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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Would-be domestic satellite operators form line. p23

TELESTATUS: Color-TV households by markets. p30

The \$184-million TV melon for pro football. p52

New Ampex process speeds tape copying, cuts costs. p63



How do you know what motion pictures real people really want to watch on television?

Simple.

You go to Boston and ask them.

We asked Mr. and Mrs. Joseph Yardin, a young married couple in their 20's, about the movies we've got lined up to go on local TV. The Yardins are a sample family from our Real People Test. They live in a 3½-room apartment with one TV

and drive a Volkswagen. They come from Israel and just recently became residents of Boston, Mass. He's a VW salesman and she's a secretary for a travel agency.

They both love movies on TV. When they saw the list of films, they really were excited. Mrs. Yardin told us, "I want to see *Bunny Lake Is Missing* because I love Laurence Olivier."

Here's a list of the feature films we showed the Yardins that we just released for local TV:

Cat Ballou, Murderer's Row, Suddenly Last Summer, Luv, The Chase, Alvarez Kelly, The Big Mouth, The Trouble With Angels, *Bunny Lake Is Missing*, Dead Heat on a Merry-Go-Round, Dr. Strangelove, The Happening, Rage, The Wrong Box, La Traviata, Theodora Goes Wild, East of Sudan, Winchester For Hire, Arizona Raiders, Corruption, Siege of the Saxons, The Love-ins, A Study in Terror, Anastasia, Bullet in the Flesh, Made in Italy, Crimson Blade, Brigand of Kandahar, Destination Rome, The Fortress, The Phantom of Soho, \$5000 on One Ace, Death Party.

If you want people like the Yardins to watch, you'd better know what they want to see.

POST '60 Plus Features from **SCREEN GEMS**

February 11

is

CENTURY 5

Day

39
of the
Greatest
Features
ever offered
will be
available
from





“I REMEMBER RADIO...”

...do you?”

Now laugh your way down memory lane... with wonderful old-time radio!

LISTEN FREE
says your Master of Ceremonies, Jack Benny



TWO YEARS IN THE MAKING AT A COST OF NEARLY \$500,000

COMEDY! • DRAMA! • SPORTS! • HISTORY!



WHAT A GRAND AND GLORIOUS TIME YOU'LL HAVE as these great, golden memories thrill you again and again! Actual broadcasts just as you heard them.

Do you remember Senator Claghorn, Titus Moody and all the uproarious goings-on in Allen's Alley? Do you remember how you split your sides laughing when Amos 'n Andy got on the telephone? Remember Fibber McGee and that famous overflowing closet? Remember how Baby Snooks (Fanny Brice) drove her Daddy wild? Vas you dere, Sharlie? as Baron Munchausen (Jack Pearl) would say—and he's here too! All the magnificent humor,



the breath-taking adventures, the nostalgic music of the old-time radio years... wrapped up for the first and only time in this historic Treasury.

IF YOU MISSED THE WORLD'S GREATEST NEWS BROADCASTS—HEAR THEM NOW!

With all the magic of time turning back... this great Treasury brings you the Duke of Windsor renouncing his throne for the "woman I love"... the famous emotion-packed account of the Hindenburg disaster... Neville Chamberlain declaring war on Germany... Arthur Godfrey's long-remembered account of FDR's funeral... Harry Truman giving the first news of the atomic bomb on that fatal day in 1945.



ALL YOURS for family fun!—this amazing parade of old-time radio favorites, caught at their best!

The Easy Aces • Bing Crosby • Fred Allen • Allen's Alley • Bob Hope • Jack Benny and Mary Livingston • Baby Snooks • Jack Armstrong • All American Boy • The Lone Ranger • Sgt. Preston and His Dog King • Terry and The Pirates • Mary Noble, Back Stage Wife • The Romance of Helen Trent • Lorenzo Jones • Just Plain Bill • Mary Margaret McBride with guest, Alben Barkley • PLUS the most exciting and significant sports and news broadcasts in radio history! The Dempsey-Tunney Long Count, with announcer Graham

McNamee • Whirlaway wins The Kentucky Derby, with announcer Clem McCarthy
The First Election returns broadcast by radio • President Calvin Coolidge presents Charles Lindbergh to Congress • Billy Sunday fights against the repeal of prohibition • Old-time commercials
Special: A full-length ARCH OBOLER terror-tale produced in the old-time manner especially for this exclusive Longines Symphonette release!

You're at the ringside with the famous "long count" at the Dempsey-Tunney fight! You're in the stands screaming as Whirlaway wins the most famous and exciting Kentucky Derby! You're crouched over your crystal set as radio's first variety show goes on the air! You ride a landing craft on D-Day!

But we hardly can begin to describe the entire big 6-record Treasury with its magnificent feast of Golden Memories... great music, great singers, great dramatic shows, great moments that never will happen again... 30 or more years of the world's greatest entertainment... yours FREE for 10 days!

YOU RISK NOTHING when you send the coupon and receive by return mail this great Treasury! More than 80 priceless excerpts—over three hours of nostalgia and delight! And you can return the Treasury, owe nothing, and KEEP the great Bonus Album we also send you!



FREE! RECORD ALBUM

People call it: "The record that proves a parent knows more than his child!" Here are 20 of RADIO'S FAMOUS THEME SONGS you'll greet with delighted recognition! Call in your friends for a grand guessing game—but they'll have to be older than the TV generation! TAKE THIS FREE RECORD ALBUM JUST FOR VISITING THE GOLDEN YEARS OF RADIO! Keep it—even if you return the Six-record Treasury!

MAIL COUPON TODAY!

THE LONGINES SYMPHONETTE SOCIETY

Symphonette Square, Larchmont, New York, 10538

Yes, send my FREE BONUS RECORD ALBUM along with the six-record Treasury, GOLDEN MEMORIES OF RADIO. I may return the Treasury within 10 days and owe nothing, or send just \$5 a month until \$14.98 (plus modest postage and handling) is paid. I keep my FREE bonus record album, Radio's Famous Theme Songs, no matter what I decide.

CHECK ONE: High Fidelity
 Stereo — electronically enhanced (just \$1.80 more).

Mr. _____

Mrs. _____

Miss _____

Address _____

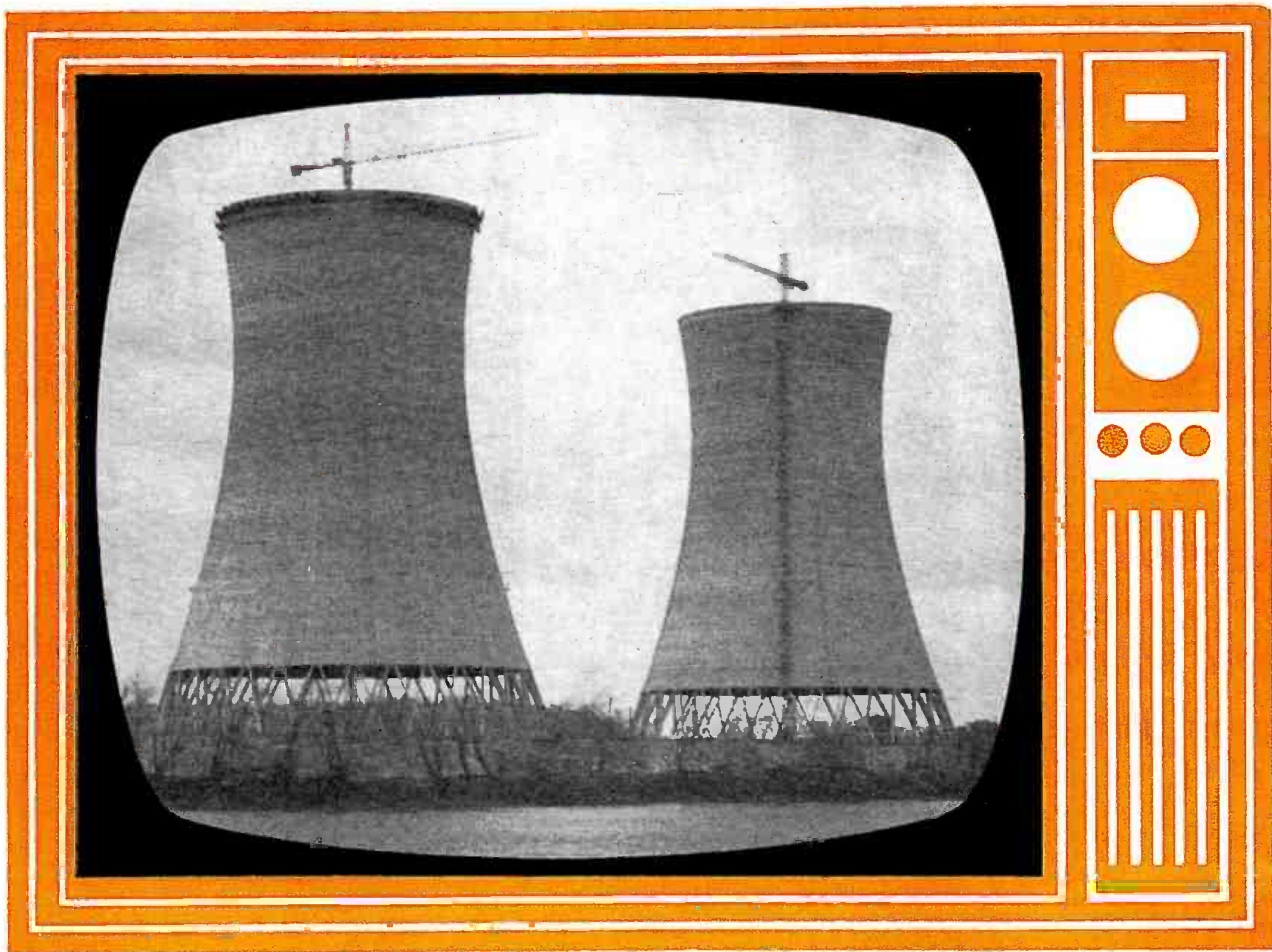
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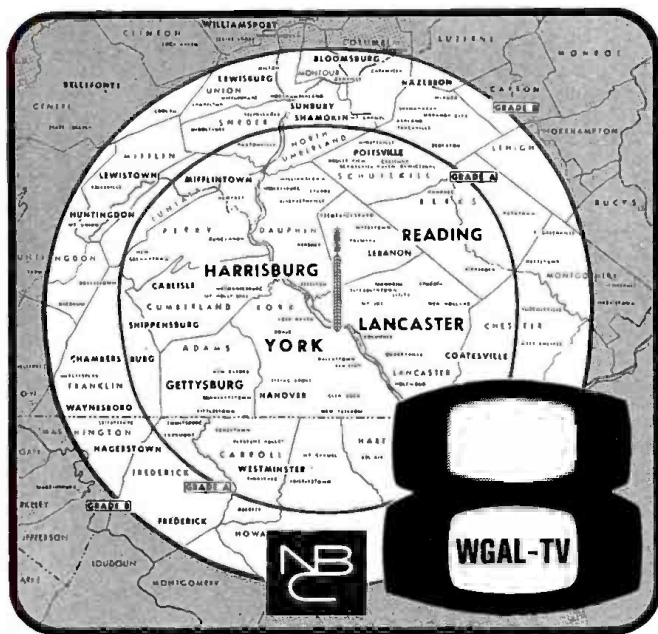
6 purest vinyl records worth up to \$29.70 in fine stores

ONLY \$5 A MONTH

OR JUST \$14.98
Special enhanced Stereo Edition just \$1.80 extra!



WGAL-TV the progressive station in an expanding market



Channel 8 with unequalled reach and penetration delivers most viewers in its multicity market which is one of the most progressive areas in the country. For example the River Giants shown above are huge cooling towers on the Susquehanna River. They are the eye-catching features of a new \$130 million-dollar Metropolitan Edison Company nuclear plant. These giants are 372 feet high, equivalent of a 37-story building.

WGAL-TV

Channel 8 • Lancaster, Pa.

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

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

So far, so good

Television-station reps, who like most businessmen have been regarding 1970 with considerable skepticism, have no intention of uncrossing their fingers. But thus far they appear to be finding sales generally better than they had expected (or feared). Sampling shows some with first-quarter sales up thus far, others about even with year-ago levels—which in current economy is not considered too bad, especially since 1969 first-quarter spot-TV sales were up 16% from preceding year.

Some expect to get clearer clues to future about end of first quarter, when General Foods' fiscal year ends, and probably even better around end of second quarter, when Procter & Gamble's is up. P&G of course is far and away number-one spot TV spender, and GF is number two. Their advertising approaches to their new fiscal years could influence lot of other advertisers.

One strike out?

Competing applicant for NBC's channel 4 Los Angeles may be on verge of dropping out. Pleadings quietly filed at FCC last week tend to confirm reports that KNBC(TV) and Voice of Los Angeles, group of local citizens, are negotiating settlement before case goes to hearing. There's hint agreement could be reached by Feb. 13.

Details remain secret. FCC's recent policy statement governing challenges like Voice of Los Angeles's would appear to rule out any NBC compensation to Voice. Statement said that "barring extraordinary circumstances," applicant competing with licensee cannot be reimbursed for expenses if it quits case. FCC also said it would permit no merger agreements (BROADCASTING, Jan. 19). This is first of number of pending strike applicants to indicate interest in withdrawing since policy statement was released.

Not this year

Senate Judiciary Committee is still at least month away from turning its attention to copyright bill, which has been overshadowed by Supreme Court nomination and voting-rights legislation, and copyright action in this Congress is more unlikely than ever. Meanwhile, Senate Communications Subcommittee—which is keeping in touch with Judiciary and may give separate attention to communications aspects of copyright

bill—has asked FCC for its views on bill's regulatory implications affecting cable television.

Added contenders

With month or more to go before three TV networks button up their 1970-71 prime-time schedules, some late-developing series have been thrown into candidacy among some 45 new projects previously announced ("Special Report," Nov. 17, 1969). Among recently emerging possibilities are *The Octopus*, hour crime series out of Aaron Spelling Productions for ABC-TV, and *McBride*, hour lawyer program out of MGM-TV for same network. New NBC-TV entry is *Family Business*, with Shirley Jones, out of Screen Gems. Recently committed for next season on ABC-TV but not previously listed as new program is *Make Room for Granddaddy*, starring Danny Thomas, out of Danny Thomas Productions.

Middle road

House Communications Subcommittee executive session this week on pay TV (see page 32) reportedly came just in time to head off action by Representative Harley O. Staggers (D-W. Va.), chairman of parent Commerce Committee. Chairman Staggers, who doesn't share subcommittee's generally positive view of pay TV, was said to be ready to attempt to take bill out of subcommittee's hands if it failed to act soon. Best guess at end of last week was that subcommittee will vote out moderate legislative restrictions on pay TV, to minimize backlash from either opponents or advocates of new service.

Missionary

Still another media-buying organization, Broadcasting Buying Services Inc., New York, has been formed with avowed purpose of working with print-oriented agencies and converting them to broadcast. It has been operating quietly since last August under direction of Sanford R. (Sandy) Wasserman, president, who was formerly in media posts with Kenyon & Eckhardt, BBDO and Grey Advertising. Headquarters is at 15 East 41st Street.

Despite continued allure of media-buying enterprises for former agency officials, some station reps and their stations are becoming disenchanted with some "middle-men" organizations. Stations and reps claim that media organizations tend to be slower than

traditional agencies in paying their bills, and some stations are threatening to reject business placed by some media-buying services.

Like old times

STP Corp., Des Plaines, Ill., has signed on as exclusive sponsor of Mutual's coverage of Jimmy Ellis-Joe Frazier heavyweight championship fight Feb. 16, which Mutual authorities are predicting will have biggest radio audience of any bout in history. Scores of nonaffiliated stations reportedly are lining up to join Mutual's estimated 500 affiliates in carrying fight, which will not be covered by live TV. STP purchase, on behalf of its oil products, was made through Media Buyers Inc., also of Des Plaines.

Popular subject

New Rand Corp. study proposing lighter regulation of CATV (see page 36) isn't only cable-TV research under way. Working under \$45,000 grant from Markle Foundation, New York (hitherto big in medical-education field), is Franz Allina, former director of marketing and public relations for Straus Broadcasting Group in New York, who also has written on broadcast regulation for *Washington Post*. Project, expected to be completed by end of this year, is, according to Mr. Allina, aimed at answering questions about regulation of programing on CATV.

Volunteers

High interest in three remaining posts on National Association of Broadcasters' new committee to study its public-relations setup may present executive committee with problem of diplomacy—so many candidates are showing up. NAB board at Hawaii meeting (BROADCASTING, Jan. 26) approved committee proposed by President Vincent T. Wasilewski, with eight named, three more to be picked by executive committee. President Wasilewski, in urging study, took note of criticism of present fragmented public-relations effort. NAB now has own PR staff headed by Vice President John Couric in Washington. There's Television Information Office headed by Roy Danish in New York. Additionally NAB has engaged Frederick S. Weaver, New York public-relations consultant for community relations, and Phil Dean Associates for CATV.



EDUCATION CENTER

Indianapolis Public Schools • 120 East Walnut Street • Indianapolis, Indiana 46204 • (317) 634-2381

Special Services Division
Special Education

December 22, 1969

THE WFBM STATIONS
1330 N. Meridian Street
Indianapolis, Indiana 46202

Att: Mr. Eldon Campbell

Dear Mr. Campbell:

May I express the appreciation of the Indianapolis Public Schools and particularly the Special Education Department for the Christmas card sent from WFBM.

Not only do we believe it is a card befitting the Season, but we are pleased with the emphasis on the retarded child. The Indianapolis Public Schools have more than 2,500 pupils enrolled in special classes for the retarded. Yet the need is so great that there are probably as many children needing special help as are enrolled in the classes.

We trust that your card will be a means of reminding the public of the tremendous need to provide schooling for these needy and deserving youngsters.

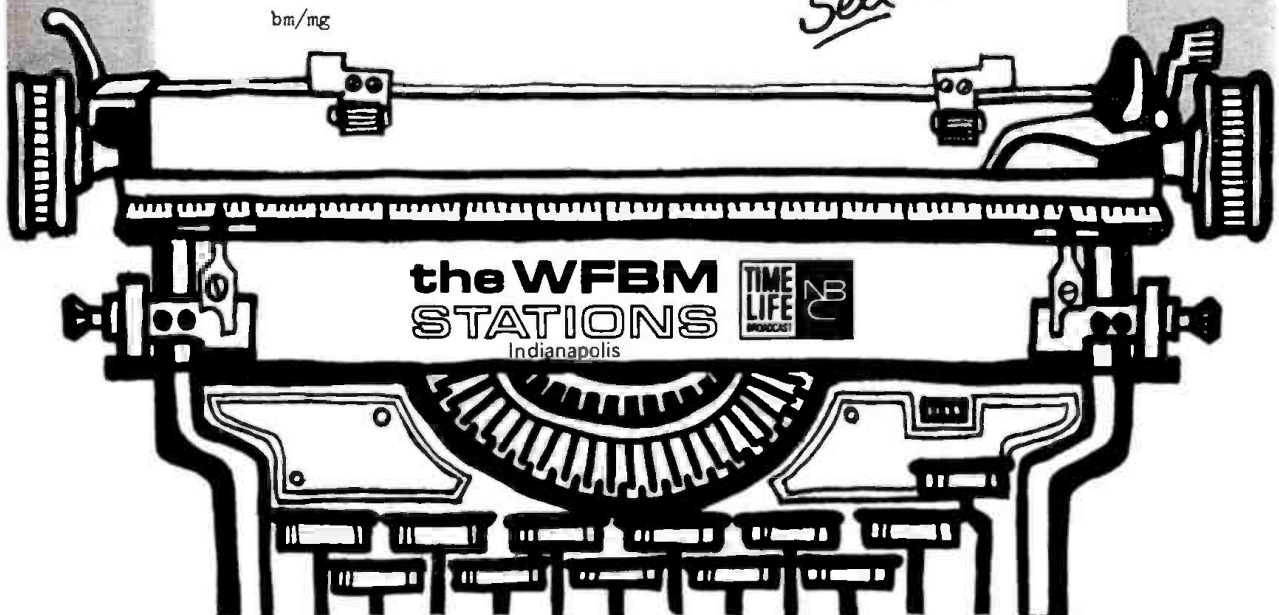
Thank you for your thoughtfulness. We have a close working relationship with the Indiana Association for Retarded Children.

Sincerely yours,

Ben Morgan
Ben Morgan, Director
Special Education

*The Stations
that Serve Best
Sell Best!*

bm/mg



Potential operators of domestic communications satellites beat path to FCC's door in wake of White House call for open competition in field. Three networks unite to explore possibility of jointly operated system. See . . .

Everybody to cut the pie in the sky? . . . 23

Carl Ally estimates in this month's 'Telestatus' put total number of U.S. color-TV homes at 22.6 million—3-million increase over June 1969. A. C. Nielsen data shows Pacific Coast leads growth pattern. See . . .

Color-TV homes, market-by-market . . . 30

FCC upgrades CATV task force into bureau that—due to lack of funds and lack of support from commissioners—will initially assume only functions and responsibilities of task force. See . . .

FCC adds a bureau—for CATV . . . 32

Rand Corp. report financed by \$165,000 grant from Ford Foundation calls on FCC to liberalize CATV regulations, but backs copyright fees and suggests counter-measures to protect broadcast TV. See . . .

Report would free CATV of curbs . . . 36

Profits in football coverage are marginal, TV networks say, but they optimistically negotiate contracts with newly consolidated National Football League for estimated \$184 million. See . . .

A \$184-million melon for the pros . . . 52

Spokesman for CBS says court battle may be in offing over two government subpoenas served on network after refusal to turn over film—including 'out-takes'—and paperwork on Black Panther party coverage. See . . .

CBS faces 'out-takes' subpoenas . . . 55

President Nixon uses TV to explain reasons for health-and-education bill veto, and disgruntled Democrats, denied time for reply by networks, schedule own program for Feb. 8 that will include comment on veto message. See . . .

Nixon finds the formula for TV . . . 56

National Committee for an Effective Congress accuses CBS-TV, NBC-TV of giving slanted coverage to Senate hearing on legislation in which they have financial stake. CBS-TV admits 'news judgment' error. See . . .

Cut-rate political coverage hit . . . 56

FCC checks into charges that various television networks, producers, syndicators and stations have required performers to kickback their fees or have failed to pay them at all. See . . .

Kickbacks in big-time TV production . . . 58

Ampex Corp. announces experimental system enabling duplication of color video-tape recordings 10 times faster, substantially cheaper and with higher quality than is possible with current technology. See . . .

Ampex makes copying quicker . . . 63

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Broadcasting

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The word is out. Lion 70 is in

In New York
Los Angeles
Detroit
Boston
San Francisco
Cleveland
St. Louis
San Diego
Sacramento
Albany
Las Vegas
Louisville
Green Bay
Huntsville
Yakima

The love making, action, laughter and excitement of Ava, Clark, Cary, Grace, Bogey and Kirk . . . a few of the forever stars in Lion 70 . . . are forever giving top ratings. The record proves it every time they're played.

So when talk breaks down, the plan-ahead stations move in with 70 of Leo's greatest post '50 feature films. That's the good word that's in for today's and tomorrow's audience.

LION/70

For Young Viewers who are
the Movie Viewers.



