character of the law that the suit makes the point promoters of broadcasting's selling power are likely to find uncomfortable. It says that the legislative history of the act makes clear "that there was absolutely no meaningful evidence before Congress which so much as suggested that there exists a definable distinction in terms of public impact between the print and broadcast media."

Then, bearing down on the side of broadcasting with which it is concerned, the suit says that "the little evidence taken . . . convincingly established that there are no meaningful methods of measuring the relative degree of efficiency as advertising vehicles of radio as opposed to the print media, with the result that the differences in impact, if any, are simply unknown. . . . Indeed, in the discussions before Congress such as they were, radio and TV were indiscriminately lumped."

In discussing the First Amendment issue said to be involved in the complaint, the suit says that the general question as to whether Congress may flatly prohibit the dissemination of commercial speech has never been decided. The suit says that fact alone warrants the convocation of a three-judge court to pass on the constitutionality of the act.

Antismoking spots will survive the banned ads

The television networks indicated last week that they intend to continue the scheduling of antismoking announcements after the ban on broadcast advertising of cigarettes goes into effect on Jan. 2.

Inquiries made of each of the networks as to whether or not they would

telecast the messages brought responses in the affirmative, though not one of the three—ABC, CBS or NBC—specified the quantity or frequency. ABC spokesmen said that network had no "hard or fast" policy regarding the messages, but "yes, we will continue to broadcast them with some level of frequency." CBS and NBC spokesmen said those networks "expected" the messages to continue, but the frequency or level of telecasts could not be detailed at this time. All three networks now broadcast antismoking spots.

Several broadcast groups, as well as the National Association of Broadcasters, have urged the FCC to leave the decision of whether or not to broadcast antismoking announcements to the discretion of broadcasters (BROADCASTING, Nov. 9). NAB has asserted that if the FCC dictates that stations must make the announcements, it will be engaging in censorship.

Business urged to counter darts

Chicago agency head wants U.S. Chamber of Commerce to help plan defensive unit

Formation of an association of American business to counteract attacks from government agencies, politicians and consumer groups against business was called for last week by Charles R. Standen, board chairman of Tatham-Laird & Kudner, Chicago.

In a speech at the Calorie Control Council's annual convention in Chicago, Mr. Standen described business as a powerful but silent majority which has not yet flexed its many muscles.

He told the group: "We are all guilty of many slights, omissions and commissions of dubious acts. Over-all, however, they seem to me to be minor and have not prevented this country from having the most dynamic and successful economy with the highest standard of living in the world.

"But what about the future?" he asked. "How are we going to handle the ever-growing attacks against the business community?"

Pointing out that business spends over \$19 billion on advertising to promote its products, Mr. Standen said: "Hardly a dime [is spent] towards preserving the basic climate in which business needs to prosper."

He proposed that an association of American business be formed as an independent force to be funded and represented by all business. Mr. Standen suggested the U.S. Chamber of Commerce not only set up a charter for

the new group but launch it as well.

"I would see it staffed in depth with top lawyers, communicators, public relations experts, scientists, research men, political experts, financial men—every specialized field it takes to win this fight," he said.

The association would gather and interpret facts about the probable results of every action, Mr. Standen said, and to lead it he suggested any one of the country's top business leaders.

"I would hope it would be fast on its feet—quick to respond to every new threat legally, politically, scientifically and sociologically," Mr. Standen said.

Consumerism specialist appointed by agency

Norman, Craig & Kummel, New York, has retained William G. Kaye, to keep the agency and its clients abreast of the developments in Washington concerning consumer affairs. Mr. Kaye, owner of a Washington consulting firm, will write a bi-weekly newsletter on consumerism and related legislative activities for NC&K clients.

Norman B. Norman, NC&K chairman, said the appointment reflects "the growing need of all marketers to be better attuned to the needs and wants of the consumers."

Mr. Kaye, who served as executive director of the President's Committee on Consumer Interests during the Johnson and Nixon administrations, now has his own consulting firm in Washington specializing in consumer matters.

House committee stops consumer agency plan

A House Rules Committee tie vote last week killed a Senate-passed bill to establish a federal Consumer Protection Agency. The committee voted 7 to 7 on discharging the measure for floor action.

The proposed agency would have represented consumer interests before other federal bodies and courts and would have had authority to assemble and publish data of interest to consumers, including brand-name information on the characteristics of consumer products. The agency would have had independent status, although its director and deputy director would have been presidential appointees. The Nixon administration had endorsed a consumer-protection unit but wanted it under the aegis of the Justice Department.

A petition to discharge the bill from the Rules Committee was being circulated, but with Congress pushing to wind up its affairs before the Christmas recess, it seemed doubtful that the measure would be resuscitated.

Rules Committee Chairman William

Look what we did to the world's finest tape cartridge system...



we made it better and named it Criterion 80!

For complete details, write Gates, 123 Hampshire Street, Quincy, Illinois 62301.



GATES

A DIVISION OF HARRIS-INTERTYPE

Colmer (D-Miss.), who had been under heavy pressure by consumer groups to schedule a vote on releasing the bill, voted against discharge, as did Democrats James J. Delaney (N.Y.) and John Young (Texas), and Republicans James H. Quillen (Tenn.), Dave Martin (Neb.), Delbert L. Latta (Ohio) and H. Allen Smith (Calif.). Voting for the bill were Republican John B. Anderson

(Ill.), and Democrats Ray J. Madden (Ind.), Thomas P. O'Neill (Mass.), B. F. Sisk (Calif.), Claude Pepper (Fla.), Spark Matsunaga (Hawaii) and William R. Anderson (Tenn.).

Representative Richard Bolling (D-Mo.), the only Rules Committee member absent for the discharge vote, was believed to have favored the moribund bill. He was vacationing.

President Nixon's consumer adviser, Virginia Knauer, was criticized for her "total silence" on creating a consumer body by Representative Benjamin S. Rosenthal (D-N.Y.), one of the bill's chief sponsors. He said Mrs. Knauer should submit her resignation, as her failure to speak out "was a cowardly act, and she no longer deserves the confidence of the consumer community."

ANA wants role in Firestone case

It seeks to counterbalance the influence of student group already admitted by FTC

The Association of National Advertisers said last week it had asked the Federal Trade Commission for the opportunity to intervene in an FTC proceeding involving the Firestone Tire & Rubber Co., charged with misrepresenting the price and safety of its tires.

The ANA filed a motion with the FTC after the commission granted a petition by Students Opposing Unfair Practices Inc. (SOUP) for the right to intervene in the same proceeding (BROADCASTING, Nov. 2). SOUP, composed of George Washington University law students, will not participate in the determination of the guilt or innocence of Firestone, but will be permitted to present evidence on whether the proposed cease-and-desist order—if Firestone is found guilty—adequately protects the public interest.

SOUP asked for affirmative disclosure in which Firestone, if found guilty, would have to state clearly in future advertising, both broadcast and print, that certain of its advertising had been deceptive.

The FTC has charged Firestone with falsely advertising that its tires were significantly reduced from regular prices and that purchasers were assured of getting defect-free tires, safe under all conditions.

In its motion, ANA pointed out that in permitting SOUP to intervene, the FTC said that its participation "may contribute to a fuller appreciation of the need for stronger remedies generally in commission cases." ANA's motion stressed that such an objective would not be well served unless the commission provided an opportunity to a representative of advertising to cross-examine SOUP's witnesses and rebut its testimony.

Peter W. Allport, president of ANA, commented that "SOUP apparently sees itself as an authority on advertising and advocates commission orders which are plainly confiscatory," and added:

"We do not believe that a group of law students is in a position to present

the highest caliber of testimony on the effects of advertising or on the consequences to business in general of a commission order such as they propose. We hope the FTC, having accepted SOUP's petition, will recognize the desirability of having before it the best available evidence, particularly in this case which may establish a broad precedent."

In its motion to intervene, ANA said its request had the limited purposes of presenting evidence on the issue of whether the FTC should adopt the provisions advocated by SOUP; cross-examining witnesses who testified in behalf of SOUP and presenting briefs and oral arguments in the case.

ANA said it hoped to show that SOUP's essential premise that there is "a substantially persisting, residual communication of respondent's challenged advertising claims is a false one." ANA added it also wanted to demonstrate the effect upon an advertiser of such an order as SOUP proposes would be "so destructive as to be punitively confiscatory."

The ANA motion contended that the outcome of the SOUP intervention in the proceeding may crystallize FTC policy and have general application far beyond the interests of the single respondent (Firestone).

"Even if limited to advertising involving safety considerations," the motion pointed out, "the significance of its reach to other products would be immense, embracing foods, drugs, cosmetics, medical devices, automotive products, electric appliances, electronic equipment, transportation services, to name but some of them quickly."

ANA cited the FTC's announcement of proposed complaints involving Hi-C fruit drinks and Chevron gasoline with forms of orders reflecting the SOUP concepts as an indication that safety involvement is not a governing criterion in this area.

"Presumably, if SOUP would be successful here, the result would mold the

outcome in those two cases and, by then, the die would be cast for all of advertising, regardless of what the product or service might be," the ANA motion stated.

The association emphasized that it would be "amazed" if the FTC were to take the drastic action that SOUP advocated without hearing from sources that can discuss the subject authoritatively. It claimed that SOUP, composed of law students, has no expertise in advertising, while the ANA is composed of 500 companies that use advertising on a national or regional basis. It stressed that, while many top 100 advertisers are members of ANA, about 25% of its membership invests less than \$1 million a year in advertising.

In asking that its petition for intervention be approved, ANA said: "SOUP would seem less in a position to supply the commission with such a spectrum of expertise as ANA can, and will, make available. The respondent, on the other hand, has no need and probably no motivation, at its own expense and labor to represent the interests of the other advertisers, other products and other services, which may feel the impact of the commission's action here."

Kava coffee spot under fire by FTC

Borden Inc. was charged by the Federal Trade Commission last week with false advertising in a TV commercial for Borden's Kava Instant Coffee.

The FTC said the challenged commercial's use of a meter to measure acidity levels in Kava and competing brands of coffee "exaggerates or misrepresents the difference in acidity."

In the spot, the needle of a "pH" meter swings to the extreme right of center—indicating low acidity—when measuring Kava's acidity level and when gauging other brands the needle swings to the extreme left of center, indicating a high-acidity level.

According to the commission the ad

is misleading because it depicts a so-called "expanded scale" on the pH meter; that is, a 2 pH segment is expanded to cover the entire 14-unit pH scale face.

A Borden spokesman in Columbus, Ohio, said the company had no intention of exaggerating. He observed that the FTC was not questioning the accuracy of the instrument used—which he said was a galvanometer—or the accuracy of the test readings in the commercial, which was aired intermittently between May 1969 and February 1970. He said the commercial used a physical comparison of Kava's acidity level versus other coffees, using photographs of the meter to illustrate in concrete fashion "Kava's lower acidity."

The spokesman added that the commission's complaint covered only Borden's instant coffee and none of its other products and that Borden's advertising had "constantly been in compliance with the law." Borden's agency, Ross Roy of New York, was not cited in the complaint.

The commission noted that Borden could dispose of the proceeding by entering a consent order or could contest the action in court.

Digisonics pushes its coding method

Effectiveness of Audicom system questioned in IDC petition to FCC

International Digisonics Corp., Chicago, a pioneer in automated monitoring of TV commercials using visual codes, last week told the FCC it has the best aural system for monitoring radio commercials ("Closed Circuit," Nov. 9).

In a petition for a further notice of proposed rulemaking on aural coding, IDC said "the method of encoding suggested by Audicom Corp. . . . does not sufficiently insure against perception of the identifying aural signals by the listening public." IDC said its conclusion was based on its research and experience and a study by the Southwest Research Institute on listener perception of audio signals.

Its system, IDC said, "utilizes pulse duration modulated acoustic signals with an on-the-air frequency of approximately 1000 hz" and "presents the only acceptable means of insuring that an identification tone will not be audible in the absence of program audio content."

IDC claimed its proposed use of low-frequency tone "makes it unnecessary to achieve as great a degree of signal submergence and makes possible a somewhat longer signal, with complete

safety, and more reliable detection."

The company also proposed an addition to the commission's rules specifying that an aural carrier may be pulse duration modulated by a signal with an occupied bandwidth no greater than 20 hz, a center frequency of 100 hz, and a level not exceeding minus 12 decibels with respect to the level for 100% modulation for the transmission of coded information. Each coded signal could not exceed four seconds in length and could not cause signal degradation of broadcast transmissions.

IDC asked the commission to issue a further notice of proposed rulemaking that would set forth the nature of IDC's proposal and its proposed rule amendment.

Free radio time no help to N.Y. candidate

Free radio time—about \$10,000 worth—apparently had no effect on the write-in campaign of one congressional candidate in New York's 19th District this past election. Miss Eva Chertov, Socialist Workers' candidate, received only four votes, according to official reports last week.

WOR(AM) New York, under an FCC equal-time ruling, gave Miss Chertov 99 one-minute spots on the station during the campaign. She also was a co-host on six 45-minute Monday-through-Friday interview shows.

The four-vote count, as reported by the New York Board of Elections last week, was Miss Chertov's total vote out of 105,222 in the district. But Miss Chertov had strong competition in the election: Mrs. Bella S. Abzug, the successful Democratic candidate, and Barry Farber, WOR personality running on Republican-Liberal lines.

Mrs. Abzug had filed an equal-time complaint against WOR with the FCC (BROADCASTING, Aug. 3). Robert S. Smith, WOR vice president and general manager, said the lawyer-feminist received about \$30,000 worth of free time or approximately 136 one-minute spots from Sept. 14 through Nov. 2. Mrs. Abzug also was a co-host on a 45-minute program.

In her complaint filed July 27, Mrs. Abzug had asked the FCC to stop RKO General Inc., the licensee, from continuing to use WOR to promote the candidacy of Mr. Farber. The FCC refused to rule on the complaint, saying the parties involved would have to work out a solution.

Mrs. Abzug received 46,947 votes to Mr. Farber's 38,460. Mr. Smith said WOR received many complaints from listeners about the time given both to Mrs. Abzug and to Miss Chertov, a 28-year-old English teacher.

Although Miss Chertov received only

four votes, she said her exposure on radio brought in between 30 or 40 more subscriptions to the party's weekly, *The Militant*.

Mr. Farber, during the campaign, continued his syndicated early-evening interview show.

'Open sale' of 30's seen by FC&B

Agency predicts this as but one effect of FCC prime-time access rule

A capsule look into what could be the commercial effects of the FCC's prime-time access rule was presented last week by Foote, Cone & Belding's broadcast department.

In its "Channel One" informational newsletter circulated internally, FC&B's predictions included "open sale" of 30-second positions by the networks and elimination of various nonprogramming materials.

FC&B termed these, and other developments, "adjustments" which could be expected during the early months of 1971, in anticipation by the networks of the cutback in programming.

FC&B said the sale of 30's would come "first on the basis of splitting a minute into two 30's a la the old 'major-minor' week sale, followed by the offering of 'wild' 30's as standard basis of sale," and said CBS would be the first of the networks to institute the move.

Other predictions:

"The complete elimination of billboards, except in the case of fully sponsored programs; the grouping of commercials into 'pods' of two minutes each, probably containing four 30's; fewer commercial interruptions within shows; new efforts to eliminate or reduce clutter in the form of promos, credits, trade-outs, public-service spots and other unnecessary items such as the [NBC] color peacock; virtual elimination of product protection, except within an individual commercial cluster; and standardization of commercial-break length between shows."

In programming, FC&B said the prime-time cut-back probably would result in more half-hour taped shows and more 90-minute filmed programs; "audience guarantees, made good in the form of bonus spots when homes delivery falls below agreed-upon level"; fewer specials and the remaining special shows grouped to form a "night of specials"; a return to first-run syndication by such major firms as Screen Gems, 20th Century Fox, MGM, Universal and Paramount and more live sports in prime time. The agency said increased sports

programming could be expected "in anticipation of a blanket waiver, excluding sports from the three-hour rule."

FC&B said an impetus to first-run syndication has been "the fantastic success" of Lever Brothers in gaining clearance for its upcoming *This Is Your Life* revival. The Lever show is being offered in a barter arrangement in which the program is given free to stations in exchange for two minutes of time with the outlet selling the remaining commercials locally.

Ad effectiveness called hard to gauge

There is a "promise gap" in the research of TV advertising, between the results promised and those obtained, according to Sol Katz, senior vice president and research director of Warwick & Legler, New York.

He told a meeting of the Boston Chapter of the American Marketing Association last week that TV testing services now are measuring many factors, including buying behavior, visibility of commercials, clutter and advertising recall.

Advertisers want to know if their commercials are good, bad or indifferent, Mr. Katz pointed out, and added that since there are "so many measurements of what effectiveness is, one can take his choice."

Midwinter called 'peak'

Blair Television distributed last week a study titled "Midwinter Television, the Peak Efficiency Medium," which compares the levels of homes using TV during the four weeks ended Nov. 23, 1969; March 17, 1968, and Jan. 25, 1970. The study, based on national television index data, shows that midwinter television surpasses the two widely used "sweep" periods in terms of audience levels and adult audiences and is the peak efficiency season for advertising schedules.

A move to streamline billing periods

Weeks and months would end on Sunday under plan advanced by four associations

Four industry associations have reached agreement on standards aimed at simplifying billing and collecting for spot television and radio by stipulating that the broadcast week will begin on Monday and end on Sunday and that for billing purposes each month will end on its last Sunday.

A joint announcement last week from the American Association of Advertising Agencies, the Radio Advertising Bureau, the Station Representatives Association and the Television Bureau of Advertising said agreement has been reached on definitions of "a standard broadcast week" and a "final Sunday fiscal month."

The new standards have been approved by the advertising financial management committee of the Association of National Advertisers, which will recommend that advertisers approve them when they are proposed by their individual agencies.

Stations will be asked to begin billing on the new basis for the first quarter of 1971, with monthly closing dates of Jan. 31, Feb. 28 and March 28. (By coincidence, both January and February of 1971 end on Sundays.)

Stations have been billing on a calendar-month basis and, it was pointed out, this has resulted in an invoice-closing date that falls in the middle of a spot-radio or spot-TV rotation plan if a month does not end on a Sunday.

The new standard month of Monday-through-Sunday weeks, ending always on a Sunday, will mean that most invoices will be for complete cycles and should reduce inquiries and speed up payments, authorities said.

The industry organizations said that it will still be possible for agencies to begin a schedule on any day of the week. They added that agencies will be

billed only for those announcements that fall within the standard week.

The effective date for instituting these new standards, the announcement stated, will allow preparation time for those involved, especially those with computerized systems, since next January and February end on Sunday anyway.

These new standards are the latest in a series of standardization projects developed by industry organizations. Others have included a standard availability form; a standard confirmation form; a standard invoice form; the industry standard commercial identification system; standard form for "spot scheduling instructions," and the AAAA's copyrighted "standard conditions for spot television contracts," announced recently (BROADCASTING, Nov. 30).

An immediate convert to proposed billing periods

The Katz Agency Inc. announced last week it has adopted the standards established by the American Association of Advertising Agency, Radio Advertising Bureau, Station Representatives Association and Television Bureau of Advertising with respect to the standard broadcast week and month. Katz's move is effective Jan. 1, 1971.

Katz said it decided to adopt the new procedures after it received 320 responses from stations, agencies and advertisers to an advertisement it inserted in trade publications urging the adoption of standard broadcast billing and scheduling cycles. Katz is sending letters to agency media directors and treasurers announcing its decision, and also is enclosing a copy of the 1971 Katz Standard Broadcast Calendar, incorporating the concept of the standard billing-rotation week and the standard fiscal billing month.

R. C. CRISLER & CO., INC.

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

CINCINNATI—

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

TUCSON—

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

Tangmere buying assets of video-tape house

Transmedia International Corp. announced last week that its wholly owned subsidiary, Tangmere Corp., New York, has completed the purchase of substantially all assets of Eastern Video Production Services Inc., New York, a video-tape production facility (BROADCASTING, Nov. 16).

Terms of the transaction were not disclosed, but Eastern Video was said to have assets of more than \$2 million at two studio locations in New York.

Transmedia International is a supplier of mobile color teleproduction facilities and has become active in TV program production.

Stuart Ross, president of Transmedia International, said Eastern Video's name has been changed to Transmedia Production Services Inc. Jack Murphy has been named president of TPS, while continuing as vice president of the parent company. John O'Leary and Jacques Fleischmann, formerly with Eastern Video, continue as general sales manager and director of post-production operations, respectively, of Transmedia Production Services.

'Today,' 'Tonight' used by 18 new advertisers

Eighteen advertisers made their initial buys on network television on NBC-TV's *Today* and *Tonight* shows in 1970 and spent a combined total of more than \$3.3 million during the year, it was reported last week by John M. Otter, vice president, sales, NBC-TV.

The advertisers represented on network TV for the first time on NBC-TV's early-morning and late-evening programs in 1970 are American-Built Rite Rubber Co., Amtico Division; American Florist Marketing Council; American Trucking Association; Gabriel Industries; Hilton Hotels; International Pizza Huts; Johnny Carson Apparel Inc.; John Deere Inc.; Kansas City Life Insurance Co.; Midas Muffler Inc.; Pendleton Woolen Mills; Red Devil Inc.; Serta; State of Georgia, Department of Industry and Tourism; Stuckey's Inc.; Trend Industries Inc.; Wheelhorse Products Inc. and Woodhill Chemical.

Mr. Otter noted that among those advertisers that started on NBC-TV's *Today* and *Tonight* programs (prior to 1970) with budgets under \$100,000 and that are now spending more than \$1 million on national television are Alpo Dog Foods, Holiday Inns and the *National Observer*. He said Skyway Luggage and Forest Products division of Owens, Illinois are examples of advertisers who will make their initial network TV purchases on *Today* or *Tonight* in 1971.

Minutes for both *Today* and *Tonight* are sold by NBC's participating program sales department, which was established to obtain sponsorship exclusively for these shows.

Researcher forms firm

Marty Goldberg, a former research executive at HR Television Inc., New York, has formed his own research and broadcast consulting organization, Martin E. Goldberg Inc. The new firm will be located at 280 Madison Avenue, Suite 1407, New York. The telephone number is (212) 679-2555.

NAB opposes liquor messages

But broadcaster spurns Wasilewski appeal to scrap plans to accept such commercials

The genie of hard-liquor advertising on broadcasting, which escaped last month when the owner of five UHF television stations said that they were going to accept such advertising (BROADCASTING, Nov. 20 et seq.), was being urged to get back into the bottle last week by the National Association of Broadcasters. Whether NAB was going to be successful is still in doubt.

Leonard Stevens, vice president, U.S. Communications Corp., group broadcaster that announced it would accept liquor accounts on its stations, said last week that his firm was going ahead with its plan. He made the comment after a meeting with Vincent T. Wasilewski, president of the NAB, who urged a change in that policy. Also present at the meeting was Frank Minner, president of the Philadelphia-based firm which is principally owned by the AVC Corp.

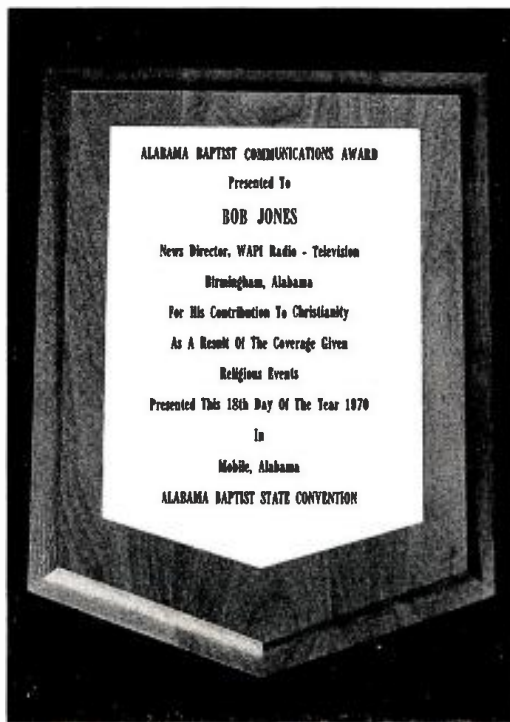
Mr. Stevens noted that liquor advertising on the USCC stations would be severely restricted. He also pointed out that there had been no solicitations yet.

But, he added, his firm still felt that since spirits are legally made and sold and advertised in other media there is no reason to bar it on the air. Traditionally, hard-liquor advertising has been barred under voluntary broadcast restraints. It is banned under the TV code. USCC, which is a member of the NAB, is not, however, a member of the code.

Mr. Wasilewski is said to have stressed that broadcasting is a guest in the home—and, since many people are opposed to hard liquor, the industry feels it should not cross this attitude. He also emphasized congressional attitudes, noting that he had received a letter from Representative Harley O. Staggers (D-W. Va.) asking about the USCC announcement. Mr. Staggers is chairman of the House Commerce Committee, which handles broadcast legislation.

The subject was discussed by the NAB's executive committee last week, and the consensus was that no change should be made in the voluntary ban.

800,000 BAPTISTS SAY THANK YOU TO WAPI NEWS DIRECTOR BOB JONES



"for his contribution to Christianity as a result of his coverage of religious events." Bob Jones is the first broadcast journalist ever to receive this award. For this honor, WAPI says thank you to the over 800,000 Alabama Baptists.



WAPI

Birmingham, Alabama
Represented by
Henry I. Christal

Petry sells radio arm to employees

Coppinger major stockholder in new ownership of company that keeps Petry name despite separation

The radio division of Edward Petry & Co., pioneer station representative, was acquired by a group of its key executives last week and went into business, effective Tuesday (Dec. 1), as a separate company known as Petry Radio Sales Inc.

Robert V. Coppinger, vice president and general sales manager of the radio division, is president and majority stockholder of the new company and was one of the chief negotiators of the purchase agreement with Martin L. Nierman, president, and Ben H. Holmes, executive vice president, of Edward Petry & Co.

About a dozen Petry Radio office managers and other executives will be stockholders along with Mr. Coppinger under the deal, terms of which were not disclosed. Five vice presidents were named late Thursday (Dec. 3) and Mr. Coppinger said these, among others yet to be named, would also be stockholders.

Robert M. Darcy, who has been director of administration for the division, will be vice president and director of business administration and also secretary-treasurer; William H. Steese, vice president in charge of research and promotion, will be vice president and director of sales services; Thomas F. Burchill, eastern sales manager, will be vice president and eastern regional manager; George P. Ponte, vice president and Chicago sales manager, will be vice



Mr. Coppinger

president and midwestern regional manager, and Lloyd W. McGovern, vice president and western sales manager, will be vice president and western division manager.

Along with the right to use the Petry name in its corporate title, the new firm acquired the right to the designation of the "Original Station Rep," spokesmen reported. The Petry company was founded in 1932 and is generally regarded as the first station representative in a modern sense.

In selling the division to its employees, Petry management followed the course charted by the company's founder, the

late Edward Petry.

In 1963, preparing for retirement, he sold it to a group of employees headed by Mr. Nierman. As a result, some of the new shareholders in the radio division also owned shares in the original company but will turn these in.

The new company has about 50 employees and represents 38 stations. As part of the deal, it will rent from Edward Petry & Co. for at least one year the space it occupies both in the New York headquarters and in the branch offices. These are in Atlanta, Chicago, Dallas, Detroit, Los Angeles, Philadelphia, San Francisco and St. Louis. New telephone numbers are being arranged.

There have been reports that Mr. Nierman and his associates in management of Edward Petry & Co. were planning to sell the radio division and concentrate exclusively on television. It is known that at one point negotiations were under way with a group headed by John Palmer, station owner who also has made a bid to buy the NBC-owned radio outlets (see page 28), but these talks failed to reach an agreement. Mr. Nierman said last week of the sale to radio division employees that "we always had this sort of thing in the backs of our minds."

Mr. Coppinger said the purchase was made exclusively by employees and that "no outsiders are involved."

Canada Dry offers Torme show

Canada Dry Corp., New York, is making the one-hour *Mel Torme: The Price of Fame* celebrity talk special available to stations on an exchange basis. Stations will receive the program in exchange for one-half of the commercial time for Canada Dry and its bottlers. A company spokesman said 41 TV stations have accepted the offer to telecast the

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports network-TV dollar revenue estimates—week ended Nov. 15, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Nov. 15	Total dollars week ended Nov. 15	1970 total minutes	1970 total dollars
	Week ended Nov. 15	Cume Jan. 1 - Nov. 15	Week ended Nov. 15	Cume Jan. 1 - Nov. 15	Week ended Nov. 15	Cume Jan. 1 - Nov. 15				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 226.9	\$ 5,660.4	\$ 287.2	\$ 14,452.4	87	\$ 514.1	3,770	\$ 20,112.8
Monday-Friday 10 a.m.-6 p.m.	1,717.7	76,534.6	3,412.6	140,561.2	2,316.7	87,654.1	992	7,447.0	40,234	304,749.9
Saturday-Sunday Sign-on-6 p.m.	1,666.6	43,470.9	2,092.7	61,433.1	1,346.4	43,656.1	335	5,105.7	12,944	148,560.1
Monday-Saturday 6 p.m.-7:30 p.m.	330.8	12,044.9	812.8	33,967.0	741.2	26,086.9	92	1,884.8	3,619	72,098.8
Sunday 6 p.m.-7:30 p.m.	65.6	5,178.6	197.2	11,307.6	365.8	9,210.7	22	628.6	908	25,696.9
Monday-Sunday 7:30-11 p.m.	7,548.6	247,706.2	7,479.7	297,287.1	8,109.3	301,807.6	458	23,137.6	20,203	846,800.9
Monday-Sunday 11 p.m.-Sign off	510.4	16,558.1	302.7	16,688.1	683.9	32,562.1	127	1,497.0	5,386	65,808.3
Total	\$11,839.7	\$401,493.3	\$14,524.5	\$566,904.5	\$13,850.5	\$515,429.9	2,113	\$40,214.8	87,064	\$1,483,827.7

program in mid-December. Canada Dry's agency is Grey Advertising, New York, which produced the program. The show features Sammy Davis Jr., Dick Martin, Carol Burnett and Mama Cass Elliott discussing such topics as politics, sex, war and drugs.

Sponsors named for Hope, Crosby golf shows

Full sponsorship for NBC-TV's *30th Bing Crosby Pro-Am Golf Championships* from Pebble Beach, Calif., and *The Bob Hope Desert Classic*, also from California, were announced last week. The Crosby special, to be broadcast live, Saturday, Jan. 16 (6-7 p.m. NYT), and Sunday, Jan. 17 (5:30-7 p.m. NYT), will be sponsored by 3M Co., St. Paul, through MacManus, John & Adams, New York; Allstate Insurance Co., Northbrook, Ill., through Leo Burnett Co., Chicago; Goodyear Tire & Rubber Co., Akron, Ohio, through Young & Rubicam Inc., New York; and Oldsmobile Division, General Motors Corp., Detroit, through Leo Burnett Co., Chicago. The Hope tournament, broadcast Saturday, Feb. 13 (6-7 p.m. NYT), and Sunday, Feb. 14 (4:30-6 p.m. NYT), will be sponsored by Chrysler Corp., Detroit, through BBD&O Inc., New York; The Goodyear Tire and Rubber Co., Akron, Ohio, through Young & Rubicam Inc., New York; and Celanese Corp. of America, through Grey Advertising, both New York.

Brother becomes Burnett

D. P. Brother & Co., Detroit, an incorporated division of Leo Burnett Co., Chicago, will change its name effective Jan. 1 to Leo Burnett Company of Michigan Inc. All officers remain the same and the agency continues to headquarter in the General Motors Bldg. A principal account is Oldsmobile. Founded in 1934, Brother merged with Burnett in 1967.

Ad industry has escaped mass layoffs, Dane says

The advertising agency is a fairly stable business compared to other enterprises, and its destiny is largely in its own hands, Maxwell Dane, chairman of the executive committee of Doyle Dane Bernbach, declared last week.

He told an American Association of Advertising Agencies seminar on agency management in New Orleans that seven of the top agencies in 1956 are still in this listing and the other three are still in business and thriving. He added there is "no equivalent in advertising to devastating mass layoffs that have plagued a number of industries in the past year." He said layoffs in the agency field are

estimated at about 5%.

Agencies, he said, have more control over their financial destiny than most manufacturing businesses. He pointed out that agencies can expand or contract with the rise and fall of their billings.

Mr. Dane summarized the problems of agency financing in this way: Keeping clients' budgets up through effective advertising, and keeping advertising agency expenses down through self-induced controls, including the cost of rental for offices and expenses for entertainment and travel.

Agency appointments:

■ Temple University, Philadelphia, has chosen Montgomery and Associates, Bala Cynwyd, Pa., to handle its approximately \$100,000 account. Appointment ends a 53-year association between the school and its former agency, Temple and Ecoff & James, Philadelphia. Montgomery said it plans to investigate the use of broadcast for its new client.

■ Dodge Dealers Association of Los Angeles and Orange counties, Calif., have named BBDO, Los Angeles, as agency for the \$1.5 million account. Previous agency for 10 years was Cole Fischer Rogow, Beverly Hills, Calif.

■ Vick Chemical Co., a division of Richardson-Merrell, New York, has acquired the Ulay Corp., Miami, and has assigned the Olay products to Norman, Craig and Kummel Inc., New York and NCK/Canada. Effective date of the assignment is Feb. 1. Advertising plans were not available pending in-depth marketing research and planning.


■ Armour-Dial Inc., Chicago, picks Foote, Cone & Belding there as agency for its new non-phosphate laundry detergent product to be introduced in early 1971. FC&B already handles Dial soap, among other products. Broadcast media are expected to be used.

■ Sterling Brewers Inc., Evansville, Ind., has appointed Burton Sohigian, Detroit, as agency for Sterling beer effective March 1, 1971. Sterling Brewers has an advertising budget of \$1.5 million. Present agency is Henderson Advertising Agency.

Business briefly:

Old Spice Toiletries, through Norman, Craig and Kummel Inc., New York; **Miller High Life beer**, through Leo Burnett Co., Chicago; and **Personna blades**, through Wells, Rich, Greene Inc., New York, have purchased time on an exchange basis, on *The Sports Challenge*, a game show syndicated in 32 markets by CPM Programs Inc., Los Angeles, beginning in January.


Pepperidge Farm Inc., Norwalk, Conn., through Ogilvy & Mather, New York,



Cartridge Tape Supermarket!

Here's a one-stop shopping center for the most and best in broadcast quality cartridge tape equipment—a SPOTMASTER supermarket of variety and value.

Just check the boxes and send us this advertisement with your letterhead. We'll speed complete information to you by return mail.

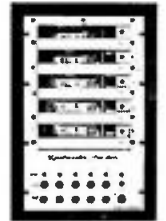


Ten/70 Record-Play

- The incomparable Ten/70
- The classic 500C
- The economical 400 (from \$415)
- Stereo models
- Delayed programming models

Single-Cartridge Equipment

Record-play & play-back models, compact & rack-mounted




Versatile Five-Spot

- Five-Spot (5-cartridge deck)
- Ten-Spot (10-cartridge deck)


Multiple-Cartridge Equipment

Cartridge Tape Accessories

- Tap3 cartridge winder
- Calibrated tape timer
- Remote controllers
- Cartridge racks (wall, floor & table top models)
- Degaussers (head demagnetizers & cartridge erasers)
- Telephone answering accessory
- Replacement tape heads
- Adjustable head brackets
- Head cleaning fluid
- Alignment tape
- Bulk tape (lubricated, heavy duty)
- Tape tags
- Cartridges, all sizes, any length tape (or empty), no minimum order, lowest prices



Tape Cartridge Racks



Cartridges: All Sizes

The nation's leader in cartridge tape technology can fill your every need, quickly and economically. That's how we became the leader. Write:

BROADCAST ELECTRONICS, INC.
A Filmways Company
8810 Brookville Rd., Silver Spring, Md. 20910
(301) 588-4983

has purchased participation on NBC Radio's *Emphasis*.

The American Motors Dealers, Detroit, through Wells, Rich, Greene, New York, will sponsor a special, *The Super Comedy Bowl*, on CBS-TV, Sunday, Jan. 10 (8-9 p.m. EST). The color program, featuring football and entertainment stars in a salute to the gridiron world, will pre-empt *The Ed Sullivan Show*.

Campbell Soup Co., Camden, N.J., through Leo Burnett Co., Chicago, is launching a network TV and print campaign, to introduce a new Franco-American product (brown gravy with onions). Campaign, which will begin in late November, follows test marketing in New England and Michigan.

Faberger Inc., through Nadler & Lari-

mer Inc., both New York, will sponsor the one-hour musical special, *The Smokey Robinson Show*, on ABC-TV, Friday, Dec. 18 (10-11 p.m. EST). The special features many top musical artists, including the Supremes and Stevie Wonder.

Du Pont, Wilmington, Del., and **Lange Co.**, Broomfield, Colo., for its skis and boots will co-sponsor *The 1970 World Alpine Ski Championships* from Val Gardena, Italy. Sponsorship of the half-hour program, to be telecast in January in approximately 185 markets, was purchased directly from the show's producer and distributor, Triangle Television.

Also in advertising:

Clack clicks hits ■ Tom Clack, in association with The Hit Factory Inc.,

New York recording firm, will operate Clack, specializing in radio commercial services, at 701 Seventh Avenue, New York. Operation also will provide music and special effects for TV, radio and film.

Diener & Dorskind successor ■ Copley/Lane Advertising Inc., Encino, Calif., has been formed and will occupy the former Los Angeles office of Diener & Dorskind Advertising Inc. at 16000 Ventura Blvd., Encino, Calif. The agency will concentrate on recruitment and product advertising for approximately 35 industrial accounts. All of the former Diener & Dorskind personnel will be retained under the new name with Diener & Dorskind themselves retaining one West Coast representative.

Programming

What of TV drama as propaganda tool?

Proxmire raises question as NBC rejects his bid for time on SST issue

Senator William Proxmire (D-Wis.) said last week that NBC's rejection of his request for time under the fairness doctrine to respond to a "San Francisco International Airport" episode (part of the *Four-in-one* series) leaves unanswered questions raised "when drama is used as a propaganda tool on a federally regulated medium."

The senator, a leading opponent of federal backing for development of the SST plane, contended that the episode in question—aired last week prior to a Senate vote on discontinuing funding for the supersonic transport plane—depicted the SST as a "glorious and exciting way to fly." (BROADCASTING, Nov. 30) (On Thursday [Dec. 3] the Senate voted to reject President Nixon's request for an additional \$290 million to build and fly SST prototypes.)

Senator Proxmire did appear on NBC's *Today Show* on Wednesday to discuss the controversial plane with other guests. But NBC sources said the appearances were scheduled independently by *Today* producers because of the timeliness of the issue and were not related to Senator Proxmire's request. In a letter to NBC President Julian Goodman, he had asked for "a few minutes" to "balance the impact" of the series episode.

In a letter to Senator Proxmire last



Senator Proxmire

week, Mr. Goodman observed that the program had been scheduled well in advance, and that its presentation shortly before the SST vote was accidental.

Mr. Goodman noted: "We think it highly unlikely that the work-a-day fictional episode in question could have an impact on the outcome of the legislation you are sponsoring, or that such an entertainment program could warrant, of itself, application of the fairness doctrine." He added that "the story . . . was not really concerned with the issue of supersonic flight. The advocacy of the SST by one of the characters, like its opposition by another, was by any standard superficial and simply a dramatic technique setting the stage for the

main plot."

NBC's handling of the SST issue in news coverage "has been fair and balanced and will continue to be so," Mr. Goodman added.

Following his receipt of Mr. Goodman's letter, Senator Proxmire commented: "I accept (his) statement about 'accidental juxtaposition in time.' I also agree it is rare for a powerful dramatic work to have political impact. Yet Harriet Beecher Stowe shortened the tenure of slavery and Upton Sinclair cleaned up slaughter houses. In the case of "San Francisco International Airport," obviously, there was no political impact.

"Nevertheless, an interesting problem has been presented. When drama is used as a propaganda tool on a federally regulated medium, should those affected be given an opportunity to answer?"

"As a believer in freedom of the press and speech, I would do nothing to restrain art. Yet would it be art (for art's sake) if the purpose was to influence immediate events rather than history? I don't imply an answer. It is, however, a legitimate question."

NBC, CBS tie in ratings

NBC-TV and CBS-TV tied at 19.1 and ABC-TV had 18.3 in the Fast National Nielsen rating averages for the week ended Nov. 22. Top 10: *Marcus Welby* (ABC), *Bob Hope* and *Jack Benny* specials, and *Flip Wilson* (all NBC), *Here's Lucy* and *Medical Center* (both CBS), *Ironsides* (NBC), *Movie of the Week* (ABC) and *Gunsmoke* and *Hawaii Five-O* (both CBS). NBC won three nights—Monday, Thursday and Saturday—with CBS winning Wednesday and Friday and ABC Tuesday and Sunday.

Midseason axe hits 4 shows at NBC

'Bracken,' 'Nancy,' 'Skelton,' Monday feature on way out

NBC-TV has completed changes in its nighttime schedule for midseason. The shuffling of shows will affect every night of the week with exception of Sunday and Wednesday by the time the last piece is put into place, effective in March.

Essentially, the changes announced last week involve the cancellation of four shows; expansion of the Saturday movie night by a half-hour, all effective in January; and a move in March affecting *The Red Skelton Show* and introduction then of a new half-hour comedy show, *Bird's Eye View*.

ABC-TV and CBS-TV had announced their midseason schedules earlier (BROADCASTING, Nov. 16, 23), with NBC at the time having indicated most of the changes the network will make.

The first modification at NBC comes at Friday, 10-11 p.m., effective Jan. 8, with *Strange Report*, a mystery series, replacing *Bracken's World*. The next move is replacement of feature films on Monday (9-11 p.m.) with movies expressly produced for TV, effective Jan. 11. A switch on Tuesday night (Jan. 19) will flip-flop two programs, placing *Julia* at 7:30-8 before the one-hour *The Don Knotts Show*. Effective Jan. 21, *Adam-12* will appear in a new time period, Thursday, 9:30-10 bumping *Nancy*, and the half-hour that *Adam* vacates at 8:30 will be the new starting time for the expanded Saturday movie, effective Jan. 23. In March, *The Red Skelton Show* will give up the Monday, 7:30-8 p.m. period for the new *Bird's Eye View* comedy about an airline hostess, and *Skelton* repeats will be scheduled in the summer.

By expanding the Saturday movie, NBC explained it will now be able to show motion pictures whose running time cannot be easily accommodated in the normal 9-11 period. That night starts at 7:30 with the one-hour *Andy Williams Show*. On Monday the movies-for-TV under the title *World Premiere* will follow *Skelton* and *Laugh-In* till March 29 when *Bird's Eye* replaces *Skelton*. An earlier start for *Julia* will permit the *Knotts* show, which has a lukewarm ratings record, to benefit by *Julia's* lead-in and position it in more favorable viewing time.

The new NBC schedule (all are New York times):

Sunday—7:30, *The Wonderful World*

of Disney; 8:30, *The Bill Cosby Show*; 9:00, *Bonanza*; 10:00, *The Bold Ones*.

Monday—7:30, *The Red Skelton Show* (through March 15); 7:30, *Bird's Eye View** (premiering March 29); 8:00, *Rowan and Martin's Laugh-In*; 9:00, *NBC World Premiere Movie** (premiering Jan. 11).

Tuesday—7:30, *Julia* (beginning Jan. 19)**; 8:00, *The Don Knotts Show* (beginning Jan. 19)**; 9:00, *NBC Tuesday Night at the Movies*.

Wednesday—7:30, *The Men From Shiloh*; 9:00, *Kraft Music Hall*; 10:00, *Four-In-One*.

Thursday—7:30, *The Flip Wilson Show*; 8:30, *Ironside*; 9:30, *Adam-12* (beginning Jan. 21)**; 10:00, *The Dean Martin Show*.

Friday—7:30, *The High Chaparral*; 8:30, *The Name of the Game*; 10:00, *Strange Report** (premiering Jan. 8).

Saturday—7:30, *The Andy Williams Show*; 8:30, *NBC Saturday Night at the Movies* (beginning Jan. 23)**.

*—New program.

**—New time period.

'Children's Festival' rescheduled by CBS-TV

CBS-TV is returning *The CBS Children's Film Festival*, first presented in 1967, as a six-Sunday series featuring films from around the world, starting Jan. 31 (4:30-5:30 p.m., EST).

First film in the series, *Miguel, Felipa, and Geronimo Jones*, deals with children from various ethnic backgrounds who bridge the gap between their cultural heritage and today's society.

Other presentations will be *Lionheart* (Feb. 7), a film from Great Britain about a little boy who befriends an escaped circus lion; *Tiko and the Shark* (Feb. 14), produced in Tahiti which tells the story of a boy who raises a baby shark; *The Ransom of Red Chief* (Feb. 21), a Russian film version of the O. Henry classic.

Also to be shown will be two short features from France, *Glamaador*, and *The Little Wooden Horse* (Feb. 28). The final film, *John and Julie* (March 7), was produced in Great Britain and concerns a boy and girl who run away to see the coronation.

MGM mails anti-drug spots

Following closely the announcement by MGM Records that it was dropping several groups because of lyric tie-ins to the drug culture (BROADCASTING, Nov. 9) the company is releasing a series of about 20 anti-drug 30-or-60-second public service announcements to radio stations. A preview tape of about 10, including spots by Arte Johnson, Denise Nicholas, Lorne Greene and Lily Tomlin, has been mailed to several stations in each of the top 30 markets.

MGM will weigh film's TV value

Picard tells salesmen studio won't make movies TV won't buy

"All of the domestic movies made by this company from now on will have the approval of the television division with an eye toward eventual sale in that medium." Paul Picard, vice president, MGM-TV, Culver City, Calif., announced the change in policy to members of the international sales force gathered at the studio for the first such meeting with company executives.

Mr. Picard noted that the only way the studio could realize a return on its investment in motion pictures was to sell them to TV. He reported on five high-priced features that turned out to be box office disasters and that, because of nudity or use of profanity, could not be sold to television. He added that the tenuous financial position of movie studios in general forced a rethinking and the requirement that each feature have ultimate TV resale value.

"As to television pilots," Mr. Picard said, "the studio is rethinking its position in that area as well. No longer will we produce 30 shows, sell 20 and have 13 of them canceled because of less than excellent quality." He said the studio was working on two pilots, both for ABC-TV. The first, *Earth II* will be seen as a movie with possible series spin-off. The second is a half hour show with 10 regulars. *S.A.M.* (stories about man) will star Paul Sand as a young public works employe. It is being developed for the 1971-72 season.

In syndication, Mr. Picard claimed that MGM was well into that area and had successfully diversified from its prior sole concern with prime time.

STV a savior for films, Hollywood rally told

Subscription television will stimulate production of many new films that will benefit all means of exhibition, Joseph W. Wright, chairman, Zenith Radio Corp., Chicago, said in remarks prepared for a rally sponsored by the Hollywood AFL Film Council last Monday (Nov. 30). His comments were read by actor Gene Barry.

The demands of STV, Mr. Wright claimed, will provide the financial stimulus for production of films for that medium and theaters, as well as CATV and cassettes. It would require a combination of the Hollywood talents and those who are trying to bring subscription television to the public, he con-

tinued, along with the investment of "millions of dollars by many individuals and organizations before the service is established."

The rally was held to protest rising unemployment in the motion picture industry — upwards of 40% overall — caused in part by the economic slowdowns nationwide as well as the trend to overseas productions, normally brought in at a lower cost. Mr. Wright felt that when subscription television was available nationally, a new, largely untapped market for Hollywood product would open. He estimated that audience at more than 90% of families who do not see even the most popular films in the theater.

"Based on the experience of the Hartford (Conn.) test, with 5,000 families," he said, "we are estimating hundreds of millions of dollars annually for film rentals alone, with an audience for new motion pictures of millions of families each week."

FIT suit defendants get Dec. 21 deadline

Defendants in the lawsuit filed last month by the Foundation to Improve Television were told by Federal Judge John J. Sirica in Washington last week to file their responses by Dec. 21, with pleadings due 10 days later. After that, Judge Sirica said, he would set a date for argument.

FIT, based in Boston, filed its complaint against WTOP-TV Washington and seven others, including CBS and the FCC (BROADCASTING, Nov. 16). FIT claimed that WTOP-TV's *Wild, Wild West* program, carried at 4 p.m. weekdays, violated the constitutional right of children "to be free from the mental harm caused by the viewing of television programs that portray fictional violence and horror." The program ran for four years on the CBS-TV network.

Miffed at KHVH-TV? Just call KHVH(AM)

A Honolulu television station is giving viewers an opportunity to air their criticisms of its news coverage—over radio.

KHVH-TV, an ABC affiliate, has invited listeners to voice their comments on a weekly show, *Talk Back*, to be broadcast live on Tuesday evenings at 6:30 over KHVH(AM), an all-news station. The show will feature KHVH-TV news director Don Rockwell.

The new program came as a result of what the station termed a gap in communication between the news media and the public. Lawrence S. Berger, president of KHVH-AM-TV, said *Talk Back* is to be the first in a series of steps the station will take to close this gap.

Entries invited for Kennedy awards

Competition for the third annual Robert F. Kennedy Journalism Awards was officially launched last week with the announcement that Feb. 15, 1971, is the deadline for this year's entries. The awards honor outstanding reporting on problems of poverty and discrimination in the United States.

The competition is open to representatives of television, radio, newspapers and magazines. Articles, scripts, and tapes, individually or in a series, that were published or broadcast in 1970 will be accepted.

In the case of television, film or tape is preferred. All entries should be plainly identified and sent to the Journalism Awards Group, c/o The Robert F. Kennedy Memorial, 1054 31st St., N.W., Washington 20007.

The winners will be announced April 28, 1971, at a Washington luncheon. This year's judges are Frank Jordan, NBC News; Hal Walker, CBS News; Nick Kotz, *Washington Post*, and David Halberstam, *Harper's Magazine*. In addition to the principal award in each category, honorable-mention citations will be given.

Ad exec opens buying, syndication firm

The formation of Paul M. Roth & Co., New York, as program syndicator and network-TV buyer was announced last week. Mr. Roth has resigned as vice president and director of TV-radio programming, Kenyon & Eckhardt, New York.

Mr. Roth said his company initially

College dean, alleging 'obscenities,' shuts FM

WCWP(FM) Brookville, N.Y., C. W. Post College's student-run, noncommercial station, was closed down last Monday (Nov. 30) by Dr. Julian Mates, dean of the fine arts division, because of alleged use of obscenity.

Dr. Mates said pornographic literature had been read on the station, and that he had received telephone calls and letters of complaint. The shutdown, he added, was to protect the station's license.

Although college officials said they felt FCC regulations barring obscenity had been breached, they added that the station had not received any notice to that effect from the commission.

At the same time, Dr. Daniel Scanlan, chairman of the theater arts department, of which fine arts is a division, dismissed Steve Post, director of the 100-W Long

will specialize in arranging for placement of syndicated programming on stations in return for spot announcements for advertisers. Subsequently, the company will represent advertisers in negotiating for time on television networks. Temporary headquarters is at K & E, 200 Park Avenue, New York.

Succeeding Mr. Roth at K & E is Jack Caplin, who has been vice president and media director of the New York, Boston and Toronto offices.

Random, unscheduled tests eyed for EBS

The FCC last Wednesday (Dec. 2) adopted a new procedure for testing of the Emergency Broadcast System (EBS).

Under the new plan, tests will be carried out on a random basis. Testing areas will be selected by the White House Military Assistant's office and the White House Communications Agency, with two additional representatives from the broadcast industry participating.

The new procedure calls for unscheduled tests at least every three months, but not more than once a month. Stations selected to participate will be asked to report results to the FCC.

Previously, EBS tests had been conducted with prior notification given to participating stations.

About 6,000 broadcast stations currently participate in the EBS. Although participation is voluntary, all broadcast units are required to maintain equipment to receive EBS notifications, which are transmitted by AP and UPI wire services. Follow-up notification is carried by radio and TV networks and by individual off-the-air monitoring, by li-

Island station, for not controlling the alleged obscenities. Mr. Post, who received \$13,000 a year, also is a host and producer of a program on WBAL(FM) New York, which also has been involved in controversial programming.

Robert L. Payton, president of the college, named a 12-man committee of six faculty members and six students, to investigate the obscenity charges and to look into Mr. Post's dismissal.

Students have been sitting in at the campus station since it closed last week, and say they will remain there until the station is broadcasting again.

One of the first things the committee is expected to do, a college spokesman said, is to recommend appointment of a permanent governing board to oversee the station. Now it is taking testimony from Mr. Post and other witnesses.

Licensed as an educational station, WCWP can be heard throughout Long Island and Westchester County in New York, and southern Connecticut.



Shape of '71

...another first by *Broadcasting*. This year, for the first time, *Broadcasting* will combine its two year-end issues, those dated December 28 and January 4, into a major exploration of the *Shape of '71*. If you want your message brought to the attention of over 120,000* broadcasters and those in the allied arts, then don't miss this unique advertising opportunity. Right now *Broadcasting's* editors are working on this combined issue. It will give an exact fix on broadcasting's position at this critical point in radio and television history.

Here are a few of the features now planned:

- *Shape of '71* will include *Broadcasting's* highly-respected annual estimate of radio and TV time sales. Researchers depend on these estimates— which have become the industry standard— far in advance of FCC official figures.
- An in-depth study of the general economic factors that affect broadcasting.
- A market-by-market analysis of the local share of television network performance. Tables list each market and show the exact contributions each affiliate makes to its network's national audience.
- The economic prospects for television and radio in 1971 will be surveyed... based on in-depth research of advertisers, agencies, reps, networks, stations.

Also features and reports on:

- "What's Happening in Washington" with a look ahead at what's in store for broadcasters from the Hill, the FCC, the FTC, Justice.
- Changing thrust at NAB.
- Station trading and criteria
- CATV, status, scope and prospects
- plus other articles designed to put 1971 in proper perspective.

Altogether *Shape of '71* will be one of *Broadcasting's* most impressive and useful issues. It will have lasting value for every television or radio advertiser, every agency that handles television or radio advertising, every station representative, network, station, station broker, every equipment manufacturer, programmer... plus all others in the arts allied with broadcasting.

Closing date: December 16. Reserve your space now for our 2-in-1 special. For complete details contact your nearest *Broadcasting* office.

*Source: October 1970 Readership Survey showing 3.2 readers per copy.

Broadcasting
THE BUSINESS OF TELEVISION AND RADIO

censees, of specific stations.

In an actual emergency, the President activates the EBS, under which conditions all stations must cease operation except those specifically authorized to stay on the air, which carry a common program.

EBS is also used on a local basis during storms and other emergencies.

U.S. distribution for Mexican programs

Mundo Latino Television Ltd., New York, has acquired exclusive license to distribute Spanish-language color-TV shows produced by Television Independiente de Mexico (TIM). Rights include licensing here and in Puerto Rico, according to Albert B. Petgen, president of Mundo Latino.

Mr. Petgen said rights also include a library of 600 Spanish-language feature films suitable for television.

Mr. Petgen founded Mundo Latino in January of 1970 and is president and founder of Medmark Inc., New York, a marketing research firm specializing in Spanish-speaking markets.

TIM is a wholly owned subsidiary of Visa, a large industrial and financial complex in Monterey, Mexico.

It was noted by Mundo Latino that Spanish-language programming is currently in short supply, and that the TIM programs have been pretested for Latin audiences over a 17-station network in Mexico. One-hour shows at present are being produced at a rate of 24 a week, but this production is expected to be increased to 120 a week.

Mr. Petgen also said a Spanish-American Network (SPAN), in which Mundo Latino has an interest, is now being formed to bring together Spanish-language TV stations in the U.S. and Puerto Rico as a "cohesive operating unit."

Pollution monitor, programing offered

WRGB(TV) Schenectady, N.Y., has begun a "pollution watch" on its 6 p.m. and 11 p.m. newscasts to help its viewers understand more about air pollution. Viewers can see air pollution effects in action as they are recorded graphically. Used is a new device, the Condensation Nuclei Monitor (CN Monitor), a compact, portable instrument, manufactured by Environment/One Corp., Schenectady.

The CN Monitor continuously records the particle count in the atmosphere and feeds the data to a studio recorder. The monitor can be placed in the studio, on the roof, or anywhere in the community.

Environment/One is offering the in-

strument alone, or as part of a total pollution-monitoring service to TV and radio stations. So far, only WRGB and its affiliated WGY(AM), also Schenectady, are using it. The service includes videotape segments explaining and illustrating air-pollution concepts. The service can also be used to report on local lake and stream analyses and water-pollution conditions.

Cost for the complete studio display with recorder and sensor is \$425 per month to lease; \$85 per month for the service contract with option to purchase the entire installation for \$8,000.

10 horse races slated by Hughes on 8 stations

Hughes Sports Network has lined up eight television stations in Maryland, Pennsylvania and New York to pick up a series of 10 horse-racing events from the Liberty Bell track in Pennsylvania, it was reported last week. Half-hour Saturday telecasts will begin Dec. 12 with the running of the Heritage Stakes and continue through Feb. 16 with the Quaker Handicap.

Sponsorship for the series is reported to be sold out with four parts going to the network and one part to the local stations. Hughes provides year-round coverage of racing events beginning Liberty Bell and, in March, coverage of with New York racing contests, the the Bowie track events from Maryland.

ABC-TV slates NBA game after NFL season ends

ABC announced last week that it will broadcast a National Basketball Association game Monday, Dec. 21 (9-11 p.m. NYT) between the Milwaukee Bucks and the Los Angeles Lakers.

The program fills in the time slot opened with the conclusion of National Football League game telecasts. The last NFL show is set for next Monday (Dec. 14).

The Dick Cavett Show, aired weeknights, 11:30-1 a.m. (NYT), but which discontinued Monday evening broadcasts Oct. 12 because the NFL games were running overtime (BROADCASTING, Oct. 12), will return to its regular schedule, also on Dec. 21.

Insertion of the single basketball game in the Monday evening slot led to speculation that ABC may follow the lead of its well-received NFL football scheduling and put in professional basketball in prime time after the football season ends next year. ABC, this year, will program movies when *NFL Football* ceases.

'Tonto' play on Indians aired as KNBC special

A show written, produced and directed by American Indians was broadcast Saturday night (Dec. 5) by KNBC(TV) Los Angeles as the fifth in the station's series of ethnic specials. Jay Silverheels, who gained fame as "Tonto" in *The Lone Ranger* series, authored the half-hour teleplay, *A Patch of Weeds*, performed by the Indian actors workshop of Los Angeles.