**MGM
TELEVISION**

New York, Chicago, Culver City,
Atlanta, Dallas, Toronto

Mickelson resigns

Sig Mickelson has resigned as vice president of Time-Life Broadcast, where he has specialized in foreign-broadcast activities, and is currently writing book on TV and politics. He was head of CBS News for 10 years before joining Time-Life in 1961.

Word of his departure leaked Friday (Jan. 30) in Columbia University announcement that he had been named to panel of jurors for Alfred I. duPont-Columbia University survey and awards in broadcast journalism. Announcement identified him as "formerly" of Time-Life. It also reported that Elie Abel, former NBC newsman who took over as dean of Columbia journalism school yesterday (Feb. 1), will be chairman of awards panel, which last year aroused widespread controversy with report highly critical of broadcast journalism (BROADCASTING, Nov. 17, 1969, et seq.).

Tuning 'comparability'

FCC announced Friday (Jan. 30) it has amended rules to require comparable UHF and VHF tuners on television receivers.

New requirement goes into effect after May 1, 1971 for receivers with screens measuring nine inches or over and after May 1, 1973 for receivers with screens smaller than 9 inches.

Commission noted there have been number of technical advances in TV tuners since 1962, but comparability has not been achieved except in most expensive sets—small percentage of total industry output.

Tuning system currently used on most receivers uses "click" device to lock in each VHF station, and separate dial tuner for UHF that makes individual tuning in of each UHF station necessary.

Commission said that any tuning system selected by manufacturer would be satisfactory provided same type controls are used for tuning both bands.

Martin E. Firestone, attorney for All-Channel Television Society, which asked for action, said amendment is "logical step in implementation of the [1962] all-channel receiver law."

He said ACTS hoped that method using "click memory tuning" similar to push-button radio device would be adopted by manufacturers.

In taking step, Commission pointed out that voluntary approach thus far followed has not succeeded in bringing about comparable UHF tuning capability.

Spokesman for Electronic Industries Association said set makers would have no comment until after they complete study of order.

Doubts expressed on primer

Comments received Friday (Jan. 30) on FCC primer designed to clarify requirements of broadcast applicants in ascertaining community needs generally reflected negative reaction.

Primer focuses on needs to be served rather than on programing and is regarded as easing burden of previous commission rulings on ascertainment requirement (BROADCASTING, Dec. 22, 1969).

Washington law firm of Welch & Morgan—which represents several applicants competing for existing licenses—said primer "provides unwarranted advantage to renewal applicants and discriminates against new applicants." In case of competing applications, firm added, "prohibition of use of professional research or survey services in conducting consultations is discriminatory against new applicant."

Metromedia Inc. observed "proposed primer is not consistent with operational policies of existing stations. . . ."

Black Efforts for Soul in Television (BEST) said "primer is an attempt to retreat from, water down, and in some cases overrule the few commission precedents that have put any affirmative obligations at all on broadcasters to root service in needs of community."

In joint comments, groups including Fetzer Broadcasting Co. and Kansas Association of Radio Broadcasters told commission "community survey requirement would be expensive, time-consuming and relatively useless exercise."

CBS said it supported thrust of commission's purpose in issuing primer but expressed concern that "proposed primer goes far beyond the requirements of the commission's broadcast application forms . . . to impose a mechanical, inflexible and unrealistic method of ascertaining the needs and interests of the public. . . ."

Rate boost postponed

AT&T announced Friday (Jan. 30) it will suspend effective date of hike in audio-transmission rates from Feb. 1 (yesterday) to July 1, as requested last week by FCC (see page 24).

Reconsideration denied

Lamar Life Broadcasting Co. Friday (Jan. 30) was denied reconsideration of FCC Dec. 3, 1969 action vacating Lamar's WLBT(TV) Jackson, Miss. channel 3 license renewal and inviting new applicants.

Friday's commission action also denied petition by Civic Communications Corp., applicant for WLBT facilities, to impound profits of station.

Commission said its denial of Lamar's reconsideration petition and of Civic Communications' petition to impound Lamar's profits resulted from edict involving WLBT by U.S. Court of Appeals for District of Columbia last June. Commission said it intends "to follow scrupulously the court's decision."

Civic Communications charged Lamar would not be on even terms with competing applicants for channel 3 since it will have financial advantage over other applicants by retaining profits as interim operator.

Commission noted court said it was refraining from disqualifying licensee from filing new application and directed commission to consider plan for interim operation pending completion of hearings. Court ruled Lamar Life could carry on interim operations and that commission is free to consider whether net earnings of licensee should be impounded pending final disposition.

Earlier commission vacated June 28, 1968 renewal of WLBT license, requested filing of new application by Lamar, invited new applicants to tender applications, and authorized Lamar to continue operation temporarily until commission establishes interim operation.

Keep out of own yard

Telephone companies have been barred from providing CATV service, directly or through affiliated companies, in areas that they serve.

FCC on Friday (Jan. 30) announced adoption of rule aimed at heading off telephone company monopolization of not only CATV but of business commission sees developing in broadband cable facilities.

New rule was one of two commission actions announced Friday that are aimed at protecting CATV from telephone company domination. In other, FCC asked four telephone companies to defer proposed increases in rates charged CATV operators for pole or conduit

rights until it could resolve question as to whether it has authority over such charges.

Letters went to AT&T, General Telephone & Electronics Corp., United Utilities Inc. and Continental Telephone Corp. Commission, which has been considering question of its authority over pole charges since November, said it has received information that companies were proposing substantial rate hikes.

Commission rule to bar telephone companies from providing CATV service in their areas grew out of proceeding involving 17 telephone company applications to build channel facilities for affiliated companies.

Commission said that, to avoid precipitous withdrawal of existing CATV service, it will permit telephone companies to continue furnishing channel service to affiliates on temporary basis, but service must be discontinued within four years.

New rule also precludes communications common carriers from providing CATV service directly or indirectly to public by entering into pole-line or conduit-rental agreements with affiliates.

Commission said provision of such services must be offered on nondiscriminatory basis where space for facilities can be made available without hindering telephone company in its obligation to provide non-CATV service. Such rights must be offered at reasonable charges and without undue restrictions, commission said.

In backgrounding its decision, commission said that, because of its monopoly position in community, telephone company has effective control of pole lines or conduit space required for construction in CATV facilities and, therefore, is in position to preempt market for that service and for other potential broad band services.

ABC ratings move upward

ABC-TV improved its position by four points over last year in Nielsen Multi-Network Area Ratings for week of Jan. 19-25, first week of its "second season." Point spread among three networks was under three: NBC-TV 22.4, CBS-TV 20.0 and ABC-TV 19.7.

ABC also improved by 6% over averages from two previous weeks. Ten of 11 programs involved in change increased ratings. Average rating for 20 half-hours involved was 17.9, with 27 share, compared to previous 15.1, 22.7 share.

Movies took three out of four top places ("My Sweet Charlie" on NBC, "Hombre" on ABC, "Texas Across the River" on NBC).

Others in the top ten were *Laugh-In* (NBC), *Globetrotters Special* (CBS), *Julia* (NBC), *Kraft Music Hall* (NBC),

Week's Headliners



Mr. Fogarty



Mr. Conley

Frank Fogarty, general manager of broadcasting division of Meredith Corp., and corporate VP, retires. He is succeeded as general manager by James Conley, VP-operations of broadcasting division. Headquarters for division will be moved from Omaha and combined with operations office at 1345 Avenue of the Americas. Meredith Corp., group owner, owns and operates WHEN-AM-TV Syracuse, N. Y., WOW-AM-FM-TV Omaha, KPHO-AM-TV Phoenix, KCMO-AM-TV and KFMU-FM Kansas City, Mo., and WNEM-TV Bay City - Saginaw - Flint, Mich.

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

Johnny Cash (ABC), *Bewitched* (ABC) and *Virginian* (NBC) and *Room 222* (ABC) tied.

Acquires CATV firm

Goodson-Todman CATV Inc., affiliate of Goodson-Todman Productions Inc., both New York, Friday (Jan. 30) announced purchase of controlling stock interest in Western Video Transmission Corp., CATV franchiser in Los Angeles county. Financial details were undisclosed.

Goodson-Todman officials called Western Video purchase "forerunner of other activities."

Exemption passed

Senate passed newspaper preservation bill Friday (Jan. 30) by 63-to-14 vote. Bill exempts newspaper joint operating agreements from antitrust laws, if one paper would be in financial danger without such agreement.

Before passage, Senate defeated 63-to-13 amendment proposed by Senator Thomas McIntyre (D-N.H.) that would have limited exemption to newspapers that are not part of chain and that do not own broadcast properties.

Conferees named

Add two names to list of House conferees on cigarette bill (see page 26): Representative Harley O. Staggers (D-W. Va.) and William Springer (R-Ill.), chairman and ranking minority member of House Commerce Committee respectively.

Senate conferees are to be named early this week, and will be "as dedicated to Senate bill as House conferees are to theirs," according to Senate source. Certain to be among Senate names: Frank E. Moss (D-Utah) and Warren G. Magnuson (D-Wash.).

Fined for bugging

Enid Roth, production assistant with NBC News who was suspended following indictment on charge of illegal electronic surveillance during 1968 Democratic National Convention in Chicago, was fined \$1,000 in U.S. District Court there Friday (Jan. 30).

Maximum penalty possible had been five years and \$10,000 fine. Month ago Miss Roth changed her plea from not guilty to no contest.

Case arose out of alleged eavesdropping at Platform Committee room in Sheraton Blackstone hotel. Miss Roth's suspension now is under review at NBC.

Board approves purchase

Publisher and group broadcaster Media General Inc., Richmond, announced Friday (Jan. 30) its board of directors approved acquisition of Newark (N.J.) *Evening News* and two other companies in stock transaction worth estimated \$50 million (BROADCASTING, Dec. 8, 1969).

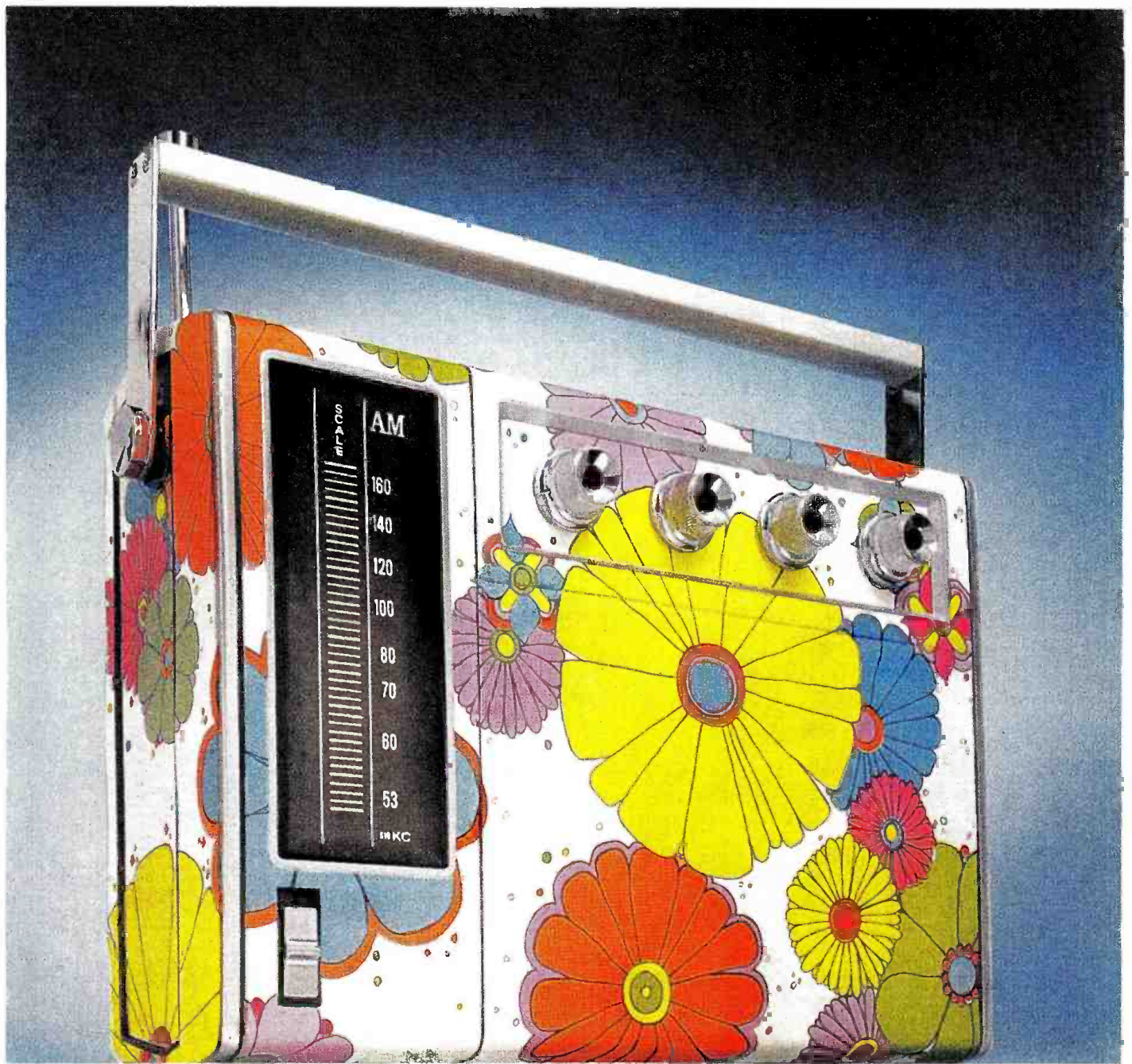
Owners of Newark newspaper, Richard B. and Edward W. Scudder, will retain their Newark radio properties—WVNJ-AM-FM.

Acquisition is subject to favorable ruling by Internal Revenue Service and approval by Media General stockholders of increase in company's authorized capital stock.

Media General owns WRNL-AM-FM Richmond and 55% of WFLA-AM-FM-TV Tampa, and newspapers in Richmond, Va.; Tampa, Fla., and Winston-Salem, N.C.

Adding two more to list

Avco Radio-TV Sales, New York, continuing expansion drive, plans to announce today (Feb. 2) addition of two more TV stations (WJRJ-TV Atlanta [ch. 17] and KCIT-TV Kansas City, Mo., ch. 50) to its representation list, bringing total to 19. Five of TV clients are Avco-owned. Avco also represents 19 radio stations.



SOME KIND OF RADIO

WLW Cincinnati • **WOAI** San Antonio

KYA & KOIT San Francisco

WWDC AM & FM Washington, D.C.

WRTH Wood River, Illinois*

*Serving the Greater St. Louis Market



RADIO: WLW Cincinnati, WOAI San Antonio, KYA & KOIT San Francisco, WWDC AM & FM Washington, D.C., WRTH Wood River, Illinois
TELEVISION: WLWT Cincinnati, WLWC Columbus, WLWO Dayton, WLWI Indianapolis, WOAI-TV San Antonio. Represented by Avco Radio Television Sales.

**COMPARE...
YOU'LL BUY a
CCA "ULTIMATE"
10 FADER STEREO or
DUAL CHANNEL MONO
CONSOLE**



We've not spared any expense in offering our completely transistorized, full capacity, ten fader stereo and dual channel mono consoles. We're using Altec faders, Altec pre-amplifiers and Altec transformers!! Substantial switchcraft switches!! A completely enclosed RF shielded metal cabinet dressed with mahogany wood and covered with handsome formica!! Switching facilities beyond your expectations!! You will understand why we call these consoles — the "ULTIMATE". Detailed literature upon request.



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716 Jersey Ave., Gloucester City,
New Jersey 08030 • (609) 456-1716

Datebook®

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

■Indicates first or revised listing.

February

Feb. 1-4—Management seminar, sponsored by *National Cable TV Center*, Pennsylvania State University, University Park, Pa.

Feb. 2-4 — Government affairs conference, sponsored by *American Advertising Federation*, Washington Hilton hotel.

Feb. 3—Annual stockholders meeting *Walt Disney Productions*, Pantages Theater, Hollywood.

Feb. 3-5—Winter meeting of *South Carolina Broadcasters Association*, Pointsett hotel, Greenville.

Feb. 4—TV network news anchormen panel sponsored by *International Radio and Television Society*. Panel includes Frank Reynolds, ABC-TV; Walter Cronkite, CBS-TV; and Chet Huntley, NBC-TV. Grand Ballroom, Waldorf-Astoria hotel, New York.

Feb. 4—Congressional reception, *National Cable Television Association*, to introduce Donald V. Taverner, new NCTA president. Mayflower hotel, Washington.

Feb. 5—Meeting of *Minnesota AP Broadcasters Association*, Minneapolis.

Feb. 4-7 — Senior marketing management conference sponsored by *American Marketing Association*, Carefree Inn, Carefree, Ariz.

Feb. 6-7—Convention of *New Mexico Broadcasters Association*, Clark B. George, president of CBS Radio, Victor Diehm, MBS president and FCC Commissioner Robert Wells. Hilton hotel, Albuquerque.

Feb. 6-7 — Annual *Northwest Broadcast News Association* seminar. Speakers include Bill Roberts, president of the Radio-Television News Directors Association, and Kamil Winter, former Czechoslovakian TV news chief, Minneapolis.

Feb. 6-8 — Winter meeting of *Oklahoma Broadcasters Association*, Camelot Inn, Tulsa.

Feb. 7-8 — Retail advertising conference. TV-radio retailing is included, Ambassador hotel, Chicago.

■Feb. 9—Annual stockholders meeting, A. C. Nielsen Co. Hyatt House, Lincolnwood, Ill.

Feb. 9—Deadline for comments on amendments to FCC's proposed rulemaking specifying a standard method for calculating AM directional antenna radiation.

Feb. 10-12 — 1970 Winter convention on aerospace and electronics systems. Theme: "Electronics Strides into the Seventies." Biltmore hotel, Los Angeles.

Feb. 12-13—Mid-winter general membership meeting of *California Broadcasters Association*, Riviera hotel, Palm Springs, Calif. Key-note speaker on Feb. 13 will be FCC Chairman Dean Burch.

■Feb. 17—Salute to Australian Television presented by *New York chapter of National Academy of Television Arts and Sciences*. Host will be Cyril Ritchard, Roosevelt hotel, New York.

Feb. 17—*Kinney National Service Inc.* annual shareholder meeting, Americana hotel, New York.

Feb. 20—Deadline for comments on FCC's proposed revision of Section 315 of Communications Act requiring eligible political

candidates to request time within one week from day first eligible candidate appears on air.

Feb. 20-22—Meeting of board of trustees, educational foundation of *American Women in Radio and Television Inc.* Royal Orleans hotel, New Orleans (housing), WDSU conference room (meeting).

Feb. 24-27—Annual National Association of Television Program Executives conference. Hotel Plaza, Miami.

Feb. 25—Hearing on mutually exclusive applications of RKO General Inc., Community Broadcasting of Boston Inc. and Dudley Station Corp. for Boston channel 7, now occupied by WNAC-TV, Boston.

Feb. 26—Annual dinner of *Radio-Television Correspondents Association*, Washington.

■Feb. 27—Deadline for reply comments on FCC's proposed rulemaking relating to AM station assignment standards and relationship between AM-FM services. Previous deadline was Feb. 13.

Feb. 27-March 2—Meeting of board of directors, *American Women in Radio and Television Inc.*, Grand Bahama hotel & CC, Grand Bahama Island.

Feb. 27—*Western States Advertising Agencies Association* annual "Man of the Year" award luncheon. David J. Mahoney, president and chief executive officer of Norton Simon Inc., Fullerton, Calif., award winner, guest of honor, Embassy Ballroom, Ambassador hotel, Los Angeles.

March

March 2-3—National meeting of *Mutual Advertising Agency Network*, Hilton Inn, San Diego.

March 3—*Broadcast Pioneers Foundation* banquet honoring KLT Denver as pioneer station. Pierre hotel, New York.

March 3—Deadline for reply comments on FCC's proposed revision of Section 315 of Communications Act requiring eligible political candidates to request time within one week from day first eligible candidate appears on air.

March 4—Video-tape seminar with highlights from Reeves Production Services' "Production '70" workshop last October. Advance registration necessary, contact Dick Christian, Reeves Television Studios at Lincoln Square, 101 W. 67th St., New York.

March 8-10—Annual meeting of *Southern CATV Association*, Cocoa Beach, Fla.

■March 9-11—Seminar for engineers on system design reliability and performance monitoring conducted by *National Cable Television Center*, J. Orvis Keller building, University Park, Pa.

March 9-12—Spring conference, *Electronic Industries Association*, Statler Hilton hotel, Washington.

March 13—Deadline for reply comments on amendments to FCC's proposed rulemaking specifying a standard method for calculating AM directional antenna radiation.

March 19—Annual stockholders meeting, *Cox Broadcasting Corp.* Atlanta.

March 15-21—First world conference of social communication for development sponsored by *Consejo Nacional de la Publicidad*. Meeting of representatives from advertising councils world-wide to consider application of advertising to international problems.

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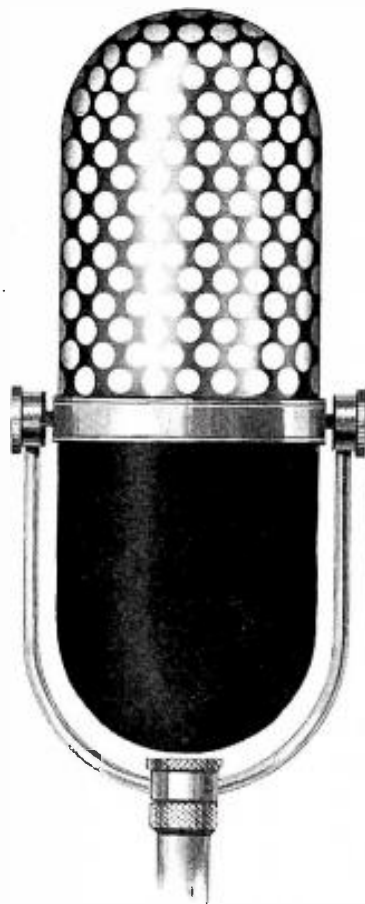
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Mexico City.

March 21-23—Convention of *First Advertising Agency Network* to be held aboard cruise ship *Starward* bound for Jamaica in West Indies.

March 23-24—Annual Washington conference on business-government relations sponsored by *The American University Center for Study of Private Enterprise*. Shoreham hotel, Washington.

March 23-26—Annual international convention and exhibition of *Institute of Electrical and Electronics Engineers*. New York Hilton hotel and New York coliseum.

March 25-26—Annual meeting of *Ohio Cable Television Association*. Donald Taverner, newly elected president of National Cable Television Association, will speak. Sheraton Columbus hotel.

April

April 3-5—National convention of *National Association of FM Broadcasters*. Theme is "New Dimension in a New Decade." Palmer House, Chicago.

April 3-5—National convention and exhibition, *Intercollegiate Broadcasting System Inc.* Theme will be freedom to speak. La Salle hotel, Chicago.

April 5-9—Annual convention of *National Association of Broadcasters* and Broadcast Engineering Conference. Conrad Hilton hotel, Chicago.

April 7—Convention banquet celebrating broadcasting's 50th anniversary sponsored by *Broadcast Pioneers* in cooperation with NAB. Chicago.