In addition to writing the program, Mr. Silverheels directed its initial presentation by the workshop and served as stage director for the KNBC presentation. The story centers on the young man in an Indian family who attempts to live in a world that is neither Indian nor white. A series of accidents leads him to his own final decision.

Kit Spier, executive producer, said the program would be offered to other NBC-owned stations and to stations in areas where there is a large Indian population.

N.Y. Nets break into television

WPIX(TV) New York has signed an exclusive contract with the New York Nets of the American Basketball Association for nine away games and one home game. Live telecasts, beginning Saturday, Jan. 2, and running through Saturday, Feb. 27 (8 p.m.-conclusion), mark the first appearance of the team on television. Rights costs were not made public.

Games are currently heard over WGBB(AM) Babylon and WGLI(AM) Merrick, N.Y., both in Long Island.

Advertisers participating in the broadcasts include the Long Island Lighting Co. (through Kelly & Nason), First National City Bank (BBDO) and Dr. Pepper (Young & Rubicam).

WPIX announcer Marty Glickman will handle both the play-by-play action and color for the games.

Plug pulled on computer series

Javelin Sports Inc., New York, announced last week that *The Computerized Game of the Week* syndicated radio series, featuring simulated play-by-play broadcasts of National Football League games, has been suspended because of a dispute over authorization rights between the program producers, Javelin Sports, and NFL Films Inc. Harry Weltman, president of Javelin Sports, said the weekly, one-hour series was suspended with the Nov. 27 broadcast to protect the 80 stations carrying the program against possible legal action by NFL Films, which has notified the out-



WTEV-6 turned a move to local color news into an overnight success.

"Let me talk to any station that thinks it can't go into the Kodak ME-4 Process," says Lee Tanner, Assistant Operations Manager and Chief Engineer for the Providence/New Bedford station. "We bought one of the new smaller processors now on the market. In one night we moved our old B&W processor out, piece by piece, and replaced it with our color machine. We were B&W one day, and full color the next. It was spectacular.

"The Kodak people were fantastic. A Sales and Engineering Representative was up all night to mix the first batch of chemistry. We ran test strips the next day and were right on target.

"Now we're processing an average of 900 feet of color film daily—

not only for local news, but also commercials for our advertisers. The ME-4 Process is so simple . . . let me put it this way: We hired a smart young man to run the machine. He had no experience with color processing. The packaged chemistry made it so easy that he could now go anywhere and talk competently about ME-4 processing of Kodak Ektachrome films.



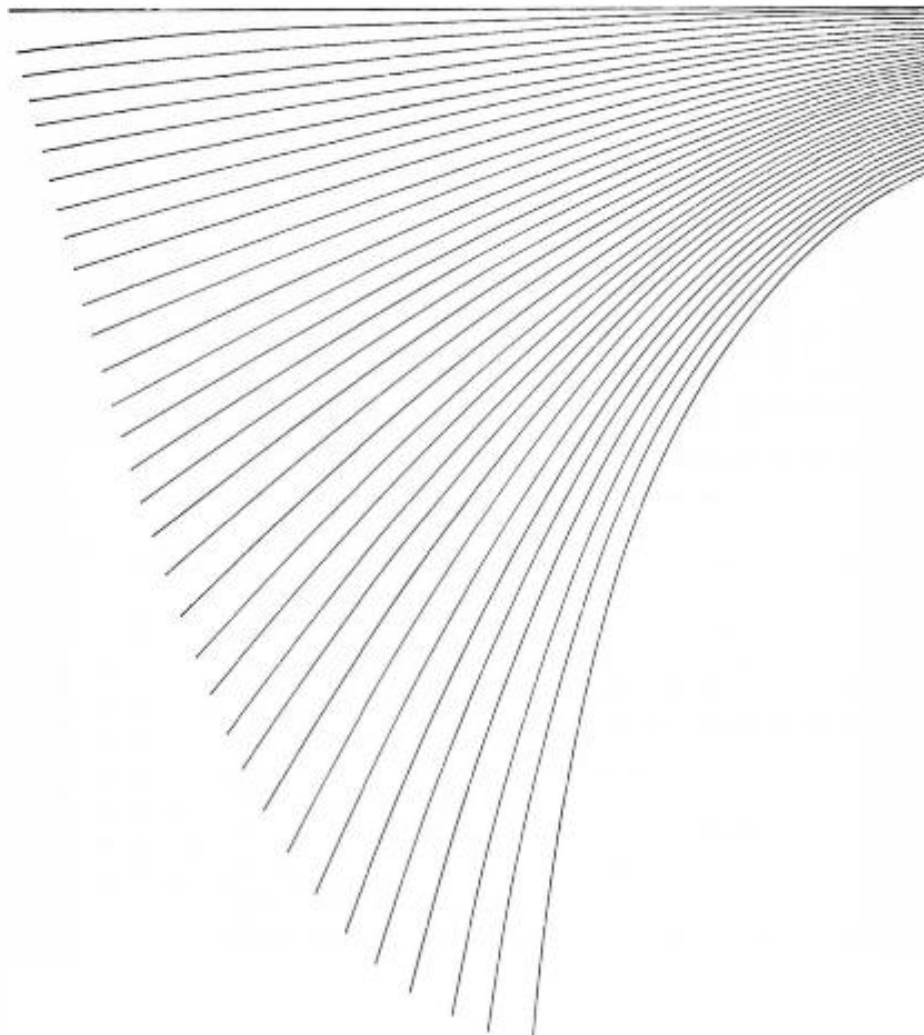
"Listen, I'm sold 100% on the ME-4 Process. I can talk about it all day if you want."

That's it. New, smaller, less expensive processors. Packaged chemistry. All the Kodak assistance you need. Talk with a Kodak Regional Chief Engineer. He'll show you how to go full color with an ME-4 package just right for your station. In New York, call Ray Wulf; Chicago, Dick Potter; Hollywood, John Waner. Get moving.

EASTMAN KODAK COMPANY

ATLANTA: 404/351-6510, CHICAGO: 312/654-0200,
DALLAS: 214/FL 1-3221, HOLLYWOOD: 213/464-6131,
NEW YORK: 212/MU 7-7080, SAN FRANCISCO:
415/776-6055.

Kodak



1971 Broadcasting CATV Sourcebook

If you fill in the reservation form and return it—along with your payment—you will save at least \$2 a copy. And you may wish to order several copies. If so, just indicate this on the coupon.

Most Complete and Up-to-Date CATV Data Available:

The 1971 CATV Sourcebook will contain the most complete and comprehensive material available at the time. Here is a partial listing of the useful information given for every operating system in the U.S. and Canada:

- Operator's name and full address—Area served, and its population; number of subscribers; when started; channel capacity and the TV stations it picks up—For TV stations carried: call sign and location, channel of broadcast and channel of carriage on the cable
- O-A for picked off the air, or Mic for microwave
- Additional services such as time-weather, FM, local live origination, news ticker, etc., will be shown plus number of channels and hours per week—Officers and

owners, with ownership percentages—Finally, an industry first, a quick reference system that tells you at a glance which TV stations the FCC says must be picked up, and which are picked up by agreement. This means you no longer have to flip-flop back and forth between the back and front of the book as you had to with other old-fashioned directories—from text to map. All needed data is at your fingertips—in one place.

A Complete CATV Guide

—But that's not all. The 1971 Broadcasting CATV Sourcebook will also include the following up-to-date listings:

- Group Ownership of both U.S. and Canadian Systems—Cross-Media Ownership of CATV, radio and TV stations in the U.S. and Canada
- FCC Rules and Regulations for CATV, including CATV Program Suppliers

Equipment Directory—CATV Associations, including NCTA and state groups—Plus much more, like Federal Agencies important to CATV, state CATV and Bell System Coordinators, etc.

So don't delay. Fill in the form and return it, along with your payment. Remember, as soon as the 1971 CATV Sourcebook is off press, the price per copy will be at least \$8.00.

Special Prepublication Reservation
 Send me my own copy of the 1971 Broadcasting CATV Sourcebook. My payment for copies @ \$6.00 each is enclosed. Bill me.

Name: two initials and last name
 1 2 3-16

Company Name
 17-35

Address
 36-53

City
 54-66

State

Zip Code
 67-71

Home? Yes No

Title / Position

Broadcasting 1735 DeSales St., N.W., Washington, D.C. 20036

lets that Javelin is no longer authorized to produce the fictionalized broadcasts of the game. A spokesman for NFL Films confirmed this action, but declined to give any reason at this time for its withdrawal of authorization.

Video-tape office in Atlanta

Jefferson Productions, Charlotte, N.C., video-tape production company, opened an office and studio in Atlanta Dec. 1. Located at 2241 Faulkner Rd. N.E., it is equipped with five Norelco color cameras, a Norelco hand-held camera, slow-motion disc, two high-band color video-tape recorders, plus complete audio and lighting equipment. All, plus crew and director, will be available at a flat eight-hour daily rate of \$2,950 a day.

Program notes:

Old detective, new series ■ Ellery Queen moves from the literary world to the electronic one as Universal Studios will produce a World Premiere "Ellery Queen" starring Peter Lawford. The movie will serve as the pilot for a projected series for NBC during the 1971-72 season. The film will be adapted from the novel "Cat of Many Tails."

Russian musicians for Christmas ■ *S. Hurok Presents—Part IV*, a one-hour special featuring two famed Russian musicians, violinist David Oistrakh and pianist Sviatoslav Richter, will be presented on CBS-TV, Christmas Day (4:30-5:30 p.m. EST). The color presentation, fourth in a series of specials presented on the network under the aegis of Sol Hurok, is the first to use the format of a chamber-music recital.

Triangle expands 'Noah' ■ Triangle Stations reports it is now promoting distribution nationally of *Captain Noah and His Magical Ark* for weekly programming as a half-hour show. The children's show is produced at WFIL-TV Philadelphia where it appears as a one-hour show on weekdays (7:30-8:30 a.m. EST). The weekly half-hour show is now carried on a total of 11 stations, and Triangle says the video-taped show is expected to be programed by another nine stations within months. The show, carried as a public service and without commercials on WFIL-TV, may be sold for local sponsorship at the option of stations.

Factory expands ■ Thom Elliott Photography, New York, has been acquired by the Film Factory, Hollywood, for an undisclosed amount of cash. Mr. Elliott will continue as head of the still-photo division specializing in commercial photography but will move to Hollywood. The Film Factory produces TV commercials, short subjects and song fea-

tures. It plans to enter into the production of motion pictures by the middle of next year.

'Constructive' cartoon ■ American International Television, a division of American International Pictures Inc., reports it has been named distributor of *Fabulous Fables*, a cartoon series featuring the voices of Hans Conreid and Jerry Hausner intended initially for network and subsequent syndication showing. The half-hour animated cartoons, produced by EMC Corp. in Hollywood, are said to illustrate "constructive concepts for young children."

Rock programing service offered ■ The Programers, New York, a middle-of-the-road program service, is offering a new music service, Rockasters. This will be a complete rock music programing package headed by Jack Gillen as rock music director. The Programers also offers an up-tempo MOR, begun one year ago, called Modmor. Headquarters is 245 Fifth Avenue.

Movie reference work ■ The Library Services and Information Division of *The New York Times* is offering "The New York Times Film Reviews (1913-1968)". The complete reviews are arranged in chronological order and printed in five volumes. This includes 17,000 reviews and an extra volume 1,300-page three-part index containing 250,000 entries. Information can be located in the index by knowing the name of the actor, writer, or director, the title of the film, or the name of the production company. The index also includes a "portrait gallery" with 2,000 alphabetically arranged pictures of actors and actresses from stars to bit players.

Kennedy pilgrimage ■ "The Journey of Robert F. Kennedy," film story of the U.S. senator who was assassinated June 6, 1968, will be retelecast on ABC-TV's *Movie of the Week*, Tuesday, Dec. 22 (8:30-10 p.m. EST). The film, produced for ABC by David Wolper Productions, was originally presented on the network on Feb. 17.

American values ■ *The American Adventure*, a two-hour ABC News special, will be presented on ABC-TV, Monday, Dec. 28 (9-11 p.m. EST). The special, with correspondent Frank Reynolds, probes many of the basic American values existing in the U.S. as it approaches its two hundredth anniversary.

Decade of bowling ■ *The Professional Bowlers Tour* will return to ABC-TV for the 10th straight year starting Saturday (Jan. 9) from 3 to 4:30 p.m. EST. Chris Schenkel and Billy Welu will be the announcers of the show, to be televised on 13 consecutive weeks through April 3.

Bailey spot on toys ■ The Food and Drug Administration will use "dial-a-spot" service this week to offer two topical public-service announcements to radio stations for recording over telephone lines for later air use. A call to (202) 962-8882 will automatically be answered with 10 seconds of tone followed by a 30-second and 10-second spot voiced by entertainer Pearl Bailey. These spots urge Christmas shoppers to buy toys that match children's individual age and abilities. The spots will be available from 9 a.m. today (Dec. 7) through 9 a.m. Wednesday, EST. The FDA has also offered a 10-second television version of the spot to the networks for prime-time use.

You ought to be in pictures ■ KTTV(TV) Los Angeles will be the setting for several scenes of the movie "The Love Machine," being produced at Columbia Pictures.

How to prevent a robbery ■ DWJ Associates, New York, has prepared a series of public-service radio announcements on crime prevention. They are dramatizations with tips from experts on how citizens can protect themselves from loss of valuables, money and personal papers. Radio stations can obtain the spots without charge by writing Fred Rosen Associates, 110 East 59th Street, New York 10022.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

(212) 355-0405

Dr. Whitehead sees mobile 'suffocated'

New OTP head indicates to IEEE group land mobile is considered top problem

Dr. Clay T. Whitehead, who took over as director of the new Office of Telecommunications Policy two months ago, last week began revealing some of his views on policy matters. And for broadcasters concerned about land-mobile radio users' interest in taking over some broadcast spectrum space, his views were not reassuring.

Dr. Whitehead, speaking before the Institute of Electrical and Electronics Engineers Vehicular Technology Group in Washington, cited mobile communications as "one of the most important" policy problems under "active consideration" in OTP.

He said the land-mobile radio industry is being "suffocated" in 5% of the spectrum—40 mhz—with 293,000 licenses operating 4 million transmitters where 11,600 nongovernment licensees operated 155,000 transmitters in 1949.

"If the government realistically looks at the problem, vigorously investigates alternative options, and encourages land mobile, the results will be fantastic. If the potential of land mobile is imprisoned by spectrum considerations, that potential becomes like the Holy Grail—always dreamed of, never attained."

The FCC last May concluded two long and controversial rulemaking proceedings aimed at alleviating the land-mobile shortage. In one, it authorized land-mobile radio services to operate on one or two of the lower seven UHF channels (14-20) in the 10 largest urban areas; in the other, it reallocated 115 mhz between 806 and 947 mhz, which includes channels 70-83, to land-mobile radio use.

This was a compromise which satisfied neither side in the controversy. Broadcasters were opposed to any land-mobile radio incursion into the broadcast share of the spectrum; land-mobile radio operators want exclusive use of all of the lowest seven UHF channels.

Dr. Whitehead touched on several options to alleviate congestion that he said was emerging. None involved reallocating spectrum space now occupied by broadcasters.

But an aide, Stephen Doyle, told reporters later that Dr. Whitehead was

not ruling out in advance any possible solutions. "Reallocation of spectrum between the services would be considered if found to be desirable," he said. "We're starting with a fresh look."

Dr. Whitehead, in his appearance before the IEEE group, noted that spectrum allocation for nongovernment users is, by statute, an FCC function. He also said his office's responsibility is "not to dictate" policy but "to work with people such as yourselves to develop" policy.

But Dr. Whitehead made it clear, as he has on previous occasions, that OTP speaks with considerable authority. It speaks for the President in policy discussions with the FCC, the Congress and the public.

Dr. Whitehead last week also announced the appointment of members who will play a role in formulating policy affecting land-mobile radio. Walter R. Hinchman, a communications consultant who worked on President Johnson's Task Force on Communications Policy, was named to a senior staff position. He will have responsibility for policy studies concerning mobile communications as well as domestic satellites, specialized communications carriers, and technical and economic aspects of broadcast and cable television and related services.

Will Dean Jr., who has a background in communications, electronics and spectrum-management matters, was appointed director of radio frequency management. A news release describing Mr. Dean's background said that the establishment of the new position and Mr. Dean's appointment "reflect the new importance attached by the director to the national policy considerations involved in management of the nation's radio frequency spectrum resources."

Dr. Whitehead was not the only speaker at the IEEE meeting who may have caused some uneasiness on the part of broadcasters. FCC Commissioner Robert E. Lee was another.

He was not interested in congestion in the land-mobile radio frequencies—he has opposed giving up any broadcast spectrum—but rather in the highway-safety use to which he feels the AM band could be put. He was not talking about junking the present broadcast service but about using low-power transmitters on standard broadcast frequencies to carry road information to cars and trucks.

And he suggested that the FCC take the lead in making the studies and answering the questions raised by his pro-

posal. He said that several years ago he had urged the formation of an Industry Advisory Committee to study highway safety but that the Department of Transportation had "torpedoed" the idea.

"I see no reason why the FCC should not act within its own jurisdiction in the broad public interest," he said. "When on a given holiday there are 29 Americans that die in Vietnam while 614 die on our highways here, I do not need an Industry Advisory Committee, a Department of Transportation, or any other government body to tell me what my instinct has already said."

RCA's Cincinnati plant will close next year

RCA announced last week it will close its solid-state and receiving-tubes operations at its Cincinnati plant next year.

Solid-state operations will be phased out in February, but receiving-tubes manufacture will continue until mid-1971, at which time the plant will be closed. Approximately 220 employes will be affected by the end of the solid-state manufacture. The receiving-tube operation employs about 300.

Solid-state products and receiving tubes will continue to be manufactured, however, at other RCA plants in Somerville, Harrison and Woodbridge, all New Jersey, as well as in Findlay, Ohio, and Mountaintop, Pa.

Technical topics:

New manufacturer reps ■ McMartin Industries, Omaha, has developed a separate marketing organization to accommodate its expanded activity in broadcast products. Organizations appointed to cover the McMartin's broadcast line are Midwest Electronics Associates, LaGrange, Ill., and Forest Electronics, Kansas City, Mo., covering North and Mid-Central state areas. Negotiations are in progress for other area representatives.

Display displays ■ Display Sciences, Upper Saddle River, N.J., is making its entire line of color-TV projectors available through the 23 branch offices of Telemation Inc., Salt Lake City-based manufacturer of broadcast equipment. The line consists of three models capable of producing color-video displays from 30 by 40 inches to 30 by 40 feet. Input programing could be either off-air, closed-circuit TV, tape or cartridge.

Equipment catalogues ■ Blonder-Tongue Laboratories, Old Bridge, N.J., details

Books for Broadcasters

Broadcast Management

by Ward L. Quaal and Leo A. Martin

Explores, in detail, all management problems in American radio and television . . . including audience, radio and television programing, engineering and technical factors, national and local sales, profit management, personnel matters, and government regulations. 272 pages, charts, tables, notes, index \$8.95



101.

Radio Broadcasting, an Introduction to the Sound Medium

edited by Robert L. Hilliard

An up-to-date, basic text on the principles and techniques of modern radio broadcasting.

102.

Five prominent educators, each with an extensive background in commercial and educational broadcasting, combine their talents to bring you a "how-to" course on 1) Management and programing . . . 2) Operating and studio facilities . . . 3) Producing and directing . . . 4) Writing . . . 5) Performing. 192 pages, 20 illustrations, sample scripts, notes, index \$6.95

Writing for Television and Radio,

2nd Edition by Robert L. Hilliard

Used as a text in over 100 colleges and universities, this practical guide is valuable for home study. Covers commercials, public service announcements, news, features, sports, special events, documentaries, interviews, games and quiz programs, music and variety shows, women's and children's programs. With the addition of sample scripts, this workbook will aid you in developing your own technique and style. 320 pages, sample scripts and excerpts, index \$6.95



103.

The Focal Encyclopedia of Film and Television: Techniques

By Raymond Spottiswoode, General Editor



105.

This authoritative volume covers both British and American practice. More than 1600 entries in alphabetical order and cross-referenced are interspersed with short explanatory definitions of the thousand and one terms the reader will encounter in practice and in literature. 1000 illustrations were specially designed for this work. A survey of some 40,000 words—almost a compact book of its own—sums up the overall picture of both fields. 1124 pages, 6 3/4" x 9", 1000 illustrations, 10,000 index entries. \$37.50



109.

Television News

by Irving E. Fang

Analyzing in detail the who, what, when, where, and especially the how

of television newscasting, this comprehensive book examines all the skills required by the TV journalist—writing, filming, editing and broadcasting.

285 pages, over 50 illustrations, notes, glossary, appendices, index \$8.95

Audio Control Handbook

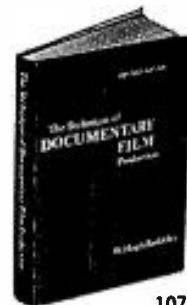
3rd Edition by Robert S. Oringel



110.

Now expanded and brought up to date, this standard text-handbook explains every phase of audio control in easy-to-understand, non-technical language.

171 pages, 145 photographs and diagrams, glossary, index. \$7.95



107.

The Technique of Documentary Film Production

Revised Edition. by W. Hugh Baddeley

Now revised and updated throughout, this practical guidebook deals with all aspects of the production of the factual film. Covers the means and methods of producing documentaries step by step from the initial idea to the making of release prints and their distribution.

268 pages, 63 diagrams, glossary, index \$10.00

Understanding Television

An Introduction to Broadcasting edited by Robert L. Hilliard



108.

Six well-known educators present a basic understanding of the major areas of television broadcasting. Informative examples serve as bases for practice exercises and projects. 256 pages, 75 illustrations, notes, index \$6.95

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D. C. 20036

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D. C. 20036

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D. C. 20036

ORDER FROM

Broadcasting Book Division
1735 DeSales St., N.W.
Washington, D. C. 20036

Send me the books I've checked below. My payment for the full amount is enclosed.

- 101. Broadcast Management, \$8.95
- 102. Radio Broadcasting, \$6.95
- 103. Writing for TV and Radio, \$6.95
- 104. 1970 Broadcasting Yearbook, \$11.50
- 105. The Focal Encyclopedia of Film and Television: Techniques, \$37.50
- 107. Technique of Documentary Film Production, \$10.00
- 108. Understanding Television, \$6.95
- 109. Television News, \$8.95
- 110. Audio Control Handbook, \$7.95

Name _____

Address _____

City _____ State _____ Zip _____

Station fights peril of film lab pollution

WBEN-TV Buffalo, N.Y., carried its anti-pollution campaign to the doors of its own studios when potentially dangerous chemical by-products of the station's film-processing unit were discovered and corrected.

The 10,000 feet of news and documentary film the station develops weekly were producing an effluent of 500 gallons of spent liquid containing ferrocyanide, one of the top-10 chemical pollutants, and silver nitrate. The ferrocyanide, when exposed in water to sunlight, converts to hydrogen cyanide, a toxic poison requiring large amounts of water to be diluted to the point where it is rendered harmless. Silver nitrate attacks bacteria used in city filtration plants to decompose waste from residential areas and destroy them.

WBEN installed a \$15,000 treatment plant in its film-processing laboratory to correct the situation.

Although the amount of film a station processes is not generally comparable to that of a commercial film processor, a spokesman at the newly



Howard McEwan, WBEN-TV's executive producer (r) explains station's treatment

plant to Leslie G. Arries Jr., vice president-general manager, WBEN-TV.

inaugurated federal Environmental Protection Agency stated that any waste

disposed of untreated from a film processor is undesirable.

their complete line of home and master antenna TV products in three newly released catalogues: "Home Products Catalogue," "MATV Products Catalogue," and "Engineered MATV Systems Products Catalogue." Copies: Blonder-Tongue, One Jake Brown Road, Old Bridge 08857.

CATV studio console ■ The systems division of JFD Electronics, Brooklyn, N.Y., has developed what is claimed to be the first complete studio console for CATV local origination, enabling local operators to produce broadcast-quality programs. Console integrates functions of equipment such as three nine-inch video monitors, two RF tuners, sync

generator, power regulator, special effects generator, two-way camera intercom, four-input audio mixer, 10-position switcher-fader, video-tape recorder stand, among others. Available for six-week delivery, JFD, 15th Avenue at 62d Street, Brooklyn.

Broadcast training available ■ Sylvania Electronic Systems, New York, has established a school in Waltham, Mass., for vocational training in broadcasting, communications, and computer electronics. Licensed by the Massachusetts Department of Education, it offers day and evening programs designed to qualify students for positions ranging from engineering aide to technician in the

home-entertainment, communications, electronics, and data-processing industries. Pupils in radio-TV and communications fields will be prepared for state and federal licensing examinations. Classes will begin in January.

New cassette tape deck ■ Superscope, Sun Valley, Calif., distributor of Sony products, is offering Sony's latest stereo cassette deck which is priced in the medium range and offers what is claimed to be features and performance associated with higher-priced models. The new model 127 has straight-line record levels controls with dual view meters and a peak limiter, eliminating overload distortion. Also featured is a tape-select switch, optimizing performance for standard cassettes and high-performance chromium-dioxide cassettes; push-button design and three-digit tape counter.

Bloomberg heads Warwick

Warwick Electronics Inc., Chicago, chief supplier of home entertainment electronic products for Sears Roebuck & Co., has elected Robert T. Bloomberg president succeeding Glenn A. Evans, resigned. Mr. Bloomberg was vice president-finance. Mr. Evans, who also resigned as group vice president of Whirlpool Corp., which controls Warwick, will devote full time to a Christian Science healing ministry.

Please send

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Name _____ Position _____

Company _____

Business Address
 Home Address

City _____ State _____ Zip _____

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

SUBSCRIBER SERVICE

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

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

- 1971 Yearbook \$13.50
January Publication
- 1971 CATV Sourcebook \$8.50

Off Press fall 1970

- Payment enclosed
- Bill me

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

WBC album recreates 'First 50 Years of Radio'

Westinghouse Broadcasting Co. was completing distribution last week of 1,000 record albums issued by the company as an aural salute to radio.

Each album, titled "The First 50 Years of Radio," contains six long-playing records and provides six hours of listening time. WBC said albums were being sent to government and industry leaders, educators and other leaders of influence and opinion.

The album begins with a recreation of the KDKA Pittsburgh broadcast of Harding-Cox election results on Nov. 2, 1920. KDKA is a Westinghouse station. The WBC album gives an account of radio's five decades with excerpts from broadcasts of top events and personalities.

Donald H. McGannon, chairman of the board and president of WBC, notes in an accompanying folder that the album "is a somewhat nostalgic view, and hardly intended as a history that includes everybody's favorite radio memory. We hope it provides insights into the events of this half century and the changes which have occurred in our popular culture. Surely those who knew radio during the earlier years will find much that is familiar, while those too young to remember can hear, perhaps for the first time, the songs and personalities of another era—as well as the sounds of our immediate past."

The recordings take the listener along the early years with such events as the Dempsey-Tunney "long count" boxing bout; the voices of Franklin Delano Roosevelt and Woodrow Wilson; the Hindenberg disaster; entertainment and political and world figures of the mid-30's, World War II and into the post-war years; the assassinations of the Kennedys and of Martin Luther King, and the moon walk.

Executive producer for the album was William Kaland. Joan and Robert Franklin of Cinema Sound Limited were the producers, and MCA Special Markets manufactured the records.

Small to the top

Morton A. Small, vice president and general manager of Radio Features Inc., has been named president of the Chicago firm and has acquired all of its outstanding stock. Mr. Small has been with Radio Features since 1967. The company creates and assembles contests and quiz shows, supplies brand-name

merchandise for prizes, and assists in station advertising and promotional campaigns.

Promotion tips:

Telling it to Hanoi ■ As of Dec. 1, a total of 341,318 letters have been received in response to a "Write Hanoi" campaign sponsored by WBTV(TV) Charlotte, N.C. The letters ask for better treatment, identification and release of the American prisoners of war in North Vietnam. They will be delivered by a delegation of local citizens to the North Vietnamese representatives in Paris. The Write Hanoi campaign was inspired by a visit to Charlotte by Texas industrialist Ross Perot who has been working to start similar campaigns across the nation. Mr. Perot believes that mass public pressure is the one factor that can help the captured Americans in North Vietnam.

New lion tamer ■ MGM Television has named Hecht, Vidmer Inc., New York, as its advertising agency. The TV producer-distributor was with William A. Schneider Inc., New York.

One man mini-marathon ■ In a spur-of-the-moment program begun Thanksgiving morning, Athaniel C. Ottley, manager of station WSTA(AM) St. Thomas, Virgin Islands, raised \$10,000 in cash and \$4,000 in pledges for charity. The three-and-one-half-hour continuous broadcast raised money for the Firemen's Recovery Fund to aid 21 firemen injured in a gas explosion and their families. The Carib Gas Company, where the accident occurred, made the highest donation of \$500, with others contributing from \$1 up. Hundreds of the islanders brought their money to the station in person.

For tomorrow's radiomen ■ James R. Curtis of the Curtis Foundation and president of KFRO(AM) Longview, Tex. has made a two-year radio scholarship grant of \$3,000 to Texas Christian University. The scholarship is to encourage young people to enter the field of radio broadcasting. Mr. Curtis, who first obtained a license for his station in 1935, is himself a graduate of TCU.

Promotion promotion ■ CBS Radio has instituted a CBS Radio Network Promotion Man of the Year Award and has named Fred Bergendorff, director of information services for KNX(AM) Los Angeles, as the first recipient. He was presented with a silver trophy at a meeting of CBS-owned AM-station promotion managers during a meeting

held in Houston prior to the Broadcasters Promotion Association convention Nov. 9-11 (BROADCASTING, Nov. 16). A similar trophy went to George Nicholaw, vice president, general manager, KNX. A judges panel of advertising and agency executives selected the winner from entries submitted by the CBS-owned stations. Various promotional material was submitted with emphasis placed on "imagination, quality and quantity," according to CBS Radio.

\$245,000 in till from Wichita State special

The money coming in from the benefit special, *Night of Stars* (BROADCASTING, Nov. 30), amounted to \$245,000 late last Thursday (Dec. 3), with the program still to be broadcast in some markets.

A total of 202 stations has carried or will carry the show, which was taped live at the Wichita (Kan.) State University campus and featured performances by well-known entertainers. The

More adults, 18 to 49
years, spend more time
listening to WJW RADIO
than to any other
Cleveland area radio
station, 6 A.M. to 7 P.M.
WJW Radio is #1 in
CPM with adults,
25 to 49.*

**WJW
Radio
850**

Phone—
Major Market Radio, Inc.
or Storer Radio Sales

* ARB April/May, 1970 Cleveland Metro Average ¼ hour 6 A.M.-7 P.M., M-F. SRDS, June 1, 1970. Data used is subject to the limitations on accuracy inherent in the method of survey and should be considered estimates.

money will be given to the survivors of victims of two recent airplane crashes involving college football teams.

Appeals for funds, broadcast in place of regular advertising, netted \$70,000 so far; the remaining \$175,000 was raised from admission to the live production.

A spokesman at KAKE-TV Wichita, which transmitted the delayed videotape, said that the Voice of America would broadcast the audio portion of the show overseas.

They came to toast, not roast, the peacock

To hear one of the founders tell it, the thing was first imagined during a quiet lunch, after much conversation and numerous martinis. Whatever its genesis, the NBC Alumni Association, like Santa Claus and Pennies from Heaven, is now a reality to all true believers.

It had its quiet beginning in the minds of two former NBC newscasters, Lockwood (Dick) Doty and Joe Hainline. It officially came into the world Nov. 27, when 21 NBC "alumni" gathered in Fort Lauderdale, Fla., to renew old acquaintances.

Like so many organizations, this one

has already progressed from informal beginnings to acquire a measure of structure and bureaucracy. The lines of authority were clearly drawn at the first meeting: Every member is a vice president. The sole exception is former NBC President Niles Trammell, who was named honorary president. "To us alumni," Dick Doty commented, "Niles will always be Mr. President. It's a job with no work and only one duty—presiding at meetings."

Three other officers were appointed at the dinner meeting. Mr. Doty, president of a public-relations firm in Fort Lauderdale, was chosen official flack. Raymond Guy, an NBC engineering executive for many years, was named keeper of the loot, a post said to bear some resemblance to the more traditional position of treasurer. The resemblance is limited by the fact that the organization charges no dues.

Ray Barrett, a familiar voice to older NBC listeners and reportedly an early organizer along with Messrs. Doty and Hainline, was named keeper of the log (secretary).

Mr. Barrett also wrote the association by-laws, which he calls "pretty loose." The by-laws stipulate that the organization is open to anyone who has been on the staff of the network or one of its

O-&-O's, who has served in any capacity at NBC or has been involved in any way in NBC programs—radio or television. The time served must have been at least six months.

President Trammell expressed the hope that the number of vice presidents will continue to grow and that even more will attend the next meeting—now scheduled for Jan. 8, 1971, at an undetermined time and place. At that time, the members will decide, among other things, whether to admit ladies. The issue has already prompted spirited discussion and several atrocious puns.

Broadcaster cited by Nixon

Leonard J. Patricelli, president of Broadcast-Plaza Inc., has received a Presidential Commendation for his "efforts to combat drug abuse and to assist drug users to return to normal lives." Broadcast-Plaza owns and operates WTIC-AM-FM-TV Hartford. President Nixon, in a letter accompanying the commendation, cited Mr. Patricelli for the printing and distribution of thousands of copies of the Stamford (Conn.) Drug Curriculum to educators throughout the country and abroad. The curriculum was developed by the Stamford public school system for use in Grades four through 12.

FocusOnFinance

NYSE now trading Viacom shares

Viacom International Inc. was listed last Thursday (Dec. 3) on the New York Stock Exchange, opening at 19½ and closing at 19 on volume of 24,800 shares.

Viacom is the new public corporation into which CBS Inc. is spinning off its domestic cable-television and its worldwide program-syndication oper-

ations. The stock was traded on a "when-distributed" basis. Shares of Viacom will be distributed by CBS to its shareholders on Dec. 31.

Meanwhile, Viacom President Clark B. George announced the election of J. George Harrar and W. Burleigh Pattee as members of the board. Dr. Harrar has been president of the Rockefeller Foundation since 1961. Mr. Pattee is managing director of Chickering & Gregory, San Francisco law firm. Also announced by Mr. George was the

election of Merle S. Jones, who was named chairman-designate in July, as chairman of the new corporation. Mr. Jones retired from CBS in 1968, at which time he was a vice president and general executive and a director.

Stock trading by insiders

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for October (all common stock unless otherwise indicated):

■ ABC—J. Hausman, jointly with brother, sold \$45,000 worth of 5% convertible subordinate debentures, leaving \$140,000 worth of debentures.

■ American Television & Communications Corp.—Memorial Drive Trust bought 27,940 shares, giving it a total of 223,540.

■ Ampex Corp.—J. E. Brown bought 100 shares, giving him a total of 250.

■ Burnup & Sims (CATV)—C. W. Cox, through trading account bought 11,731 shares and sold 11,281 shares, leaving 450.

■ Cablecom General Inc.—W. L. Westerman sold 1,200 shares, leaving none; 300 shares are held in his estate.

■ Capital Cities Broadcasting Corp.—J. B. Fairchild sold 500 shares personally and 500 shares as

WHAT 3100 PRESENTATIONS TAUGHT US ABOUT SELLING ROCK

In six years we have made over 3100 presentations to local advertisers for our contemporary station clients. Department stores, discounters, apparel stores, supermarkets, banks, furniture stores, fast food, bottlers, fabric stores.

What we learned
Key Account Plan. If
— it's something



has been incorporated into the
you rock, you should use KAP
no station can do for itself.

YOUNG ADULT MARKETING INC.

KEVIN B. SWEENEY, PRESIDENT

19525 VENTURA BLVD. • TARZANA, CALIF. • (213) 881-7017

custodian, leaving 11,486 personally and 2,000 as custodian. L. J. Pollock sold 1,556 shares, leaving 6,000.

■ Chris-Craft Industries—M. F. Tynan bought 200 shares.

■ Cohu Electronics Inc.—P. B. MacCready Jr. sold 12,000 shares, leaving 671.

■ CBS—R. L. Gilpatrick bought 200 shares.

■ Columbia Cable Systems—P. A. Oberbeck, through trading account bought 1,800 shares and sold 1,729 shares, leaving 71; he and his wife own 1,000 shares each.

■ Columbia Pictures—Mrs. A. Schneider bought 5,000 shares, giving her a total of 6,555; Mr. Schneider owns 203,532 shares, with 579 shares in retirement plan. J. S. Hyams bought 1,500 shares, giving him a total of 41,286; he owns 1,766 in trust and 1,255 in retirement plan; his wife owns 532 shares. Harbor Fund Inc. sold \$157,000 worth of 5 3/4% convertible debentures, leaving \$3,843,000 worth of such stock. Hornblower & Weeks Hemphill Noyes sold \$200,000 worth of debentures, leaving \$210,000 worth of such stock.

■ Combined Communications Corp.—H. L. Louis bought 60,000 shares; he owns 191,348 shares in trust; his wife owns 3,558 shares.

■ Cowles Communications—J. R. Harrison sold 550 shares, leaving 29,431; as custodian he owns 6,658 shares.

■ Cox Cable Communications Inc.—Mrs. J. M. Cox Jr. sold 500 shares, leaving none. W. R. Kimball Jr. bought 400 shares.

■ Creative Management Associates Inc.—H. Rush sold 3,593 shares, leaving 44,999.

■ Doyle Dane Bernbach—S. Goldis sold 200 class A shares, leaving none.

■ Four Star International—D. B. Charnay bought 5,000 shares, giving him a total of 164,500; his corporation owns 61,206 shares.

■ Fuqua Industries Inc.—H. H. Wise Jr. bought 500 shares, giving him a total of 1,021.

■ Gray Communications Systems Inc.—J. E. McClelland bought 500 shares, giving him a total of 600.

■ Gulf & Western Industries—F. V. Rogers bought 2,921 shares, giving him a total of 7,710.

■ Kansas State Network—M. M. Brown bought 1,000 shares, giving him a total of 15,340; as custodian he bought 2,000 shares, giving him a total of 24,575 as custodian; as trustee he owns 400 shares; as executrix, 147,250 shares; his sons own 44,995 shares. W. V. Crank sold 4,000 shares, leaving 5,650; his family owns 22,325 shares.

■ Kaufman & Broad Inc. (CATV)—S. N. Levine sold 500 shares, leaving 814. R. D. Rohr sold 200 shares, leaving 3,668.

■ Kinney National Service—S. L. Lewis's sons bought 2,500 shares and sold 2,000 shares, leaving them a total of 2,500; Mr. Lewis owns 10,000 shares; his wife, 5,000. Bear Sterns & Co. sold 3,000 shares, leaving none. E. Rosenthal sold 2,000 shares, leaving 108,920; he sold 5,000 shares held in trust, leaving 158,050; his children sold 4,600 shares, leaving 112,600; his wife owns 6,517 shares personally and 7,810 shares as trustee.

■ Memorex Corp.—S. W. Mever bought 500 shares, giving him a total of 8,750; his wife owns 246 shares as custodian.

■ Minnesota Mining & Manufacturing—E. J. Kane sold 1,100 shares, leaving 3,777.

■ Motorola Inc.—R. N. Swift sold 1,150 shares, leaving 150 shares.

■ Movielab Film Laboratories Inc.—H. Brandt Foundation sold 6,100 shares, leaving 2,600; Mr. Brandt personally owns 3,448 shares.

■ National General Corp.—D. A. Polier sold 280 shares, leaving 2,400. N. Kates sold 1,800 shares, leaving 55,392.

■ Norton Simon Inc.—H. M. Williams sold 4,929 shares, leaving none.

■ Official Industries Inc.—L. C. Lerner bought 1,400 shares, giving him a total of 644,390; he holds additional shares through trading and investment accounts.

■ Ogilvy & Mather International Inc.—A. Kershaw bought 100 shares, giving him a total of 18,007.

■ Post Corp.—J. V. Loewi, through trading account, bought 1,616 shares and sold 1,319 shares, leaving 156 shares short.

■ Publishers Co.—R. M. Greenwood bought 100 shares, giving him a total of 1,737. B. L. Hyatt bought 100 shares, giving him a total of 151. L. Klingsberg sold 100 shares, leaving 1,000. J. G. Seminatore bought 1,000 shares, giving him a total of 4,000.

■ RCA Corp.—D. L. Mills bought 2,000 shares, giving him a total of 6,976.

■ Reeves Telecom Corp.—E. L. Glockner sold 1,000 shares, leaving 92,802. G. H. Walker Jr. sold 1,000 shares, leaving none; through partnership bought 155 shares.

■ Republic Corp.—G. B. Block sold 30,000 shares,

Cypress plans offering

Cypress Communications Corp., Los Angeles-based CATV group owner, has filed a registration statement with the Securities and Exchange Commission for 370,000 common shares, of which 350,000 will be offered for public sale and 20,000 shares will be sold by holders of those shares at \$7.675 per share maximum. Also included in statement are 25,000 shares of common stock issuable pursuant to firm's employee stock purchase plan. Of the net proceeds of the sale, \$2 million will be used to retire short-term notes incurred in connection with the purchase of Harri-scope Transmission, for working capital or for capital improvements to expand existing CATV systems or acquire or develop new CATV franchises.

leaving 528,199. S. E. Levi sold 500 shares, leaving 10,650. S. L. Lewis bought 4,000 shares, giving him a total of 9,000.

■ Rollins Inc.—G. R. Chambers sold 1,700 shares, leaving 75,099. R. R. Rollins bought 750 shares, giving him a total of 147,125; he owns 90,000 shares as custodian, 50,000 shares as co-trustee and 11,600 shares in foundation; his wife owns 2,724 shares. J. W. Rollins sold 9,200 shares, leaving 778,195; he owns 7,494 shares as custodian; his wife owns 3,150 shares.

■ Signal Co.'s—B. L. Arms sold 400 shares, leaving 3,207.

■ Sonderling Broadcasting Corp.—E. Sonderling sold 9,500 shares, leaving 209,780.

■ Storer Broadcasting Co.—J. E. McCoy sold 1,000 shares, leaving 21,100; he owns 3,100 shares in trust; his wife owns 100 shares, and his son owns 75 shares. J. P. Storer sold 100 shares, leaving 23,950; his wife owns 600 shares.

■ Technicolor Inc.—C. E. Gumrecht bought 3,000 shares, giving him a total of 8,100. P. W. Fassnacht sold 2,000 shares, leaving 5,449.

■ Teleprom-ter Corp.—J. D. Wrather Jr. sold 900 shares, leaving 47,000.

■ Transamerica Corp.—R. S. Benjamin sold 20,000 shares, leaving 243,482; through foundation, he sold 2,000 shares, leaving 892; he owns 7,904 shares in trusts, and his son owns 40 shares. A. B. Krim, through foundation, sold 2,000 shares, leaving 4,226; he personally owns 322,301 shares. A. M. Picker, through foundation, sold 1,771 shares, leaving none; personally he holds 90,447 shares; his wife owns 3,005 shares.

■ Vikoa Inc.—Mrs. A. Baum sold 6,000 shares, leaving 66,721; Mr. Baum owns 101,506 shares personally and 266,365 in trusts. H. L. Hochberg in partnership sold 100 shares, leaving 5,572.

■ Walt Disney Productions—N. Browning sold 500 shares, leaving 714. O. B. Johnston bought 250 shares, giving him a total of 1,765.

■ J. Walter Thompson Co.—R. Fragasso sold 300 shares, leaving none.

■ Wells, Rich, Greene Inc.—S. Greene sold 15,000 shares, leaving 210,000.

■ Wometco Enterprises—Van Myers sold 400 shares, leaving 3,317. M. Wolfson Jr., through corporations, bought 1,000 shares, giving him a total of 170,977 shares; personally he owns 31,055 shares; he owns 53,426 shares in trusts.

■ Wrather Corp.—R. G. Dossett bought 7,500 shares.

■ Zenith Radio Corp.—R. S. Alexander sold 2,000 shares, leaving none. E. McCausland sold 2,542 shares, leaving 5,510. E. M. Schroeder sold 100 shares, leaving 2,000; his wife as custodian owns 120 shares.

Shapiro sees CATV boom ahead

A rosy future for the cable-TV industry was predicted last week by Moses Shapiro, board chairman of General Instrument Corp., New York, in a speech

before the New York University Business Forum. He expressed the view that the FCC ruling prohibiting cable systems from importing distant signals into the top-100 markets would be modified. Once the restraint is removed, Mr. Shapiro said, he envisaged an investment in new CATV systems over a 10-year period of \$3.5 billion. General Instrument's subsidiary, Jerrold Corp., is a leading manufacturer of CATV equipment and builder of CATV systems and operates 26 cable systems.

Another strong quarter for Denver cable firm

American Television & Communications Corp., Denver-based group CATV operator, reported its fourth successive quarter of record earnings, with gross revenues up 19% over the first quarter of last year.

Report for the three months ended Sept. 30.

	1970	1969*
Earned per share
Revenues	\$2,237,759	\$1,881,871
Net income	94,884	(55,833)
Cash flow (net income plus depreciation and amortization)	789,333	570,111
Cash flow per share	0.39	0.29

*Results do not include operations of Florida TV Cable Inc.

**Earnings per share not shown because preferred dividends exceeded net income, company reported.

TV sales pace record Corinthian earnings

Corinthian Broadcasting Corp., New York, reported last week that earnings were at record levels for both the second fiscal quarter and for the six months ended Oct. 31.

The company's television sales division had an increase in sales of about 4% for the second fiscal quarter and 5% for the six-month period over the same periods last year. Earnings for the second fiscal quarter were up marginally over the 1969 quarter, totaling \$1,285,183 in 1970 and \$1,282,313 the previous year.

For the six months ended Oct. 31:

	1970	1969
Earned per share	\$ 0.74	\$ 0.72
Sales	15,017,060	16,065,675
Net income	2,502,335	2,428,143

Broadcast stocks dip slightly in November

Broadcast and related stocks exhibited mixed activity during November, with the BROADCASTING index showing a slight loss of 1.2% despite an increase

of Standard and Poor's Industrial Average by 1.0%.

Some analysts considered the only material move in broadcast stocks to be the decline in Corinthian stock as a result of the FCC deadlock on the proposed merger into Dun & Bradstreet (see p. 23).

Most categories within the BROADCASTING index reflected the monthly trend, the exceptions being the prograding group with the greatest gain of 3.3% and the manufacturing group with a 0.1% rise. The remainder of the categories dropped in ranges of 11.9% for

service and 1.2% for broadcast advertising. Located between these losses were CATV off 1.3% and the broadcasting-with-other-major-interests category down 2.4%.

Although during the first few days of December broadcast stocks showed optimistic trends, Wall Street analysts expect it to move cautiously during the month, with little substantial change over November's activity, as everyone waits to see how the networks pick up the slack from the lack of cigarette sponsorship after January 2. As one analyst put it, "The broadcast stocks will have a

sideways movement until the end of the year."

The big question, Wall Street feels, is what will happen to advertising rates in 1971. According to one analyst, "this will probably occupy the forefront of next month. I don't foresee anything else taking preference over that." Other analysts again mentioned the FCC's prime-time access rule, to go into effect Oct. 1, 1971. "This contraction of prime time is going to create a market, and the networks will be able to get better prices," commented one analyst. It is felt that advertisers will try to get

The Broadcasting stock index

A weekly summary of market activity in the shares of 106 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Dec. 3	Closing Nov. 25	% Change Month of Nov.	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	23½	22	- 7.4	23%	19%	7,073	155,606
ASI Communications		O	2	2	-11.1	7	1¼	1,789	3,578
Capital Cities	CCB	N	28½	26¼	- 4.5	36½	19½	6,061	159,101
CBS	CBS	N	28%	28%	+ 0.9	49%	23%	26,512	762,220
Corinthian	CRB	N	25½	28¼	+ 2.7	33%	19%	3,381	95,513
Cox	COX	N	18%	17%	+ 3.0	24%	10¼	5,789	100,613
Gross Telecasting	GGG	A	11½	10%	-10.8	17%	9%	803	8,335
Metromedia	MET	N	17%	17½	+ 6.2	22%	9%	5,734	98,223
Mooney	O	O	5%	5%	-11.5	8¼	4½	250	1,438
Pacific & Southern	O	O	14½	13½	+ 3.8	23	7½	1,636	22,086
Rahall Communications	O	O	15¼	15¼	+ 0.8	19	5½	1,040	15,860
Reeves Telecom	RBT	A	2%	2%	-31.2	15%	2	2,288	6,292
Scripps-Howard	O	O	18	17%	- 1.4	25	14	2,589	45,955
Sonderling	SDB	A	22½	21¼	-11.1	34%	10%	991	21,059
Starr	SBG	M	9%	9%	+21.5	18%	7½	461	4,555
Taft	TFB	N	24%	21%	+ 6.9	29%	13%	3,712	79,363
Total								70,109	1,579,797
Broadcasting with other major interests									
Avco	AV	N	10%	10%	- 4.7	25%	9	11,470	116,191
Bartell Media	BMC	A	4¼	4½	-22.3	14	3¼	2,254	10,143
Boston Herald-Traveler	O	O	20	20	-33.3	44	24	574	114,800
Chris-Craft	CCN	N	7%	7½	+17.6	11½	4%	3,797	66,448
Combined Communications	O	O	9¼	9½	-24.0	17	5%	1,945	212,978
Cowles Communications	CWL	N	7	7¼	- 1.2	10%	3%	3,969	28,775
Fuqua	FOA	N	12%	11	-12.9	31%	7	6,190	68,090
Gannett	GCI	N	29½	29½	+ 5.4	29½	18½	7,117	209,952
General Tire	GY	N	21%	18%	- 2.7	20%	12%	18,434	336,421
Gray Communications	O	O	5%	5	-16.7	7%	3%	475	2,375
Lamb Communications	O	O	2%	2½	-16.7	6	2	475	1,188
Lee Enterprises	LNT	A	16%	15%	- 2.3	20%	12	1,957	30,588
Liberty Corp.	LC	N	15½	15%	+ 6.0	21%	13	6,744	102,846
LIN	O	O	6%	5%	-28.6	11½	3¼	2,244	12,634
Meredith Corp.	MDP	N	22%	20½	- 3.5	44%	18	2,744	56,252
Outlet Co.	OTU	N	12%	11	-10.2	17%	10	1,342	14,762
Plough Inc.	PLO	N	72	73%	+ 2.9	85	55	6,883	506,795
Post Corp.	O	O	9½	9%	+ 2.5	17½	8	713	6,952
Ridder Publications	O	O	16½	16%	+11.2	22	9%	6,217	100,280
Rollins	ROL	N	29	26%	+ 5.4	40%	19%	8,044	216,223
Rust Craft	RUS	A	29½	28%	+10.1	32%	18½	1,159	33,182
Storer	SBK	N	20%	19%	- 2.5	30%	14	4,223	81,293
Time Inc.	TL	N	40%	37%	+12.4	43½	25½	7,257	270,323
Trans-National Comm.	O	O	½	1/16	-90.5	4½	1/16	1,000	60
Turner Communications	O	O	2¼	2%	-25.2	8%	2%	1,328	3,161
Wometco	WOM	N	16%	15%	- 6.6	20%	13%	5,817	92,374
Total								114,372	2,695,086
CATV									
Ameco	ACO	A	6%	5½	-12.0	16	4	1,200	6,600
American TV & Comm.	O	O	17	16¼	+20.4	24	10	2,042	33,183
Burnup & Sims	O	O	32¼	31%	+18.7	26%	14	873	27,718
Cablecom-General	CCG	A	15%	13%	-	23%	7%	1,605	21,876
Cable Information Systems	O	O	2%	2½	-28.6	5	¾	955	2,388
Citizens Financial Corp.	CPN	A	13¼	13	+11.8	17½	9%	994	12,922
Columbia Cable	O	O	9	9	- 7.7	15½	6%	900	8,100
Communications Properties	O	O	8%	8½	+30.8	10½	6	644	5,474
Cox Cable Communications	O	O	18%	17½	+ 2.9	25	12	3,550	62,125
Cypress Communications	O	O	6	6	-25.0	17%	6	1,887	11,322
Entron	ENT	A	2%	2%	-17.7	8%	2%	1,320	3,802
General Instrument Corp.	GRL	N	15%	13½	-25.6	30%	11½	6,250	84,375
Sterling Communications	O	O	3%	3%	+ 3.5	7%	3	1,100	4,268
Tele-Communications	O	O	12½	11½	- 8.0	16%	8%	2,704	31,123
Teleprompter	TP	A	78	70½	-	133½	46	1,161	81,851
Television Communications	O	O	7	6%	-	19%	3%	2,850	18,896
Vikoa	VIK	A	8	7	-15.6	27%	6%	2,316	16,212
Total								32,351	432,235

prime-time slots for commercials early, so that they won't be shut out later. However, as the analyst also said, "This of course is a very iffy type of thing."

Cowles revenues down, income up for 9 months

Cowles Communications Inc., New York-based multiple-station owner and publisher, has reported a decrease in revenues and an increase in net income after extraordinary gains for the nine months ended Sept. 30, as compared to

the same period last year.

The company's operations resulted in a net loss of \$1,988,000 or \$0.50 per share, excluding a net gain of over \$2.3 million or \$0.58 per share. Extraordinary gains resulted from the sale of stock of Television Communications Corp. last January providing \$709,000 after provision for taxes, sale of Star Publishing Corp. (*San Juan Star* in Puerto Rico to Scripps-Howard for \$9.75 million) and sale of an industrial magazine subsidiary.

Cowles said the principal reasons for the loss from operations were reduced

advertiser budgets during the current economic slowdown and a lower volume of business resulting from reorganization of the firm's subsidiaries.

For the nine months ended Sept. 30:

	1970	1969
Earned per share	\$ 0.08	\$ 0.07
Revenues	113,445,000	124,556,000
Net income	319,000	279,000
Average shares outstanding	3,968,587	3,968,587

Notes: Statement above does not give any effect to proposed exchange of certain assets for shares of New York Times Co. (BROADCASTING, Oct. 12). 1969 figures restated to reflect operating results of Ocala Star Banner Co., acquired July 1969, and accounted for as pooling of interests.

	Stock symbol	Ex-change	Closing Dec. 3	Closing Nov. 25	% Change Month of Nov.	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	9%	9%	-15.0	31½	8%	6,120	56,610
Disney	DIS	N	148¾	142½	+18.5	158	89½	5,894	838,422
Filmways	FWY	A	7¼	7½	- 4.9	18½	5%	1,842	13,133
Four Star International	O		1¾	1¾	—	4	1½	666	2,041
Gulf & Western	GW	N	16¾	15%	- 5.5	20¾	9½	15,362	234,271
Kinney National	KNS	N	29	25½	- 4.0	36	20%	10,402	298,878
MCA	MCA	N	20%	19%	- 8.4	26	11%	8,195	155,705
MGM	MGM	N	15½	14	+ 2.6	29½	12½	5,883	89,010
Music Makers	O		2¾	2½	—	9	2½	589	1,325
National General	NGC	N	15%	15%	-11.2	20%	9	4,910	73,061
Tele-Tape Productions	O		1¾	2	-16.4	6%	1½	2,183	4,101
Transamerica	TA	N	14¼	11¾	- 4.0	26¾	11%	63,630	771,832
20th Century Fox	TF	N	8	7½	-14.8	20½	6	8,562	62,075
Walter Reade Organization	O		2¼	2½	-38.5	8%	2	2,414	4,821
Wrather Corp.	WCO	A	8%	7¼	-18.0	10%	4%	2,211	16,317
Total								139,729	2,621,612
Service									
John Blair	BJ	N	15	14%	-13.6	23½	10%	2,598	35,073
Comsat	CQ	N	51½	43%	+ 2.4	57¾	25	10,000	475,000
Creative Management	CMA	A	10%	10%	-25.3	14¼	10	1,083	10,830
Doyle Dane Bernbach	O		22	19½	+ 3.6	24½	13¼	2,074	45,110
Elkins Institute *	O		9¾	9½	- 7.3	10%	9½	1,664	15,837
Foote Cone & Belding	FCB	N	8	8%	+ 5.0	12½	7%	2,175	17,139
Gray Advertising	O		8%	8%	- 8.0	13½	5%	1,207	10,416
LaRoche, McCaffrey & McCall	O		8%	9	- 2.8	17	8½	585	5,119
Marketing Resources & Applications*	O		2¾	3	- 7.7	7	1	504	1,512
Movielab	MOV	A	2½	2	-13.5	7½	2	1,407	3,349
MPO Videotronics	MPO	A	5%	5%	- 4.1	9%	4%	558	3,281
Nielsen	O		37½	37¼	+ 2.8	42½	26	5,299	197,388
Ogilvy & Mather	O		24	23½	+ 1.6	23¼	14½	1,096	25,208
PKL Co.	PKL	A	3½	3½	- 3.7	12%	2½	743	2,297
J. Walter Thompson	JWT	N	30½	27½	—	36	21%	2,764	77,392
Wells, Rich, Greene	WRG	A	12%	11¾	- 7.8	14¼	5	1,581	18,782
Total								35,341	943,733
Manufacturing									
Admiral	ADL	N	8%	7%	- 3.8	14%	6½	5,158	37,396
Ampex	APX	N	17%	14%	- 9.4	48½	12½	10,874	171,266
CCA Electronics	O		2½	2%	—	5	1½	2,096	5,512
Collins Radio	CRI	N	14%	11%	-13.3	37¼	9	2,967	38,571
Computer Equipment	CEC	A	4	3%	-11.1	12%	3½	2,406	9,624
Conrac	CAX	N	14%	12	- 7.2	32¼	11	1,262	16,255
General Electric	GE	N	87¾	85%	- 1.7	87¾	60%	90,884	7,941,444
Harris-Intertype	HI	N	49%	47%	- 2.0	75	36%	6,308	305,938
Magnavox	MAG	N	36%	31%	+13.7	38%	22%	16,429	581,258
3M	MMM	N	91%	85%	+ 2.1	114%	71	58,058	5,045,220
Motorola	MOT	N	54	46%	+ 2.9	56	31	13,334	653,366
RCA	RCA	N	25½	22	+ 2.8	34%	18%	68,403	1,599,262
Reeves Industries	RSC	A	3	2%	-14.8	5%	2½	3,458	9,993
Telemation	O		10½	11	-17.3	24	8½	14,040	150,930
Westinghouse	WX	N	66¾	62	—	69%	53%	39,803	2,572,468
Zenith	ZE	N	36%	31%	+12.2	37%	22%	19,020	677,683
Total								352,505	19,816,182
Grand Total								744,607	26,586,510
Standard & Poor Industrial Average			94.48	93.38	+ 1.0				

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

Shares outstanding and capitalization as of Nov. 25. Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
*New additions to index.