April 10-20—Japan Electronics Show, sponsored by *Electronic Industries Association of Japan*. Features equipment exhibits from many nations. International Trade Center, Harumi pavilions 1-3, Tokyo.

April 12 — *Alpha Epsilon Rho* banquet at Kansas State University, Manhattan. Speakers will include FCC Commissioner Robert Wells.

April 13-17—Conference of *Catholic Broadcasters Association*. Jung hotel, New Orleans.

April 15—Annual Congressional-gold-medal presentation-reception sponsored by *Pennsylvania Association of Broadcasters*. Mayflower hotel, Washington.

April 15-17—Meeting, *Texas and Mid-America Cable Television Association*. Marriott hotel, Dallas.

April 20—Annual stockholders meeting, *Wometco Enterprises Inc.* Byron Theater, Miami Beach.

April 16-25—Twenty-first cine-meeting, *International Film, TV-Film and Documentary (MIFED)*. MIFED is international center where feature, TV and documentary films

are traded on worldwide scale. Address information and bookings queries to MIFED-Largo Domodossola 1. 20145 Milan, Italy.

April 23-26—Annual national convention of *American Women in Radio and Television Inc.* Royal Garden hotel, London. Dr. Frank Stanton, president of CBS, will speak at international banquet on April 25.

April 23-25—Annual meeting of *American Association of Advertising Agencies*, The Greenbrier, White Sulphur Springs, W. Va.

April 25—Meeting of *UPI Broadcasters of Indiana Association*. Otter Creek golf club, Columbus, Ind.

April 30-May 2—Meeting of third district of *American Advertising Federation*. Jack Tar Poinsett hotel, Greenville, S. C.

May

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

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

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

May 10-14—Sales promotion seminar sponsored by *Association of National Advertisers Inc.* Abbey hotel, Fontana, Wis.

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

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

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

May 21-23—International idea bank convention sponsored by WCAW Charleston, W. Va. Daniel Boone hotel, Charleston.

June

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

June 8-11—Annual convention *Electronic Industries Association*. Ambassador hotels, Chicago.

June 21-24—Annual convention of *American Advertising Federation*. Pfister hotel, Milwaukee.

July

July 12-14—Annual summer management conference of *South Carolina Broadcasters Association*. Sheraton Fort Sumter hotel, Charleston.

OpenMike®

AT&T's side of the coin

EDITOR: Your "Tolls and lines" editorial (BROADCASTING, Jan. 12) cited the "vexing problems" for the TV networks and their affiliated stations due to the "magnitude of the recent AT&T rate increases." More space would have permitted the use of some illuminating facts, such as:

This is the first increase in TV-program transmission rates since this service began in 1947.

TV network advertising rates for one minute of prime time (the *Ed Sullivan Show*) in 1950 were \$15,000, \$39,000

in 1960 and \$56,000 in January 1970.

The cost of program transmission is only 5% of the TV networks' total operating expenses.—James M. Mundis, news service director, AT&T, Washington.

The postman rang many times

EDITOR: If I ever doubted the extent of your circulation, which I didn't, I certainly would be convinced of it now. As the result of my letter to you about credit for *Lights Out* (BROADCASTING, Dec. 22, 1969) many things have happened. A number of letters were re-



Star Trek is really out of this world.

Check your rep. New York-WPIX up 96%
Check ARB. Chicago-WGN up 40%
Check NSI. Los Angeles-KCOP up 77%

PARAMOUNT
TELEVISION



Paramount Television Sales Inc., a Gulf + Western Company, 5451 Marathon Street, Hollywood, Calif. 90038
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The News

During 1969, WFAA TV's "Channel 8 News . . . on the move" involved many people in the Dallas/Fort Worth area. When people become involved in events or in the community, they hopefully act and achieve. On the evening December 22, 1969, WFAA TV hosted the First Annual Citizenship Banquet for these people, who became involved and made outstanding contributions during the year. The banquet was broadcast live in prime time, showing the awardees and their families receiving our thanks. In that way, we got involved, too. Involvement, we think, is the positive platform upon which we can build more Good news.



SCIENCE

Alan Bean Navy Captain Bean is one of the celebrated astronauts on the recent Apollo 12 mission. He is the 4th human to actually walk on the moon.



GOVERNMENT

Tom Vandergriff The mayor of Arlington, Tom Vandergriff, has participated in such projects as the Turnpike Stadium, the Regional Airport and the North Texas Council of Governments.



RELIGION

Dr. J. M. Moudy Dr. Moudy is Moderator of the Christian Church (Disciples of Christ) for the United States and Canada, and is Chancellor of Texas Christian University.



MEDICINE

Dr. Aram Glorig Dr. Glorig is Director of the Callier Speech and Hearing Center in Dallas. His leadership and guidance have been instrumental in the development of the center.

WFAA-TV DALLAS

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas

Good Makers



BUSINESS

H. Ross Perot Mr. Perot's many achievements lie in the area of maximizing human resources.



LAW-ENFORCEMENT

Bob Wade As head of the Garland Police Department, he was successful in reducing the rate of major crime substantially last year, while crime was on a rapid increase elsewhere.



EDUCATION

Dr. Frank Harrison As the President of the University of Texas at Arlington, Dr. Harrison has guided U.T.A. through times of turmoil over the rebel theme and student unrest along racial lines.



SPORTS

Calvin Hill This Dallas Cowboy was the only rookie to be named to the 1969 UPI "ALL-NFL Team." As "Rookie of the Year," he gained nearly 1,000 yards rushing.



AT-LARGE

Mrs. Singleton, Mrs. Hartness, Mrs. McElhanon, Mrs. Jeffrey These wives of American pilots have done much to bring the Prisoner of War issue to light. The women have journeyed to the Paris Peace Talks and met with North Vietnamese representatives to learn of the fate of their servicemen husbands.

FORT WORTH

Morning News, Represented by Edward Petry & Co., Inc.

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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**



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ceived from old friends in broadcasting, which warmed my heart no end; a number of letters were received from strangers telling me how much they admired [writer] Bill Cooper and how lousy my memory was for dates and place.

I agree with the latter. I never could glibly rattle off the name of the announcer covering Ted Fiorito at the Edgewater Beach on July 5, 1933, and other earth-shattering statistics. . . .
Robert V. Brown, Lexington, Ky.

Confused by the numbers

EDITOR: Here are the latest radio ratings in the Albany, Troy and Schenectady metro market. Please note that all ratings were taken during the same time periods.

Theoretically, it seems to me, if three different rating services surveyed the same area at the same time, the ratings should tend to show the same trends. Yet, you will notice vast differences.

With the over-all attempt to clean up and honestly justify what a rating represents, these conflicting ratings surely weaken the entire structure of rating services.

This situation deserves both investigation and clarification.—*Norman D. Tillman, executive vice president, Goldman & Walter & Tillman Advertising Agency, Albany, N.Y.*

(Mr. Tillman's enclosure gave comprehensive ratings for 15 radio stations in the market. For space reasons, the following have been excerpted from that list as possessing the higher ratings and best reflecting Mr. Tillman's point)

	WGY	WPTR	WROW	WTRY	
6-10 a.m.	22.0 36.5 29.8	20.0 7.1 14.3	21.0 17.6 17.2	14.0 21.6 20.2	Pulse ARB Hooper
10-3 p.m.	21.0 33.2 27.0	19.0 6.3 10.0	17.0 19.1 19.5	15.0 13.4 17.4	Pulse ARB Hooper
3-7 p.m.	15.0 22.7 19.5	23.0 9.0 10.2	17.0 22.0 22.1	20.0 18.1 19.9	Pulse ARB Hooper
7-12 mid.	12.0 26.7 16.2	24.0 15.2 13.6	14.0 13.7 14.9	25.0 17.0 24.7	Pulse ARB Hooper

Analysis of Pulse, American Research Bureau, and Hooper share of audience figures for Oct./Nov. 1969 Albany-Schenectady-Troy, four-county metro area.

A Texan did it bigger

EDITOR: The Jan. 5 issue mentions the special six-page section devoted to the world of FM radio by the *St. Louis Post-Dispatch*.

Out here among the cacti, the *El Paso Times & Herald Post* not only published a 24-page section on stereo FM (which KIZZ[FM] ram-rodged) but also prevailed on the mayor of our city to officially proclaim stereo-FM Radio Week.

Incidentally, several stereo and audio dealers have told me that during the week of Dec. 1-6, they sold between two and three times more receivers than during any previous week in history.—*I. T. Cohen, KIZZ(FM) El Paso, Tex.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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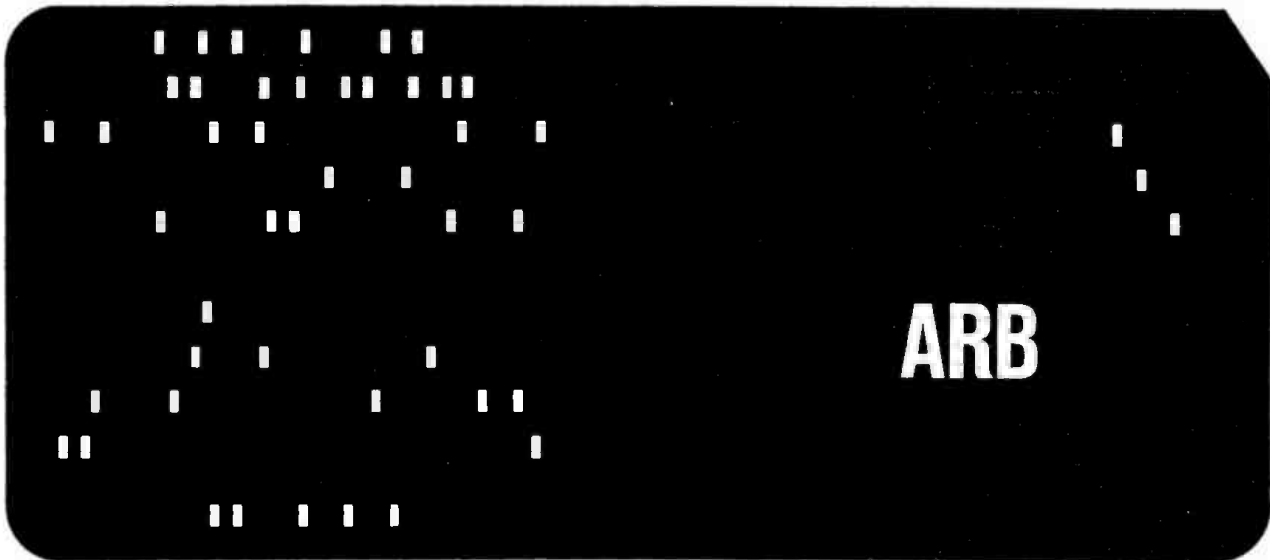
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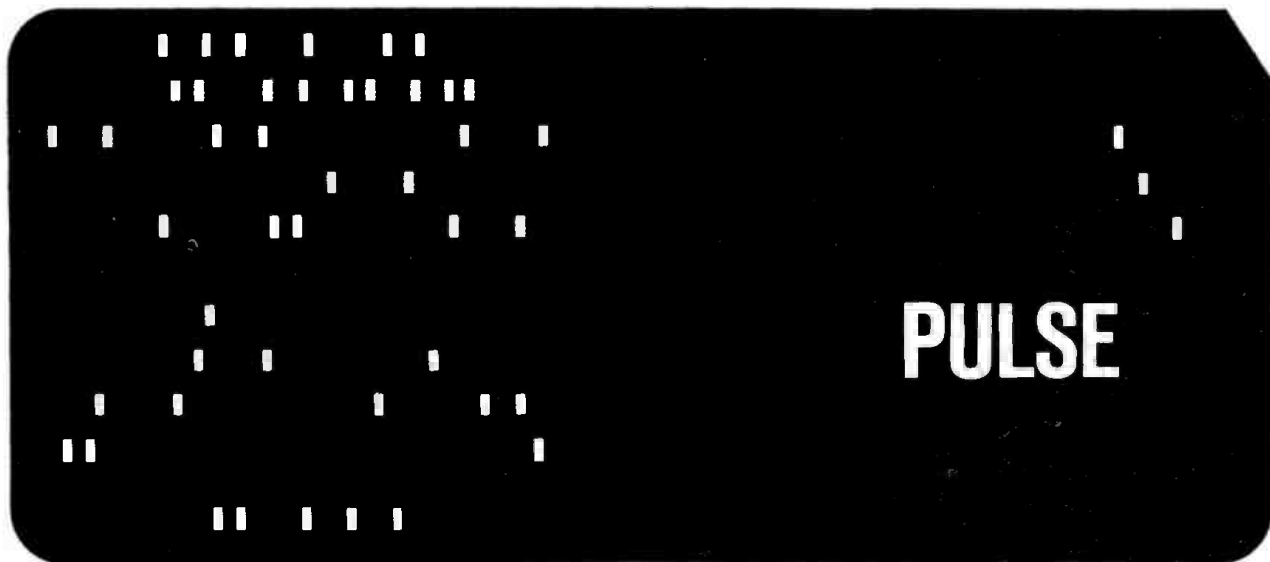
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**ARB & PULSE AGREE THAT
WGN RADIO REACHES MORE ADULTS
THAN ANY OTHER CHICAGO STATION.** (YOU
CAN'T
BEAT
THAT)



Source: Adults, 18-plus; average quarter hour, Monday through Sunday,
6 a.m. to Midnight: September/October, 1969 Radio Pulse;
October/November, 1969, Chicago Radio Market Report, ARB.



A little coordination can go a long way

A month or so ago during a bull session over lunch with a TV station manager, I was asked to speak to the station's sales staff concerning the planning and scheduling of TV buys, and the proper role of the media sales representative within this framework.

The "confrontation" was in two parts. First, I discussed our agency's procedures for what we consider effective media planning. No great new ideas were claimed. But it does seem that too often the basic fundamentals we take for granted are lost in sight of the fierce competition among the various media.

With the fantastic turnover of sales people, too much emphasis is placed on the selling of time; very little emphasis is placed on what the agency is really doing. Therefore I discussed media planning. I explained that although a media plan may exist as a separate physical document, it is, in essence, a section of a larger marketing document, and from our point of view, there should be no such thing as a media plan out of context with other agency-client efforts.

The media plan should always be an integrated component. In the marketing area, the media planner should be cognizant of all the aspects of the current marketing situation of the product concerned. This includes problems and opportunities, past and/or current media planning, demographic information, and relevant sales data.

All of this information will normally allow the account group to establish their objectives and strategies within the over-all marketing plan. Once this is established by the group, the media planner can then logically develop media objectives and strategy.

These directives are just that, directional only, establishing whether new or current users will be emphasized, whether reach or frequency is desired, who the audience is, and the other general considerations governed by the marketing background and the marketing objectives and strategy.

They should be the general concepts only and not specifics. Strategy then defines how we intend to reach our target audience. It should indicate the areas of emphasis and scheduling aimed at accomplishing the objectives listed above. The media selection and their

use stems from consideration of the strategy statements.

There is more than one direction or group of selections that could fit the strategy statements, but one must be better than the others. Each medium used is listed, and the rationale is built to explain the role the medium plays in carrying out the objectives and strategy.

The strawmen must be set up and attacked. The scheduling is a very real compromise between advertising weight and schedule length, with judgment applied.

Following this presentation which is, of necessity, summarized here, there was a questioning period which proved the most interesting of all. The most prevalent types of questions revolved around the relationships of the media salesmen to the agency. Salesmen too often forget that the planners are not the buyers and that if information does not flow properly, i.e., is not disseminated from the buyer to the planner and in the other direction, opportunities are lost.

Once they are lost, they are lost forever. In some cases, especially among the larger agencies, the buyers may never know what the planners know, with further dilution or misinformation resulting. Certainly, if the middleman, the buyer, does not pass information along in both directions, there is a definite breakdown of information.

The result of all this is that the salesman may not know what salient points to present to the buyer. When we reach this point, I would break the salesman's role into two activities. During periods

when buys are not being actively pursued, the salesman has his opportunity to discuss his property. At that time he can talk about his station's position in the market, and do his creative positioning.

When action begins in the marketplace, the salesman then becomes a negotiator. But, and here's where the greatest gap occurs, the salesman should primarily be negotiating the agency's viewpoint to his station management.

In my mind, it is this role as a "representative" of the agency that is primary. And, the salesman gets substantial assistance here from most agencies in the form of written pre-buy guidelines. In my opinion, the pre-buy guideline is essential to the start of any buy.

By formalizing the guidelines required for a specific buy, all provisions, specifics, ground rules, etc. of all concerned—planner, buyer, client, station, representative—all have complete agreement in direction and goal. Our agency believes strongly in this, and we are watching closely, and cooperating in the development by the American Research Bureau and its parent company, Control Data Corp., of ARBSEC, a computerized process for media buying that is scheduled to be available to agencies by the end of April. We support such developments because they represent greater implementation of the basic principle that only through efficient and thorough communication between all elements of the buying cycle can advertising play its most effective role in the over-all marketing program.



James M. Spero has been media director of Carson/Roberts/Inc., Los Angeles, since May 1, 1969. Prior to that he was with Edward H. Weiss & Co., Chicago, for two years, first as media supervisor, then as media director. Previous associations also include media supervisor for Needham, Harper & Steers; media department of Tatham-Laird & Kudner; and media analyst, McCann-Erickson, all in Chicago. Mr. Spero earned an AB at Union College, Schenectady, N.Y.

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Dear Broadcasters:


We can agree that radio manufacturers should put FM and AM on every radio chassis.

Congressional legislation to do just that has been initiated in the Senate (S-402) by Senator Frank E. Moss (D-Utah) and in the House (HR-2113) by Congressman Alvin E. Okonski (R-Wisconsin). To back up these bills so as to secure their passage, the All Radio Committee needs financial support from all stations.

We know that to be prepared to overcome the opposition that would suppress these bills--requires money.

We must not fail in this direction.

Radio manufacturers must be directed to meet the needs of both the public and industry. As matters now stand, radio manufacturers promote unfair equity on the AM band; although there is some FM growth, necessary congressional movements must take place to hasten the balancing out of the listening choices made available to the public.

To enlist your support in backing these bills is the purpose of our letter. We strongly feel that to get this legislation passed will require our representing our views of  ONE SET FM/AM CHASSIS CONSTRUCTION, wherever our voice must be heard.

We anticipate the sum of money necessary to convincingly present our case is \$250,000. Each station has been asked by personal letter to forward to us their representative share. Your contribution will be put into a contributors trust fund in your name. Any sums not used will be proportionately returned.

Please send your suggestions to me.

Sincerely yours,

Roger Hoeck

VOLUME

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(22 IN COLOR)**

ALL HANDS ON DECK



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RAPTURE



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ROBIN AND THE SEVEN HOODS



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Everybody to cut the pie in the sky?

Networks commission plan for delivery by satellite as Comsat, AT&T, CATV see futures in space

A line of potential operators of domestic-communications satellites began to form last week in the first wave of response to the White House call for open access to the field (BROADCASTING, Jan. 26).

In an uncommon show of unity, it was learned, ABC, CBS and NBC agreed to underwrite a full-scale study of the feasibility of jointly launching and operating their own system for distribution of TV and radio programs. The networks, long rankled by AT&T's rising charges for distributing their programs, chose Page Communications Inc., of Washington, to conduct the study.

AT&T went even further. It announced it will seek FCC permission to use satellites in its domestic-communications service.

The AT&T announcement indicated at least two entities would seek satellite-operator licenses, since the Communications Satellite Corp. had already announced plans to do so. Comsat, which owns the U. S. share of the international satellite system, said it would file for FCC permission to provide domestic service to anyone who wishes it (BROADCASTING, Jan. 26).

The network activity suggested further that the field of applicants might be expanded to at least three. In addition, Teleprompter Corp. made clear that it has been studying the feasibility of an independent satellite system oriented to cable-TV service.

The final decision on open or limited access to domestic-satellite operation must be made, at least technically, by the FCC. But the White House policy recommendation—in effect, that virtually anyone with the necessary financial and technical resources be allowed to establish his own system, subject to noninterference with others—is considered sure to carry great weight with the commission.

In addition, Comsat has been holding talks with the networks in attempts to get their interconnection business and presumably has not given up hope.

Comsat has also conferred with Teleprompter. And AT&T's announcement was interpreted as not quite ruling out the possibility that AT&T might lease circuits from another satellite operator instead of putting up its own system. AT&T said it expected to announce details of its plan in 60 days.

The three commercial TV networks have been exploring the satellite question for several months, both in discussions among themselves and also in meetings with Comsat and the Corp. for Public Broadcasting, representing educational TV interests.

Participants have been uniformly secretive about the talks, however, for fear that their colleagues from other networks might accuse them of trying to hog the headlines and thus disrupt a three-network harmony that, for competitive reasons, is inherently delicate.

It was learned last week, however, that they had chosen the Page engineering firm, a subsidiary of Northrop Corp., to conduct a feasibility study that will evaluate a wide range of al-

ternative possibilities for distribution of network programs.

A letter of agreement between the three networks and the Page organization was said to be in the drafting stage last week.

The study reportedly will explore and evaluate feasibility and costs of different distribution systems, using actual network-feed and station-clearance information supplied by the networks.

The objective, according to sources close to the project, is to find what seems to be the most practical and efficient system for relaying network programs. Possibilities due for assessment were said to range from a new terrestrial system to formation of a network-operated satellite system, a system combining satellite and terrestrial facilities or the use of Comsat facilities alone or in some combination with ground facilities.

The costs and efficiencies of the various possibilities, it was said, will be compared with the present AT&T system. In the end, the Page firm is expected to recommend a system to the networks, presumably outlining its basic configuration.

The study is expected to take four to six months. Then, sources said, the networks—assuming they accept the Page firm's ultimate proposal—will set about refining the configuration and pinpointing costs more precisely and tackle such basic policy questions as details of system ownership and extent of facilities to be built in for use by others than the networks.

It has been generally assumed that any network-operated satellite system would include facilities for linking ETV stations, and their requirements are being reported to the Page firm along with those of the commercial networks for use in the feasibility study. Sources said the study will also take radio-program networking into consideration.

One of the many basic determinations, if a satellite system is decided upon—regardless of its ownership—will have to do with the number of ground

Sharp slide for Comsat

The price of shares of Communications Satellite Corp. fell sharply following the White House policy statement advocating free and open competition in domestic satellite operation (see above).

On the day before the White House announcement on Friday, Jan. 23, the stock had closed at 51¾, down half a point on the day. On announcement day it slid 6¾ points, closing at 45. The slide continued last Monday (Jan. 26) with a 3½-point decline, and after a rally and a one-eighth-point gain on Tuesday, the stock resumed its downtrend, slipping 2⅞ on Wednesday and 1¼ more on Thursday, closing Thursday at 38¾ for a total drop of 13½ points in a week—a down week for stock prices generally. Comsat shares are traded on the New York Stock Exchange.

FCC asks delay on radio line hikes

AT&T told by Chairman Burch that increases may curtail programing, hit some stations

The FCC last week requested AT&T to "voluntarily suspend" the effectiveness of higher AM-FM line charges until July 1, 1970. AT&T's revised tariff was originally scheduled to go into effect Nov. 1, 1969, but was suspended for 90 days by the commission, the maximum period provided by law. Both the radio and video sections of the AT&T tariff are now in hearing.