Matching TV markets and sales territories

Special mix of Nielsen tabulations allows buyer to use TV more effectively in retail districts

Television markets and sales territories are different measurements that may meet different specific needs, but both are tools of the same trade; effective selling. It is therefore useful to match the two kinds of measurements for certain purposes.

The computation below, which updates a similar survey published in this

magazine last year (BROADCASTING, Dec. 8, 1969), does just that. It involves a special A. C. Nielsen Co. station index tabulation of television markets (Designated Market Area) ranked with the Nielsen retail index territories. This provides a yardstick for determining the combination of markets needed to cover a specific territory.

For example, if national media are not delivering sufficient advertising weight in New England, the planner will find that three television markets (Boston, Hartford and Providence) can provide more than 80% of the households in the New England territory. Or, he can get a better idea of what TV markets are needed to cover that territory.

DMA	TV Households	% of Territory	% of Total U.S.
New England Territory	3,196,870	100.0%	5.3%
Boston-Manchester, N.H.	1,536,310	48.1	2.6
Hartford-New Haven	578,970	18.1	1.0
Providence	483,600	15.1	0.8
Portland-Poland Spring, Me.	197,000	6.1	0.3
Springfield-Holyoke, Mass.	184,170	5.8	0.3
Burlington, Vt.-Plattsburgh, N. Y.	114,920	3.6	0.2
Bangor, Me.	77,210	2.4	0.1
Presque Isle, Me.	24,690	0.8	—
Metro New York Territory	5,891,610	100.0%	9.8%
Metro New York	5,891,610	100.0%	9.8%
Middle Atlantic Territory	6,862,020	100.0%	11.1%
Philadelphia	2,164,210	32.5	3.6
Washington	1,059,260	15.9	1.8
Baltimore	624,790	9.4	1.0
Buffalo	561,230	8.4	0.9
Albany-Schenectady-Troy, N.Y.	396,550	5.9	0.7
Lancaster-Harrisburg-Lebanon-York, Pa.	347,930	5.2	0.6
Syracuse, N.Y.	324,590	4.9	0.5
Wilkes-Barre-Scranton, Pa.	292,790	4.4	0.5
Rochester, N.Y.	272,180	4.1	0.5
Johnstown-Altoona, Pa.	233,500	3.5	0.4
Binghamton, N.Y.	147,000	2.2	0.2
Utica-Rome, N.Y.	121,580	1.8	0.2
Watertown, N.Y.	64,990	1.0	0.1
Salisbury, Md.	51,420	0.8	0.1
East Central Territory	9,284,150	100.0%	15.4%
Detroit	1,419,480	15.3	2.4
Cleveland-Akron, Ohio	1,219,850	13.1	2.0
Pittsburgh	989,190	10.7	1.6
Indianapolis-Lafayette-Muncie, Ind.	672,830	7.2	1.1
Cincinnati	576,520	6.2	0.9
Columbus, Ohio	456,910	4.9	0.8
Charleston-Huntington, W. Va.	408,540	4.4	0.7
Grand Rapids-Kalamazoo, Mich.	405,730	4.4	0.7
Dayton, Ohio	396,730	4.3	0.7
Louisville, Ky.	385,960	4.2	0.6
Flint-Saginaw-Bay City, Mich.	327,620	3.5	0.5
Toledo, Ohio	289,950	3.1	0.5
Youngstown, Ohio	198,800	2.1	0.3
Evansville, Ind.	170,010	1.8	0.3
Ft. Wayne, Ind.	163,250	1.8	0.3
South Bend-Elkhart, Ind.	160,990	1.7	0.3
Lansing, Mich.	158,550	1.7	0.3
Wheeling, W. Va.-Steubenville, Ohio	144,890	1.6	0.2
Terre Haute, Ind.	127,850	1.4	0.2
Lexington, Ky.	122,250	1.3	0.2
Traverse City-Cadillac, Mich.	104,700	1.1	0.2
Erie, Pa.	103,990	1.1	0.2
Beckley-Bluefield, W. Va.	84,510	0.9	0.1
Clarksburg-Weston, W. Va.	65,890	0.7	0.1
Lima, Ohio	52,070	0.6	0.1
Marquette, Mich.	51,890	0.6	0.1
Zanesville, Ohio	25,200	0.3	—
Metro Chicago Territory	2,558,920	100.0%	4.3%
Metro Chicago	2,558,920	100.0%	4.3%
West Central Territory	8,215,860	100.0%	13.7%
St. Louis	881,570	10.7	1.5

DMA	TV Households	% of Territory	% of Total U.S.
Minneapolis-St. Paul	712,080	8.7	1.2
Kansas City-St. Joseph, Mo.	602,520	7.3	1.0
Milwaukee	552,100	6.7	0.9
Denver	445,680	5.4	0.7
Wichita-Hutchinson plus, Kan.	341,980	4.2	0.6
Davenport, Iowa-			
Rock Island-Moline, Ill.	270,010	3.3	0.4
Omaha	260,730	3.2	0.4
Champaign-Springfield-Decatur, Ill.	258,920	3.1	0.4
Des Moines-Ames, Iowa	254,060	3.1	0.4
Green Bay, Wis.	243,400	3.0	0.4
Cedar Rapids, Iowa	235,450	2.9	0.4
Paducah, Ky.-Cape Girardeau, Mo.	217,810	2.6	0.4
Lincoln-Hastings-Kearney, Neb.	195,080	2.4	0.3
Peoria, Ill.	171,700	2.1	0.3
Sioux Falls-Aberdeen, S.D.	170,500	2.1	0.3
Rockford, Ill.	153,980	1.9	0.3
Fargo-Valley City, N.D.	152,670	1.8	0.2
Springfield, Mo.	147,360	1.8	0.2
Duluth, Minn.-Superior, Wis.	137,110	1.7	0.2
Sioux City, Iowa	136,020	1.7	0.2
Madison, Wis.	133,010	1.6	0.2
Colorado Springs	132,650	1.6	0.2
Joplin, Mo.-Pittsburg, Kan.	130,450	1.6	0.2
Quincy, Ill.-Hannibal, Mo.-			
Keokuk, Iowa	124,480	1.5	0.2
Columbia-Jefferson City, Mo.	108,610	1.3	0.2
Mason City, Iowa-Austin, Minn.	106,600	1.3	0.2
Topeka, Kan.	106,520	1.3	0.2
W. North Dakota	105,060	1.3	0.2
Wausau-Rhineland, Wis.	99,190	1.2	0.2
Alexandria, Minn.	78,330	1.0	0.1
LaCrosse, Wis.	74,640	0.9	0.1
Great Falls, Mont.	55,810	0.7	0.1
Cheyenne, Wyo.-Scottsbluff, Neb.-			
Sterling, Colo.	53,670	0.7	0.1
Billings, Mont.	51,580	0.6	0.1
Mankato, Minn.	49,570	0.6	0.1
Rapid City, S.D.	43,480	0.5	0.1
Casper, Wyo.	35,550	0.4	0.1
Butte, Mont.	35,120	0.4	0.1
Ottumwa, Iowa	34,140	0.4	0.1
Eau Claire, Wis.	33,750	0.4	0.1
Grand Junction-Montrose, Colo.	31,050	0.4	0.1
Missoula, Mont.	25,230	0.3	—
North Platte, Neb.	13,640	0.2	—
Riverton, Wyo.	8,720	0.1	—
Glendive, Mont.	4,080	—	—
Southeast Territory	9,120,030	100.0%	15.2%
Atlanta	645,660	7.1	1.1
Miami-Fort Lauderdale, Fla.	613,530	6.7	1.0
Tampa, Fla.	531,830	5.8	0.9
Memphis-Jackson, Tenn.-			
Jonesboro, Ark.	529,950	5.8	0.9
Nashville-Bowling Green, Ky.	448,790	4.9	0.8
Birmingham, Ala.	433,590	4.8	0.7
Charlotte, N.C.	398,000	4.4	0.7
Greenville-Spartanburg, S.C.-			
Asheville, N.C.	370,880	4.1	0.6
Norfolk-Portsmouth-			
Newport News, Va.	341,360	3.7	0.6
Orlando-Daytona Beach, Fla.	326,110	3.6	0.6
Greensboro-High Point-			
Winston-Salem, N.C.	316,030	3.5	0.5

DMA	TV Households	% of Territory	% of Total U.S.
Richmond-Petersburg, Va.	296,630	3.3	0.5
Jacksonville, Fla.	280,440	3.1	0.5
Knoxville, Tenn.	261,070	2.9	0.5
Raleigh-Durham, N.C.	260,720	2.9	0.4
Roanoke-Lynchburg, Va.	254,360	2.8	0.4
Mobile, Ala.-Pensacola, Fla.	253,300	2.8	0.4
Chattanooga, Tenn.	207,630	2.3	0.4
Greenville-New Bern-Washington, N.C.	204,390	2.2	0.4
Jackson, Miss.	203,680	2.2	0.3
Bristol, Va.-Johnson City-Kingsport, Tenn.	169,980	1.9	0.3
West Palm Beach, Fla.	148,390	1.6	0.2
Augusta, Ga.	147,170	1.6	0.2
Columbus, Ga.	140,130	1.5	0.2
Columbia, S.C.	139,780	1.5	0.2
Huntsville-Decatur-Florence, Ala.	127,890	1.4	0.2
Charleston, S.C.	123,040	1.3	0.2
Montgomery, Ala.	110,340	1.2	0.2
Macon, Ga.	99,740	1.1	0.2
Savannah, Ga.	90,770	1.0	0.2
Wilmington, N.C.	88,180	1.0	0.2
Tallahassee, Fla.	86,350	0.9	0.1
Albany, Ga.	73,340	0.8	0.1
Florence, S.C.	71,050	0.8	0.1
Meridian, Miss.	66,690	0.7	0.1
Dothan, Ala.	64,020	0.7	0.1
Columbus, Miss.	46,780	0.5	0.1
Hattiesburg-Laurel, Miss.	41,930	0.5	0.1
Panama City, Fla.	31,060	0.3	0.1
Fort Myers, Fla.	28,130	0.3	—
Harrisonburg, Va.	25,280	0.3	—
Tupelo, Miss.	22,040	0.2	—
Southwest Territory	5,900,510	100.0%	9.8%
Dallas-Fort Worth	897,870	15.2	1.5
Houston	685,730	11.6	1.1
New Orleans	468,030	7.9	0.8
Oklahoma City	368,460	6.2	0.6
San Antonio, Tex.	347,370	5.9	0.6
Tulsa, Okla.	306,380	5.2	0.5
Shreveport, La.	297,940	5.1	0.5
Little Rock-Pine Bluff, Ark.	283,370	4.8	0.5
Albuquerque, N.M.	187,330	3.2	0.3
Baton Rouge, La.	146,380	2.5	0.3
Amarillo, Tex.	140,340	2.4	0.2
Wichita Falls, Tex.	137,220	2.3	0.2
Waco-Temple, Tex.	137,140	2.3	0.2
Monroe, La.	137,090	2.3	0.2
El Paso, Tex.	134,170	2.3	0.2
Beaumont-Port Arthur, Tex.	127,210	2.2	0.2

DMA	TV Households	% of Territory	% of Total U.S.
Lafayette, La.	121,370	2.1	0.2
Corpus Christi, Tex.	110,730	1.9	0.2
Austin, Tex.	109,310	1.9	0.2
Lubbock, Tex.	108,500	1.8	0.2
Odessa, Tex.	91,400	1.5	0.2
Hartingen-Westlaco, Tex.	83,860	1.4	0.1
Abilene-Sweetwater, Tex.	72,580	1.2	0.1
Tyler, Tex.	69,570	1.2	0.1
Alexandria, La.	64,210	1.1	0.1
Fort Smlth, Ark.	60,890	1.0	0.1
Ada-Ardmore, Okla.	44,420	0.8	0.1
Lake Charles, La.	42,910	0.7	0.1
Roswell, N.M.	42,850	0.7	0.1
Greenwood, Miss.	31,970	0.5	0.1
San Angelo, Tex.	27,160	0.5	—
Laredo, Tex.	16,750	0.3	—
Metro Los Angeles Territory	3,323,580	100.0%	5.5%
Metro Los Angeles	3,323,580	100.0%	5.5%
Remaining Pacific Territory	5,929,070	100.0%	8.9%
San Francisco	1,432,370	24.1	2.4
Seattle-Tacoma-Bellingham, Wash.	727,330	12.3	1.2
Sacramento-Stockton, Calif.	533,400	9.0	0.9
Portland, Ore.	517,370	8.7	0.9
San Diego	405,370	6.8	0.7
Phoenix, Ariz.	328,960	5.5	0.5
Salt Lake City	308,170	5.2	0.5
Fresno, Calif.	247,880	4.2	0.4
Spokane, Wash.	233,560	3.9	0.4
Monterey-Salinas, Calif.	147,520	2.5	0.2
Tucson, Ariz.	126,360	2.1	0.2
Yakima, Wash.	98,990	1.7	0.2
Eugene, Ore.	98,970	1.7	0.2
Chico-Redding, Calif.	92,530	1.6	0.2
Las Vegas, Nev.	90,120	1.5	0.2
Bakersfield, Calif.	89,080	1.5	0.1
Boise, Idaho	86,220	1.4	0.1
Santa Barbara, Calif.	81,380	1.4	0.1
Reno, Nev.	68,830	1.2	0.1
Idaho Falls, Idaho	51,600	0.9	0.1
Medford, Ore.	40,930	0.7	0.1
Eureka, Calif.	38,930	0.7	0.1
Yuma-El Centro, Calif.	35,940	0.6	0.1
Twin Falls, Idaho	30,440	0.5	—
Klamath, Ore.	16,820	0.3	—
TOTAL U.S.	60,082,420		100.0%
* Excluding Honolulu			
Sources: A. C. Nielsen Station Index, September 1970			

Fates & Fortunes

Broadcast advertising

Harold Tillson, senior VP, Leo Burnett, Chicago, named senior VP-marketing services division. New responsibility areas include media, programing, broadcast business, research, marketing-sales promotion, and print service-production.

Carl E. Behr, senior VP and management supervisor, Foote, Cone & Belding, Chicago; Frank J. Gromer Jr., senior VP and director of marketing services, FC&B, New York, and Emery T. Smyth, account management staff, FC&B, Chicago, elected members of board of directors, FC&B. Richard I. Clark, director of media, western offices, FC&B, Los Angeles, appointed director of media, FC&B. William C. Kuffel, director of research, FC&B, San Francisco, assumes additional duties as director of media. Raymond R. Menzel, with FC&B, San Francisco, named VP and creative director.

David L. Ladd, VP and general manager, Kenyon & Eckhardt, Boston,

elected to board of directors.

Raymond H. Baker, Walter E. Friedman and Robert L. Froelich, creative supervisors, Ted Bates & Co., New York, named VP's.

Philip J. Shiffman, associate media director, Benton & Bowles, New York, named VP.

Dr. Dale F. Wyatt, formerly corporate research manager, Quaker Oats Co., Chicago, joins N. W. Ayer & Son, Philadelphia, as VP and director of research.

Joe Giordano, former principal in Hockaday, DeWolfe & Giordano, New York agency, appointed senior VP, Jacqueline Brandwynne Associates Inc., there.

Curtis C. Bogasch, VP and account executive, Valentine-Radford, Kansas City, Mo., agency, joins Barrett/Yehle Advertising and Public Relations there as VP and director of marketing.

David A. Schwartz, formerly manager of the consumer-research division,

United States Testing Co., Hoboken, N.J., joins Lee Sturzberg Research Inc., New York, as VP and principal.

William Sommers, western sales manager, RKO Radio Representatives-FM division, appointed national sales manager, KHJ(AM) Los Angeles.

Billie Huber Loew, senior consumer-research technologist, General Foods Corp., joins Social Research Inc., Chicago, as associate director of senior research staff.

Richard Cramer, account executive, KGMB-TV Honolulu, appointed general manager of local sales, KGMB-AM-FM-TV.

Daniel B. Aron, with No Soap Radio Ltd., New York, commercials producer, appointed national sales manager.

Jeff Charnick, media planner, DKG Inc., New York, appointed associate media director.

Joel K. Schwartz, account executive, American Research Bureau, Chicago, appointed manager, ARB Midwest ad-

vertiser and agency sales, there.

John Frede, account supervisor, Earle Ludgin & Co., Chicago, appointed management supervisor.

Lawrence Wolfson, media buyer, Needham, Harper & Steers, New York, joins CBS Radio as account executive for spot sales.

Hugh L. Brooks, manager of advertising media, Brown & Williamson Tobacco Corp., Louisville, Ky., appointed manager of advertising services.

Frank McCann, VP, TV sales, Katz Agency, New York, named to manage West-Midwest sales there. (Corrects item in Nov. 16 issue.)

Media

Dean Curtiss, KDHL(AM) Fairbault, Minn., elected president of National Association of Farm Broadcasters at Chicago convention Nov. 29. He succeeds **Jack Crowner**, WAVE-AM-TV Louisville, Ky. Other new NAFB officers: 1st VP, **George Logan**, WIBW-AM-TV Topeka, Kan.; 2nd VP, **Russell Pierson**, WKY(AM) Oklahoma City.

Dale Moudy, general manager, NBC-owned KNBR-AM-FM San Francisco, joins KPAT-AM-FM Berkeley, Calif., as VP and general manager. Before joining NBC Mr. Moudy managed WOHO(AM) Toledo, Ohio, and before that WSAI(AM) Cincinnati.

James A. Kontoleon, general manager, WHYN-AM-FM-TV Springfield, Mass., named VP and general manager.



James G. Babb Jr., VP and managing director, Jefferson Productions, Charlotte, N.C., named VP and managing director, WWBT-TV Richmond, Va., a Jefferson Pilot station.

Raymond Gardella, president,

Mr. Babb, Cine-Vox, appointed general manager WIXZ(AM) McKeesport, Pa.

Thomas E. Moore Jr., general sales manager, WBAL-AM-FM Baltimore, appointed assistant station manager. He also continues as general sales manager.

Dominick Ferrara, business affairs manager, marketing division, Eastern Airlines, New York, rejoins Westinghouse Broadcasting, there, as business manager. Mr. Ferrara was with WBC as business affairs manager from June 1967 to June 1968.

Paul Wathen, unit manager, ABC-TV, New York, appointed assistant business manager, WABC-TV there.

Robert H. Badger, general manager, WMID(AM) Atlantic City, named VP

and general manager, WABY(AM) Albany, N.Y. **Toni Brady**, with WABY(AM), named general sales manager. (Corrects item in Nov. 30 issue.)

Programing

Frances S. Hill, with legal department, MGM, Culver City, Calif., named director of administration, Warner Bros. TV Distribution, Burbank, Calif.

Fred R. Krug, production manager, Bill Burrud Productions, Los Angeles, appointed VP.

James E. Turney Jr., president, DM Systems Inc., Los Angeles, appointed general manager, Information Systems Division of Technicolor there.

Joseph D'Amico, with Rhodes Productions, New York, and prior to that assistant to manager of syndication, Westinghouse Broadcasting Co., Pittsburgh, rejoins WBC there, as assistant syndication manager.

Michael Marden, general program executive, CBS-TV, New York, appointed to newly created position of director of feature films, and **Lilian Curtis**, manager of program administration and personnel at CBS, appointed director of program administration and personnel.

Leon J. Knize, chief executive officer, the PEG Group, Red Bank-Locust, N.J., joins CBS Electronic Video Recording, New York, as VP-licensing.

Lucien Lessard, VP production and creative services, Tele-Tape, New York, appointed VP-marketing.

Lou Puopolo, producer, Benton & Bowles, joins Filmways of California, East, New York, as VP.

Gerald Pearsen, VP and program manager, WOKR-TV Rochester, N.Y., joins Telcom Associates Inc., New York, as general program executive.

Robert P. Dowd, account executive—central division, ABC Films, Chicago, appointed central division sales manager, company's domestic sales division.

Scott H. Kane, technical field administrator, Sony Corp. of America, joins Telemation Productions, Glenview, Ill. as producer-director.

Paul Gitelson, facilities director, WLWI-TV Indianapolis, appointed production manager.

Dominick Ortuso, producer-director, WJW-TV Cleveland, appointed production manager.

David Rhodes Jr., with WPQR-FM Uniontown, Pa., appointed program director.

John Watson, with WBNR(AM) Beacon and WSPK-FM Poughkeepsie, both New York, appointed program director.

News

John N. Davenport, West Coast correspondent, ABC News, appointed news director, KPRC(AM) Houston.

Dave Sanford, producer, WJBK-TV Detroit, appointed producer-director. **Jacque Minnote** and **Dick VanWie**, both with WJBK-TV, appointed director for news and assignment editor, respectively.

John Nicholson, with KOAM(AM) Pittsburg, Kan., appointed news director, WBNR(AM) Beacon and WSPK-FM Poughkeepsie, both New York.

Phil Bremen, anchorman, KOMU-TV Columbia, Mo., joins WLWI-TV Indianapolis in same capacity.

Thomas Murray, formerly news director, wow-TV Omaha, appointed director of news operations, KSTP-TV Minneapolis-St. Paul, succeeding **William E. McGivern**, named director of promotion and public affairs.

Equipment & engineering

Stanley Patterson, chief engineer, Telemation Inc., Pasadena, Calif., appointed systems engineering manager, Salt Lake City office.

Walter C. Nichol, technician, KPIX-TV San Francisco, appointed technical supervisor.

Joseph T. Loscalzo, formerly with Jerrold Electronics, appointed eastern district sales manager, Spencer Kennedy Laboratories Inc. Philadelphia office.

Richard Schumeyer Jr., formerly with WRFM(FM) New York, appointed chief engineer, WBNR(AM) Beacon and WSPK-FM Poughkeepsie, both New York.

Promotion

Bernard J. Roswig, press representative, CBS-TV, New York, appointed director of press information.

Judy Horan, with wow-TV Omaha, appointed promotion manager.

Hal Bates, director of public relations, KABC-AM-FM Los Angeles, appointed director, creative services, succeeding **Clive Brash**, who resigns. **Frank Kwan**, program director, KABC-FM, named director of publicity.

Joanne Dymond, with KSAN-FM San Francisco, appointed director of promotion and advertising.

James Reynolds, production manager, WJW-TV Cleveland, appointed assistant promotion manager.

Allied fields

Floyd W. Wickenkamp, chief, engineering and facilities division, FCC field en-

gineering bureau, retires.

Paul Young, formerly news manager, WMAL-TV Washington, joins Department of Transportation there as broadcast coordinator.

Carl F. Trunk Jr., president, R. Associates Inc., Cincinnati, joins NBC, New York, as senior attorney.

International

Jack Craine, formerly director of radio, English networks, Canadian Broadcasting Corp., appointed managing director of radio, English services division, and **Norn Garriock**, formerly director of TV, English services division, CBC, appointed managing director of TV, English services division. **James D. Patterson**, director of TV operations and production services, CBC, appointed director of planning, English services division.

ForTheRecord

As compiled by BROADCASTING, Nov. 24 through Dec. 1 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

Review board actions

■ Review board in Buffalo, N.Y., TV proceeding, granted motion filed Nov. 24 by Associated Television Corp. to correct transcript of oral argument in proceeding held on Oct. 27 (Docs. 18993-99). Action Nov. 27.

■ Review board in Buffalo, N.Y., TV proceeding, granted petition for continuance of oral argument, filed Nov. 30 by Continental Summit Television Corp.; argument to be rescheduled to date to be determined (Docs. 18993-18999). Action Nov. 30.

Call letter application

■ Capital City Broadcasting Corp., Lincoln, Neb.—Requests KALR(TV).

Designated for hearing

■ Los Angeles—FCC set for hearing mutually exclusive applications of Community Television of Southern California, Los Angeles Unified School District and Viewer Sponsored Television Foundation for new noncommercial TV on reserved ch. 58 at Los Angeles. Action Nov. 25.

Existing TV stations

Final actions

■ *WGSF(TV) Newark, Ohio—Broadcast Bureau granted engineering data submitted in keeping with report and order adopted Nov. 14 to specify operation on ch. 31. Action Nov. 24.

■ KSOO-TV Sioux Falls, and KCOO-TV Aberdeen, both South Dakota—FCC granted request for waiver of rules (station identification requirements). Action Nov. 25.

■ KFDM-TV Beaumont, Tex.—Broadcast Bureau granted CP to install precision frequency control drive unit. Action Nov. 19.

■ *WHA-TV Madison, Wis.—Broadcast Bureau granted CP to change type trans.: ERP 24 kw,

Deaths

Carlton H. (Pop) Fisher, 72, retired broadcast executive, died Nov. 24 in automobile accident in Portland, Ore. At one time he owned KUGN(AM) Eugene, KHR(AM) Hood River, KUMA(AM) Pendleton and KJDY(AM) John Day, all Oregon. He retained 26% of KVAL-TV Eugene and was owner of Pacific Tower Co., Portland, builders of radio and TV towers. He is survived by his wife, Edna, and son.

George M. Whitney, 75, died of stroke Nov. 28 at Fort Lauderdale, Fla. He was owner-manager of WGRY(AM) Gary, Ind., until 1965.

Joseph A. Kane, 56, engineer, NBC-TV, New York, died Nov. 23 at Jewish Memorial hospital. He is survived by his wife, Eileen, daughter and son.

W. Noel Eldred, 62, executive VP and director, Hewlett-Packard Co., magnetic tape and equipment manufacturer, Palo Alto, Calif., died of heart attack Nov. 30 at his home in Portola Valley, Calif. He was a member of Hewlett-Packard's board of directors and was director of Royco Instrument Co., Palo Alto. He is survived by his wife, Frances, two sons and two daughters.

Charles V. Featherstone, 49, radio-TV personality, WSOQ(AM) and WNYS-TV, both Syracuse, N.Y., died there Nov. 16 of pneumonia. He is survived by his wife, Barbara, and five children.

Thomas Norris Curry, 21, announcer and newscaster, WJFM-AM-FM Lewisburg, Tenn., died Nov. 20 in Mid-State Baptist hospital, Nashville, of injuries suffered in automobile accident Oct. 30.

Action Nov. 19.

Other action

■ WUHM-TV Mayaguez, P.R.—FCC set aside action granting application of United Hemisphere TV of Puerto Rico Inc. for mod. of CP to make changes in authorized facilities of station, vacated CP and returned application to processing line. Action Nov. 25.

Fine

■ WKEF(TV) Dayton, Ohio—FCC notified Springfield Television Broadcasting Corp., licensee, that it has incurred apparent liability for forfeiture of \$1,000 for broadcasting regular programming with increased power before receiving program test authority. Action Nov. 25.

New AM stations

Final action

■ Royston, Ga.—Better Broadcasting Inc. FCC granted 810 kc, 250 w-D. P.O. address: Box 639, Washington, Ga. Estimated construction cost \$25,275.75; first-year operating cost \$28,000; revenue \$36,000. Principals: B. L. Williamson, president and Otis G. Stephens, vice president. Applicant is licensee of WLOV Washington, Ga. Action Nov. 25.

Initial decision

■ Hearing Examiner Herbert Sharfman in Globe, Ariz., proposed grant of application of Mace

Broadcasting Co. for CP for new AM at Globe on 1240 khz, 250 w-U. Ann. Nov. 24.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Honesdale, Pa. (Wayne County Broadcasting Corp. and Peter L. Pratt), AM proceeding, set procedural dates and continued hearing to Jan. 7, 1971 (Docs. 19038-9). Action Nov. 24.

■ Hearing Examiner Isadore A. Honig in McConnellsburg, Ligonier and Jeannette, all Pennsylvania (Town Radio Inc., et al.), AM proceeding, granted petition by Albert A. Calisti for leave to intervene; ordered Laurel Highlands Broadcasting Co. to file with commission, and serve on other parties, within 10 days of release date of order, appropriate pleading showing cause why application should not be dismissed with prejudice (Docs. 19040-2). Action Nov. 23-24.

■ Hearing Examiner Isadore A. Honig in Humbolt and Union City, both Tennessee (Communications Associates Inc. and Quality Broadcasters), AM proceeding, postponed indefinitely Nov. 30 hearing 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 Nov. 24.

■ Hearing Examiner David I. Kraushaar in Eupora and Tupelo, both Mississippi (Tri County Broadcasting Co. and Radio Tupelo), AM proceeding, on motion of Radio Tupelo, extended to Dec. 8 time to respond to petition of Tri County Broadcasting Co. for leave to amend application

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York, N.Y. 10017
212-687-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950
408-375-3164

Summary of broadcasting

Compiled by FCC, Nov. 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,298	2	16	4,316	61	4,377 ¹
Commercial FM	2,127	0	48	2,175	124	2,299
Commercial TV-VHF	498	2	14	512 ²	14	526
Commercial TV-UHF	151	0	33	184 ³	110	294
Total commercial TV	649	2	47	696	124	820
Educational FM	414	0	19	433	41	474
Educational TV-VHF	76	0	9	85	4	89
Educational TV-UHF	101	0	10	111	12	123
Total educational TV	177	0	19	195	16	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Indicates four educational stations on non-reserved channel.

(Docs. 19026-7). Action Nov. 20.

■ Hearing Examiner David I. Kraushaar in Sapulpa and Midwest City, both Oklahoma (Creek County Broadcasting Co., et al.), AM proceeding ordered that additional affidavits by Raburn and Barton be filed by Nov. 30 and that other parties file responses to Tinker Area's petition for leave to amend and to additional affidavits by Dec. 10; deferred ruling upon petition to dismiss filed by Raburn, for consideration in conjunction with pending petition for leave to amend filed by Tinker Area; canceled Nov. 23 deadline for filing petitions to amend issues in this proceeding; ordered that petitions to amend issues in this proceeding may be filed not later than close of business on fifth day after date of release of rulings by hearing examiner upon Creek County's pending petition to dismiss its application and Tinker Area's pending petition for leave to amend its application (Docs. 13341, 13342, 13344). Actions Nov. 19-20.

■ Acting Chief Hearing Examiner Jay A. Kyle in Centerville, Va. (Centerville Broadcasting Co.), AM proceeding, due to absence of examiner, re-scheduled hearing for Jan. 7, 1971 (Doc. 18888). Action Nov. 23.

■ Hearing Examiner Chester F. Naumowicz Jr. in Bentonville, Ark. (Northwestern Communications Corp.), AM proceeding, granted motion by applicant and extended to Dec. 16 time to file proposed findings of fact (Doc. 18869). Action Nov. 23.

■ Hearing Examiner Chester F. Naumowicz Jr. in Flora, Ill. (Doyle Ray Flurry and Virginia Broadcasting Corp.), AM proceeding, granted motion of Virginia Broadcasting Corp. and dismissed application of Doyle Ray Flurry and further ordered that hearing schedule established by Nov. 10 order shall apply to those issues not rendered moot by order (Docs. 19024-5). Action Nov. 23.

Other actions

■ Review board in Carthage, Miss., AM proceeding, granted motion for extension of time to file exceptions and reply to exceptions to initial decision, filed Nov. 23 by Ford Broadcasting Co. (Docs. 18487, 18488). Action Nov. 24.

■ Review board in Franklin, N.J., AM proceeding, granted petition to enlarge issues, filed Sept. 30 by Broadcast Bureau (Docs. 18251-52). Action Nov. 30.

■ Review board in Jacksonville, N.C., AM proceeding, granted to extent indicated and denied in all other respects, petition to enlarge issues, filed Aug. 31 by Broadcast Bureau (Docs. 18549, 18813 and 18814). Action Nov. 25.

Existing AM stations

Application

■ KCUZ Clifton, Ariz.—Seeks CP to increase D power from 250 w-U to 250 w, 1 kw-LS-U and install new trans., RCA BTA-1L. Ann. Dec. 1.

Final actions

■ Broadcast Bureau permitted remote control for following: WBYU New Orleans; WMFC-FM Monroeville, Ala.; KGLR Reno and WGCB Red Lion, Pa. Action Nov. 30.

■ WBEN Buffalo, N.Y.—Broadcast Bureau granted mod. of license covering changes in N directional radiation pattern. Action Nov. 27.

■ WCOG Greensboro, N.C.—Broadcast Bureau granted license covering aux. alt. main trans. Action Nov. 24.

■ WPNA Philadelphia—FCC granted request by Storer FM Inc., licensee, for waiver of rules (stations at spacings below minimum separation). Action Nov. 25.

Other actions

■ WLAS Jacksonville, N.C.—FCC terminated revocation proceeding against Seaboard Broadcasting Corp., licensee, and issues incorporated in license renewal hearing (Docs. 18549, 18814). Action Nov. 25.

■ KWBA Baytown, Tex.—FCC Complaints and Compliance Division Chief William B. Ray notified licensee that comments on bombing attack on KPFT Houston, made during KWBA call-in show constituted personal attack under commission definition and that failure to notify KPFT of attack was in violation of personal attack provisions of rules. Ann. Nov. 27.

■ Review board in Guayama, P.R., AM proceeding, granted request for extension of time to file responsive pleadings, filed Nov. 19 by Lucas Tomas Muniz (Docs. 19055-19057). Action Nov. 24.

Actions on motions

■ Chief, Office of Opinions and Review, in Monroe, Ga. (Walton Broadcasting Co. [WMRE]), AM proceeding, granted request by applicant and extended through Nov. 27, time to prepare and file petition requesting reconsideration of order designating Walton Broadcasting Co.'s license renewal application for hearing (Doc. 19011). Action Nov. 23.

■ Hearing Examiner Isadore A. Honig in Perry, Fla. (WPRY Radio Broadcasters Inc.), renewal of license of WPRY, scheduled prehearing conference for Dec. 4 (Doc. 18885). Action Nov. 23.

■ Hearing Examiner Chester F. Naumowicz in Titusville and Fort Pierce, both Florida (WRMF Inc. [WRMF] and St. Lucie Broadcasting Co.), AM proceeding, continued all procedures and dates heretofore established pending further order (Docs. 19022-3). Action Nov. 17.

■ Hearing Examiner Chester F. Naumowicz in West Jefferson and Blowing Rock, both North Carolina (Childress Broadcasting Corp. of West Jefferson [WKSJ] and Mountain Broadcasting Corp.), AM proceeding, scheduled hearing for Feb. 2, 1971 (Docs. 19015-6). Action Nov. 17.

Call letter application

■ WAAT, Delaware Valley Broadcasting Co., Trenton, N.J.—Requests WTNJ.

Presunrise service authority

■ Broadcast Bureau granted following AM's PSA pursuant to rules, until further notice, from 6:00 a.m. to sunrise times specified in instrument of authorization, with D ant. system and with power as shown: KLUE Longview, Tex., reduced to 439 w. Action Nov. 4. WHEC Rochester, N.Y., 500 w. Action Nov. 13. KALT Atlanta, Tex., 40 w; KBCL Shreveport, La., 30 w; KCLW Hamilton, Tex., 12 w; KDDD Dumas, Tex., 30 w; KJEM Oklahoma City, 38 w; KKAR Pomona, Calif., 250 w; KKDA Grand Prairie, Tex., 15 w; KMCD Fairfield, Iowa, 250 w; KMIS Portageville, Mo., 190 w; KOFO, Ottawa, Kan., 47 w; KOUR Independence, Iowa, 250 w; KSIS Sedalia, Mo., 184 w; KTER Terrell, Tex., 21 w; KVPI Ville Platte, La., 34 w; KWOA Worthington, Minn., 148 w; WAQY Birmingham, Ala., 211 w; WATK Antigo, Wis., 250 w; WBRG Lynchburg, Va., 475 w; WBSG Blackshear, Ga., 500 w; WCEF Parkersburg, W. Va., 500 w; WCHA Chambersburg, Pa., 250 w, and WCMS Norfolk, Va., 370 w. And WCPH Etowah, Tenn., 500 w; WDEH Sweetwater, Tenn., 500 w; WDSC Dillon, S.C., 500 w; WDW Decatur, Ill., 500 w; WERT Van Wert, Ohio, 250 w; WFIA Louisville, Ky., 396 w; WFMW Madisonville, Ky., 300 w; WFER Freeport, Ill., 500 w; WHRF Riverhead, N.Y., 500 w; WJTO Bath, Me., 84 w; WKAU Kaukauna, Wis., 455 w; WKXV Knoxville, Tenn., 500 w; WLBI Denham Springs, La., 50 w; WLIP Kenosha, Wis., 250 w; WLMD Laurel, Md., 92 w; WLYC Williamsport, Pa., 500 w; WODY Bassett, Va., 500 w;

WOKZ Alton, Ill., 290 w; WPAG Ann Arbor, Mich., 500 w; WPLK Rockmart, Ga., 293 w; WSEN Baldwinsville, N.Y., 500 w; WSHO New Orleans, 500 w; WSKB Everett, Pa., 250 w; WTAY Robinson, Ill., 250 w; WTMR Camden, N.J., 500 w; WTOW Towson, Md., 373 w, and WYTI Rocky Mount, Va., 500 w. Actions Nov. 23.

■ WTBP(AM) Parsons, Tenn.—Broadcast Bureau granted PSA, pursuant to rules until further notice, from 6:00 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with D ant. system and with 142 w. Action Nov. 23.

New FM stations

Applications

■ *Plymouth, Mich.—Plymouth Community School District. Seeks 89.3 mhz, 10 w. Ant. height above average terrain 110 ft. P.O. address: 1024 South Mill Road. Plymouth 48170. Estimated construction cost \$25,000; first-year operating cost \$12,000; revenue none. Principals: Esther L. Hulsing, president, et al. Ann. Nov. 18.

■ Lubbock, Tex.—Lubbock Broadcasting Inc. Seeks 101.1 mhz, 28.3 kw. Ant. height above average terrain 133 ft. P.O. address Box 6098, Lubbock 79413. Estimated construction cost \$13,625; first-year operating cost \$15,193.80; revenue \$18,000. Principals: Harry Theodore Davidson Jr., Christine Hopkins Davidson, Don Garland Hopson and Julie Ann Hopson (each 25%). All principals are currently students at Texas Tech University. Ann. Nov. 19.

Starts authorized

■ KALJ(FM) Yuma, Ariz.—Authorized program operation on 95.1 mhz, 25 kw. Ant. height above average terrain 76 ft. Action Nov. 5.

■ KNL(FM) Truckee, Calif.—Authorized program operation on 101.7 mhz, 1.7 kw. Ant. height above average terrain 380 ft. Action Nov. 9.

■ WTIB(FM) Iuka, Miss.—Authorized program operation on 104.9 mhz, 3 kw. Ant. height above average terrain 225 ft. Action Nov. 5.

Final actions

■ Rockmart, Ga., Georgia Radio Inc.—Broadcast Bureau granted mod. of CP to change trans. location to 602 West Elm Street, Rockmart; change type ant. make changes in ant. system; condition. Action Nov. 27.

■ San Francisco—Poor Peoples' Radio Inc. Broadcast Bureau granted 89.5 mc, TPO 10 w. P.O. address: 1390 Market Street, San Francisco 94102. Estimated construction cost \$3,190; first-year operating cost \$6,000; revenue none. Principals: Meyer Gottesman, president of board, et al. Action Nov. 19.

■ Perry, Iowa, Perry Broadcasting Co.—Broadcast Bureau granted mod. of CP to change trans. and ant. of FM. Action Nov. 20.

■ *Geneva, N.Y. Colleges of The Seneca—Broadcast Bureau granted 91.3 mc, TPO 10 w. P.O. address 337 Fulteney Street, Geneva 14456. Estimated construction cost \$6,155; first-year operating cost \$2,700; revenue none. Principals: Allen Kusisto, president of Colleges, et al. Action Nov. 24.

Actions on motions

■ Hearing Examiner Lenore G. Ehrig in Anderson, Ind. (White River Radio Corp., et al.), FM proceeding, dismissed petition by White River for leave to withdraw, since examiner orally granted petitioner's request at Nov. 4 prehearing conference and ruling was confirmed by written order released Nov. 5; granted petition by White River for leave to amend application to set forth name of applicant's proposed station manager and certain biographical data concerning individual; on request of Eastern Broadcasting Corp., extended to Dec. 4, date for preliminary exchange of engineering exhibits (Docs. 19017-9). Action Nov. 23-24.

■ Hearing Examiner Charles J. Frederick in Satellite Beach and Melbourne, both Florida (William H. Brown and Cape Canaveral Broadcasters Inc.), FM proceeding, postponed Nov. 25 further prehearing conference without day (Docs. 19013-4). Action Nov. 24.

■ Hearing Examiner Isadore A. Honig in Live Oak, Fla. (WNER Radio Inc. and Live Oak Broadcasting Co.), FM proceeding, granted petition by Live Oak Broadcasting Co. for leave to amend application in certain financial and programming survey aspects (Docs. 18975-6). Action Nov. 13.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Auburn Publishing Co., et al.), FM proceeding, granted petition by What the Bible Says Inc. for leave to amend application in certain financial matters (Docs. 18674-6). Action Nov. 24.

(Continued on page 69)

PROFESSIONAL CARDS

JANSKY & BAILEY
 Consulting Engineers
 1812 K St., N.W.
 Wash., D.C. 20006 296-6400
 Member AFOOE

JAMES C. McNARY
 Consulting Engineer
 Suite 402, Park Building
 6400 Goldsboro Road
 Bethesda, Md. 20034
 (301) 229-6600
 Member AFOOE

—Established 1926—
PAUL GODLEY CO.
 CONSULTING ENGINEERS
 Box 798, Upper Montclair, N.J. 07043
 Phone: (201) 746-3000
 Member AFOOE

COHEN & DIPPELL
 CONSULTING ENGINEERS
 Formerly GEO. C. DAVIS
 527 Munsey Bldg.
 783-0111
 Washington, D. C. 20004
 Member AFOOE

COMMERCIAL RADIO
 Consulting Engineers
 Everett L. Dillard
 Edward F. Lorentz
 PRUDENTIAL BLDG.
 347-1319
 WASHINGTON, D. C. 20005
 Member AFOOE

A. D. Ring & Associates
 CONSULTING RADIO ENGINEERS
 1771 N St., N.W. 296-2315
 WASHINGTON, D. C. 20036
 Member AFOOE

GAUTNEY & JONES
 CONSULTING RADIO ENGINEERS
 2922 Telesar Ct. (703) 560-6800
 Falls Church, Va. 22042
 Member AFOOE

LOHNES & CULVER
 Consulting Engineers
 1242 Munsey Building
 Washington, D. C. 20004
 (202) 347-8215
 Member AFOOE

KEAR & KENNEDY
 1302 18th St., N.W. Hudson 3-9000
 WASHINGTON, D. C. 20036
 Member AFOOE

A. EARL CULLUM, JR.
 CONSULTING ENGINEERS
 INWOOD POST OFFICE
 DALLAS, TEXAS 75209
 (214) 631-8360
 Member AFOOE

**SILLIMAN, MOFFET
& KOWALSKI**
 711 14th St., N.W.
 Republic 7-6646
 Washington, D. C. 20005
 Member AFOOE

STEEL, ANDRUS & ADAIR
 CONSULTING ENGINEERS
 2029 K Street N.W.
 Washington, D. C. 20006
 (202) 223-4664
 (301) 827-8725
 Member AFOOE

HAMMETT & EDISON
 CONSULTING ENGINEERS
 Radio & Television
 Box 68, International Airport
 San Francisco, California 94128
 (415) 342-5208
 Member AFOOE

JOHN B. HEFFELFINGER
 9208 Wyoming Pl. Hiland 4-7010
 KANSAS CITY, MISSOURI 64114

**JULES COHEN
& ASSOCIATES**
 Suite 716, Associations Bldg.
 1145 19th St., N.W., 659-3707
 Washington, D. C. 20036
 Member AFOOE

CARL E. SMITH
 CONSULTING RADIO ENGINEERS
 8200 Snowville Road
 Cleveland, Ohio 44141
 Phone: 216-526-4386
 Member AFOOE

VIR N. JAMES
 CONSULTING RADIO ENGINEERS
 Application and Field Engineering
 345 Colorado Blvd.—80206
 Phone: (Area Code 303) 333-5562
 Data Fone (303) 333-7807
DENVER, COLORADO
 Member AFOOE

E. HAROLD MUNN, JR.
 BROADCAST ENGINEERING
 CONSULTANT
 Box 220
 Coldwater, Michigan—49036
 Phone: 517-278-6733

**ROSNER TELEVISION
SYSTEMS**
 ENGINEERS—CONTRACTORS
 29 South Mall
 Plainview, N.Y. 11803
 (516) 694-1903

ORRIN W. TOWNER
 Consulting Engineer
 11008 Beech Road
 Anchorage, Kentucky 40223
 (502) 245-4673

MERL SAXON
 CONSULTING RADIO ENGINEER
 622 Hoskins Street
 Lufkin, Texas 75901
 634-9558 632-2821

SPOT YOUR FIRM'S NAME HERE
 To Be Seen by 100,000* Readers—
 among them, the decision making
 station owners and managers, chief
 engineers and technicians—applicants
 for am fm tv and facsimile facilities.
 *ARB Continuing Readership Study

contact
BROADCASTING MAGAZINE
 1735 DeSoles St. N.W.
 Washington, D. C. 20036
 for availabilities
 Phone: (202) 638-1022

A. PROSE WALKER ASSOCS.
**TELECOMMUNICATION
CONSULTANTS**
 Domestic—International
 Terrestrial—Satellite
 12200 Pendercrest Court
 Fairfax, Virginia 22030
 703-591-4642
 Assoc. Member AFCEE

**SERVICE
DIRECTORY**

**COMMERCIAL RADIO
MONITORING CO.**
 PRECISION FREQUENCY
 MEASUREMENTS
 AM-FM-TV
 103 S. Market St.
 Lee's Summit, Mo. 64063
 Phone (816) 524-3777

**CAMBRIDGE CRYSTALS
PRECISION FREQUENCY
MEASURING SERVICE**
 SPECIALISTS FOR AM-FM-TV
 445 Concord Ave.
 Cambridge, Mass. 02138
 Phone (617) 876-2810

BFM ASSOCIATES
 Management Consultants
 Specializing in
 Music License Fees
 Traffic—Billing—Acquisitions
JOSEPH J. MADDEN
 Managing Partner
 41-30 58 St., N.Y., N.Y. 11377
 Tel. 212-651-1470-75

CLASSIFIED ADVERTISING

Payable in advance. Check or money order only.
Situations Wanted 25¢ per word—\$2.00 minimum.
Applicants: If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return. **Deadline for copy:** Must be received by Monday for publication next Monday. **Please submit copy by letter or wire.** No telephone calls accepted without confirming wire or letter prior to deadline.

Help Wanted 30¢ per word—\$2.00 minimum.
All other classifications 35¢ per word—\$4.00 minimum.
Display ads. Situations Wanted (Personal ads)—\$25.00 per Inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number.
Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Wanted—aggressive manager who can sell local retailers and has sales and administrative experience. Five figure salary-bonus arrangement with good fringe benefits. 3 station midwest market of 135,000. Early 1971 starting date. Box M-54, BROADCASTING.

Manager wanted for WMKC-Stereo—Oshkosh, Wisconsin. Must have top personal billing record. Tell all. Five figure salary, incentive, all the fringe benefits. Write Don C. Wirih, P.O. Box 707, Neenah, Wisconsin 54956.

Help Wanted Sales

Wanted: Salesman or radioman wanting sales. Continuous sales training. Age 24-40. Midwest operation. Box L-255, BROADCASTING.

Once in a lifetime opening for young salesman, #1 MOR small market station in South. Salary plus commission, bonus, fringe benefits. Send complete details, care Box L-283, BROADCASTING.

Air shift and sales. If experienced in both and would like to be within commuting range of New York city, and enjoy country living, apply to Box M-35, BROADCASTING.

Salesman for AM & FM in good, fast growing market. Excellent opportunity for person with experience or beginner. WBNR, Beacon-Newburgh, New York.

Golden opportunity for 2 sober but aggressive broadcast salesmen . . . one to become sales manager. Base + travel allowance + commission + override in the heart of beautiful northern Wisconsin. Station has high card with strong base of contract business. Let me hear about you and your financial needs. Contact: Bruce Micek, General Manager, WELF, Tomahawk, Wisconsin. 715-453-4700.

Salesman/announcer wanted by south central Florida's leading radio station. We're MOR, professional, not firing, just busy and we check references. WJCM Radio, 813-385-7149.

Announcers

If you swing and know MOR, major Ohio market has outstanding opportunity. Send tape, picture and resume. Box K-206, BROADCASTING.

Wanted: An experienced announcer-salesman . . . 50,000 watt country music station . . . Piedmont, North Carolina . . . Salary and commission . . . Box L-196, BROADCASTING.

Dee Jay. First ticket. Must be married, dependable. References checked. Good money. Give us a couple of years. We'll guarantee placing you in better job if qualified. Letter and tape now. Personal interview later. Box L-251, BROADCASTING.

Bright MOR major market south considering aspiring DJ with potential to mold. Good voice, humor or topicality ability desired. Send resume, tape to Box L-262, BROADCASTING.

Wanted: 1st phone, heavy voiced, rock jock, for daytime slot. Production ability a must. Good pay, stable station. Send resume, tape & photo to Box L-277, BROADCASTING.

Substantial AM daytime-FM fulltime in Illinois needs morning man. Well equipped, we've dominated our region for decades. Now want to improve morning service with a mature, experienced first phone announcer music man. No maintenance. We'll pay you what you're worth. You'll get all benefits. Excellent living and schools in our pleasant communities within 100 miles of Chicago. Interested? Box L-293, BROADCASTING.

Experienced announcer, mature voice with first phone for permanent position with Piedmont NCAR full time network affiliated station. Send resume to Box L-315, BROADCASTING.

All around man, production, 1 hr/AM talk daily, programming, etc. 100,000 mkt north east, established. Box M-6, BROADCASTING

Announcers continued

Mature sounding morning man for top rated contemporary station in New England. Stable, respected organization offering many company benefits. \$140-\$160 to start. Send air check and complete resume to Program Director, Box M-19, BROADCASTING.

Air shift and sales. If experienced in both and would like to be within commuting range of New York City, and enjoy country living, apply to Box M-36, BROADCASTING.

I am: A. An excellent announcer B. An excellent first phone engineer C. A dedicated pro D. All of the above/if you can circle D. send tape, resume and salary requirements to Box M-41, BROADCASTING.

Top west coast station seeks a great top 40 morning man. You must be earning above \$13,000 a year. Salary based on your talent and experience. Send tape and resume to Box M-50, BROADCASTING. We are an equal opportunity employer.

Southwest Virginia—immediate openings for two experienced versatile announcers. Family station with mainly C&W format. Send tape, resume and salary requirement to Box M-63, BROADCASTING.

Morning personality for immediate opening on MOR-music-talk station. Also opportunity for talk-show if qualified. Contact George Taylor, WALE, Fall River, Mass. 617-674-3535.

Announcer: First ticket. WAMD, Aberdeen, Md. 21001.

Excellent position available now for bright sounding, experienced announcer for MOR morning show. Copy and production helpful. Send tape, resume today to WASA, Havre de Grace, Maryland 21078.

Country music personality who can double as a dynamic salesman for the radio division of a medium-market, radio-TV combine. Good references and sales record a must. WHAG AM-FM-TV, Hagers-town, Maryland. Call Mr. Smith, 301-797-4400.

Better than average salary, 5 day week for mature-voiced radio announcer by multiple station operation. Strong on commercial, good board operator, straight shift. Send tape, picture and complete information to Hal Barton, WTAD, Quincy, Illinois 62301.

Air personality for contemporary non-rock format. Play-by-play or talk show also available for right person. We do everything; personality dj, news, editorials, talk and sports. Good competitive market. Must be experienced. Tape and resume to WRTA, Altoona, Pa.

Professional T-40 morning man for WTVR request radio in Richmond, Virginia. I want a man with experience, who can follow direction. No calls. Send air check and resume to Ron Savage, WTVR, 3301 West Broad Street, Richmond, Virginia 23230.

Technical

Chief engineer-announcer for non-directional 1 KW AM station in Midwest. Major market, 40 hours per week. Top pay and permanent position for right man. Must be experienced and ready for good paying, permanent job. All applications will be held in confidence. Send tape and complete resume to Box L-228, BROADCASTING.

Wanted: Family man with ambition and at least 3 or 4 years basic engineering experience. Job—Chief, class C stereo, in Missouri. Send resume. Box L-267, BROADCASTING.

Major Chicago stereo station seeks capable, competent, experienced engineer. Box L-303, BROADCASTING.

Reliable and experienced engineer for stereo B SCA and 1kw daytimer. Strictly maintenance, security, New York State. Box M-5, BROADCASTING.

Transmitter engineer. WAMD, Aberdeen, Md. 21001.

Here is your great opportunity as chief engineer in medium market radio. We are looking for an extremely qualified man to have full technical responsibility for AM and FM plus Gates ATC automation, two production studios and other up-to-date equipment in this progressive mid-Wisconsin station. Must have strong technical experience in radio and anxious to make this his career in broadcasting. Will pay top salary for the right man. Fringe benefits include pension program, complete family hospitalization, life insurance. Must have strong references. Professional with experience only. Contact Jack R. Gennaro, Gen. Manager, WFRH/WWRW radio, Wisconsin Rapids, Wisconsin or write with complete resume. Area code 715-423-7200.

Technical continued

Chief engineer needed for 5000w ND/1000w directional Indiana station. Full responsibility. Directional experience necessary. Top dollar and benefits to right man. (812) 425-2221.

News

Experienced newsmen capable dealing with nation's top newsmakers. Box M-61, BROADCASTING.

Wanted: newsmen with sportscast and play-by-play capabilities. Ralph Weber, KLS/KSMN, Mason City, Iowa.

Newsmen—WLAP, Lexington, Kentucky, needs an experienced "digger" to join four-man news team. Writing, rewriting experience and authoritative delivery a must. Send tape and resume to News Director. No collect calls.

Programing, Production, Others

Team/two or three/PD and operations/production announcer/and announcer. Acceptable to establishment. Above average salaries. Excellent equipment. Established station. Number one in market of 100,000. South. Contemporary/not wild/not flower music. Box L-154, BROADCASTING.

Producer-director. Upper midwest NBC affiliate needs creative individual. Must have switcher experience and be able to shoot and edit film. Send resume to Box M-26, BROADCASTING. Equal opportunity employer.

Situation Wanted, Management

General manager: Experienced AM-FM and TV sober, reliable family man, 38. Twelve years experience, N.Y. or Pennsylvania. Box L-256, BROADCASTING.

Experienced general manager. Small-medium markets. Heavy on programing, budgeting, community involvement. Family man. Box L-306, BROADCASTING.

Successful two man management and programing team, presently employed at number one rated station will help you achieve success in your market. Available immediately. If you're not satisfied with your present position in the market or your profits, the expenditure of six cents will be well worth your while. Write Box M-3, BROADCASTING.

Ideal small market manager; comes complete with first phone. Age 33. Prefer midwest or Ozarks. Box M-11, BROADCASTING.

Start the new year right. If you have insufficient time to devote to proper management of your small or medium market full time MOR station, you need a competent, professional manager. You dictate the policy, give me carte blanche to implement it, and you'll get results. Broadcast teaching background, I can do the work I ask my staff to do. Expert at straightening out messes and transforming prima donnas into good, solid company men. No nonsense but fun to work for. Make an offer and let's talk about it. Prefer Middle Atlantic states. (703) 885-3085 Box M-30, BROADCASTING.

Selling successful country station. Looking for new G.M. Challenge . . . or backers who seek entry into radio station ownership. Box M-31, BROADCASTING.

Need conscientious manager with first and announcing, sales, management, production and music director background? Box M-44, BROADCASTING.

Successful, working manager seeks southeastern loser! Expensive but profitable! Box M-45, BROADCASTING.

Creativity is the only answer to competition. Here's a manager who thinks and works. Looking for MOR. Prefer the tall and uncut. (206) 943-8323.

Sales

Young aggressive, experienced salesman with news and sports background. Especially looking for combination that would include play by play. Box M-46, BROADCASTING.

Five year announcer wants sales training. Box M-57, BROADCASTING.

Sales continued

Seven years' broadcasting experience, mostly sales, presently general manager in top market. Want to re-locate soon. Call AC 513-625-8547.

Announcers

Experienced rock program director, strong on production. Box L-25, BROADCASTING.

Talented "more music" rock jock, first phone. Box L-26, BROADCASTING.

MOR, first, no pro, New York, Michigan, anywhere. Box L-60, BROADCASTING.

Top 40 small market PD, 2 years, wants to grow. Looking anywhere. Prefer Colo., Ariz., Northwest. Programming, production. BJ degree. 25. Single. 3d. Need \$600. Any size market. Professional only. Box L-179, BROADCASTING.

Experienced professional announcer capable of working hard and willing to relocate. Box L-249, BROADCASTING.

Combo-man, 1st phone announcer with programming, production, and performing experience. Repair and maintenance skills. Age 23, veteran, will relocate. Box L-260, BROADCASTING.

Dependable (Black) announcer-newscaster, tight board, third, metro experienced, relocate. . . . Box L-287, BROADCASTING.

I offer: 15 years adult radio diversity, first-phone, deep quality voice, good-music knowledge. Let me announce and/or program. AM or FM. Married, sober, dependable. 219-456-2449 or write Box M-2, BROADCASTING.

First phone. Country disc jockey. Available with experience. Box M-8, BROADCASTING.

Pro with first. Exp. P.D. production. Interested in future not "blue sky". Box M-9, BROADCASTING.

Beginner, will relocate. Third phone. Ex-actor with great talent. Unique voice. Box M-12, BROADCASTING.

Disc jockey/sportscaster; all music categories, tight board, play-by-play football, basketball, baseball. Dependable. Box M-14, BROADCASTING.

1st phone, top-notch Black jock—7½ years experience—major market—TV booth, production specialist—needs change. Box M-17, BROADCASTING.

Announcer; five years, third endorsed; married, excellent voice; can request. Box M-18, BROADCASTING.

Young man, some experience, broadcast grad seeking announcer DJ position northeast area. Box M-22, BROADCASTING.

Experienced rock jock, 3rd license, single some college, working in large east coast market; would like to work for rock or progressive-rock station that doesn't sound like a juke-box. Box M-25, BROADCASTING.