The commission wants to meet informally with AT&T representatives to attempt to persuade the carrier to revise its radio tariff and lighten the considerable economic burden it would place on radio operators. One commission official observed: "We have questions regarding the propriety of the rate structure."

The tariffs would boost AT&T's revenues from video service by \$14 million—to \$90.6 million—and from audio by \$3.5 million—to \$21 million—based on

expected business in 1971. According to broadcasters, the rates would force severe restrictions in service.

The radio provisions of AT&T's original tariff were vigorously opposed by broadcasters and rejected by the commission's Common Carrier Bureau, which said the company had failed to justify the increases, as required by commission rules (BROADCASTING, Oct. 27, 1969). AT&T submitted a revised tariff Sept. 25, 1969, which also drew strong objections from radio operators and led to the commission's deferring the increase to Feb. 1, 1970.

In a letter to Daniel E. Emerson, a vice president of AT&T, FCC Chairman Dean Burch noted that the commission had received "numerous letters from small, remotely located radio stations that are primarily occasional users of the Series 6000 [radio line] facilities. Their concern, in the main, is with the station connection and local loop charges which, they maintain, will result in the reduction of local news broadcasts and affect their coverage of public-interest events.

"While we cannot determine on the basis of the information before us that irreparable harm will result to these stations, we are very much concerned about the apparent effect in terms of

reduction or curtailment of programing and economic hardship, if these rates go into effect on Feb. 1, 1970, as scheduled. Accordingly, we are asking that you voluntarily suspend the effectiveness of the Series 6000 revisions until July 1, 1970."

Mr. Burch said the commission would not object "to your consideration of changes in the Series 6000 tariff which would be consistent with sound rate-making principles" and take into account problems raised by the National Association of Broadcasters and Intermountain Network Inc. in a petition filed last December.

In that filing NAB and Intermountain suggested that regional and possibly national networks might be required to curtail service and revise affiliation contracts to absorb the increases, or to place the economic burden directly on affiliated stations. The groups said many stations—especially those in remote areas—would no longer be able to afford network affiliation.

NAB and Intermountain also said an examination of various AT&T reports showed a "revenue per circuit of \$485 in 1968 for all private-line service but \$8,852 for audio, or a revenue for audio of almost 20 times the average" (BROADCASTING, Dec. 22, 1969).

receiving stations needed to serve network affiliates.

It is generally assumed that a single ground station could be shared by all the affiliates within a given market and sometimes by those in two or more adjacent markets. But what about stations in relatively remote areas? Are some areas more feasibly served by satellite and others by terrestrial affiliates, and if so, where are the demarcation lines?

Although precise cost determinations are yet to be made, current estimates indicate that for the generation of satellites due to be in use over the next four or five years—having roughly 25 TV channels per satellite—construction of a ground station with one-channel capacity would cost about \$200,000 and additional channel capabilities could be added at about \$10,000 per channel.

In three-affiliate markets, on that basis, the receiving-station cost to be split among the three stations would be about \$220,000, or about \$73,000 each. In two-station markets the split would come to about \$105,000 a station. An affiliate in a one-station market would need a channel for each network affiliation and hence would pay from \$200,000 to \$220,000—or seek some alternate form of interconnection.

A channel for ETV would add some

\$10,000 to the total at each receiving station involved.

Estimates of total costs of a satellite system have varied widely. One of the most recent, offered by CBS in calling for a three-network satellite consortium last October, put the cost at \$100 million. This was compared with an estimated \$65 million annually that the networks are paying AT&T following a \$20-million-a-year increase that went into effect last fall (BROADCASTING, Oct. 20, 1969).

AT&T officials at the time indicated a strong belief that the \$100-million estimate was too low, but CBS authorities did not back down. Neither, however, did CBS go into specifics, presumably to avoid the possibility that other networks would refuse to endorse a plan sufficiently well described to become known as "the CBS plan."

Among other tricky questions the networks would have to answer if they decide on a satellite system of their own are what services, if any, they would carry free (it has been widely assumed that National Educational Television programs would be carried without charge); whether or to what extent to provide facilities for others, such as program suppliers and the Hughes Sports Network; how much provision to make for services that may be developed or, in short, how much

"excess" to build in to safeguard against charges that the network-operated facility would operate as a de facto limitation on future competition.

The Page organization reportedly was chosen to make the feasibility study from a number of firms invited to bid on the assignment. Thus the networks' decision to make the study obviously pre-dated the White House's release of its policy statement on Jan. 23.

The AT&T announcement, by Board Chairman H. I. Romnes, said that "our plans contemplate a satellite system that will be fully integrated with our terrestrial facilities. The system we hope to employ will permit us to shift satellite capacity from point to point to match changing patterns of communications traffic—for example, as peak usage sweeps across the country's four time zones."

Mr. Romnes noted that AT&T had been studying the satellite question "for a good many years," and restated the company's position that terrestrial facility costs are declining and that, as a result, there is no advantage in substituting satellites for land-based plant.

But, he said, the ability to shift satellite capacity to meet changing traffic needs, together with improved reliability available from a combination of various kinds of transmission, makes the prospect of satellites "attractive."

SINCE THE WINTER OF '22, WSB HAS GIVEN 15,100,000 SCHOOL CHILDREN THE GOOD NEWS.

One snowy day back in 1922, WSB was first to let families all over Atlanta know by radio that school wouldn't be open. Ever since, WSB Radio is the one station Atlantans turn to first to find out what's going on. And what's not.

This kind of unique, personal radio service has helped make WSB perhaps the nation's most honored station... winner of almost every major broadcasting award.

And as you might expect, community involvement

also helps make WSB Radio the dominant station in the Atlanta market. More people 18 and over listen to WSB Radio than to the next three stations combined.*

If you're in the business of selling, perhaps we've given you some good news, too.

WSB RADIO ATLANTA

It's time well spent.

WSB-AM 750/FM 98.5. NBC Affiliate/Petry & Co., Inc.



 Cox Broadcasting Corp. Stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WIIC-TV, Pittsburgh.
*ARB Oct., Nov. 1969. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

What's ahead for AAF session

Senator Moss, FTC's Weinberger, consumer advocates highlight conference

A busy schedule of speakers and panels awaits representatives of the advertising industry today (Feb. 2) as the 12th annual government-affairs conference of the American Advertising Federation gets under way in Washington.

The three-day program will feature panels on "advertising and the consumer" and "advertising and the law"; addresses by Senator Frank E. Moss (D-Utah), Senator Gaylord Nelson (D-Wis.), and Donald Rumsfeld, chairman of the Office of Economic Opportunity; a Tuesday-evening government reception at which new Federal Trade Commission Chairman Caspar W. Weinberger and other FTC commissioners will be guests of honor, and a variety of less formal opportunities to meet with congressmen.

Monday's morning's keynote session will spotlight Bryce Harlow, the President's congressional-relations and national-affairs counselor; AAF Chairman Samuel Thurm, advertising vice president of Lever Brothers Co., and conference chairman John Elliott Jr., chairman of Ogilvy & Mather. The luncheon that follows will feature Mr. Rumsfeld's address and a brief greeting by FTC Chairman Weinberger.

At a Monday-afternoon "government briefing," staff representatives of the Department of Commerce, the Food

and Drug Administration and the FTC will give a rundown on activities relating to advertising at their agencies.

Preceding the Tuesday-afternoon (Feb. 3) panel on advertising and the consumer will be an address by Senator Moss, chief architect of the pending bill that would ban broadcast cigarette advertising. The session itself will feature Representative Florence Dwyer (R-N.J.), consumer advocate and author of a pending consumer bill; Michael Pertschuk, Senate Commerce Committee general counsel and a member of the National Commission on Product Safety, which released this week a detailed list of color-television set models it regards as potential fire hazards (see page 64); Edward Reavey, vice president for consumer products at Motorola (one of the companies cited by the commission as having some—relatively few—dangerous models); Robert Mead, legislative affairs director for the President's Office of Consumer Affairs; David Swankin, Washington representative of Consumers' Union, and William Callahan Jr., president of Telmar Communications Corp. and former senior vice president at Young & Rubicam.

The Wednesday session on advertising and the law will be moderated by John Reilly, Pierson, Ball & Dowd, Washington. He is AAF counsel and

bill approved last June by the House.

That bill (H. R. 6345) called for a new health warning on packages, but it also prohibited further regulation of cigarette advertising by federal agencies, with specific reference to the Federal Trade Commission. The Senate has passed a measure that would outlaw cigarette advertising on radio and television by Jan. 1, 1971, and would permit the FTC to impose health warnings in other advertising as of July 1, 1971.

The House conferees are Representatives John Jarman (D-Okla.); Paul Rogers (D-Fla.); David Satterfield (D-Va.); Peter Kyros (D-Me.); Richardson Preyer (D-N. C.); Ancher Nelsen (R-Minn.); Tim Lee Carter (R-Ky.); Joe Skubitz (R-Kan.) and James Hastings (R-N. Y.).

a former FTC commissioner. The panel will consist of FCC Commissioner Kenneth A. Cox; former FCC Chairman Newton Minow; Representative Brock Adams (D-Wash.), member of the House Commerce Committee; former FTC Commissioner James Nicholson, and Ira Millstein of Weil, Gotscheil & Manges, New York. Senator Nelson will speak at the Wednesday luncheon.

Two special presentations are scheduled during the conference. The Honolulu Junior Advertising Club will give an audio-visual presentation dealing with its campaign to combat drug abuse, and representatives of Doyle Dane Bernbach will offer a visual depiction of its program for recruiting members of minority groups.

Albuquerque TV's ask where the viewers went

What do you do when you know more people have got to be watching your station than what the ratings say?

Three Albuquerque (N.M.) TV stations have posed essentially that question to the American Research Bureau in asking the research firm to find more than 20,000 TV homes allegedly missing from ARB's November 1969 ratings sweep. ARB said it would look for them—by making an accuracy check of its data—but that, at this time, there was no reason to doubt the data that has been processed by its computer.

The stations—KGGM-TV, KOB-TV and KOAT-TV—contend that their daytime HUT (Homes Using Television) levels dropped by about 20% or 15,000 to 20,000 homes between a March 1969 survey and the November sweep. Viewers apparently disappeared in droves during all three stations' 10 p.m. newscasts—reportedly a decrease from 86,000 to 65,000 homes. The stations claim that prior ARB surveys showed at that time period about 83,000 homes were tuned in. And, furthermore, the stations contend that the ARB figures don't jibe with a similar Nielsen sweep that showed a HUT level of 82,000.

KOAT-TV's general manager, Max Sklower, contends that the data was based on a minimal return of diaries. As

Cigarette conferees named by House

The next step for pending cigarette-advertising legislation is a conference between representatives of the House and the Senate, to iron out differences in their respective bills—and if last week's House action is any indication, the battle may have some steam left in it.

A list of nine conferees was submitted by House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) and promptly approved by the House. The congressmen—all members of the Commerce Committee's Public Health and Welfare Subcommittee—are predominantly from the South and Midwest, and all voted for the cigarette

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Jan. 18, 1970
(net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Jan. 18	Total dollars week ended Jan. 18	1970 total minutes	1970 total dollars
	Week ended Jan. 18	Cume Jan. 1 Jan. 18	Week ended Jan. 18	Cume Jan. 1-Jan. 18	Week ended Jan. 18	Cume Jan. 1-Jan. 18				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 114.4	\$ 259.5	\$ 338.4	\$ 685.4	78	\$ 452.8	168	\$ 944.9
Monday-Friday 10 a.m.-6 p.m.	1,698.8	4,394.8	3,311.9	8,899.6	1,625.7	4,952.2	788	6,636.4	1,778	8,246.6
Saturday-Sunday Sign-on-6 p.m.	957.0	2,043.8	1,613.9	10,391.0	1,202.7	2,978.8	262	3,773.6	759	15,413.6
Monday-Saturday 6 p.m.-7:30 p.m.	144.6	583.7	913.5	2,251.1	561.7	2,439.2	65	1,619.8	180	5,274.0
Sunday 6 p.m.-7:30 p.m.	108.0	216.0	543.2	1,901.3	230.0	1,004.0	25	881.2	65	3,121.3
Monday-Sunday 7:30-11 p.m.	5,009.1	12,476.8	7,760.1	20,504.9	8,221.1	9,368.1	410	20,990.3	1,055	52,349.8
Monday-Sunday 11 p.m.-Sign-off	115.8	379.6	321.9	919.3	600.6	1,334.2	93	1,038.3	229	2,633.1
Total	\$8,033.3	\$ 20,094.7	\$14,578.9	\$ 45,126.7	\$12,780.2	\$ 32,761.9	1,721	\$35,392.4	4,234	\$ 97,983.3

an example he cites the Amarillo, Tex., survey that showed a metro area of 59,000 TV households based on 170 diaries returned to ARB. The Albuquerque metro area showed 94,000 TV households on 184 diaries returned, he says. An ARB spokesman says that the diaries - returned figure would be weighted in computer computations, but to make sure ARB is going to have a second look.

Airline to cut TV ads; local papers to gain

Eastern Air Lines is following a reorganization of its advertising personnel with a reapportionment of its media spending. In an effort to focus on individual markets with service, schedule and destination advertising, the carrier will cut back its national spending, primarily network TV and magazines. Increased local spending will be directed primarily into newspapers.

National media will drop from \$8 million annually to \$4.5 million, and local spending will increase from approximately \$13 million to \$14.5 million. This shift represents an over-all drop in media spending of about 10% according to a spokesman for Eastern. The airline will continue to use its reduced network schedules to promote vacation travel and a corporate image through its controversial "Wings of Man" campaign. Young & Rubicam, New York, is Eastern's agency.

Eastern's announcement came on the heels of a decision by Braniff Airlines to abandon all broadcast advertising for newspaper promotion of routes and schedules (BROADCASTING, Jan. 19).

Business briefly:

Birds Eye division of General Foods Corp., White Plains, N. Y., through Benton & Bowles, New York, is supporting expansion nationally of its Cool 'n Creamy line of frozen puddings with network and spot television. Frozen pudding dessert was introduced by Birds Eye in Buffalo and Seattle marketing areas in May 1968 and became available throughout the Northeast section of the U.S. in March 1969.

Chevrolet division of General Motors Corp., through Campbell-Ewald, both Detroit, will sponsor *Movin'*, CBS-TV special, Tuesday, Feb. 24 (7:30-8 p.m. EST). Andy Williams will star.

Pan American World Airways, through J. Walter Thompson, Co. both New York, has purchased a commercial schedule for its "747" passenger service on all four ABC radio networks. Campaign will run through February. **Sun Life Assurance Co. of Canada**, Montreal, through Ingalls Associates, Boston will use ABC's American FM network from March through November.

BankAmericard Banks, San Francisco, through D'Arcy Advertising, New York, will sponsor a repeat of a musical-variety special on NBC-TV, *The Brass Are Comin'*, starring Herb Alpert and the Tijuana Brass, on Tuesday, April 7 (7:30-8:30 p.m.).

Bonded Oil Co. through Warren, Muller, Bolobowsky Inc., New York, is using a TV campaign of 10-second commercials to let drivers know they can charge Bonded gasoline on Master Charge and BankAmericard. Campaign features gangster who robs with his credit card instead of a gun.

Manney sees middlemen dominating in the 70's

A media middleman predicted last week that during the upcoming decade "you will see the fall of the so-called full-service agencies," with increased business falling to outside creative, media and, particularly, research organizations. Media-buying firms like his own, Mr. Manney suggested, would become international operations.

Richard Manney, president of the Mediators Inc., spoke of the independent media services before the Advertising Club of B'nai B'rith in New York.

By 1979, Mr. Manney said, the outside media services will be responsible for 60% of media billings, or \$17.4 billion.

"Because of the growth of the outside media buying field, an association should—and will—emerge. One similar to the American Association of Advertising Agencies," Mr. Manney concluded. Mr. Manney said he had discussed such a project with other independent media specialists and that his suggestion had been well-received.

Double Image formed

Twins Bob and Don Jacques have formed a new editing and post-production service company in New York and appropriately named it Double Image Inc. Bob Jacques was formerly a supervisory editor with Filmex Inc., Transfilm-Caravel and Peter Elgar Productions in New York. Don Jacques operated his own editorial film service under his name. Double Image has its office at 21 West 45th Street. Phone: (212) 582-4781.

Harper's back in agency business

**Joins two other advertising veterans
in new firm that has Swissair for opener**

An irrepresible ad man, Marion Harper Jr., and two only slightly less seasoned ad men, Ron Rosenfeld and Len Sirowitz, have joined to form a new advertising agency that officially begins business in New York today (Feb. 2). Swissair, New York, announced itself the agency's first client.

Mr. Harper, former president of McCann-Erickson and founder and former board chairman and president of the Interpublic Group of Companies, will be president of Harper Rosenfeld Sirowitz Inc., although the new company officially disdams formal titles. Also for legal purposes, Mr. Rosenfeld and Mr. Sirowitz have been assigned the titles of executive vice presidents. The company is owned equally by the three principals.

The new agency will be unstructured, employing what the principals call a "peer concept." The company said it will avoid a hierarchy of executives impeding contact between client and agency management. Harper Rosenfeld Sirowitz will have no departments, and the client will be expected to join in the working group, rather than simply pay for and receive advice.

In keeping with this egalitarian approach, Mr. Harper pointed out, Harper Rosenfeld Sirowitz Inc. lists the agency's principals in alphabetical order.

The new agency will have no marketing and research departments and will "use the best media skills that we can find," according to Mr. Harper. Mr. Harper is chairman of the executive committee of TeknaMedia Inc., an independent media-buying firm. Mr. Harper confirmed that the new agency would be using the services of TeknaMedia, while emphasizing that Harper



Mr. Harper

Rosenfeld Sirowitz is independent of his other business involvements.

The new agency, said Mr. Harper, will have an "open point of view" on compensation plans. He indicated it would be receptive to media commission, fee, retainer plans, as well as an "accountability plan" that would give the agency a percentage of measured results.

Harper Rosenfeld Sirowitz, which claims a special interest in product development, will limit its number of accounts and will set a minimum account billing figure. The goal for the next 36 months is 10 accounts billing no less than \$2 million "in a very short time."

Mr. Rosenfeld formerly was senior vice president and creative management

eo recording equipment. Frank also handles Motorola's consumer product division.

International Pharmaceutical Corp., Warrington, Pa., a subsidiary of Marion Laboratories Inc., Kansas City, Mo., has assigned its consumer advertising and public relations to N. W. Ayer & Son, Philadelphia. I.P.C. currently markets Gly-Oxide, an oral antiseptic, and Debrox for ear hygiene.

ABC Merchandising Inc., New York, has named LaRoche, McCaffrey and McCall, New York, as its advertising agency. The ad firm also handles ABC's corporate campaign, ABC-TV Network and ABC International.

supervisor at J. Walter Thompson Co., prior to which he spent 11 years at Doyle Dane Bernbach. Mr. Sirowitz was a senior vice president and creative management supervisor at Doyle Dane Bernbach. Before joining DDB, he served at L. W. Frohlich, Grey Advertising and CBS.

Mr. Harper resigned from Interpublic in February 1968 following financial difficulties at the complex of agencies. He is now chairman of EduWorld Inc., a company that designs and markets multi-media programs in the field of education. He is chairman of Systems for Growth Inc., a holding company for subsidiaries in the fields of computer software formulation, design and application.

Swissair simultaneously announced it was quitting Campbell-Ewald, its agency of 12 years, and appointing Harper Rosenfeld Sirowitz. The departure from Campbell-Ewald was described as amicable, but due to differences in marketing philosophy.

Swissair made its first substantial use of broadcast, primarily radio, last year. The carrier spent \$388,000, or just under half its total ad budget, in radio in New York, Chicago, Montreal and Toronto. A spokesman for the client said a heavy television-newspaper combination is planned for this year, but that radio would be continued "in a different fashion."

Disney 'Pooh' set for Sears NBC special

Winnie the Pooh and the Honey Tree will be the second NBC-TV special sponsored this year by Sears, Roebuck & Co., through Foote, Cone & Belding.

The Walt Disney production of the A. A. Milne children's classic will be presented March 10, 7:30-8 p.m. EST, two weeks after Sears' first consumer-oriented sponsorship effort—a Perry Como special (BROADCASTING, Dec. 8, 1969).

Sears has another special, as yet unnamed, planned in its 1969-70 TV budget.

NBC-TV has acquired the U. S. rights to a second Walt Disney "Pooh" production, *Winnie the Pooh and the Blustery Day*, for a future broadcast date.

Roast beef chain to O&M

Burger Chef Systems Inc., subsidiary of General Foods Corp., White Plains, N.Y., has assigned its roast beef restaurant chain account to Ogilvy & Mather. The chain has been operated on a test basis in more than 10 states and will be expanded.

Burger Chef also assigned two new food-chain ventures to McCann-Erick-

Agency appointments:

■ Seven-Up Co., St. Louis, names J. Walter Thompson Co., Chicago, to handle advertising for 7-Up Diet, new beverage slated to replace firm's earlier Like diet drink. JWT already handles regular 7-Up. Gardner Advertising, St. Louis, has been agency for Like.

■ Red Barn System, Fort Lauderdale, Fla., restaurant franchise, names J. Walter Thompson Co., Chicago, as agency for \$3-million national account that includes radio-TV.

■ Motorola Systems Inc., Chicago, new marketing subsidiary of Motorola Inc., names Clinton E. Frank Inc. there as agency for CBS-licensed electronic vid-

son, agency for Burger Chef restaurants.

Media plans for advertising these chains have not been settled. Burger Chef chain used spot radio and network and spot TV in 1969, primarily during its peak season in spring and summer.

Grey computer service becomes a subsidiary

Grey Advertising Inc. New York, has formed COM-STEP Inc., a new subsidiary to provide a full range of computer services and applications to advertising agencies, advertisers and media.

The agency announced last week that the new officers of COM-STEP Inc. are Philip A. Branch, president of the marketing division, and Marvin Katzman, president of the systems and operations division. The current staff of Grey's electronic-data-processing department will form the nucleus of the new company's operating personnel.

Grey disclosed early last year that it had developed the concept of COM-STEP (BROADCASTING, Feb. 17, 1969). The new subsidiary will report to Alvin A. Achenbaum, executive vice president of Grey Advertising Inc.

Two take all seven of Costeau specials

The du Pont Co., Wilmington, Del., through BBDO, New York, and The Hartford Insurance Group, Hartford, Conn., through LaRoche, McCaffrey & McCall, New York, have purchased full sponsorship of seven documentaries in the ABC-TV series, *The Undersea World of Jacques Cousteau*.

First-run programs will be "Return of the Sea Elephants" Feb. 8, "Those Incredible Diving Machines" March 10, and "The Call of the Deep" March 28, followed by reruns of "The Night of the Squid" and the first three shows on April 12, April 23, May 16 and a date to be announced. The series is produced by Metromedia Producers Corp. and Les Requins Associes in association with ABC News.

Ballantine is object of \$1.37-million suit

P. Ballantine and Sons, Newark, N. J., has been sued for more than \$1.37 million by Lennen and Newell Inc., New York, which charged the brewery with breach of contract.