Ten years experience: five as PD . . . 3rd endorsement . . . veteran . . . sales experience. Looking for stability in progressive market (adult top 40 or progressive MOR) . . . north central states preferred . . . can do news and sportscast with authority. Ready to relocate . . . will consider 200 minimum. Tape . . . resume . . . or personal interview on request. Box M-32, BROADCASTING.

First phone, pro, wanting medium size market AM shift. College, small market experience, seven years. MOR or rock. Mature sound of authority. Housewife's friend. Sleeper of the year. Box M-37, BROADCASTING.

College graduate in radio-television experienced in all phases. Currently PD-morning man. First phone. Excellent sales record. 26, veteran, finest references. Box M-40, BROADCASTING.

First phone, nine months training, plus three months experience. Good references at past job. Willing to work like a dog. Age: aggressive 22. Minimum \$400. monthly. Box M-43, BROADCASTING.

Three years experience, third phone, interested in small market stations in Maryland, Virginia, West Virginia, Pennsylvania or New Jersey. Harvey Apatoff, 4006 Fallstaff Road, Baltimore, Maryland, 21215.

First phone—broadcasting school grad eager to begin—willing to relocate, married, vet. Call 281-5131 or write Rich Ruppert, 4264 Euclid, San Diego, Calif. 92115.

Extremely ambitious 24 year old black beginner seeks responsible announcing or sales position, broadcast school 3rd endorsed, military completed, will relocate. James Nelson, 21 Brookledge Street, Roxbury, Massachusetts 02121 617-282-0827.

Announcers continued

33, mature, MA & BA graduate, 5 years intensive public speaking experience, Columbia School, 3rd endorsed; single, relocate. Gordon Mainhart, 4208 Saul Street, Flushing, N.Y. 11355, 212-350-5051, 212-539-0954.

Experienced professional seeks new challenge. Call 219-743-4611.

Personality deejay, five years experience third endorsed. Call 701-572-5757.

Technical

Responsible chief engineer/announcer wants position in northeast, now. Box L-309, BROADCASTING.

First phone, first telegraph experienced wants transmitter job. Box M-21, BROADCASTING.

News

Warm weather majors: experienced pro wants air-writer-editor position. College degree, dependable, no hang-ups. Box L-239, BROADCASTING.

15 years experience. Currently heading 5 man department in midwest capital city. Seeking position in mountain west. Minimum \$10,000. Box M-1, BROADCASTING.

Weathergirl, consumer editor on-the-air reporter, on-the-street reporter at top O and O station. Radio and television production experience. BA degree in broadcasting. Major market only. Top references. Box M-20, BROADCASTING.

Dig, gather, write, read, radio news. Very capable, limited experience. Good references. Degree. Box M-29, BROADCASTING.

Free lance writer general news, TV, theatre, movie items. Box M-34, BROADCASTING.

Ready to return to news as beat reporter. Crack interviewer, want to learn to dig. Box M-56, BROADCASTING.

Programing, Production, Others

Agnew would dub me a rad-lib. Successful talk personality 35 . . . responsible . . . seeks own show nighttime . . . days . . . or all night on powerful outlet . . . radio and/or television. Rating success three large markets. Last job . . . network correspondent but you can afford me. Two good offers pending but will wait to hear from you. Hurry! Box L-141, BROADCASTING.

Experienced professional. Willing to do and capable of hard work. Box L-247, BROADCASTING.

Copywriter-producer—14 years radio and tv. A/V, S.O.F. presentation, documentaries. Married, family, vet. Agency shop or broadcaster, all replies considered. If quality counts, contact: Box M-10, BROADCASTING.

1st phone, major market Black announcer seeks P.D. DJ position. Top production 7½ years experience. Box M-16, BROADCASTING.

Copywriter, resume and samples on request. 203-658-6196 or Box M-28, BROADCASTING.

Major market personality working one of the top ten markets, background of giant ratings, wants position as operations/program director. Those stations that want more than just average ratings need apply. Top forty/MOR. All replies considered. Box M-48, BROADCASTING.

Five years of audience fun through promotion, participation and production. Medium or college market. Box M-55, BROADCASTING.

Conservatively oriented (not ultra) talk-moderator, interviewer. Knowledgeable variety of subjects. Authoritative news, likewise commercials. Good track record. Broadcast sales recently. Available now. Joe Fribley, 641 Olive, Shreveport, La. 71104 (318) 422-1183.

Television Help Wanted

Sales

Local sales manager for competitive midwest major market. VHF network affiliated. Single ownership, not group. Must be experienced in TV sales, young, aggressive, with ability to lead and inspire sales staff. Salary plus override. Our market is just beginning to grow in local TV sales. Reply in confidence with resume and picture to Box M-58, BROADCASTING.

Experienced TV salesman, WURD-TV, Indianapolis. Dr. Wendell Hansen, Rt. 4, Noblesville, Ind. 317-773-0030.

Technical

Immediate opening for chief engineer. UHF all color station in southwest. Send resume, including salary requirements to Box L-294, BROADCASTING.

Experienced engineer for studio maintenance and operation. Put your knowledge to productive use in a permanent position with opportunities for personal growth in a group organization. Box M-24, BROADCASTING.

Wanted—Technician experienced in maintenance of color control room equipment. Excellent benefits and working conditions. Salary commensurate with experience. Television station location East Tennessee. Send complete resume to Box M-39, BROADCASTING.

Engineer, experienced with Norelco cameras and Ampex VR2000's, needed at once in expansion move by National Teleproductions Corp. Fast growing television production facility, specializing in national and regional commercial production and numerous mobile pickups. Good pay, benefits. Contact Vern Totten, Chief Engineer. 317-257-1581.

News

Anchorman-news director must be all around pro. Ability to plan, write, film, edit, create, think and handle people. Cannot be prima donna. Long hours and long responsibility. Pay is ok and people are pleasant. Send resume, VTR or film and money requirements to Box M-60, BROADCASTING.

This capital city NBC affiliate needs aggressive, competent anchorman with good voice and appearance. Should know film, shooting, and editing as well as being a competent writer. Good salary, working conditions, and company benefits. Call Jack Hoskins, Program Manager, 217-528-0465.

Programing, Production, Others

Creative director. Want a chance to do all those things you've always wanted to do? Large southeast market major group R and TV offers it to the person with complete knowledge and capability in field of graphics, continuity, set design and all other related areas. Write with brochure and samples to Box M-62, BROADCASTING.

Florida ETV has excellent opportunity for continuity-traffic director. Must be capable of writing good copy, with keen interest in promotion and publicity. Formal training and/or experience required. Send photo and resume to: Bruce Pertle, WFSU-TV, 202 Dodd Hall, Tallahassee, Fla. 32306.

Television Situation Wanted

Management

Five years experience, radio and television production, operations, management. Seeking additional management experience as assistant program director or production manager. Can relocate, prefer east coast but will travel for right position. Box L-241, BROADCASTING.

Capable, conscientious program manager, major market experience, seeks position offering reward for consistent and highly imaginative efforts. Box L-263, BROADCASTING.

Executive vice president-general manager. Large-market station or group. Nationally-recognized industry leader. Quality administrator-troubleshooter. Specialist in competitive programing and sales (national and local). Thoroughly experienced and successful all phases, including station-ownership. 16 years in television; 12 prior years, radio. 46; health excellent. College degree. Accustomed to much responsibility, including total direction of large corporation. Capable of achieving substantially increased profits and prestige in remarkably short time. Box M-4, BROADCASTING.

Need new, aggressive sales leadership in 1971? My outstanding sales record in small, medium and presently a large market will stand on its own merit. Strong community record; family; education; Box M-53, BROADCASTING.

Announcers

Major market only: Major market show host, weatherman, announcer, comedy writer desires larger market. Young. Box L-200, BROADCASTING.

Experienced professional announcer capable of working hard and willing to relocate. Box L-248, BROADCASTING.

Talk variety show host. Top ratings. 18 years broadcast experience. College. Box M-27, BROADCASTING.

Technical

Switcher, first, studio, transmitter, New York anywhere. 315-478-8896. Box L-115, BROADCASTING.

Television Situations Wanted

Technical continued

Chief engineer, presently comfortable but not satisfied. TV transmitter and color studio construction experience, radio proofs. Box L-220, BROADCASTING.

Experienced B.E.E. TV broadcast engineer seeking position in bdcstg/catv/equip. mfg. as systems engineer or marketing with management opportunities. Box L-271, BROADCASTING.

Five years heavy maintenance and construction. Asst. chief or maintenance supervisor Florida or Southern Coast. Box M-13, BROADCASTING.

Present chief desires step up. Maintenance and construction of full color studio and remote transmitter. AM and stereo automation experience. Box M-15, BROADCASTING.

News

News directorship wanted. Former network overseas correspondent (you'll recognize my name) seeks management position with on-the-air duties okay. No heavy bread required. Security more important. Box L-142, BROADCASTING.

Professional meteorologist experienced in TV-radio broadcasting. Seeks greater growth opportunity. Member AMS, Box L-278, BROADCASTING.

If you are looking for modern maturity, professionalism and ability in an anchorman or legman write Box M-47, BROADCASTING.

Programing, Production, Others

Experienced professional. Willing to do and capable of hard work. Box L-246, BROADCASTING.

Production manager desires a change. Move up or new challenge. Know promotion, sales development. Fifteen years experience. Let me contribute and be a part of your growing company. Box L-290, BROADCASTING.

Avant-garde, 1/2" videotape producer, MBA Columbia January '71, looking to become involved in production, programming for CATV or ETV. Box M-23, BROADCASTING.

Production manager desires position as production manager or producer-director. Prefer major market. M.A., I.-Y. Young, creative, technical perfectionist. Box M-38, BROADCASTING.

Seeking position in Florida TV. or production co. with lots of remotes—eight years experience as technical director, news photographer, director. I'm single, draft exempt, and willing to travel where the action is. Box M-42, 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: 5 or 10 kw VHF hiband transmitter, prefer Channel 10; state condition and price. Box L-266, BROADCASTING.

Need used 250-500 or 1KW AM transmitter in good condition. Box M-52, BROADCASTING.

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.

HJ-50 Andrews Heliac 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 Ave., Chicago. 312-235-2830.

Recording tape sale—1.5 Mil. 1200 and 600 ft., Send \$1 for sample reel. Wholesale discounts as low as 65 cents/5" in quantity. Newsroom Products, 1602 Dunberry—McLean, Va. 22101. Distributors wanted.

New and used self-supporting and guyed. Erect any type towers. Bill Angle, Box 55, 919-752-3040, Greenville, N.C. 27834.

4 Fairchild 663 NL compressors at \$125.00 each. 8 Fairchild 664 NL equalizers at \$125.00 each. 1 Fairchild 675 De Esser at \$25.00. Accurate Sound Company, P.O. Box 3505, San Angelo, Texas.

Broadcast Crystals: New or repairs for Gates, RCA, Bliley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eldson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

For Sale

Equipment continued

Breeze video test generator, Model VTG2B, produces long window, composite NTSC sync in small 2 1/4 lb. package @ \$395.00. Made in USA for VIF International. Box 1535, Min. View, California 94040. (408) 739-9740.

ATC equipment: (2) G-24 Carousel, (2) CSU Carousel service units, (1) RASA random access units, (1) MDF motor-driven fader, (1) automatic logging encoder and decoder, (1) Victor digit-matic logging printer, (1) DC-10 digital clock, (1) SC-48 TPG time pulse generator, (1) CBS Audimax. All equipment stereo except Audimax. Call or write: Gary Weber, 3940 Euclid Avenue, Cleveland, (216) 391-1260.

Practically new 250' RG 17A/U on spool. \$250.00 + shipping. Chief Engineer-WKMF, Inc. P.O. Box 1470, Flint, Michigan 313-742-1470.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Wow! 25 pages best one liners only \$3.00! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter, or trade... better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Games, gimmicks, intros, breaks, jokes! Unique! \$2.25 month. Newfeatures Associates, 1312 Beverly, St. Louis, Mo. 63122.

Impressions of John Wayne, Walter Brennan, Karloff, Cagney etc. Wishing your listeners seasons greetings, with your call letters. You write what you want the voices to say or we'll write them for you. Voices also doing promos for your personalities. Twelve all different only \$15.00! Voices Unlimited, 9536 West Ohio Place, Lakewood, Colorado 80226.

"1971 tests-answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348, San Francisco 94126.

Attention program syndication services: Veteran writer-broadcaster has great short shows on many subjects. Classy, professional stuff, no junk. Will sign exclusive contract to supply all you can sell. Sample tape. BROADCASTING, Box M-33.

Want to contact script writer(s) of Oscar Wilde episode, "Have Gun, Will Travel." Write R. D. Pepper, P.O. Box 1068, Palo Alto, Calif. 94302.

Addresses—Printed Kleenstick by state, every radio station. Revised monthly. 5 sets per State. 3 States, \$25. 7 States \$50. 1602 Dunberry—McLean, Va. 22101.

Every jock should have a logo! So the General Manager doesn't believe in getting jock logos? "Not worth it," he says. Ok, look: for \$75 flat, we'll produce a custom, full, 10-voice a capella jock logo that we guarantee will make the station's jingles sound sick by comparison. Incidentally, we'll level with you: as soon as word of mouth advertising starts bringing in orders, we're gonna raise the price to \$150. Why? First, because the jingles are worth it, and second, because we'd like to retire at 30. So send us your name, address and bread to: Media Consultants, Suite 838, 30 North LaSalle St., Chicago, Ill. 60602. Phone 312-529-1001. Call or write today.

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.

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

Instructions continued

ELKINS*** in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210

ELKINS*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-581-4747

ELKINS*** in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-721-1687

ELKINS in Missouri, 4655 Hampton Avenue, St. Louis, Missouri 63109. Phone 314-752-4441.

ELKINS in Ohio, 11750 Chesterdale Road, Cincinnati, Ohio 45246. Phone 513-771-8580

ELKINS in Oklahoma, 501 N.E. 27th St., Oklahoma City, Oklahoma 73105. Phone 405-524-1970

ELKINS* in Tennessee, 1362 Union Ave., Memphis, Tennessee 38104. 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 Studies, 25 West 43 St., N.Y.C. (212) OX 5-9245.

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.

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 offers you a 1st class license in 5 weeks. Complete theory training. Housing can be arranged for \$12-\$15 per week. Tuition \$333. Classes start Jan. 11 and Feb. 14. 2622 Old Lebanon Rd., Nashville, Tenn. 37214 615-889-0469 or 889-2480.

FCC 1st class in 6 weeks. Established 1943. Cost \$370. Graduates nationwide. Reasonable housing available. Class limit 10 students. National Institute of Communications, 11516 Oxnard St., No. Hollywood, California 91606.

KFTW school of broadcasting experience offers three months experience; announcing, disc jockeying, all phases radio, taught by broadcasters. First class January 4. KFTW, 00 Highway, Fredericktown, Missouri 63645.

"1971 Tests-Answers" for FCC first class license. Plus Command's "Self-Study Ability Test." Proven! \$9.95. Command Productions, Box 26348-R, San Francisco 94126.

Instructions continued

B.E.S.T. FCC first. Prepare now for your future in broadcasting. Up-to-date course materials and excellent full-time instruction . . . prepares you in four weeks for FCC license exams. The new school with the building-block concept of electronics may have the course you are looking for. **B.E.S.T., 304 N. Market St., Frederick, Md. 21701.** Tuition \$300, includes attractive guarantee . . . next class Jan. 4, 1971.

Are you interested in a professional announcing career in radio? Then enter America's most unique and practical broadcasting school . . . The School of Broadcast Training in Artesia, New Mexico. Three months training on two commercial radio stations . . . KSVP AM and KSVP FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with broadcast endorsement included . . . needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Class is limited to 12 only. Bonded! Approved by the New Mexico State Board of Education! Classes begin January 2, 1971 and June 2, 1971. Enroll Now! Write . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, New Mexico 88210. Telephone 505-746-2751 for reservations!

See our display ad under instruction on page 68. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

Radio Help Wanted

NEW MEXICO IS A GOOD PLACE TO LIVE

Openings for DJ's, salesmen, engineers, newsmen and combos in small to medium sized markets. Applicants from nearby states preferred. Send tape, typed resume and requirements.

New Mexico Broadcasters Association, 120 Amherst NE, Albuquerque, N. Mex. 87106

Announcers

TELEPHONE TALK

Midwest major market station has excellent opportunity for broadcaster with strong beliefs who likes to speak out. Must be mature, educated and "gutsy" with some experience at it. The right person will become a powerful community voice and enjoy a fine association. Salary open. Send all information and tape. Strictly confidential.

BOX M-7, BROADCASTING

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 L-219, BROADCASTING

Help Wanted

Technical continued

CHIEF ENGINEER

Large group broadcaster needs an aggressive and experienced chief for one of its radio properties in a major east coast market. The person selected will be experienced in all phases of broadcast engineering, management, and operations. This will be a challenging and rewarding position with one of the country's top-rated stations.

Reply in full confidence. Resume must include experience, past salary history and expected salary.

An Equal Opportunity Employer M/F

BOX M-59, BROADCASTING

CHIEF ENGINEER

California radio station seeks full time chief engineer experienced in maintenance of studio equipment and of directional antenna systems. With resume, please send salary requirements.

BOX L-242, BROADCASTING

Situations Wanted

Management

NO JOB

TOO TOUGH for this powerful, mature, relentless and experienced **SELLING** manager! Excellent background and references! Make this your **BIGGEST** 12 months coming up! Write today!

ROBERT S. MARTIN
P.O. Box 12222, N'side Sta.,
Atlanta, Ga. 30305

Announcers

AIR PERSONALITY

Formerly with two Northeastern 50KW's available for mid-day or afternoon drive at MOR or adult contemporary in top 30, smooth, personable, occasionally witty and worth your time.

BOX M-49, BROADCASTING

News

COMMUNICASTER

After five years in politics, experienced broadcaster seeks return to first love. News, commentary, analysis, interviews, talk shows in either radio or TV. Not a reporter, a DJ or an engineer. Seeking challenging assignment in D.C. area but will consider mid-Atlantic or east coast. Size of station and initial salary not as important as challenge or market or assignment. Call 301-788-9281.

Ask us to fill an announcer opening at your station, and you'll get the surprise of your life.

Our 18 top-notch instructors don't teach students en masse—we do it individually, one at a time. Word by word, phrase by phrase, newscast by newscast, program by program until everything is professionally perfect.

This takes up to two years. But the difference in the announcers we turn out is worth it.

No one graduates from Columbia unless he is top-notch professional material.

You may have to pay a bit more for one of these hand-crafted graduates, but your station will sound a lot better.

For a resume, photo and professional audition tape, contact our placement director. No cost to you or the graduate.

MARIJO RISON



Placement Director
Columbia School
of Broadcasting
(Home School) 4444 Geary
San Francisco / (415) 387-3000

RADIO BROADCAST SALES ENGINEER

Broadcast Equipment/Technical Operations Experience

Oklahoma, Kansas, Arkansas Territory

The leading manufacturer of radio broadcast equipment has an established territory open covering Oklahoma, Kansas, and Arkansas for immediate take over. Prior broadcast equipment sales and technical operations experience are essential.

For further information, send your resume, in confidence, to

DR CALL
Robert T. Fluent
Assistant Personnel
Manager (217) 222-8200



The company is dedicated to broadcasting and has an enviable record of steady growth in its service to the broadcaster since 1922. Salary plus commissions with benefits and paid travel expenses.

GATES RADIO COMPANY

A Division of Harris-Intertype Corporation

123 Hampshire St., Quincy, Illinois 62301

An Equal Opportunity Employer (m/f)



COLUMBIA SCHOOL OF BROADCASTING

Not affiliated with CBS, Inc. or any other institution.

Television Help Wanted

Sales

Opening for television local sales manager in medium sized midwestern market. Prefer experienced applicant but will consider highly successful salesman who desires management experience. Send complete resume to:
BOX M-51, BROADCASTING

Technical

TRANSMITTER SUPERVISOR
 Transmitter Technicians
 Studio Control Room Technicians
 Studio Maintenance Technicians

Immediate openings for transmitter supervisor, transmitter technicians, studio control room technicians and studio maintenance technicians in a major market television station. Although the I.B.E.W. is now striking us, we are still operating and have the above jobs available for men and women who are looking for steady, permanent employment with a future.

(WE DO NOT WANT STRIKE BREAKERS)
 We do want people who are interested in good jobs, fine wages and top fringe benefits on a permanent basis. Our group-owned station is located in southeastern New England. Send complete resume to:

BOX L-35, BROADCASTING
 An Equal Opportunity Employer

Programing, Production, Others

SPORTS

If you're a pro, good enough to work in a major-league city with a top television crew, we may have a great opportunity for you. This major market group-owned station is looking for a hard-working sports director who really wants exposure. Tell me how great you are!
BOX L-286, BROADCASTING

Employment Services

STATION MANAGERS

Why look for personnel? Call
 Radio-TV Personnel Placements
 3958 South Broadway
 Englewood, Colorado 80110
 Phone 303-761-3344

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
 Sherlee Barish, Director

Miscellaneous

ANY FM STEREO OR AM STATION CAN
GET LISTENER & ADVERTISER RESPONSE

SWITCH TO **RESPONSE RADIO**

Station management write for details...
 automated
 recording
 ALL FORMATS

response radio inc. BOX 150
 LAFAYETTE HILL,
 PA. 19444
 (215) 275-5025

Instructions

A CAREER IN RADIO SALES...?

CONSIDER THIS: An executive type position—above average pay—good hours—enjoyable working conditions—freedom for creative ideas—interesting people—excellent advancement potential.

RADIO STATIONS IN YOUR AREA and across the nation are in need of trained radio time salesmen and women who have the desire to succeed.

THE ALPHA OMEGA COMPANY offers a beginning to broadcast sales careers that often lead to management.

BASIC RADIO ADVERTISING SALES SCHOOL is one week of fifteen-hour days covering more than 40 fundamental topics of broadcast sales.

OUR NEXT CLASS begins December 27 in Tulsa, Oklahoma and will be over at noon the following Friday. Over fifty hours of basics are offered through our custom text, lectures, speakers bureau, tapes, films and actual presentations.

COMPLETE COST for the class, room and all meals is \$290.00. There is no age, sex or other barrier ... except for those unwilling to study hard.

PLACEMENT SERVICE is available to assist those looking for assignment and to help stations fill their demand for trained sales personnel.

**TO ENROLL
 TO GET DETAILS
 WRITE**



THE ALPHA OMEGA COMPANY
 Post Office Box 1015
SAPULPA, OKLAHOMA 74066

**F.C.C. 1st PHONE
 in five weeks**

- F**inest Instructors
 - With years of practical experience
 - I**ntensive Methods
 - Visual aids & Films
 - R**easonable Costs
 - One charge to successful completion
 - S**elected Accommodations
 - Student rates at best Hollywood Hotels
 - T**op Results
 - All of our students earn their firsts
- (Approved for Veteran training)
 (Low interest Bank financing available)

LEARN
 at the Nation's oldest
 and most respected
School of Broadcast Training
DON MARTIN SCHOOL OF RADIO & TV
 (established 1937)

NEXT INTENSIVE THEORY CLASS
 starts
January 11, 1971
 for additional information call or write
DON MARTIN SCHOOL OF RADIO & TV
 1653 No. Cherokee, Hollywood, Cal.
HO 2-3281

For Sale Equipment

USED COLOR CAMERAS

All cameras complete including monitoring, support equipment, lenses, tubes and cables. Two RCA TK41Cs complete \$19,000. Two RCA TK42s complete \$29,000. One GEPE 250s \$29,000. One Norelco PC70 complete \$45,000. All cameras FOB Philadelphia.

G.B. Electronics
 410 Meadow Lane, Oreland, Penna.

**LEASE YOUR
 EQUIPMENT FROM
 Specialists
 in
 Broadcasting**

Broadcast Equipment Leasing Co.
 Division of Anchor Leasing Corp.
 1218 Plaza Bldg., Pittsburgh, Pa. 15219
 Area Code 412—Phone 281-3768

FOR SALE STATIONS

LaRue Media Brokers Inc.
 116 CENTRAL PARK SOUTH
 NEW YORK, N.Y.
 265-3430

For Sale Stations

continued

SOUTHWEST KILOWATT

Hi-Desert daytimer bargain priced at less than 1 1/2 times 1969 gross for quick sale. Includes real property. Good terms. Total price \$115,000.

BOX L-314, BROADCASTING

LARSON/WALKER & COMPANY

Brokers, Consultants, & Appraisers

Los Angeles, Calif. 90067 Wash., D.C. 20006
 1801 Ave. of the Stars 1725 Eye St., N.W.
 Century City, Suite 501 Suite 714
 213/277-1567 202/223-1553

DISTRESS SALE

Channel 51, Ft. Lauderdale, Florida, 692 kw vis, 138 kw aur; ant. 547/549g, 1,000 foot tower may be available on favorable terms. All RCA broadcast equipment, leasehold interests in studio and transmitter properties, programming subject to payables, and office furniture, fixtures and equipment. Temporary authority to remain dark expires February 1, 1971. Station can be operative very quickly. Sale subject to applicable FCC rules and regulations. Urgent action requires collect telephone calls to Paris G. Singer, Ft. Lauderdale, Fla., a/c 305-563-2541 only from bona fide, sophisticated, knowledgeable broadcasters.

STATIONS FOR SALE

1. FLORIDA, Major market. \$75,000 down. Excellent terms.
2. ROCKY MOUNTAIN REGION. High power, profitable region. \$290,000. 29%.
3. PACIFIC NORTHWEST. Exclusive daytime. Ideal first ownership situation. \$15,000 down. Excellent terms.
4. TEXAS. \$30,000 down.

**Jack L. Stoll
and ASSOCIATES**

6430 Sunset Blvd., Suite 1113
 P.O. Box 550
 Los Angeles, California 90028
 Area Code 213-464-7279



Illustration from STOKES' WONDER-BOOK OF MOTHER GOOSE by permission of J. B. Lippincott Company



**When Jack
and Jill
fell down
the hill,**

it was just a clumsy tumble. But when a child with muscular dystrophy falls, it means his diseased muscles are becoming so wasted that his legs can no longer hold up his body. A young dystrophy victim progresses with tragic swiftness from supportive braces to wheelchair to complete helplessness in bed . . . and early death. Until scientific research finds a cure for MD and related neuromuscular disorders, many thousands of children will continue to suffer this grim fate. Please help them by contributing to **THE MARCH AGAINST MUSCULAR DYSTROPHY**

Muscular Dystrophy Associations of America, Inc.
 1790 Broadway, New York, N.Y. 10019

Fla.	small	daytime	53M	29%	N.C.	small	fulltime	225M	29%
Tex.	small	AM & FM	100M	cash	Tenn.	small	daytime	75M	29%
N.Y.	med	daytime	200M	29%	South	metro	fulltime	325M	cash
East	metro	fulltime	300M	100M	Central	metro	AM & FM	500M	cash
Penn.	metro	fulltime	165M	cash	Plains	sub.+maj.	daytime	200M	50M

CHAPMAN ASSOCIATES
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 62)

■ Hearing Examiner Jay A. Kyle in Leisure City, Homestead and Goulds, all Florida (Resort Broadcasting Inc. et al.), FM proceeding, on request of Resort Broadcasting Co., extended to Dec. 8, preliminary exchange data for engineering (Docs. 18956-8). Action Nov. 24.

■ Hearing Examiner Jay A. Kyle in Pittston, Pa. (P.A.L. Broadcasters Inc.), FM proceeding, received in evidence document prepared by Jules Cohen, consulting engineer, dated July 22, signed by Mr. Cohen and marked for identification as P.A.L. Exhibit 10 (Doc. 17885). Action Nov. 20.

■ Hearing Examiner Herbert Sharfman in Wailuku, Hawaii (John Hutton Corp. and Kirk Munroe), FM proceeding, rescheduled further prehearing conference for Jan. 12, 1971 (Docs. 18991-2). Action Nov. 23.

Other actions

■ Review board in Wailuku, Hawaii, FM proceeding, granted motion for further extension of time, filed Nov. 25 by John Hutton Corp. (Docs. 18991-92). Action Nov. 30.

■ Review board in San Antonio, Tex., FM proceeding, granted motion for leave to dismiss application, filed Aug. 19 by Bexar Broadcasting Inc.; dismissed with prejudice, application of Bexar Broadcasting Inc.; dismissed contingent petition to reopen record filed March 9, and petition for leave to amend, filed May 27 by Bexar Broadcasting Inc., and retained in hearing status, application of Turner Broadcasting Corp. (Docs. 18238-39). Action Nov. 27.

Call letter applications

■ Monterey Bay Area Media Inc., Carmel, Calif.—Requests KLRB(FM).

■ Calvert County Broadcasting, Prince Frederick, Md.—Requests WESM(FM).

Call letter actions

■ Golden Plains Inc., Colby, Kan.—Granted KXXX-FM.

■ Fairleigh Dickenson University, Teaneck, N.J.—Granted *WFDU(FM).

■ Waldron Broadcasting Corp., Beckley, W. Va.—Granted WCIR-FM.

Existing FM stations

Final actions

■ WCNA-FM Scottsboro, Ala.—Broadcast Bureau granted CP to install new trans., ant. Action Nov. 20.

■ KUZZ-FM Bakersfield, Calif.—Broadcast Bureau granted license covering changes; ERP 4.3 kw; ant. height 1,340 ft. Action Nov. 24.

■ KPFA(FM) Berkeley, Calif.—Broadcast Bureau granted license covering new aux. ant. at main trans. location for aux. purposes. Action Nov. 24.

■ KECR(FM) El Cajon, Calif.—Broadcast Bureau granted license covering changes; ERP 2 kw; ant. height 1,850 ft. Action Nov. 24.

■ KUDE-FM Oceanside, Calif.—Broadcast Bureau granted mod. of CP to change studio and remote control location to 2950 Oceanside Boulevard; change ant. Action Nov. 20.

■ KBKB(FM) San Diego—Broadcast Bureau rescinded commission's action of Nov. 9, granting change in trans., ant. system, ERP and ant. height. Action Nov. 19.

■ WLVB(FM) Hartford, Conn.—Broadcast Bureau granted CP to replace expired permit. Action Nov. 27.

■ WDUM-FM Gainesville, Ga., KMED(FM) Medford, Ore., and KQV-FM Pittsburgh—Broadcast Bureau granted requests for SCA on 67 khz. Actions Nov. 24.

■ *WLCC(FM) Lincoln, Ill.—Broadcast Bureau granted CP to change frequency to 88.9 mhz; install new ant. and new trans.; make changes in ant. system; change trans. location to southeast corner of Lincoln Christian College campus 0.5 mile south of State Rt. 10 and 0.5 mile east of Lincoln; remote control permitted. Action Nov. 24.

■ WCMI-FM Ashland, Ky.—Broadcast Bureau granted CP to change trans. location to Musser Lane and Terrapin Ridge Road, Ashland; make changes in ant. system; ant. height 400 ft.; remote control permitted. Action Nov. 27.

■ *WGBH-FM Boston—Broadcast Bureau granted CP to install new trans.

■ KQWB-FM Moorhead, Minn.—Broadcast Bureau granted CP to make change in transmission line. Action Nov. 27.

■ KTOM-FM Clovis, N.M.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 2 1/4 miles south of Clovis; install new trans.; new ant.; make changes in ant. system;

ERP 50 kw; ant. height 300 ft. Action Nov. 19.

■ *WRVO(FM) Oswego, N.Y.—Broadcast Bureau granted license covering changes; ERP 930 kw; ant. height 46 ft. Action Nov. 24.

■ WHBC-FM Canton, Ohio—Broadcast Bureau granted request for SCA on 67 khz. Action Nov. 25.

■ WIBO(FM) Waverly, Ohio—Broadcast Bureau granted request for SCA on 67 khz. Action Nov. 25.

■ KJEM-FM Oklahoma City—Broadcast Bureau granted CP to install trans., change ERP to 79 kw. Action Nov. 20.

■ *KOAP-FM Portland, Ore.—Broadcast Bureau granted CP to change trans. and studio location to 4545 Southwest Council Crest Drive, Portland; install trans. and ant., ERP 61 kw; ant. height 910 ft. Action Nov. 20.

■ WHP-FM Harrisburg, Pa.—Broadcast Bureau granted license covering use of former main trans. and ant. for aux. purposes only. Action Nov. 24.

■ WEZS(FM) Richmond, Va.—Broadcast Bureau granted license covering use of former main trans. for aux. purposes only. Action Nov. 24.

■ KIRO-FM Seattle—Broadcast Bureau granted license covering aux. trans. Action Nov. 24.

■ WRSJ-FM Bayamon, P.R.—Broadcast Bureau granted CP to delete vertical ant.; make changes in ant. system; delete vertical ERP and ant. height; horizontal ERP 50 kw. Action Nov. 20.

Action on motion

■ Hearing Examiner Lenore G. Ehrig in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN-FM] and Communicom Media), FM proceeding, denied motion by Communicom Media for dismissal of WHCN Inc.'s application and further ordered that within 10 days after release of commission's order disposing of Communicom's pending application for review, further comments may be filed (Docs. 18805-6). Action Nov. 19.

Call letter application

■ KCHV-FM, Coachella Broadcasting Co., Coachella, Calif.—Requests KVIM(FM).

Call letter actions

■ KUZZ-FM, Chaparral Broadcasting Inc., Bakersfield, Calif.—Granted KZIN-FM.

■ WWPB(FM), Robert W. Sudbrink, Miami—Granted WLYF(FM).

■ WRTG(FM), Thomasville Broadcasting Co., Thomasville, Ga.—Granted WWTR(FM).

■ WLLH-FM, WLLH Inc., Lowell, Mass.—Granted WSSH(FM).

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following and co-pending aux.: KNOG-AM-FM Natchitoches, La.; WBCN(FM) Boston; WBNO(AM) Bryan, Ohio; WRPM(AM) Poplarville, Miss.; WSJM-AM-FM St. Joseph, Mich.; WWSM-FM Bryan, Ohio; WYNZ(AM) Ypsilanti and WYYY(AM) Kalamazoo, both Michigan, and WITF-FM Tiffin, Ohio. Actions Nov. 24.

■ WKO(AM) Gordon, Ga.—Broadcast Bureau granted renewal of license.

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following: WTHO(AM) Thomson, Ga., to April 1, 1971; KMRN(AM) Cameron, Mo., to March 20, 1971. Action Nov. 20.

■ KMJ-FM Fresno, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to May 19, 1971. Action Nov. 24.

■ KCRW(FM) Santa Monica, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 15, 1971. Action Nov. 25.

■ WAVA-FM Arlington, Va.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 1, 1971. Action Nov. 23.

■ *WLSU(FM) La Crosse, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 6, 1971. Action Nov. 24.

Translator actions

■ K09HF Forrest City, Ark.—Broadcast Bureau granted CP to change type trans.; increase output power to 10 w. Action Nov. 19.

■ Mammoth Lakes, Calif., Mammoth Electric—Broadcast Bureau granted CP's for new VHF translators to serve Mammoth Lakes on ch. 9 by rebroadcasting KGO-TV San Francisco and ch. 11 by rebroadcasting KSBY-TV San Luis Obispo, Calif. Actions Nov. 24.

■ W10AO and W11AT, both Bowling Green, Ky.—Broadcast Bureau granted mod. of CP to extend completion date to May 24, 1971. Action Nov. 24.

■ Somers, Mont., Blacktail TV Tax District—Broadcast Bureau granted CP for new VHF translator to serve Somers on ch. 11 by rebroadcasting KREM-TV Spokane, Wash. Action Nov. 24.

■ K07EN Somers, Mont.—Broadcast Bureau granted CP to change type trans. Action Nov. 24.

■ Lewellen, Neb., Village of Lewellen—Broadcast Bureau granted CP's for new VHF translators to serve Lewellen on ch. 7 by rebroadcasting KNOP-TV North Platte, Neb., and ch. 11 by rebroadcasting KHPL-TV Hayes Center, Neb. Action Nov. 24.

■ K09AI and K11AL, both Las Vegas, N.M.—Broadcast Bureau granted CP's to change type trans.; make changes in ant. systems. Actions Nov. 19.

■ Big Stone Gap, Va., Roy H. Park Broadcasting of the Tri-Cities Inc.—Broadcast Bureau granted CP for a new VHF translator to serve Big Stone Gap, Little Italy Bottom, Little Big Stone Gap and East Stone Gap, all Virginia, on ch. 7 by rebroadcasting WJHL-TV Johnson City, Tenn. Action Nov. 24.

Ownership changes

Applications

■ WBBT(AM) Lyons, Ga.—Seeks assignment of license from Collins Corp. of Georgia to Tombs County Broadcasting Co. for \$35,000. Sellers: Frank K. Graham, president, et al. Buyer: John C. Duggan, sole owner. Mr. Duggan has previous 8.1% interest in present licensee. Ann. Nov. 15.

■ KIFG-AM-FM and KWAW(FM), all Iowa Falls, Iowa.—Seeks transfer of control of PBW Broadcasting Corp. from Hugh A. Preston (50% before, none after) to John P. Whitesell and Dwight M. Brown (each 25% before, 50% after). Consideration: \$50,000. Mr. Whitesell has interest in law practice, legal research concern, rental properties and warehouse rental firm. Ann. Nov. 15.

■ WAYZ-AM-FM Lafayette, La.—Seeks assignment of license from WAYZ Radio Inc. to Radio Lafayette Inc. No consideration involved. Assignor: Marion P. Lewis (100%). Assignees: John P. David P. and Howard P. Lewis (jointly 100%). Mrs. Lewis is mother of assignees. Ann. Nov. 15.

■ WAIR(AM) Winston-Salem, N.C.—Seeks transfer of control of Holiday Broadcasting Corp. from Bernard Mann (34.42% before, none after) to license corp. Consideration: \$55,400. Mr. Mann concurrently withdraws from partnership with John W. Googe and Nicholas P. Patella (also shareholders in WAIR) in ownership of Triad Broadcasting Inc., licensee of WGPL(FM) Winston-Salem. Ann. Nov. 15.

Actions

■ WZOB(AM) Fort Payne, Ala.—Broadcast Bureau granted assignment of license from Margie F. Gravitt to Central Broadcasting Co. for \$111,000. Seller: Margie F. Gravitt, sole owner. Buyers: C. Theodore Kirby, president (90%) and Jessie E. Magler, secretary-treasurer (10%). Buyers own 60% and 10%, respectively, of WXLI-AM-FM Dublin, Ga. Action Nov. 23.

■ WSLC(AM) Clermont, Fla.—Broadcast Bureau granted assignment of license from Fidelity Broadcasting Corp. to Lake County Broadcasting Corp. for \$55,000. Sellers: Ben B. Moss, sole owner. Buyers: J. Olin Tice Jr., president (80%) and J. Olin Tice Sr., vice president (20%). J. Olin Tice Jr. is 50% owner of Walliser-Tice Inc., New York, radio-TV brokers. He also owns WCAY(AM) Cayce, S.C. J. Olin Tice Sr. formerly owned 77% of WBER(AM) Moncks Corner, S.C. He now owns J.O.T. Productions Inc., Columbia, S.C., firm dealing with theatrical presentations, and equipment and sale of records. Action Nov. 19.

■ WIPC(AM) Lake Wales, Fla.—Broadcast Bureau granted assignment of license from Imperial Polk Broadcasting Corp. to Oliva Broadcasting Co. for \$109,000. Seller: Charles D. Bishop, president, et al. Buyer: George Oliva Jr., president-treasurer (50%), Gertrude P. Oliva, vice president-secretary (50%). Mr. Oliva owns motion picture and sound production company; WPAX(AM) Thomasville, Ga., with Mrs. Oliva. Action Nov. 13.

■ KSCJ(AM) Sioux City, Iowa—Broadcast Bureau granted assignment of license from Perkins Brothers Co. to G and G Broadcasting Inc. for \$405,000. Sellers: Elizabeth Sammons, president, et al. Buyers: Mr. and Mrs. Raymond Grandje, president and secretary-treasurer, respectively (85% jointly) and Wilmer W. Grabau, vice president (15%). Mr. Grandje is manager of WXOM-TV La Crosse, Wis. Mr. Grabau is assistant general manager of WSDR(AM) Sterling, Ill. Action Nov. 24.

■ KLEX-AM-FM Lexington, Mo.—Broadcast Bureau granted assignment of licenses from Lexington Broadcasting Inc. to KLEX Inc. for \$225,000. Seller: Ralph E. Meader, sole owner. Buyers:

Kenneth E. Meyer, secretary-treasurer, Inks A. Franklin, vice president, and Thomas A. Barneby, president (each 33⅓%). Messrs. Meyer, Franklin and Barneby own 12.14%, 4.9% and 6.92% of KMTCTV) Springfield, Mo. Messrs. Meyer and Franklin each own 33⅓% of KFAL(AM) and KKCA(FM) Fulton, Mo. Messrs. Meyer and Barneby each own 31.1% of KTXR(FM) Springfield, Mo. Action Nov. 19.

■ KGRV(FM) St. Louis—FCC approved assignment of license from Apollo Radio Corp. to Inter-media Inc. for \$206,696.05. Sellers: J. T. Trotter, vice president and principal stockholder, Mrs. Sue H. Anderson, vice president and general manager, et al. Mr. Trotter formerly owned KLEF(FM) Houston and KBRG(FM) San Francisco and practiced law and accounting. Buyers: George D. Gee (52%), et al. Mr. Gee has interests in KQTV-TV St. Joseph, Mo. Action Nov. 25.

CATV

Final actions

■ Sikes, Mo. See-Mor Cable TV of Sikeston Inc.—Cable Television Bureau granted, pursuant to rules, petition for waiver of rules filed Jan. 12 and July 15. Action Nov. 16.

■ Danville, Va.—Danville Cablevision Co. Cable Television Bureau dismissed petition of Roy H. Park Broadcasting of Roanoke Inc. for relief against importation of distant signal, filed Feb. 3. Action Nov. 20.

Other action

■ FCC granted extension to Jan. 15, 1971, for filing comments in newspaper-CATV system cross-ownership proceeding, in response to petition by Newspaper Publisher Association (Doc. 18891). Reply comments due Feb. 12, 1971. Action Nov. 25.

Action on motion

■ Acting Chief Hearing Examiner Jay A. Kyle in Brookings, S.D., and Willmar, Minn. (KOTA Cable TV Co., complainant v. Minnesota Microwave Inc., defendant), in absence of Hearing Examiner, and due to conflict in his hearing schedule, rescheduled prehearing conference for Jan. 4, 1971, and continued Jan. 4, 1971, hearing without date pending further order of Hearing Examiner (Doc. 19044). Action Nov. 19.

Cable actions elsewhere

The following are activities in community-antenna television reported to BROADCASTING through Dec. 1. 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*.

■ *Oakland, Calif.*—Focus Cable of Oakland Inc., Oakland, Calif., has been granted a franchise on the basis of their low bid of \$1.70 per month subscription cost. Certain sports events and special entertainment will be offered optionally at extra cost and TelePromter (multiple-CATV owner), N.Y., has acquired 50% of Focus and will help finance the \$8-million construction.

■ *St. Paul*—Northeast Minnesota Cable TV, Duluth, Minn. (a subsidiary of Teleprompter Corp., multiple-CATV owner, N.Y.), has requested a franchise.

■ *Buffalo, N.Y.*—STV Cable Television Inc., Niagara Falls, N.Y., and the Donald Jackson Foundation, Buffalo, have applied for a franchise.

■ *Taylorsville, N.C.*—The town board has granted tentative approval for a franchise to Hal Johnson and Danny Branstetter; included in the franchise is a 2% annual gross revenue levy. The two men plan to form the Taylorsville Cable TV System to build a tower and install reception equipment and transmission cables.

■ *Mattoon, Ohio*—The Mattoon city council has repealed the franchise of General Electric Cablevision Corp. (multiple-CATV owner). Schenectady, N.Y. The action was taken, according to Mayor Phipps, because the company has not taken steps to construct the system in the five years that it has had the franchise.

■ *Milan, Ohio*—Continental Cablevision of Ohio Inc., subsidiary of Continental Cablevision (multiple-CATV owner). Boston, has applied for a 20-year franchise. Installation charges would be \$10 for the first set and \$5 for each additional set plus \$4.80 per month for the first set and \$1 per month for each additional set. The installation fee will be waived during the construction period.

■ *DuBois, Pa.*—Alto Video Corp. has been granted a rate hike of \$1 to \$5 per month effective Jan. 1, 1971.

In 1909, a radio station was born. It began its broadcasts with "this is San Jose calling," in the days before call letters were required. Today, at 61, KCBS(AM) San Francisco, which traces its roots to that 15-watt college station, is nearly twice as old as its general manager. Neil Eugene Derrough, at 34, is the youngest general manager of a CBS-owned station and among the youngest of the vice presidents in the CBS Radio Division.

Mr. Derrough presides over San Francisco's only all-news station and has, he feels, gotten those who live in the bay area to think of KCBS and news in the same instant.

"Two of the more important tasks I faced after becoming general manager," Mr. Derrough says, "were to renegotiate the labor contracts so we could become an all-news station and to evaluate and replace, if necessary, the department heads."

He notes that the format change was also accompanied by a restructuring of the department levels. "I believe in the axiom of letting the various middle management people do the job for which they are responsible," he adds. "While a general manager should be aware of what's going on in each section of the station, he should not have to make the decisions for them."

An associate who knew him before he was named manager in San Francisco remarks that the potential was there and that he has become an able administrator who is successful at getting the absolute best out of his people. "He demands a high degree of excellence, especially from his department heads," his associate says. "Yet, he maintains an open rapport with everyone—on all levels—at the station. We don't always agree with him," the associate adds, "but we all work like hell for him."

Since 1960, KCBS has had a talk format of one form or another. For some years, the station tried a telephone-talk series that was, admittedly, not as successful as one of its competitors. During those years, the lack of a successful format was reflected in a most graphic manner—on the profit-and-loss sheets. Mr. Derrough was quick to notice this and is frank when he says the station was trying to do too many things.

"We were variety, music, news, and telephone-talk—none of them successfully—when I took over," he says. "The one identifying mark of a well-listened-to, profitable station is a single-element format. What KCBS is now, coincidentally, happens to be what we feel we can do best—the news."

During the past decade, Mr. Derrough notes that it was more loss than profit, as might be expected. It also might take some time for the format

The youngest captain of a CBS-owned ship

stabilization, which occurred in 1968, to reflect itself in dollars. During the latter part of 1969, that change was first noticed and the young general manager says the station will show a profit in 1970.

"There are," he says, "two ways of measuring the success of a station. The first, and most important to me, is sales acceptance and the second is how much money the station can make. In the first case," he continues, "we've been able to raise our rate card three times in the last 18 months and our average cost per spot has increased nearly 80%. He at-

Week's Profile



Neil Eugene Derrough—VP, CBS Radio Division and general manager, KCBS-AM-FM San Francisco; b. Jan. 31, 1936, Milo, Iowa; B.A. San Jose State College, San Jose, Calif., 1958; U.S. Army, Germany, 1958-60; purchasing dept., Melabs, Palo Alto, Calif., 1960-61; sales engineer, General Electric Co., San Francisco, 1961-62; account executive and national sales coordinator, KCBS-AM-FM San Francisco, 1962-63; CBS Radio Spot Sales, Detroit, 1963-65; assistant sales manager, later general sales manager, WEEI-AM-FM Boston, 1965-67; appointed vice president CBS Radio Division and named to his present position, August 1967; m. Lyn Snelling of Winchester, Mass., Dec. 17, 1965; children—Carolyn, 4; Julia Beth, 2; hobby—tennis.

tributes these increases to acceptance of the format and the corresponding rise in the ratings.

"We're not number one in this market," Mr. Derrough says, "and that may be an unusual claim for a station manager. We are, however, a solid second or third depending on time period, and that's decidedly better than seventh or eighth before the format change."

His youthfulness is not the drawback that might first be thought. In fact, Mr. Derrough says, it has its advantages. "There is the obvious preoccupation with youth, which must be in my favor, and although I'm over 30, I feel and think young," he says.

He tells of interviewing applicants for three scholarships to Stanford University's Radio and Television Institute. Some were hostile, he thinks, because he represented the Establishment.

"I found, almost without exception," Mr. Derrough says, "that by being able to talk with them—not trying to be what they were and not trying to say 'look, I'm young, too'—that by the time they left, we had communicated and said something to each other."

That ability to communicate carries over from his position as general manager. He is a manager who tries to relate to his staff as well as to the KCBS audience. He spends a lot of time at the station but for a good reason.

"One of the requirements when you manage," he says, "is not to ask the people to do anything you wouldn't do. The big difference in people in our business is not how much or who you know, but how hard you're willing to work."

"Sure it's fun to come back to a station as its manager," he confesses. "After all, as a salesman here eight years ago, I truthfully felt I could do a better job with the station if I were the manager."

Beyond that, his talent as a salesman led to a promotion to national sales coordinator of KCBS before leaving the station in 1963. He went to CBS Radio spot sales in Detroit and then on to WEEI(AM) Boston where he rose to general sales manager.

In March of next year, he will supervise the transfer of the station to the new Embarcadero Center on the waterfront in San Francisco. The new offices, he says, will be with the design trends of the day and a less-than-tame color scheme for walls and carpeting on the 32nd floor where their home will be.

It will be a young environment for the young manager of a rejuvenated station—but perhaps this youth emphasis shouldn't be carried too far. As Mr. Derrough notes: "My boss at the Radio Division (W. Russell Barry, president of CBS-owned AM stations) won't let me forget that he's three months younger than I am."

Trial by ordeal

At this point the only thing really clear about the Federal Trade Commission's move against the TV advertising of the Mattel and Topper toy companies and duPont's Zerex antifreeze (BROADCASTING, Nov. 30) is the sheer gall with which it was executed. In the case of the toy companies, the FTC didn't even specify which commercials it was alleging to be fraudulent.

Few industries have had their advertising as strictly policed by any medium as have the toy manufacturers under the Code Authority of the National Association of Broadcasters. Both Mattel and Topper have been submitting commercials to the Code Authority. If those in question prove to be among those that had been accepted under the code, the FTC's attack raises serious questions for the code's guidelines on toy advertising. Presumably code officials will be ready to go to court, if it comes to that, in defense of commercials held to meet code standards. But that is not yet the point.

The point for the moment must be that the FTC, which has a mandated concern for fairness in advertising, successfully suppressed any concern for fairness in its own behavior. It did not, as a matter of fact, take any immediate action; it merely announced that it planned to act, and in the case of Zerex the announcement went so far as to say the FTC might put Zerex out of business by banning distribution of the product. This despite duPont's contention—unchallenged, so far as we know—that the commercial script, along with supporting technical data, had been submitted to the FTC and modified to conform to FTC suggestions.

If the FTC had questions about these commercials, its proper first step should have been to discuss them with the companies and their agencies. Zerex had demonstrated its willingness to cooperate by going to the FTC in advance, Mattel and Topper by submitting to the Code Authority. And if the commission wanted to establish new standards for toy advertising it should have drafted industrywide proposals, not moved punitively against two manufacturers.

Instead, the FTC elected to undermine public confidence in the toys involved—surely by no coincidence at the height of the toy-sales season—and not only to impugn Zerex but also to threaten its existence at a time when antifreezes also happen to be in greatest demand. That's fair trial?

Even if the companies go to court and win, they have lost. The holidays and cold weather will all be long gone before any court can act. But the FTC can stay warm in the knowledge that, whatever the outcome, it has scored another smashing triumph in regulation by press release.

Not the issue

It is becoming an article of faith, though certainly not of fact, that the use of television commercials in political campaigns is corrupting the political process. Representative Morris K. Udall (D-Ariz.) went through the liturgy again last week in testimony at a House hearing.

Mr. Udall called television a "monster we've created" and urged the prohibition of the political spot. He wants a law setting five minutes as the minimum length of broadcast advertisements. Others at the same hearing, when arguing for legally obligated free time for political advertising, favored half-hours or quarter-hours. Nobody had a kind word to say for the minute or the 30-second message.

Aside from the doubtful constitutionality of any law pre-

scribing time to be accorded to the advertising of candidates for federal office, there are practical reasons why the legislators ought to think twice before poor-mouthing the short forms of television exposure. Not the least of those reasons is that the short form may be more effective than the longer set speech in communicating political intelligence.

Communication takes place when intelligence sent is also intelligence received. There is abundant evidence that on averages the long political speech drives away more audience than it attracts. Outlawing the short form will add no audience to the long form; it will succeed only in reducing the total available audience.

It would make no more sense to prohibit commercials on the air than to ban billboards, hatbands or other carriers of short messages. Is "Udall for Congress" a weightier statement of higher morality when printed on a bumper sticker than when displayed on a television tube? The length of messages is irrelevant in the consideration of true reform of the campaign process.

It is in the broadcasters' interests as well as the public's that irrelevancies are discouraged or at least identified as such in the debate that will go on from now on over political reform. Is anybody from broadcasting doing anything about it?

Right direction

As reported elsewhere in this issue the FCC is beginning a major review of its license-renewal system. One aim is to create conditions that will lead to local settlements of disputes between broadcasters and disgruntled citizens' groups.

If the FCC can bring that off without creating still new burdens for broadcasters, it will be roundly cheered. As the system now works, almost anyone can make a federal case out of a yip of special-interest protest and a smart lawyer supported by foundation money.

If the ultimate system is to be constructive, it must make it possible for the broadcaster to ignore the dilettante group that protests for its own amusement and the activist group that wants disproportionate attention on the air. It must also readmit to the evaluation of broadcasting the indisputable measurements that show a consistent growth in the already huge radio and television audience.



Drawn for BROADCASTING by Sidney Harris

McClatchy TV is big news 7 nights a week in a \$14,000,000,000 market*

Now, there's more news every night on KOVR in Stockton/Sacramento and KMJ-TV in Fresno.

KOVR, in the nation's 25th ADI TV market, presents NEWS/13 every night of the week. It's the only Stockton/Sacramento TV news with live coverage from Stockton as well as Sacramento. Monday through Friday, NEWS/13 is ninety minutes in length, with both local and ABC network coverage.

KMJ-TV, in the nation's number one agricultural county, presents NEWS/24. It features KMJ's own up-to-the-minute coverage of the Fresno market and the West. And it includes the NBC Nightly News, with Brinkley, Chancellor and McGee.

Make sure these vital California areas get the news about your product. Put your message on McClatchy TV.

*Effective buying income, 1969, for the combined KMJ-TV 6-county market and KOVR 30-county market—(\$14,773,545,000).

Sources: Sales Management, Survey of Buying Power, June 1970.
SRDS, September 1970.
Television Factbook 1970-1971 — counties in which the net weekly circulation is 5% or better.



KOVR
STOCKTON/SACRAMENTO

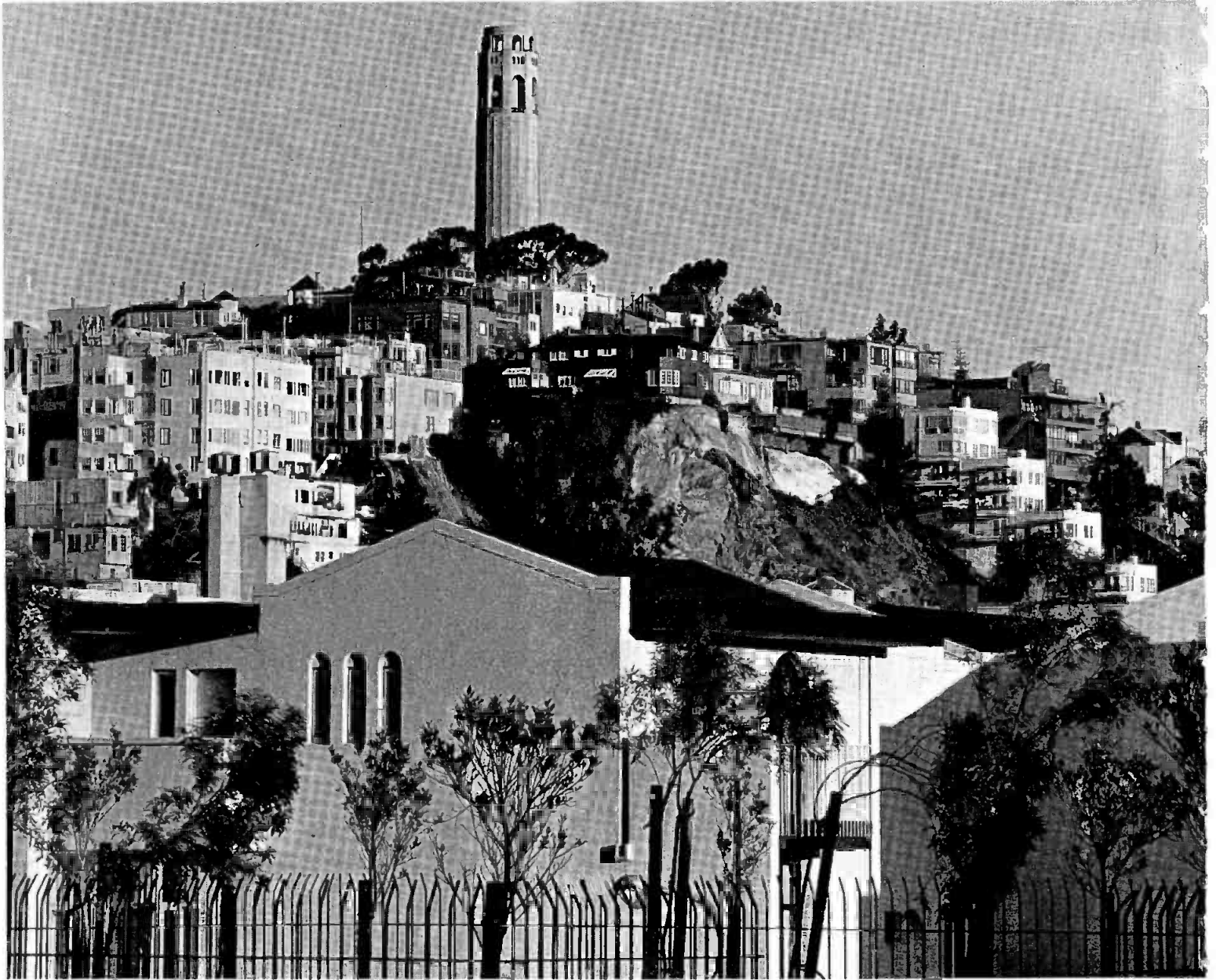
KMJ-TV FRESNO



McCLATCHY BROADCASTING

Represented Nationally by Katz Television

If you lived in San Francisco...



AP University Library

DEC 3 1970

Newell AFB, Ala. 36110

...you'd be sold on KRON-TV