The suit, filed last month in New York state supreme court, says that Lennen and Newell, which had been handling Ballantine Ale since early 1968, received the \$3.2-million beer ac-

New wrinkle in commissions

Agency stands to benefit or lose, depending on campaign's effectiveness

Agency compensation based in part on the measurable sales effect of a campaign is the new concept devised by Al Paul Lefton Co., Philadelphia, which can result in Lefton's receiving 20% less or 20% more than its commission.

Details of Lefton's proposal were outlined last week in New York by Al Paul Lefton Jr., president and chief executive officer of the agency. In substance, the plan calls for the client and the agency to establish a "realistic" sales goal for a campaign over a specified period. If the campaign exceeds the sales goal by 10%, for example, the agency's commission is increased by

count in July 1969. L & N says that up until early September it was receiving the traditional 15% commission but that was then revised to 11%. On Sept. 25, the brewery notified L & N that it did not intend to continue the relationship, but L & N claims it worked on the account through December 1969.

Ballantine was acquired last year by the Investors Funding Corp. A spokesman there had no comment on the L & N suit.

Though not mentioned in the complaint, the reason L & N reduced its commission from 15% to 11% was that the client decided in early September to perform the creative portions of its advertising, it was learned.

New L.A. firm plans to produce TV commercials

Pegasus Film Productions Inc. has been formed in Los Angeles to produce film and video-tape commercials for television. The aim of the new company is to offer the personal production services of a small firm combined with the technical equipment and creative talent of a large corporation.

Located at 5727 West Adams Boulevard, Los Angeles, Pegasus Film Productions facilities include a 4,000-square-foot sound stage and casting, editing, editorial and conference rooms among other office space. The company also claims to have a fully equipped mobile unit for location filming.

Hermon L. Knox is president of Pegasus and resident cinematographer. Kenneth Peat is first vice president and

10%. If sales, on the other hand, fall short by 10%, the agency will refund the client 10% of the commission. Under no circumstance will the refund or the bonus exceed 20% of the agency commission.

"We feel there is too much irresponsible advertising going on right now, and, chiefly, that is because there are too many creative distractions fighting the basic purpose of advertising, which is to sell goods or services," Mr. Lefton remarked. "We think the time has come for agencies to be held accountable for the advertising they create."

Mr. Lefton noted that employees involved in campaigns that exceed the sales goals will share 50% of the agency's bonus commissions.

Mr. Lefton said its plan will be offered both to its current 30 clients and to prospective clients. Clients have the option to participate in or abstain from the plan. Lefton bills approximately \$26 million, of which an estimated 40% is in broadcast.

production manager. Leslie Rance is secretary and lighting director. Richard H. Splaver is second vice president and producer.

Libby cuts agencies from three to two

Libby, McNeill & Libby, Chicago, reported last week that it is consolidating its domestic advertising at two agencies, Kenyon & Eckhardt and Tatham-Laird & Kudner, and dropping a third, the J. Walter Thompson Co., all Chicago, effective May 1.

Kenyon & Eckhardt, named to a new product assignment in January 1969, will receive the lion's share of the business, amounting to about \$2.5 million, of which about \$1.6 million is in broadcast. Kenyon will be responsible for canned fruits and canned vegetables, which have been at JWT, and frozen food, which has been at T-L & K. Remaining at T-L & K will be canned meats, juices, drinks and tomato products.

PGW 'Colonel' is In Chicago

The annual "Colonel" award presented to the employee of Peters, Griffin, Woodward who makes the year's "most notable personal and professional growth" in his job went this year (for 1969) to J. Barry Weed, who has been a salesman in PGW's Chicago office since 1967. Mr. Weed was recipient of a scroll and a cash award. The rep firm said the Chicago salesman was the 34th "Colonel of the Year" to be named by PGW since origination of the event.

Color-TV homes, market-by-market

Brand-new projections show a 3-million gain since June, with Pacific Coast leading the way

A total of 22.6 million U.S. households now have color-TV sets, an increase of nearly 3 million new color homes since the June 1969 "Telestatus." These latest estimates from Carl Ally also note that 39% of the U.S. television households are color-equipped.

In addition, A. C. Nielsen Co. data shows that the growth pattern is led by the Pacific Coast with 46% color penetration; that the South and Northeast regions lag slightly behind the national average with growths of 35% and 36%, respectively.

The correlation of color-set ownership and market size continues. The largest markets (1-50) are maintaining the national average. The smallest markets (176-197) show 33% penetration, well below the norm.

The following local-market color ownership figures are Carl Ally estimates as of February 1970. They are projec-

tions from Nielsen's Station Index (spring and fall 1969 data), adjusted to regional growth patterns developed by Nielsen from Advertising Research Foundation Census color set sales and Nielsen survey data. The markets listed are NSI-defined "Designated Market Areas" which exclusively assign each U.S. county to a specific TV market. The Ally ranking is based upon each market's DMA-TV households. A. C. Nielsen cautions that because NSI survey results are sample-base estimates, they are subject to both survey and sampling error, and should not be regarded as exact to precise mathematical values. The Ally projections have the additional error-possibility associated with forecasting.

"Telestatus" appears in the first BROADCASTING issue of each month. A report on market-by-market multi-TV set penetration will appear March 2.

Nielsen Territory	NSI Sept. 1, 1969 DMA area TV Households		Carl Ally Projections February 1970 Color TV ests. Households	
	Households	%	Households	%
Northeast	15,234,940	36	5,451,300	
East Central	9,363,480	42	3,955,500	
West Central	10,452,110	38	3,961,600	
South	14,488,430	35	5,097,300	
Pacific	8,955,020	46	4,130,500	
Total U.S. (excluding Alaska and Hawaii)	58,493,980	39	22,596,200	

Nielsen Territory	NSI Sept. 1, 1969 DMA area TV Households		Carl Ally Projections February 1970 Color TV ests. Households	
	Households	%	Households	%
26. Memphis-Jackson, Tenn.- Jonesboro, Ark.	513,050	29	150,300	
27. Tampa-St. Petersburg, Fla.	512,390	38	193,700	
28. Portland, Ore.	495,120	46	227,700	
29. Providence, R.I.	474,450	38	181,900	
30. New Orleans-Biloxi, Mis	456,820	38	171,700	
Markets 21-30	5,191,340	41	2,116,800	
Markets 1-30	33,156,930	39	13,022,900	

Nielsen Territory	NSI Sept. 1, 1969 DMA area TV Households		Carl Ally Projections February 1970 Color TV ests. Households	
	Households	%	Households	%
31. Nashville-Bowling Green, Ky.	444,910	30	133,100	
32. Columbus, Ohio	444,520	49	218,000	
33. Denver	426,340	43	184,800	
34. Birmingham, Ala.	422,060	32	136,000	
35. Charleston-Huntington- Parkersburg, W. Va.	403,590	33	134,700	
36. Grand Rapids-Kalamazoo, Mich.	395,760	40	157,800	
37. Albany-Schenectady-Troy, N.Y.	388,960	38	147,000	
38. Dayton, Ohio	385,240	48	185,800	
39. Charlotte, N.C.	381,340	32	123,100	
40. San Diego	378,080	51	193,000	
Markets 31-40	4,070,800	40	1,613,300	
Markets 1-40	37,227,730	39	14,636,200	

Nielsen Territory	NSI Sept. 1, 1969 DMA area TV Households		Carl Ally Projections February 1970 Color TV ests. Households	
	Households	%	Households	%
41. Louisville, Ky.	374,760	35	131,800	
42. Oklahoma City	357,990	36	127,700	
43. Greenville-Spartanburg, S.C.- Asheville, N.C.	356,610	31	111,100	
44. Lancaster-Harrisburg- Lebanon-York, Pa.	341,320	45	152,500	
45. San Antonio, Tex.	337,170	31	102,900	
46. Wichita-Hutchinson-Ensign- Garden City-Hays-Goodland, Kan.-McCook, Neb.	335,270	39	130,100	
47. Norfolk-Portsmouth-Newport News, Va.	330,610	32	106,200	
48. Phoenix	319,880	40	127,400	
49. Orlando-Daytona Beach, Fla.	318,430	42	134,200	
50. Syracuse, N.Y.	317,810	39	124,500	
Markets 41-50	3,389,850	37	1,248,400	
Markets 1-50	40,617,580	39	15,884,600	

Nielsen Territory	NSI Sept. 1, 1969 DMA area TV Households		Carl Ally Projections February 1970 Color TV ests. Households	
	Households	%	Households	%
51. Flint-Saginaw-Bay City, Mich.	317,450	47	149,800	
52. Greensboro-High Point- Winston Salem, N.C.	303,520	33	99,000	
53. Salt Lake City, Utah	300,530	39	116,000	
54. Tulsa, Okla.	295,950	35	102,400	
55. Wilkes Barre-Scranton, Pa.	286,220	43	122,900	

	NSI Sept. 1, 1969 DMA area TV Households		Carl Ally Projections February 1970 Color TV ests. % Households			NSI Sept. 1, 1969 DMA area TV Households		Carl Ally Projections February 1970 Color TV ests. % Households	
			%	Households				%	Households
56. Richmond-Petersburg, Va.	286,130	29	81,600		122. Burlington, Vt.-Plattsburgh, N.Y.	111,460	29	32,300	
57. Shreveport, La.	285,610	36	101,800		123. Columbia-Jefferson City, Mo.	111,240	33	36,300	
58. Toledo, Ohio	283,260	44	124,800		124. Corpus Christi, Tex.	108,580	41	45,000	
59. Little Rock-Pine Bluff, Ark.	274,930	37	100,900		125. Montgomery, Ala.	107,800	33	35,500	
60. Jacksonville, Fla.	273,390	33	89,100		Markets 101-125	3,119,700	38	1,172,100	
Markets 51-60	2,906,990	37	1,088,300		Markets 1-125	54,443,190	39	21,137,700	
61. Rochester, N.Y.	264,200	41	109,000		126. Western North Dakota	106,160	27	28,500	
62. Davenport-Rock Island-Moline, Ill.	260,790	43	113,300		127. Topeka, Kan.	105,780	30	31,800	
63. Omaha, Neb.	255,190	37	94,600		128. Austin, Tex.	103,330	35	36,500	
64. Champaign-Springfield-Decatur, Ill.	254,380	41	105,000		129. Traverse City-Cadillac, Mich.	101,060	34	34,600	
65. Knoxville, Tenn.	252,230	29	74,200		130. Erie, Pa.	99,870	44	43,600	
66. Des Moines-Ames-Ft. Dodge, Iowa	251,930	40	101,000		131. Wausau-Rhineland, Wis.	98,710	35	34,700	
67. Roanoke-Lynchburg, Va.	245,730	30	74,700		132. Eugene, Oregon	98,120	38	37,000	
68. Mobile, Ala.-Pensacola, Fla.	245,660	36	88,300		133. Mason City, Iowa-Austin-Rochester, Minn.	97,280	40	38,800	
69. Raleigh-Durham, N.C.	244,840	35	85,200		134. Macon, Ga.	96,670	33	31,900	
70. Fresno-Visalia, Calif.	243,050	49	119,700		135. Yakima, Wash.	94,910	45	43,100	
Markets 61-70	2,518,000	38	966,000		136. Savannah, Ga.	89,740	37	33,500	
Markets 1-70	46,042,570	39	17,978,900		137. Odessa-Midland-Monahans, Tex.	89,350	46	41,100	
71. Green Bay, Wis.	238,600	46	110,200		138. Chico-Redding, Calif.	88,690	42	37,000	
72. Cedar Rapids-Waterloo, Iowa	229,050	38	87,900		139. Bakersfield, Calif.	87,170	46	40,100	
73. Jackson-Greenwood, Miss.	228,400	35	80,100		140. Las Vegas	86,500	56	48,300	
74. Johnstown-Altoona, Pa.	226,820	32	72,100		141. Huntsville-Decatur, Ala.	86,390	40	34,800	
75. Spokane, Wash.	226,680	44	99,200		142. Wilmington, N.C.	84,490	28	23,900	
76. Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	214,350	32	69,000		143. Boise, Idaho	83,990	36	30,300	
77. Lincoln-Hastings-Kearney-North Platte-Hayes, Neb.	208,880	41	84,900		144. Harlingen-Weslaco, Tex.	82,830	33	27,400	
78. Greenville-New Bern-Washington, N.C.	200,290	33	66,000		145. Tallahassee, Fla.	82,440	25	20,700	
79. Chattanooga	199,870	36	71,800		146. Santa Barbara, Calif.	79,280	49	39,100	
80. Portland-Poland Spring, Me.	194,310	33	63,400		147. Bangor, Me.	75,960	33	25,000	
Markets 71-80	2,167,250	37	804,600		148. Beckley-Bluefield, W. Va.	73,810	34	25,100	
Markets 1-80	48,209,820	39	18,743,500		149. La Crosse, Wis.	73,410	35	25,900	
81. Albuquerque, N.M.	183,570	36	66,000		150. Abilene-Sweetwater, Tex.	73,310	37	26,900	
82. Honolulu	181,490	36	65,800		Markets 126-150	2,239,250	37	839,600	
83. Springfield-Holyoke, Mass.	180,430	38	68,900		Markets 1-150	56,682,440	39	21,977,300	
84. Peoria, Ill.	171,650	44	75,900		151. Alexandria, Minn.	71,870	30	21,900	
85. Sioux Falls-Aberdeen-Mitchell, S.D.	170,090	31	52,400		152. Albany, Ga.	70,920	30	21,400	
86. Tri-Cities, Tenn.-Va.	163,570	30	49,700		153. Florence, S.C.	70,310	31	21,900	
87. Ft. Wayne, Ind.	157,780	48	76,200		154. Reno	67,610	47	32,000	
88. South Bend-Elkhart, Ind.	157,530	52	81,300		155. Tyler, Tex.	67,130	27	18,100	
89. Lansing, Mich.	153,520	44	66,800		156. Meridian, Miss.	64,880	26	16,900	
90. Evansville, Ind.	153,430	39	59,300		157. Watertown, N.Y.	63,830	39	24,600	
Markets 81-90	1,673,060	40	662,300		158. Clarksburg-Weston, W. Va.	63,400	34	21,300	
Markets 1-90	49,882,880	39	19,405,800		159. Alexandria, La.	62,270	37	23,100	
91. Fargo-Valley City-Pembina, N.D.	150,650	31	46,800		160. Billings, Mont.	61,140	38	23,200	
92. Rockford, Ill.	147,640	46	68,600		161. Dothan, Ala.	58,800	34	19,800	
93. Amarillo, Tex.	146,240	45	65,200		162. Ft. Smith, Ark.	58,750	28	16,500	
94. Binghamton, N.Y.	143,870	36	52,000		163. Mankato, Minn.	56,100	29	16,300	
95. West Palm Beach, Fla.	143,720	43	62,000		164. Great Falls, Mont.	55,730	39	22,000	
96. Monterey-Salinas, Calif.	142,960	44	63,100		165. Cheyenne, Wyo.-Scottsbluff, Neb.-Sterling, Colo.	54,340	42	22,800	
97. Augusta, Ga.	142,570	32	46,300		166. Marquette, Mich.	51,040	32	16,500	
98. Springfield, Mo.	141,560	26	37,400		167. Lima, Ohio	50,870	47	23,800	
99. Wheeling, W. Va.-Steubenville, Ohio	140,870	43	60,200		168. Idaho Falls-Pocatello, Idaho	50,320	46	23,000	
100. Baton Rouge, La.	140,530	41	58,200		169. Columbus, Miss.	45,990	27	12,200	
Markets 91-100	1,440,610	39	559,800		170. Rapid City, S.D.	45,050	32	14,300	
Markets 1-100	51,323,490	39	19,965,600		171. Roseville, N.M.	43,950	41	18,000	
101. Duluth Minn.-Superior Wis.	139,610	37	51,400		172. Ada-Ardmore, Okla.	43,340	26	11,300	
102. Wichita Falls, Tex.-Lawton Okla.	137,320	38	52,700		173. Lake Charles, La.	41,430	42	17,200	
103. Sioux City, Iowa	136,970	36	49,900		174. Medford, Ore.	41,330	41	16,900	
104. Columbus, Ga.	136,900	32	43,600		175. Hattiesburg-Laurel, Miss.	40,770	30	12,300	
105. Waco-Temple, Tex.	133,480	33	43,500		Markets 151-175	1,401,170	35	487,300	
106. Columbia, S.C.	133,380	36	47,800		Markets 1-175	58,083,610	39	22,464,600	
107. Monroe, La.-El Dorado, Ark.	133,050	34	45,100		176. Eureka, Calif.	38,380	39	14,900	
108. El Paso	132,220	38	50,800		177. Florence, Ala.	38,320	27	10,500	
109. Colorado Springs-Pueblo, Colo.	128,960	42	54,600		178. Butte, Mont.	35,400	38	13,500	
110. Beaumont-Port Arthur, Tex.	128,080	39	49,700		179. Ottumwa, Iowa	34,740	35	12,200	
111. Madison, Wis.	127,390	44	55,500		180. Eau Claire, Wis.	33,990	37	12,500	
112. Joplin, Mo.-Pittsburg, Kan.	126,880	36	45,900		181. Yuma, Ariz.-El Centro, Calif.	33,820	35	11,900	
113. Terre Haute, Ind.	126,440	40	50,100		182. Grand Junction-Montrose, Colo.	32,050	29	9,200	
114. Youngstown, Ohio	125,740	48	60,300		183. Harrisburg, Va.	31,440	20	6,300	
115. Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	124,460	36	45,000		184. Casper, Wyo.	31,320	36	11,400	
116. Tucson-Nogales, Ariz.	122,250	42	51,700		185. Twin Falls, Idaho	29,980	33	10,000	
117. Lexington, Ky.	120,900	32	38,500		186. Panama City, Fla.	29,860	38	11,300	
118. Charleston, S.C.	119,360	35	41,900		187. Salisbury, Md.	27,820	31	8,700	
119. Utica-Rome, N.Y.	119,160	41	48,400		188. San Angelo, Tex.	27,240	38	10,500	
120. Lafayette, La.	115,430	33	38,300		189. Ft. Myers, Fla.	26,510	42	11,100	
121. Lubbock, Tex.	111,570	52	58,300		190. Zanesville, Ohio	24,550	44	10,700	
					191. Missoula, Mont.	23,950	30	7,200	
					192. Presque Isle, Me.	23,840	24	5,700	
					193. Tupelo, Miss.	21,160	24	5,100	
					194. Laredo, Tex.	17,100	25	4,300	
					195. Klamath Falls, Ore.	16,480	39	6,500	
					196. Riverton, Wyo.	9,780	28	2,700	
					197. Glendive, Mont.	4,130	30	1,200	
					Markets 176-197	591,860	33	197,400	
					Markets 1-197	58,675,470	39	22,662,000	

FCC adds a bureau—for CATV

Task force elevated in bureaucratic status, but its power and size are still undefined

The FCC has made good on Chairman Dean Burch's promise to upgrade the three-year-old CATV task force into a bureau. But the major impact of the action, other than in changing the appearance of the commission's table of organization, is in what it promises for the future.

The commission last week announced that the new bureau—the agency's fifth—would assume the functions and responsibilities of the task force. And commission sources made clear that is all it will assume, at least for the present. The commission action was unanimous and is effective immediately.

The bureau will continue to function with the 25-member staff that served on the task force, including its chief, Sol Schildhouse. However, Mr. Schildhouse, who has headed the task force since it was established in December 1966, continues to hold his permanent position of hearing examiner.

Officials said the question of whether Mr. Schildhouse's permanent position will be changed to that of CATV bureau chief remains to be resolved. It's known that some commissioners, notably Kenneth A. Cox, who favors a strong regulatory approach to CATV, regard Mr. Schildhouse as too much of a cable-TV advocate to head a powerful CATV bureau.

Chairman Burch felt creation of a CATV bureau was essential recognition of the permanence of the CATV industry and the commission's responsibilities toward it. He also felt it would make more administrative sense if all functions related to CATV regulation were centralized in a CATV bureau.

The task force administered CATV rules, considered requests for rule waivers and for importation of distant signals, and licensed stations in the Community Antenna Relay Service (CARS) to transmit signals by microwave to CATV systems. It also advised the commission on CATV matters and participated in rulemaking in CATV and related areas.

However, the Broadcast and Common Carrier Bureaus, as well as the general counsel's office, have played—and will for at least the time being continue to play—roles in CATV-related

matters.

It is understood that Chairman Burch envisioned a bureau that ultimately would employ a staff of 70. However, he reportedly hoped initially to start the bureau by drawing on other bureaus for half a dozen staffers to be added to the task-force personnel (BROADCASTING, Jan. 12).

His willingness to give the bureau even a more modest start than that was dictated both by lack of funds and lack of support among the commissioners for a bureau that would rival the functions and prestige of the established bureaus—broadcast, common carrier, safety and special radio services, and field engineering.

At least three commissioners—Mr. Cox, Robert E. Lee and Robert T. Bartley—reportedly were prepared to oppose a plan that would do more than change the name of, and give permanence to, the task force. The position of Commissioner Robert Wells was uncertain.

Doubts as to the wisdom of providing for operations that might duplicate those in existing bureaus prompted some of the opposition. Another factor, at least in the case of Commissioner Cox, was the concern that a bureau would be used to spearhead CATV growth at the possible expense of broad-

NAB seminar set in July at Harvard

Management problem solving for broadcasters will be the key objective when the National Association of Broadcasters holds its seventh Management Development Seminar this summer.

The course, to be held July 12-24 at the Harvard University graduate school of business administration, will devote special attention to problems involving competitive programming, selling, budgeting and personnel. Station and network ownership and management are eligible to attend. One application will be accepted per station; not more than two will be accepted per organization, and attendance will be limited to 70. Deadline for applications is March 31.

casting.

However, the commission's action establishes for the first time a permanent organization to deal with CATV, and one that can grow in prestige and authority. Thus, the major fights over the establishment of a bureau have been postponed, not resolved.

The controversy will begin anew when the commission begins discussion of the appropriation it will ask the administration to provide for it in fiscal 1971. But in the meantime, the new CATV bureau can be expected to seek a larger role in CATV-policy matters than the task force had.

Pay TV now in subcommittee hands

The House Communications Subcommittee goes into executive session tomorrow (Feb. 3) to consider bills that would prohibit pay television.

Few observers expect the subcommittee to vote out a flat ban on subscription service. Some think it may propose that some or all of the FCC's rules governing pay TV be enacted into law, or—less likely—pass a resolution expressing a position that would not have the force of law.

The principal source of subcommittee concern about pay TV has been the possibility that free sports programs might be siphoned off to subscription stations. If any part of the FCC order is to be proposed as legislation, the section governing sports seems a likely first choice.

The commission ruled that no sports event shown on standard commercial television in the last two years could be switched to pay TV. In effect, this would mean that a pay-TV entrepreneur who wanted to acquire rights to the Super Bowl would have to keep it off the air entirely for two years. The intent of the rule is to prevent such siphoning.

But the subcommittee, fearful that changes in commissioners and the passage of time might erode the rule, has considered proposing as law an even stricter requirement, such as a hiatus of as much as five years.

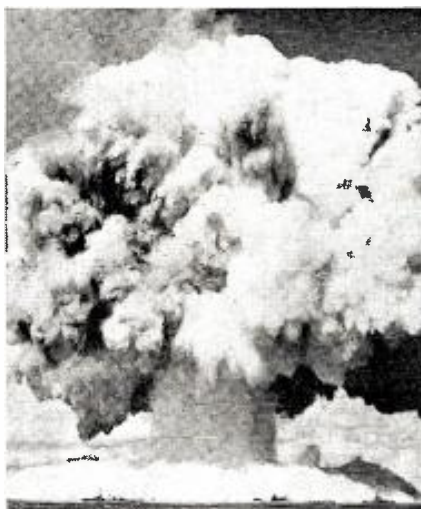
CRITICAL CHEERS FOR NBC SPECIALS

IN JANUARY...



The West Of Charles Russell "An intriguing lesson in art, history and folklore of the Old West that Hollywood never discovered."

—Frank Judge, Detroit News



First Tuesday "First Tuesday's real headliner [on this country's peace-time nuclear projects] was an excellent report... an admirable piece of journalism by reporter Tom Pettit."

—Stephanie Harrington, The Village Voice



Gene Kelly's Wonderful World Of Girls "Gene, a great dancer and choreographer, and also a good actor and singer, was at his best in all departments."

—Ben Gross, New York Daily News



Chrysler Presents The Bob Hope Christmas Special "The Bob Hope Christmas Show, once again, was television entertainment. But more than that, it was an emotional and moving experience."

—Cynthia Lowry, AP

AND IN FEB

IF IT'S REALLY "SPECIAL" IT'S ON NBC

TUESDAY/FEBRUARY 3



First Tuesday (9:00-11:00) Tonight's highlight: actress Vanessa Redgrave sounds off on morality, acting, her family and her politics.

FRIDAY/FEBRUARY 6



A Storm In Summer (8:30-10:00) Peter Ustinov stars in this original Rod Serling play about an upstate New York delicatessen owner and a youngster from Harlem. A 90-minute "Hallmark Hall of Fame" drama.

SATURDAY/FEBRUARY 7
SUNDAY/FEBRUARY 8



The Bob Hope Desert Classic (Sat., 6:00-7:00; Sun., 4:30-6:00) Bob hosts his famed tourney. With top pros, golfing celebrities.

SUNDAY/FEBRUARY 8



1970 FIS World Skiing Championships (3:30-4:30) Via satellite from Italy and Czechoslovakia. First events from Val Gardena, Italy. Later events on Feb. 14, 15, 22.

WEDNESDAY/FEBRUARY 11



Highlights Of Ice Capades 1970 (9:00-10:00) Great skaters join Lorne Greene and Bobbie Gentry in the annual ice extravaganza.

FRIDAY/FEBRUARY 13



Survival On The Prairie (7:30-8:30) The fascinating story of the American prairie how it used to be, how it is, and how it got that way. Hugh Downs is the on-camera reporter.

SUNDAY/FEBRUARY 15



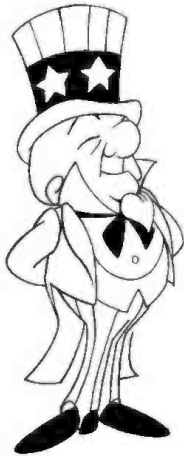
NBC Experiment In Television (5:00-6:00) Opening this acclaimed series' new year is an original drama from Trinidad, "Dream of Monkey Mountain." On Feb. 22: "Music!

ALL IN COLOR ON NBC/TH

Note: All times are NYT.

FEBRUARY

FRIDAY/FEBRUARY 15



The Sam Magoo (6:30-7:30) An animated musical journey through American history, with Mr. Magoo impersonating Uncle Sam. Jim Backus is the voice of our hero.

MONDAY/FEBRUARY 16/Multi-Special Night



CBS Presents The Bob Hope Special (10:00-11:00) Bob's guests are Bing Crosby, Raquel Welch, and Johnny Cash.

MONDAY/FEBRUARY 16/Multi-Special Night



Return Of The Smothers Brothers (10:00-11:00) Glen Campbell, Peter Fonda, David Steinberg, David Frye are tonight's visitors.

TUESDAY/FEBRUARY 17



The Man Hunters (7:30-8:30) A "G-E Monogram Series" special on our efforts to learn more about the origin and life-style of prehistoric man. Filmed at important archaeological sites, and narrated by E. G. Marshall.

SUNDAY/FEBRUARY 22/Multi-Special Night



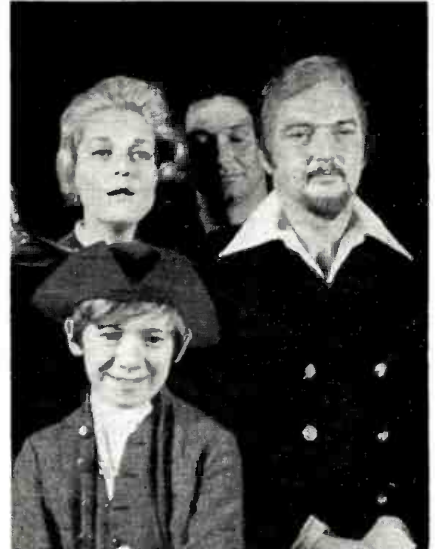
Pogo Special Birthday Special (8:30-9:00) Encore of the animated musical based on the comic strip character and his friends.

SUNDAY/FEBRUARY 22/Multi-Special Night



The Many Moods Of Perry Como (10:00-11:00) On his only special of the season, Mr. Como plays host to three top-flight entertainers: Bob Hope, Nancy Sinatra and Flip Wilson.

SATURDAY/FEBRUARY 28



The Boston Spy Party (noon-1:00 p.m.) "Howard Johnson's Presents NBC's American Rainbow" dramatizes a tale of the American revolution. Jack Cassidy, Frank Fontaine.

FULL COLOR NETWORK 

Report would free CATV of curbs

Think-tank study asks FCC to allow cable to carry all TV signals, pay copyright fees

A Ford Foundation-financed report by the Rand Corp. calling on the FCC to liberalize sharply the rules governing CATV was issued last week virtually on the eve of two important meetings set by the industry.

Cable operators were enthusiastic about the report considering it an ace in their hand as they present their story this week.

Tomorrow (Feb. 3), a line-up of ranking CATV entrepreneurs will attend a Washington seminar on CATV together with a group of 100 or more institutional investors who are interested in learning more about the cable industry. They all will be guests of the New York-Philadelphia brokerage house of Drexel, Harriman, Ripley which organized the day-long seminar ("Closed Circuit," Jan. 26).

On the following day, Wednesday (Feb. 4), the National Cable TV Association is giving a reception for congressmen and senators, a social event that is hoped to earn points for CATV.

The ace-card report issued last week by Rand, a California research firm, calls on the FCC to permit cable systems to carry any and all TV signals, to originate, to leapfrog, to sell advertising and to interconnect.

The report, sponsored by a \$165,000 Ford grant last summer (BROADCASTING, June 30, 1969) calls, however, on CATV systems to pay copyright fees

for all programs that are taken off the air from TV stations, as well, of course, for any programs, local and non-local, that they originate.

It also attempts to counter broadcasters' fears that CATV will adversely affect free TV by suggesting countermeasures that could be used to protect broadcast TV. However, it says that present policies tend to protect the larger broadcaster at the expense not only of CATV but also of weaker stations.

The Ford Foundation last Thursday (Jan. 29) said that it had made the grant at the suggestion of FCC officials for an unbiased study of CATV. Officials of the foundation said that they had received the report only that day and could make no comment on it yet. They did say, however, that they planned to send copies to FCC commissioners and other Washington officials.

Because the report was received so late in the week, neither broadcasters nor CATV spokesmen were prepared to make official comment.

The 87-page Rand report was written by Dr. Leland L. Johnson, a senior economist with the Santa Monica organization. Dr. Johnson, while on leave from Rand, was research director of the President's Task Force on Communications Policy, which also saw in CATV a promise for more program diversity. Other reports, covering prin-

cipally data, further analyses, and technical considerations, are expected in the next four months.

In his survey of CATV, Dr. Johnson also makes these points:

- If CATV systems are forced to pay exorbitant copyright fees, a fear expressed by many CATV operators, they could enlist the support of the Department of Justice, or the FCC might restrict the program-exclusivity provisions that program syndicators include in contracts with TV stations to shorten these time periods—freeing programs for earlier release to cable TV and other potential buyers.

Not mentioned in the report is the proposed copyright law, submitted in December by a subcommittee of the Senate Judiciary Committee that would place CATV under a compulsory license and at the same time permit cable firms to use a specified number of TV signals (BROADCASTING, Dec. 15, 1969).

- Permission for CATV systems to sell advertising seems to be more clearly justified for locally originated programs than for non-local programs.

- Instead of limiting originations to one channel, as the FCC has ordered beginning next year for cable systems with 3,500 or more subscribers, the FCC might consider restricting cable originations to a percentage of total programming.

- A move that would provide even more diversity would be to encourage cable TV operators to provide some channels on a common-carrier basis. Perhaps, he suggests, there should be one or two experimental cable systems operating completely on a common-carrier basis; leasing all channels to program purveyors.

Dr. Johnson doesn't buy the argument that the growth of CATV under more liberal FCC regulation would threaten present-day over-the-air broadcasting. He notes that radio has continued to grow in the face of competition from television. He cites the CATV experience in Canada, where, he says, cable TV has had extensive growth in metropolitan areas "without perceptible" effect on broadcasting. Vancouver and Victoria, B.C., he says, have CATV systems serving 50% of the homes, and in Montreal, Quebec, Ottawa and Toronto, he says, CATV has made heavy penetration. Montreal alone, he notes, has 100,000 subscribers. Ottawa is 60% wired. By comparison, Dr. Johnson cites San Diego, where CATV has "only" a 20% penetration.

This, he says, "suggests that some leeway exists for competitive coexistence of the two modes."

A significant element of Dr. Johnson's feeling that broadcasting should not be too fearful of CATV is his theory that the growth of CATV may

San Jose system plans 42-channel capacity

The 42-channel CATV system mentioned in the Rand Corp. report (see this page) is the system owned jointly by KNTV(TV) (ch. 11) San Jose, Calif. and the *San Jose Mercury and News*. It started in 1968 and has about 1,500 subscribers on its existing 12 channels.

But sometime in April, the first 32-mile section of what will be an 18,000-mile, dual-cable 42-channel system, will be placed in operation. The new system, aimed to serve from 50,000 to 100,000 subscribers, is being built by Vikoa Inc. and has an estimated price tag of \$15 million. One of the unique features of the new system, according to Harry S. White, general manager, is that the operation of the system will be monitored by computer, permitting instantaneous knowledge of any fail-

ures. Other features are standby generators to keep the system operating in the event of utility power outages, and dual receiving antenna sites for picking up San Francisco-Oakland, Sacramento-Stockton (Calif.) and Salinas (Calif.) signals as well as the local TV stations. Portions of the system will be underground.

When the entire system is completed in two or three years, it is planned to increase the present standard weather-news-stock ticker-time and occasional live-local originations with additional program material as well as special services. One thing that is already budgeted is a full complement of broadcast-quality color studio equipment, according to Mr. White.

"We don't know now exactly what we will be using our full capacity for," Mr. White said last week, "but we are going to be prepared for whatever the future brings in CATV."

November ARB's point to

The winner!*

...in ratings, share and homes against strong competition.

SOUTH BEND 7 PM

#1 in ratings, share & homes ... opposite Dick Van Dyke & Perry Mason

STATION	PROGRAM	RATING	SHARE	HOMES
WSBT	Tell Truth	23	43	51
WNDU	Program A	11	20	21
WSJV	Program B	17	31	33

MIAMI 7 PM

#1 in ratings, share & homes ... opposite I Love Lucy & Truth or Consequences

STATION	PROGRAM	RATING	SHARE	HOMES
WTVJ	Tell Truth	18	34	124
WCIX	Program A	7	13	41
WCKT	Program B	16	30	108
WLBW	Program C	8	15	56
WAJA	Program D	1	2	6

PROVIDENCE 7 PM

#1 in ratings, share & homes ... opposite Truth or Consequences

STATION	PROGRAM	RATING	SHARE	HOMES
WJAR	Tell Truth	15	31	83
WTEV	Program A	7	14	46
WPRI	Program B	11	22	67

SAN DIEGO 7 PM

#2 Strong in ratings, share & homes. Increased lead-in (Perry Mason) #3 position to #2

STATION	PROGRAM	RATING	SHARE	HOMES
XETV	Tell Truth	14	27	58
KFMB	Program A	17	32	68
KOGO	Program B	11	20	44
KCST	Program C	2	4	8

NEW YORK 8 PM

#1 Independent in ratings, share & homes from 8 PM to sign-off.

STATION	PROGRAM	RATING	SHARE	HOMES
WNEW	Tell Truth	8	13	455
WOR	Program A	2	4	126
WPIX	Program B	6	10	332
WABC	Program C	16	28	902
WCBS	Program D	12	21	772
WNBC	Program E	13	22	744

BALTIMORE 10 AM

#1 in ratings, share & homes

STATION	PROGRAM	RATING	SHARE	HOMES
WMAR	Tell Truth	5	38	33
WBAL	Program A	2	16	14
WJZ	Program B	3	24	23

LANCASTER 1 PM

#1 in ratings, share & homes

STATION	PROGRAM	RATING	SHARE	HOMES
WGAL	Tell Truth	5	41	18
WLYH	Program A	—	—	2
WHP	Program B	1	11	6
WTPA	Program C	2	15	9
WSBA	Program D	—	—	1

BOSTON 4:30 PM

#2 Strong in ratings, share & homes. Increased lead-in (Peyton Place) 100%.

STATION	PROGRAM	RATING	SHARE	HOMES
WHOH	Tell Truth	8	22	121
WBZ	Program A	9	25	135
WNAC	Program B	7	19	108
WMUR	Program C	—	—	—
WSBK	Program D	1	2	11
WKBG	Program E	2	7	38

*COMPLETE RATINGS ON REQUEST

SOURCE: ARB, November, 1969

To Tell The Truth
WITH HOST GARRY MOORE

REGULAR PANELISTS:
Orson Bean
Kitty Carlisle
Peggy Cass
Bill Cullen

Produced by
Goodson-Todman Enterprises, Ltd.

Distributed by
Firestone Film Syndication, Ltd.
477 Madison Avenue, New York, N.Y. 10022 212-758-5100

Goldberg panel backs tax to fund CPB

It sees merits in levies on broadcasters, set makers or users of the spectrum

A national-policy panel of the United Nations Association of the United States, led by former U. N. Ambassador and Supreme Court Justice Arthur Goldberg and sporting a host of eminent names, last week lent its endorsement to the idea of a "dedicated tax" to provide continuing financial support for noncommercial broadcasting.

The Goldberg panel made the recommendation in a report that proposed new ways of bringing public opinion to bear upon foreign policy after Vietnam. The report directs various proposals to Congress, the executive branch, the media, and private citizens.

The report, made public at a news conference in Washington last week, says that "one principal means for improving public understanding and information of [sic] foreign-policy issues lies with public television." The panel recommended expansion of noncommercial efforts under an "adequately funded" Corp. for Public Broadcasting.

Since CPB has still found no means

of permanent financing and must rely upon annual appropriations, the report said, it cannot undertake long-term commitments and may find itself at the mercy of immediate political pressures. To remedy this situation, the panel proposed a tax—either on set manufacturers or commercial broadcasters.

"Both the proposal of the Carnegie Commission that Congress provide the funds needed for public television through a manufacturers' excise tax on television sets and the suggestion of the National Citizens Committee for Broadcasting for funding to be provided through a gross-receipts tax on commercial broadcasting, coupled with a system of charging for access to the broadcast spectrum, have considerable merit," the report said.

The panelists expressed doubt that commercial stations and networks could provide the kind of foreign-policy coverage they consider desirable. "With the jumble of important and trivial events and personalities which makes up the daily content of current affairs, newscasters with commercial stations are seldom able to devote more than three minutes of air time to a single news item, and in-depth reporting on international issues remains relatively scarce on network television," they said. "Public television has the potential of offering the viewer both information and interpretation in quantities far

greater than could ever be expected from commercial television."

Justice Goldberg added a message for all media, commercial and noncommercial, at the news conference; he urged them to be comprehensive and hard-hitting in their coverage of foreign affairs—even if they are accused of unfair reporting. "It would be a great disaster for the country," he said, "if the media—accepting the concept of 'fairness'—were to restrict their coverage of foreign affairs because the subject has become controversial."

Appearing with Justice Goldberg at the news conference were Edward W. Barrett, director of the Communications Institute of the Academy for International Development and former dean of the Columbia University graduate school of journalism; John Charles Daly Jr., former head of the Voice of America and former newsmen.

Others on the 27-member panel included Fred Freed, executive director of NBC News; Edward P. Morgan, ABC News; Gregory Peck, president of the Academy of Motion Picture Arts and Sciences; Frederic S. Papert, chairman of Papert, Koenig, Lois, New York, and Burns Roper, chairman of the board, Roper Research Associates.

The report is to be sent to the President, and key congressmen, and is to be given "extensive public distribution," Justice Goldberg said.

have a "complementary" as well as a competitive effect on broadcasting. "By paying for broadcast signals and by purchasing programming for their own originations," he says, "cable operators would in effect share the costs of programming with broadcasters in the same manner that movie theaters and TV today share the cost of producing movie film."

Assuming this hypothesis, Dr. Johnson conjectures that although broadcasting revenues may decline as a result of CATV's competition, so also may its costs decline.

Should, however, the impact of CATV on broadcasting be greater than he foresees, there are other measures that might be taken.

He does not, however, like present approaches, such as restricting the number and type of distant signals permitted to be carried on the cable; prohibitions on originations and/or interconnections, and/or advertising. "Such questionable restrictions," he says, "would extend blanket protection to the strong and highly profitable VHF stations in major markets, as well as to weak ones, irrespective of the actual threat posed by cable to both."

Rather, he says, a more promising

means would be to strengthen what he calls the "complementary" effects. One method he suggests is to limit the period of exclusivity for program use by TV stations. This would, he contends "serve as a means of protecting weak broadcasters not only against cable competition but against the competition of powerful broadcasters as well."

Another method might be, he says, the issuance of compulsory licenses to broadcasters to assure them access to programming under "concessionary" terms. By this, Dr. Johnson explains, he means that broadcasters would have the same right to use a program bought by a cable system, or used by a cable system through the carriage of a distant TV station that has bought the program, as a cable system would have to use such programs bought by a local station. Another possibility, he says, is to impose "anti-siphoning rules similar to those already adopted for pay TV." In these regulations, over-the-air pay-TV broadcasters are limited to programs that have not appeared on regular TV for a specified number of years.

One beneficiary of the compulsory license theory for CATV, according to Dr. Johnson, would be noncommercial TV, since cable systems would pay fees

to educational TV stations for the use of their programs.

Basic to Dr. Johnson's premise is the attitude that over-the-air TV and cable TV are simply two different techniques for delivering programs to the public.

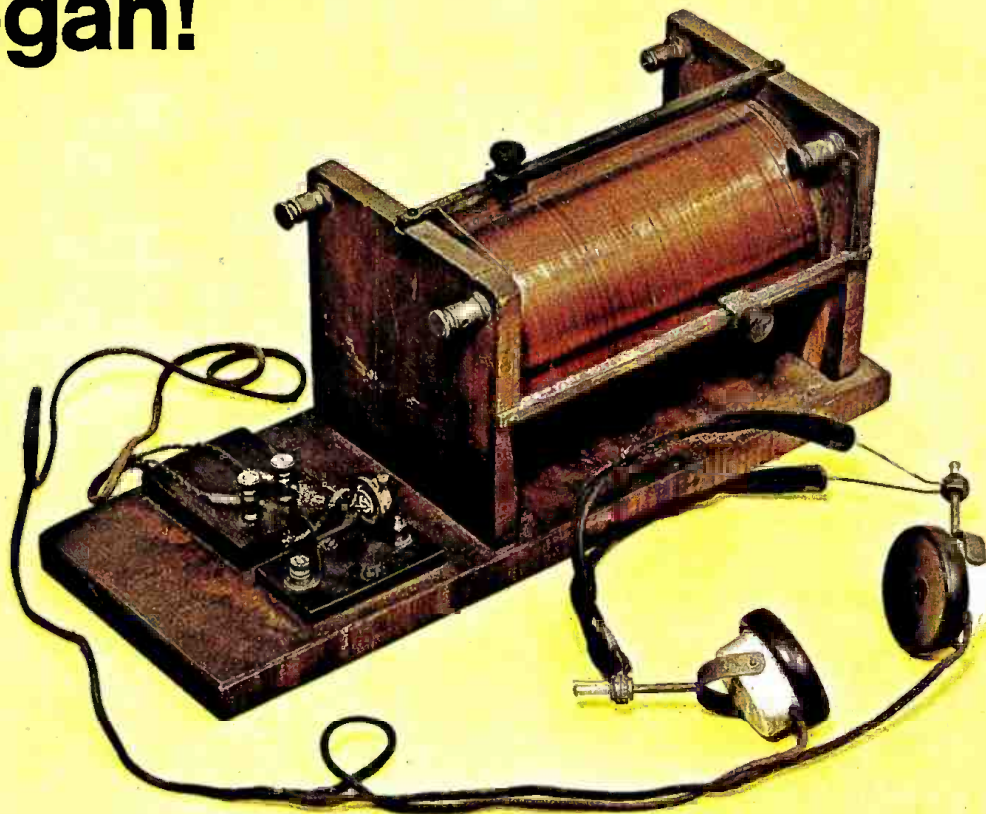
Just how CATV will grow is speculative, he says. Perhaps it will operate largely as an extended antenna system, or it might evolve into a full-grown common-carrier system "with many new uses in addition to conventional TV."

Media notes:

IBA appoints ■ Illinois Broadcasters Association names S. P. Wright & Co., Springfield, Ill., to manage organization's affairs with J. M. Cecil to serve as IBA executive secretary. Address: 726 S. College, Springfield.

Broadcasters handbook ■ Elkins Institute, Dallas, is honoring the 50th anniversary of broadcasting by commissioning Roy Bacus, Texas broadcaster, to write a handbook for radio station employees. Entitled *You and the Broadcast Industry*, it will contain sections on restructuring station staffs, the varied qualities of radio as a medium, plus highlights and milestones in the history of the industry.

It was only a squeak from an oatmeal box, but it was Radio ONE...where it all began!



August 20, 1920: the day broadcasting was born at WWJ . . . the day it all began!

It was only a scratchy, squeaky signal that could be picked up by a handful of "wireless" enthusiasts on their homemade crystal receiver sets, constructed from oatmeal boxes, wood, wire and a few simple fittings.

But, it was WWJ (then 8MK) . . . where it all began. It was Radio ONE!

Since then, the "squeak from an oatmeal box" has been the potent sound of southeastern Michigan.

Today, Radio ONE is as much in tune with the times as it was when it all began.

Carefully planned programming, front-ranking personalities, the best of popular music, award-winning news and sports, special community service presentations — all reflect the *vitality* that is constantly at work at WWJ.

And, Radio ONE continues to set the pace for others to follow.

In Detroit, WWJ is the *only* station to provide three full half-hour newscasts — including the city's only major morning sportscasts — each weekday morning; the *only* station to broadcast three continuous hours of news and information each weekday afternoon; and the *only* station to air a regular four-hour running report on sports each weekday evening.

Yes, WWJ Radio is where it all began.

WWJ is Radio ONE!

WWJ RADIO ONE
WHERE IT ALL BEGAN



give...so more will live

HEART FUND

Wells opposes 1-to-a-customer

He would judge issue case-by-case to insure fairness to licensees

FCC Commissioner Robert Wells, concerned about the commission's one-to-a-customer proposal and what it might lead to, has suggested that the agency adopt a new kind of fairness doctrine—one aimed at assuring fairness to public and licensees alike on multiple-ownership matters.

The commissioner, in two speeches last week, publicly went on record against the proposal to bar the owner of a full-time station from acquiring another one in the same market.

He also warned that "forced divestiture . . . would follow quickly" the adoption of the pending proposal. The commission is known to be considering requesting industry comment on a proposed rule to break up multi-media combinations—newspaper-broadcasting, as well as radio-TV holdings—within communities.

The former broadcaster—he was an official of the Harris Group and headed its KIUL(AM) Garden City, Kan.—called the one-to-a-customer proposal "one of the most important and far-reaching items ever placed before the commission." He spoke to the Alabama Broadcasters Association, in Birmingham, on Monday (Jan. 26) and to the Georgia Association of Broadcasters, in Athens, on Tuesday.

The present ownership limits—seven AM, seven FM and seven TV (provided no more than five are VHF)—"have been accepted as the rules of the game, and provide functional guidelines" for broadcasters, the commissioner said. "To make any substantial change," he added, would be a "disservice to the public and the current licensees."

He also said that the pressure for change is being generated from within the commission—"we have no complaints of widespread abuse of concentration of control"—and that the use of "a blanket rule" is the "easy way," but unfair.

He said the commission should—and can—move against abuses resulting from concentration of control on an individual basis. "To do otherwise—to adopt any blanket proposal—is similar to a company commander in the Army confining the entire unit to camp over the weekend because one man's shoes were not shined."

The commissioner also pointed out that many licensees who would be called upon to sell off media interests under a retroactive one-to-a-customer

rule are newspaper owners. Those owners, he said, built radio stations in the 1930's to the acclaim of the commission and local citizens who hailed them as heroes for risking their capital to provide a service.

He said that such owners, many of whom subsequently added TV, FM and CATV services, would be required to divest after they had seen their properties lose money for years before returning a profit.

Such owners, he said, "came in the front door" to provide service and, in most cases, obtained licenses which "no one else wanted," without opposition. Now, he said, "they would be ordered to sell. Forced divestiture is not in the first proposal, but it would follow quickly.

"I would ask my fellow commissioners to think long and hard on these issues," he added. "I offer a simple proposal—one that we all have operated with for years—it is called the fairness doctrine. I would think that under any consideration of fairness to the public and to the licensees we would handle these cases individually and would not take the first step that would indicate any other course of action."

However, not all of the commissioner's remarks were designed to go down easily with his broadcasters audiences. In talks to both groups, he made it clear he would like to have the courts establish guidelines that would permit the commission to bar alleged obscenity from the air.

And, in a question and answer period in Athens, he said he favored raising from \$10,000 to \$100,000 the amount the commission can fine broadcasters. He said a \$10,000 fine would have little impact on a large station. The commission is considering requesting Congress to raise the limit.

Hill leaders are meeting with key Metromedians

The first annual meeting of the news directors of Metromedia Radio's owned stations and of selected affiliated outlets will be held in Washington under the auspices of Metromedia Radio News, starting today (Feb. 2) and continuing through Friday (Feb. 6).

The meeting will accent briefings by key members of Congress, including Senator Minority Leader Hugh Scott (R-Pa.) and Senate Majority Whip Edward Kennedy (D-Mass.) and of the administration, including Secretary of State William P. Rogers and White House Director of Communications Herbert T. Klein. There will be working visits to the White House, Congress, the Pentagon and the Federal Bureau of Investigation.

Dean Burch rejects automatic renewals

On NBC's 'Meet the Press' he also decries number of commercials now broadcast

FCC Chairman Dean Burch has served notice that the commission's policy statement on comparative hearings involving renewal applicants is not intended "to give everybody a base on balls when they come up for renewal."

The chairman was asked about the policy statement in an appearance on NBC's *Meet the Press*, on Jan. 25. He said the statement, in which the commission said it would favor a renewal applicant over a competing applicant if he had "substantially" served his community (BROADCASTING, Jan. 19), is not intended to "lock in" anybody.

Its purpose, he said, "is to protect—and I use that word in its literal sense—that broadcaster who has conscientiously done everything that he knows how to serve his public where ever he is operating. It does not give any protection to the person who is simply trying to make as much money as he can in a limited period of time."

And in that connection, the chairman indicated displeasure with the volume of commercials being carried. Asked about criticism that the commission has renewed the licenses of stations that devote more than half of their time to commercials, Mr. Burch said:

"Certainly it is offensive to me to suggest that anybody would have over half their air time in commercials. I find, frankly, the amount of commercials we have now are rather offensive, and I am not talking about half the time." He did not elaborate.

In discussing another matter that has concerned him in the three months he has been chairman—obscenity in broadcasting—he disclosed that the commission had attempted to draw up a list of words that would be unacceptable on the air, as a guide for broadcasters.

The project was finally abandoned, he acknowledged. For not only was it the most obscene document probably that has ever been put together by a government agency, it was not intelligible because obviously language has to be considered in connection with the events and the acts that are taking place."

While restating his view that, since broadcasting is "such a pervasive medium," different standards of obscenity should be applied to it from those governing the press, Mr. Burch said the "ultimate answer" will be provided by the broadcasting industry, in the form of self-policing. However, the commission is known to be seeking a test case

**Welcome,
Mr. President!
Come on in..**



the water's dreadful.

Having labored for nine years to help clean up Michigan's waters, I am greatly heartened by your State of the Union message on water pollution. Thanks for joining the good fight, Mr. Nixon!

As industry's representative on Michigan's Water Resources Commission since 1961, and past chairman, I've been privileged to work with business leaders during a historic decade. Our programs have initiated a turning point — the start of a new era of responsibility toward an environment that will make it possible for us to continue to prosper.

In the past few years, Michigan has come to the forefront in the fight on water pollution. After nine long years and thousands of miles logged in the cause of clean water, I have learned that it is not easy to convince people to change. But they are changing. Today industry in our state is investing hundreds of millions of dollars to correct and prevent water pollution. The voters of Michigan overwhelmingly approved a \$335 million bond issue to clean our waters.

The problem, of course, is often greater than individual states can cope with. That is why your leadership is so needed, so welcome.

As part of the broadcasting industry, specifically, I pledge the untiring efforts of the Gilmore Broadcasting television and radio stations to lead the good fight for a clean environment in all the communities we serve. For clean air, as well as clean water. For citizen involvement and municipal efforts, as well as industry investment. Just as our stations have assumed leadership in their communities in the struggle for racial understanding, so have we taken on the battle for our good earth.

I hope that local broadcasters throughout the country will join this effort. Let us make the airwaves a communications link between the government and our communities. This is a grass roots job in which the local news media can make a unique contribution.

Thanks, Mr. President, for giving us the much-needed national leadership to restore our precious resources to health. We're with you.

JIM GILMORE ENTERPRISES

202 Michigan Building / Kalamazoo, Michigan 49006



JAMES S. GILMORE, JR.
President



GILMORE BROADCASTING CORP. / Kalamazoo, Michigan 49006

WEHT-TV WREX-TV KODE-TV WSA-TV KODE-AM WSA-AM WSA-FM
Evansville Rockford Joplin Harrisonburg Joplin Harrisonburg Harrisonburg

GILMORE ADVERTISING, INC. / Kalamazoo, Michigan 49006

it can prosecute through the courts as a means of obtaining judicial guidance on what it may do to ban obscenity without infringing on broadcasters' freedom of speech.

Mr. Burch, in response to other questions, indicated he has not yet made up his mind on pending proposals aimed at breaking up newspaper-broadcasting cross-ownerships in the same community. Such cross-ownership "could in a small town . . . under certain conditions" accord the owner "somewhat of a monopoly over public opinion," he said.

On the other hand, he said, the reason a television station has a good news policy can sometimes be traced to the fact it is owned by a newspaper. "So like everything else," he said, "it is a convoluted problem," for which he has no answer as yet.

The chairman expressed no doubt, however, as to whether the commission should attempt to "make" networks more responsive to the views of the nation. It should not, he said.

But he also said he would not be bothered "in the slightest" if "realistic and honest pressures" from the public—"their own constituency"—caused networks to change some of their programming.

The matter came up in response to yet another of the questions he has been called upon to answer regarding Vice

President Spiro T. Agnew's criticism of network-television news operations in November (BROADCASTING, Nov. 17, 1969).

Parties identified in KRLD-AM-FM sale

The sons and daughter of Dallas Mayor John Erik Jonsson are among those buying KRLD-AM-FM that city in the spin-off of the radio properties from the \$91-million merger of the *Dallas Times Herald* and KRLD-TV into the Times Mirror Co. of Los Angeles. (BROADCASTING, Sept. 22, 1969).

KRLD-AM-FM will be sold to Philip R. and Kenneth A. Jonsson, Mrs. George V. Charlton, Carl J. Thomsen and Robert W. Olson for \$6,750,000, subject to FCC approval. Messrs. Jonsson and Mrs. Charlton are the mayor's sons and daughter. Messrs. Thomsen and Olson are senior vice president and vice president, respectively, of Texas Instruments Inc. Philip Jonsson, who is president of Great Plains Land Co. of Dallas, will be president of the buying company—KRLD Corp.

Originally the buying group was to have comprised Mayor Jonsson (85%) and Messrs. Thomsen and Olson (each 7.5%) ("Closed Circuit," Nov. 24, 1969). However, it was announced last week that the mayor would not

be a stockholder of KRLD Corp., but will hold non-voting debentures of the company. Mr. Jonsson, wealthy industrialist, and Dallas mayor since 1964, is former chairman and now honorary chairman of Texas Instruments.

Presumably the KRLD-AM-FM sale will be subject to the outcome of the commission's one-to-a-customer rulemaking since both outlets are full time. KRLD-AM is on 1080 kc with 50 kw; KRLD-FM operates on 92.5 mc with 100 kw and an antenna height 1,680 feet above average terrain.

The consolidated balance sheet of the Times Herald Printing Co. and its broadcast division showed that, as of Nov. 2, 1969, the company had total assets of \$22.78 million, of which \$8.65 million were current assets. Total liabilities were \$9.25 million of which \$5.49 million were current liabilities. Retained earnings amounted to \$11.35 million.

Changing Hands

Announced:

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

■ KRLD-AM-FM Dallas: Sold by Times Herald Printing Co. to Philip R. and Kenneth A. Jonsson, Mrs. George V. Charlton, Carl J. Thomsen and Robert W. Olson for \$6,750,000. (see above).

■ WINF(AM) Manchester, Conn.: Sold by Sidney Walton to Robert D. Charnas and family for \$600,000. Mr. Charnas was formerly general manager of WMBV-AM-FM Millville, N. J. WINF is full time on 1230 kc with 1 kw day and 250 w night. Broker: Edwin Tornberg & Co.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 69).

■ WALO(AM) Humacao, P. R.: Sold by Antonio L. Ochoa to Efrain Archilla-Roig for \$400,000. Mr. Archilla-Roig is attorney and has controlling interest in WMNT-AM-FM Manati, P. R. WALO is full time on 1240 kc with 1 kw day and 250 w night.

■ KVGB(AM) Great Bend, Kan.: Sold by Grover C. Cobb, Helen T. Coogan, Will L. Townsley Jr. and Russell T. Townsley to Forward Communications Corp. for \$339,997. Mr. Cobb, former chairman of the board of the National Association of Broadcasters and now vice president for broadcasting with Gannett Co., has interest in KSLI(AM) Salina, and in CATV systems in Great Bend, Larned and Hoisington, all Kansas. Mrs. Coogan and Messrs. Townsley

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have interest in the *Great Bend Tribune* and the *Russell (Kan.) News*. John C. Sturtevant is chairman of Forward, which owns WSAU-AM-FM-TV Wausau, WMTV(TV) Madison, and WKAU(AM) Kaukauna, all Wisconsin; KCAU-TV Sioux City, Iowa, and WTRF-AM-FM-TV Wheeling, W. Va. It also owns the *Marshfield (Wis.) News-Herald*. KVGB is full time on 1590 kc with 5 kw.

▪ WRJS(AM) San German, P. R.: Sold by Iris Mieres de Ayuso and others to Angel O. Roman and associates for \$80,000. Mrs. de Ayuso controls WITAM-AM-FM-TV San Juan and construction permits for WITP-TV Ponce and WITB-TV Mayaguez, all Puerto Rico. However, she is selling the TV stations for about \$200,000 and the radio properties for \$650,000, subject to FCC approval (BROADCASTING, Sept. 1, 1969). Mr. Roman has majority interest in WVOZ(AM) and WOLA(FM), both Carolina, P. R. WRJS is full time on 1090 kc with 250 w.

▪ WMOA-AM-FM Marietta, Ohio: 51% sold by W. Ernst Minor III to Ray H. Rosenblum for \$55,000. Mr. Minor is an assistant to Vice President Spiro T. Agnew in charge of scheduling and appointments. Mr. Rosenblum, general manager and 49% owner of WMOA-AM-FM, owns WACB(AM) Kittanning, Pa. WMOA is full time on 1490 kc with 1 kw day and 250 w night. WMOA-FM is on 94.3 mc with 3 kw and an antenna 300 feet above average terrain.

Cable television:

▪ Pittsburg, Tex.: Sold by George Griffith to United Artists Theatre Circuit Inc. Price was undisclosed.

FCC agrees applicant made inadequate survey

The FCC last week upheld a review board decision denying a construction permit for a new AM station at Waseca, Minn., because the applicant failed to adequately survey community needs in its proposed service area.

The commission said the applicant, Waseca-Owatonna Broadcasting Co., Waseca, was "patently deficient" in its survey because it asked only one question of 16 of 6,102 Waseca residents and failed to make any survey of three communities that it also proposed to serve.

In concurring with an initial decision of Hearing Examiner Jay A. Kyle, the review board had noted: "The commission has long held that a broadcast licensee is obligated to serve his entire service area and not just his city of license. . . . Legally and logically implicit in this obligation to serve the entire service area is the obligation to survey the needs and interests of that area. . . ."

A different tack on conglomerates?

FCC hears objections to limited pilot study; may make broader inquiry

The FCC is expected to consider this week whether to continue with its "pilot" study of conglomerate ownership of broadcasting properties, or to scrap it and proceed with its planned industry-wide inquiry instead. The latter course could result in a delay of several months.

The six licensees selected to complete a "pilot" questionnaire have told the commission they should not be required to complete it until it has been approved by the Budget Bureau—and sent to all affected companies.

Their attorneys expressed their view in a letter they wrote to the commission after meeting with its conglomerate study task force. At the meeting, held Jan. 19, the attorneys not only argued that the present procedure was unfair, they also offered suggestions for revising a number of the questions in the 10-page questionnaire.

The conglomerate study task force will recommend to the commission this

week that the questionnaire, as revised after the meeting with the attorneys, be submitted promptly for Budget Bureau approval—a necessary preliminary to its dispatch to more than 10 licensees. However, it is expected to urge the commission to proceed with the pilot study in the meantime.

The inquiry into the controversial question of conglomerate-company ownership of broadcasting properties was originally announced last February, and the pilot questionnaire, published in December (BROADCASTING, Dec. 22, 1969), was the first product to emerge from it. The Budget Bureau review which, as the attorneys' letter noted, would bring into operation an industry committee that advises the bureau on such matters, could consume several more months.

The six were originally selected, the commission said, because they are representative of three major groups of broadcasters coming within the scope of the study—Avco Corp., Chris-Craft Industries Inc. and Fuqua Industries Inc. (licensees with substantial, diversified nonbroadcast interests); Cox Enterprises Inc. and E. W. Scripps Co. (licensees with substantial interests in newspapers and CATV), and Travelers Insurance Co. (licensees whose non-broadcast interests are primarily in a single enterprise or group of related

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enterprises, (BROADCASTING, Dec. 22, 1969).

However, attorneys for the six told the conglomerate study task force their clients feel that their selection for the pilot study suggests they were felt to represent unusual or special cases.

And, in their letter to the commission, they said the "inherent unfairness" in their original selection, "would be compounded" if they were required to complete a questionnaire that might subsequently be substantially altered following a Budget Bureau study.

"The burden is considerable, requiring very substantial time and cost," the letter said. "The very purpose of a Budget Bureau study would then be defeated."

The conglomerate study task force, however, has agreed to recommend that the commission accept, in whole or in part, most of the 24 suggestions they offered for revising the 36-question document.

All are aimed at narrowing the scope or eliminating entirely some of the information requested concerning financial matters, ownership interests and company policy decisions.

In addition, the staff is recommending a revision of its own that would permit respondents to request exclusion of routine correspondence from the copies of communications concerning broadcast operations that the questionnaire would now require. It requests copies of such communications, dates from July 1, 1966, to June 30, 1969, between the parent company and its broadcast and nonbroadcast subsidiaries, as well as between the subsidiaries.

WHDH reviews why it was rejected

The licensee asks the court to consider FCC actions on renewals in 1951 and 1965

WHDH Inc. is seeking to use the FCC's policy statement on comparative hearings involving renewal applicants in its court fight to retain its license for WHDH-TV (ch. 5) Boston.

WHDH last week asked the U.S. Court of Appeals for the District of Columbia for permission to file a supplemental brief concerning the statement, which was issued by the commission last month (BROADCASTING, Jan. 19).

The commission in January 1969 denied WHDH-TV's renewal application, and granted the competing application of Boston Broadcasters Inc., a group of Boston-area businessmen. The other two applicants that were denied have also appealed the decision.

The decision, which led broadcasters to conclude that the commission had changed its policy regarding comparative hearings in which renewal applicants are involved, led to the new policy statement. The statement, described as a reaffirmation of existing policy, asserts renewal applicants will be favored over competitors if they have "substantially" served their area.

WHDH, in the motion it filed with the court, noted that the new statement also says that the commission in 1965 had adopted a policy statement on comparative broadcast hearings that applies to new applicants. And, WHDH observed, the commission followed that statement in granting Boston Broad-

casters' application.

WHDH said that "a fundamental question" in its appeal is whether the 1965 statement or the commission's 1951 decision in the WBAL (AM) Baltimore case, the basis for the new policy statement, should have been employed.

The commission and Boston Broadcasters have argued that the WHDH case, because of its unusual background, is unique. Charges of ex-parte activities were leveled at WHDH officials in connection with the original grant, in 1957, and the station's right to a full three-year license has been under challenge almost constantly.

FTC chairman to discuss mergers at Hill hearing

Federal Trade Commission Chairman Caspar W. Weinberger will get his first formal opportunity to speak on the subject of conglomerate mergers at a hearing this week before the Senate Antitrust and Monopoly Subcommittee.

In addition to the new chairman, witnesses include the other FTC commissioners: Richard W. McLaren, the Justice Department's antitrust chief, and Securities and Exchange Commission Chairman Hamer H. Budge.

The subcommittee, under Senator Philip A. Hart (D-Mich.), has conducted an ongoing inquiry into conglomerate mergers. At its last hearings, the subcommittee heard an FTC staff report that called for an immediate government crackdown on such mergers before the economy becomes "cartelized and centralized in a fashion that cannot be reversed" (BROADCASTING, Nov. 10, 1969). Chairman Weinberger will presumably be asked for his view of that report, which was not endorsed by a majority of the FTC commissioners.

Tiernan puts out prods for action on Burden

Representative Robert O. Tiernan (D-R. I.) has wired Attorney General John Mitchell urging that the Justice Department act as quickly as possible on charges against broadcaster Don Burden. The congressman said he was encouraged to learn that the House Investigations Subcommittee has asked Justice to step into the case (BROADCASTING, Jan. 26).

Representative Tiernan asked Justice late last year to look into the FCC's renewal of Mr. Burden's WIFE-AM-FM Indianapolis, which won renewal despite admitted instances of fraudulent



The National Association of Broadcasters board of directors, holding its winter meeting Jan. 20-23 in Hawaii, honored board members who will retire at the convention in April, having served the maximum two consecutive two-year terms. The board feted the broadcasters present with red leis at the dinner at the Sheraton Maui hotel, Maui, on the last day of the meeting (BROADCASTING, Jan. 26). Left to right are J. R. Livesay, WLBH-AM-FM Mat-

toon, Ill.; Ray Plank, WKLA (AM) Ludington, Mich.; Charles E. Gates, WGN (AM) Chicago; Willard E. Walbridge, KTRK-TV Houston; Al Ross, KNAB (AM) Burlington, Colo.; Jack Younts, WEEB (AM) Southern Pines, N. C., and Simon Goldman, WJTN (AM) Jamestown, N. Y. Arch L. Madsen, KSL-TV Salt Lake City, also retiring, was unable to be present. Mr. Walbridge, chairman of the NAB board, will retain that position for another year.



Film of triplets just what the doctor ordered

When the staff of Traverse City Osteopathic Hospital became aware of the fact that triplets were due, the suggestion was made to document this rare event on film. The hospital naturally turned to the Fetzer television station in Cadillac for help. Staff photographers filmed the event and edited it into a training film for use by the obstetrics department of the hospital. Here's one film that was never televised — but received top ratings from an audience of dedicated viewers. Community communications involve more than large audiences—sometimes they work to serve all by advancing the knowledge of a few.



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 StouxCity

billing and falsely conducted contests. He was told then that the department would wait until the Investigations Subcommittee asked it to consider the case (BROADCASTING, Dec. 22, 1969). Representative Tiernan is on the Commerce Committee, but not its investigations unit.

Mr. Burden has been charged with giving gifts of money and free time to key political figures.

In another telegram, Representative Tiernan urged FCC Chairman Dean Burch to move immediately to revoke the WIFE license. "Under no stretch of the imagination can WIFE be considered as acting in the public interest," he said. "We should not wait until his six-month license renewal has run out, for the licensee has continued to act far short of the dictates of the Communications Act."

When the WIFE stations won short-term renewal despite the instances of fraudulent billings and false contests, they were already on FCC probation for similar previous offenses.

McLuhan does his thing before religious group

Dr. Marshall McLuhan—the "medium is the message" author who alternately fascinates and perplexes his listeners—went to Washington last week with a mixed bag of aphorisms that ranged from Agnew to Christianity.

The occasion was an appearance before a convention of the National Religious Broadcasters Association during which he gave two lengthy talks and held a news conference. Among his more pertinent broadcast references:

- "The world is becoming a junk heap. If you want to understand what is going on, you might have some chance of programing change. The only solution is awareness. The moment you have awareness of anything, what's really going on, then you can program it."

- "In the case of radio, what happened when TV hit? Did radio become an art form? Every time we make a new technological environment, we turn the old one into an art form. We scrap the

one, it becomes obsolete and an art form. One of the peculiarities of the phenomenon is that every art form retrieves an old one; in the case of electricity, we have retrieved the occult" (referring apparently to the current popularity of astrology and the occult practitioners).

- Radio "certainly wasn't an art form in the 20's, the 'Age of Razzmatazz' Maybe it is now ideally a religious medium. It is now about 20 years since it became a religious medium on a large scale." But "radio is still a violently communal tribal medium. In backward territories it is dynamite, like firewater; it sends people berserk with excitement."

- On Vice President Agnew: "The reporting of news items is more important than the item reported. . . . This puzzles Mr. Agnew a great deal. The process of presenting news involves far more people than the event described. Good news is difficult to present; people prefer bad news. Bad news is real news, hard news; good news is advertising; it is hard to sell. Everything that is dead is funny."

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Cox net income shows 4% increase in 1969

Cox Broadcasting Corp., Atlanta, reported a 19% increase in operating revenues, a 4% gain in net income for 1969, and the broadcasting, technical publishing and services divisions all showed gains for the year.

Broadcasting revenues increased 12% with local spot improving by 6%, national spot increasing 20% and network sales gaining 2%. Of 1969 consolidated revenues, television accounted for 54%, radio for 12%, technical publishing for 14%, program production and distribution for 12% and the services division for 8%.

Cox president, J. Leonard Reinsch, said some softness in broadcast revenues developed during the final six weeks of 1969 and is likely to continue through the first quarter of 1970 with "gradual improvement" anticipated.

Mr. Reinsch noted that 1969 per-share earnings were lower than expected, largely due to the program-production and distribution division's write-downs of promotional game shows in the fourth quarter. He said that division operated at a loss for the year and added that Bing Crosby Productions, Hollywood (a part of the division), while also showing a loss in 1969, made progress in the area of program development, enhancing its future earn-

ings capabilities.

It was also reported that Cox Cable Communications Inc., a 56.3%-owned affiliate, had increases in revenues and net income for calendar 1969. Net income was \$1.3 million or 37 cents per share on revenues of \$9.4 million. This compares with 1968 net income of just over \$1 million or 33 cents per share on revenues of \$8.2 million.

For the year ended Dec. 31:

	1969	1968
Earned per share	\$1.23	\$1.19
Operating revenues	61,481,175	51,576,127
Pretax income	15,584,864	15,451,781
Net income	7,101,864	6,854,781
Average shares outstanding	5,789,000	5,767,000

Notes: Consolidated earnings restated to reflect Cox Cable Communications Inc. as unconsolidated affiliate. Earnings per share adjusted for 2-for-1 stock split of record Jan. 5, 1970.

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Paper work moves on CATV merger

Agreement has been signed to merge H&B American Corp., Beverly Hills, Calif., into Teleprompter Corp., New York, it was announced jointly last week by the two companies. The boards of directors of the companies had reached an agreement in principle on the merger last August. And the transaction must now be approved by the shareholders of Teleprompter and H&B.

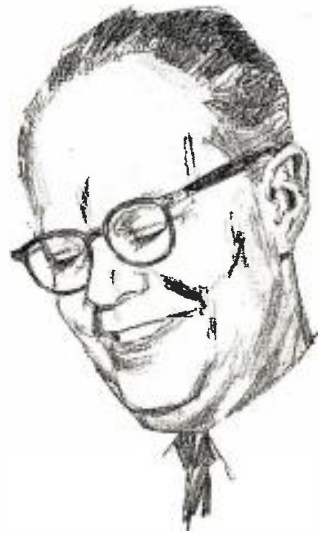
The two cable television companies said there had been no change in the terms of the proposal since it was an-

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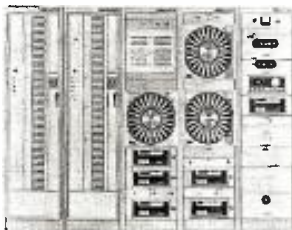
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nounced last August. The terms are three-and-one-eighth shares of H&B common for each share of Teleprompter common.

The transaction was valued at about \$80 million at that time, but at current prices, the purchase is valued at about \$190 million.

Over the past six months Teleprompter stock has soared from about \$58.50 to \$120.50 while H&B has climbed from \$15 to \$25.

Teleprompter said that as the surviving company, it would become the largest operator of cable-television systems in the United States with a total of 400,000 subscribers being served by its 90 systems.

Company reports:

Chris-Craft Industries Inc., New York, reported a decline in both sales and net income for the first quarter of its current fiscal year.

Sales and income from the company's television division were said to be "well ahead of last year," but the boat division and industrial division showed drops in income and sales.

For the three months ended Nov. 30, 1969:

Earned per share	1969	1968
	\$0.10	\$0.36
Gross sales	22,758,000	23,232,000
Net income	618,000	1,349,000

Columbia Cable Systems Inc., Westport, Conn.-based multiple CATV owner, re-

ported increases in revenues and net income for the year ended Sept. 30, 1969:

	1969	1968
Earned per share	\$0.10	\$0.02
Revenues	2,880,791	2,528,049
Cash flow	1,024,570	804,741
Net income	86,271	17,789
Average shares outstanding	901,263	722,138

Lee Enterprises Inc., Davenport, Iowa, newspaper publisher and group broadcaster, reported record revenues and net income for the three months ended Dec. 31, 1969:

	1969	1968
Earned per share	\$0.52	\$0.48
Revenues	9,357,157	7,650,807
Net income*	1,020,369	915,991

*Before extraordinary income from sale of Hannibal (Mo.) Courier-Post.

The Broadcasting stock index

A weekly summary of market activity in the shares of 94 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Jan. 29	Closing Jan. 22	Closing Jan. 15	1969-1970 High	1969-1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	34	37½	38	39¼	33½	4,888	267,618
Atlantic States Ind.		O	5¼	6¼	6¼	15¼	5½	1,789	9,840
Capital Cities	CCB	N	32¼	35	33¼	37¼	26	5,804	197,336
CBS	CBS	N	43¼	45¼	47	59¼	41¼	26,129	1,247,660
Corinthian	CRB	N	31¼	31¼	31¼	37¼	20	3,384	108,694
Cox	COX	N	45¼	48¼	48¼	59	37	2,893	138,864
Gross Telecasting	GGG	A	16	16¼	17¼	24¼	14¼	805	12,276
Metromedia	MET	N	16¼	17¼	17¼	53¼	16¼	5,603	105,056
Pacific & Southern		O	21¼	21¼	23	26¼	13¼	1,635	35,970
Reeves Telecom	RBT	A	8¼	11	15¼	35¼	8¼	2,253	31,542
Scripps-Howard		O	21¼	21	22¼	31¼	21	2,589	56,958
Sonderling	SDB	A	27	31¼	32¼	47¼	28¼	985	32,998
Starr Broadcasting		O	18¼	16¼	16¼	18¼	6¼	338	4,394
Taft	TFB	N	25¼	25¼	28¼	43¼	25¼	3,585	95,003
						Total		62,680	\$ 2,344,209
Broadcasting with other major interests									
Avco	AV	N	22¼	23¼	22¼	49¼	21¼	13,462	311,241
Bartell Media	BMC	A	11¼	11¼	12¼	22¼	8¼	2,292	22,920
Boston Herald-Traveler		O	40	36	32	71	27	574	16,646
Chris-Craft	CCN	N	9	9¼	9¼	24¼	8¼	3,450	36,225
Combined Comm.		O	14¼	14¼	14¼	24¼	9	1,798	26,970
Cowles Communication	CWL	N	8¼	10	10¼	17¼	8¼	3,969	40,166
Fuqua	FQA	N	22¼	29	27¼	47	22¼	5,219	150,516
Gannett	GCI	N	27¼	28	28¼	29¼	24¼	7,117	208,172
General Tire	GY	N	18¼	18¼	18¼	34¼	17¼	18,914	322,452
Gray Communications		O	7¼	7¼	7¼	12¼	6¼	475	3,610
Lamb Communications		O	5¼	5	5¼	10	3¼	2,650	17,225
Lee Enterprises		O	21¼	23¼	25	25	15¼	1,957	42,075
Liberty Corp.	LC	N	17¼	17¼	17¼	24¼	14	6,743	114,631
LIN		O	10¼	11	10¼	32¼	7¼	2,174	21,392
Meredith Corp.	MDP	N	33¼	39¼	41¼	59¼	32¼	2,781	121,669
The Outlet Co.	OTU	N	15¼	16¼	16¼	30¼	15	1,336	20,040
Plough Inc.	PLO	N	81¼	84¼	80¼	85	57¼	7,892	609,657
Post Corp.		O	16	17	17	40	14¼	713	12,834
Rollins	ROL	N	37¼	39¼	39¼	42¼	30¼	8,016	304,608
Rust Craft	RUS	A	27	29¼	28¼	38¼	24¼	1,168	35,332
Storer	SBK	N	27¼	30	28	62	24¼	4,221	122,916
Time Inc.	TL	N	33	36¼	39¼	100¼	32¼	7,241	287,840
Trans-National Commun.		O	2¼	2¼	2¼	11¼	2¼	1,000	3,360
Wometco	WOM	N	18	18¼	19¼	23¼	16¼	5,583	104,340
						Total		108,845	\$ 2,953,467
CATV									
Ameco	ACO	A	14¼	14¼	14¼	16¼	7¼	1,200	19,008
American TV & Comm.		O	20¼	21¼	22¼	22¼	9¼	1,775	34,613
Cablecom-General	CCG	A	16¼	21¼	23	27¼	8¼	1,605	34,508
Cable Information Systems		O	2¼	2¼	2¼	5	2	955	2,149
Citizens Finance Corp.	CPN	A	17¼	13¼	13¼	27¼	11¼	969	12,113
Columbia Cable		O	14¼	14¼	12¼	17¼	9¼	900	11,700
Communications Properties		O	8¼	7¼	7¼	17¼	4¼	644	3,864
Cox Cable Communications		O	21	23¼	24¼	24	11¼	3,550	83,425
Cypress Communications		O	15¼	17¼	16¼	23	10¼	854	12,383
Entron		A	6	2	2¼	10¼	2	607	1,214
General Instrument Corp.	GRL	N	22¼	23¼	25¼	43¼	21¼	6,028	170,291
H & B American	HBA	A	26¼	30¼	27¼	38¼	11¼	5,016	129,613
Sterling Communications		O	6	6¼	7¼	10¼	5¼	500	3,680
Teleprompter	TP	A	114¼	129	126	133¼	46	1,007	108,756
Television Communications		O	16¼	17¼	17¼	20¼	10	2,654	49,099
Vikoa	VIK	A	19¼	22¼	25¼	35¼	18	1,815	49,055
						Total		29,435	\$ 725,471

Scripps-Howard Broadcasting Co., New York, multiple station owner, reported a decline in per share earnings of 11 cents with net income off almost \$250,000 for the year ended Dec. 31, 1969:

	1969	1968
Earned per share	\$1.80	\$1.91
Net operating revenues	22,201,474	22,043,972
Income from operations	9,150,829	9,814,935
Net income	4,646,918	4,931,815

Wometco Enterprises Inc., Miami, diversified company and group broadcaster, reported a 24.8% increase in net income and a 30% increase in revenues for its 1969 fiscal year.

The company also declared regular

quarterly dividends of 10½ cents per share on class A stock and 3¾ cents on class B stock, both payable March 16 to stockholders of record March 2.

For the year ended Jan. 3:

	1969	1968
Earned per share	\$1.06	\$0.88
Revenues	88,800,000	68,300,000
Net income	6,150,000	4,900,000
Average shares outstanding	5,812,336	5,615,141

Financial notes:

- **Metromedia Inc.,** New York, has declared a regular quarterly dividend of 12½ cents per share on common stock, payable March 16 to stockholders of record Feb. 20.
- **Gray Communications Systems Inc.,**

Albany, Ga., newspaper publisher, group broadcaster and CATV operator, reported net income of \$128,901 or 27 cents per share on revenues of \$2,672,524 for the six months ended Dec. 31, 1969. Net income for the same 1968 period was \$175,461 or 37 cents per share. The company also declared a quarterly dividend of 7½ cents per share, payable Feb. 16 to stockholders of record Jan. 30.

▪ **Media Partners Inc.,** New York, is seeking registration of 200,000 common shares with Securities and Exchange Commission. Shares are to be offered for public sale at \$5 per share. The company buys spot radio and TV time for advertising agencies.

	Stock symbol	Ex-change	Closing Jan. 29	Closing Jan. 22	Closing Jan. 15	1969-1970 High Low		Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	25½	28½	29½	42	24½	5,882	156,461
Disney	DIS	N	143	142½	148	154½	69½	4,469	586,556
Filmways	FWY	A	14½	15½	15½	38½	14½	1,492	24,245
Four Star International	O	O	3	3½	3½	10	3	666	1,998
Gulf and Western	GW	N	17½	18½	19½	50½	16½	16,426	321,950
Kinney National	KNS	N	28½	30	28½	39½	19	5,940	169,290
MCA	MCA	N	22½	25½	23½	44½	18½	8,297	161,792
MGM	MGM	N	21½	23½	25½	44½	21½	5,801	149,898
Music Makers Group	O	O	8	8½	8½	15½	8	589	5,154
National General	NGC	N	15½	17½	17½	46½	15½	4,539	82,247
Transamerica	TA	N	21½	22½	23½	38½	20½	61,869	1,593,127
Trans-Lux	TLX	A	17½	19	19½	58½	17½	1,020	20,237
20th Century-Fox	TF	N	16½	19	19	41½	14½	8,169	140,915
Walter Reade Organization	O	O	13½	8	8½	15½	7½	2,342	18,736
Wrather Corp.	WCO	A	9	9½	9½	10½	7½	2,161	18,369
Total								120,473	\$ 3,450,975
Service									
John Blair	BJ	N	21½	22	22½	28½	17½	2,667	58,994
Comsat	CQ	N	38½	51½	54½	60½	38	10,000	573,600
Creative Management	O	O	14½	11	10	20½	8½	1,020	9,180
Doyle Dane Bernbach	O	O	22	23	23	33	18½	2,104	42,080
Foote, Cone & Belding	FCB	N	11½	11½	11½	15½	10½	2,149	23,639
Grey Advertising	O	O	12½	12	12½	18½	11½	1,163	13,490
MovieLab	MOV	A	6½	6½	7	14½	6	1,407	9,624
MPO Videotronics	MPO	A	8½	8½	8½	22½	7½	548	4,581
Nielsen	O	O	38½	38	36½	38½	28½	5,240	186,020
Ogilvy & Mather	O	O	21	22½	22½	35	16½	1,090	21,800
PKL Co.	PKL	A	10½	12½	10½	30½	9	739	7,656
J. Walter Thompson	JWT	N	31½	32½	35	36	31	2,778	89,591
Wells, Rich, Greene	O	O	7½	13	13½	18½	7½	1,601	20,813
Total								32,506	\$ 1,061,068
Manufacturing									
Admiral	ADL	N	12½	13½	13½	22½	12½	5,150	66,950
Ampex	APX	N	37½	41½	45½	49½	32½	10,826	500,656
CCA Electronics	O	O	4½	4½	4½	6½	4½	800	4,000
General Electric	GE	N	73½	74½	74½	98½	72½	91,025	7,008,925
Harris-Intertype	HI	N	63	70	72½	80½	64½	6,343	466,210
Magnavox	MAG	N	34½	36½	35	56½	32½	16,561	579,635
3M	MMM	N	103	110½	112	118½	94	54,521	6,003,852
Motorola	MOT	N	135½	138½	127½	166	102½	6,649	900,940
RCA	RCA	N	30½	32	32	48½	30½	62,773	2,187,011
Reeves Industries	RSC	A	3½	4½	4½	10½	3½	3,443	12,395
Visual Electronics	VIS	A	7	8½	8½	37	7	1,357	10,639
Westinghouse	WX	N	53½	56½	56½	71½	53½	39,304	2,273,343
Zenith Radio	ZE	N	32½	33½	34½	58	32½	19,020	629,942
Total								317,771	\$20,644,498
Grand total								671,710	\$31,179,688
Standard & Poor Industrial Average			89.69	91.68	92.68				

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

Shares outstanding and capitalization as of Dec. 30. Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.



Pro football commissioner Pete Rozelle (l) extracted from NBC-TV an increase of \$5 million over previous contracts to carry American Conference games. Carl Lindemann Jr., NBC Sports vice president (r), agreed to rights package of \$14 million a year.



CBS-TV will pay little more than it has in the past to air National Conference games—a \$20-million pact as viewed by Commissioner Rozelle (l) and Robert D. Wood, CBS-TV president. Advertisers have a choice of "red," "white" and "blue" packages with top minutes going for \$72,000.

A \$184-million melon for the pros

That's what teams will split in four years of three-network TV coverage of football

Television networks say the profit in their coverage of football is marginal at best, but last week they seemed cheerful enough in taking on the biggest such challenge in history—contracts with the newly consolidated National Football League adding up to a four-year, three-network total estimated at \$184 million for the rights alone.

What they will have to recoup to break even would run millions beyond that, considering their production costs in covering the games. They went promptly to work devising advertising packages aimed at getting the money back and at least a little more.

To their affiliated stations, the network sales efforts were of largely academic interest. CBS and NBC affiliates get little or no compensation for carrying the games. To professional-football interests, who have been accused of everything short of extortion in running up the prices of rights, the search for advertisers was the networks' problem. Football's revenues from television rights go on whether a nickel's worth of advertising is sold.

The big announcements last week were CBS's and NBC's that they had signed four-year contracts with the professional football league. But at the same time it was learned that ABC-TV, taking the plunge on prime-time football with a schedule of 13 pro games Monday nights, had its original three-year contract (BROADCASTING, June 2, 1969) extended to four years to coin-

cide with the others.

The cost of ABC's contract is estimated at \$8.5 million a year. To get the money back, the network is asking \$65,000 for each commercial minute in the games. It seems to be having little trouble in selling them. Ford and Philip Morris have already bought into the games.

The CBS and NBC contracts are more complicated—the regular-season price escalates each year, while the Super Bowl and All-Star games are separate, reportedly unchanging deals—for over \$2.5 million and \$1 million, respectively. NBC will televise the Super Bowl in 1970 and 1972, and CBS in 1971 and 1973, with the All-Star game appearing on the network that does not have the Super Bowl.

The combined estimated cost to CBS and NBC, discounting the separate packages, averages out at \$34 million a year, with CBS paying more than NBC because of the larger markets involved in its National Conference coverage. The average annual breakdown between the networks is estimated at \$20 million for CBS and \$14 million for NBC. This represents little change for CBS and a \$5 million increase for NBC over previous contracts.

CBS is offering three advertising packages at approximately the same prices as last year.

The "red" package, including 14 Sunday games, two conference playoffs, the conference championship and the

All-Star game, will sell for \$70,000 a minute, with a slight exception: For the Sunday games of Oct. 4, 11 and 18, which may be up against the World Series or other baseball on NBC, advertisers will get one minute in the second game of the scheduled double-header free, but will pay \$72,000 for a minute in the first game.

CBS's "white" package, at \$50,000 a minute, includes five Sunday games (the second of a double-header in each case), two Saturday games in December and a Thanksgiving Day game starting at 4 p.m. EST.

A "blue" package consists of three pre-season games, possibly at night, at \$40,000 a minute.

NBC had not decided on its prices as of late last week, but an increase was expected in the \$40,000 asked last year. Both networks place 19 commercial minutes in their telecasts.

CBS's telecasts of the National Conference and NBC's telecasts of the American Conference include regular-season games on 14 consecutive Sundays starting Sept. 20 with a reduction in the number of double-headers—to eight for CBS, and to six or seven for NBC, depending on possible World Series conflicts, as compared with 11 last year. On Thanksgiving Day, each network will have one game rather than two, and each will have two divisional playoff games and three pre-season games.

Regional network broadcasts will

continue as before, and blackouts of the home city will be maintained.

Due to be eliminated from the pro schedule is the Playoff Bowl between runnerup teams in the old NFL structure. The NFL-AFL consolidation also eliminates separate All-Star games.

The National Conference cities are Los Angeles, San Francisco, New Orleans, Atlanta, Minneapolis, Chicago, Detroit, Dallas, Washington, New York, Philadelphia, St. Louis and Green Bay, Wis.

The American Conference cities include three moving from the old NFL, Baltimore, Cleveland and Pittsburgh, and the former AFL cities, New York, Oakland, Buffalo, San Diego, Kansas City, Miami, Boston, Cincinnati, Houston and Denver.

Thus CBS's teams are in 10 of the top-15 markets, and NBC's share two of those markets and are in three more of the top 15.

The blackout of these home cities will also apply to any CATV originations, according to William MacPhail, CBS's sports vice president. One New York CATV company that has been interested in televising the Giants or the Jets was not sure that there is an outright ban on CATV. Manhattan Cable TV's sports programmer, Marty Glickman, reported that a meeting had been scheduled for Thursday (Jan. 29) between CATV interests and football commissioner Pete Rozelle to discuss the possibility of local games on CATV, but then had to be postponed.

"I don't know what the contracts with the networks say," Mr. Glickman noted, "but I know in the previous contract there were exceptions to the CATV exclusion—certain time limitations were imposed—and if we had approached the professional football people earlier, we might have had a chance to broadcast some games."

The football games on CBS and NBC were carried by about 200 affiliates in each case last year. CBS stations were not compensated for regular-season games, but were paid for pre- and post-season games, night games and the Thanksgiving Day games. NBC affiliates received a small compensation, and the network expects that practice to continue under the new contract. ABC had no estimate of how many affiliates might clear Monday-night football next fall, but the network plans to pay standard two-hour prime-time compensation.

These 200-some affiliates brought in an average total audience of 9,540,000 homes for CBS and 5,161,000 homes for NBC during the regular season in 1969. At the 1969 asking prices for commercial minutes, CBS's cost-per-thousand was an estimated \$4.91 and NBC's \$4.84. This represented a decrease of over \$1 for CBS and a slight

increase for NBC compared with 1968 cost-per-thousand estimates.

With a little more than half of the audience composed of men, the cost-per-thousand for men at the asking prices was \$9.27 on CBS and \$7.75 on NBC. The final cost-per-thousand estimates for the season will be lower, based on a decrease in the price at which minutes were actually sold. For the 1968 season, cost-per-thousand worked out to \$6.02 for the NFL and \$4.78 for the AFL, with cost-per-thousand men at \$6.35 for the NFL and \$5.54 for the AFL.

The 1968 cost-per-thousand for the two football leagues straddled the cost-per-thousand average for all sports (\$5.33). Football delivers a higher percentage of men than the all-sports average (45%).

College football also delivers an audience of over 50% men through more than 200 affiliates of ABC. ABC signed a new two-year contract with the National Collegiate Athletic Association in June for \$12 million a year (BROADCASTING, June 23, 1969). The college season starts Sept. 12, a week before the pros. ABC will broadcast 21 games, including the North-South and East-West All-Star games and the Sugar Bowl. One Saturday will be a double-header, and two games, possibly three, will be broadcast at night. The affiliates receive no compensation for carrying these NCAA games.

ABC has stated there will be no more than 18 commercial minutes on the network in the college games. The minutes are being offered at \$50,500 each if the advertiser buys into all 21

Short lesson in inflation

Professional football rights for TV in 1970 will come to an estimated \$46 million. A scant eight years ago, the rights costs to the networks (CBS and ABC at the time) were a little over \$11 million. Where did the big jump come?

The American Football League's metamorphosis came with a change in networks in 1965, when NBC-TV agreed to a five-year contract for \$36 million, or an average of over \$7 million a year. ABC had paid only \$2.6 million in 1964. The NBC contract has been widely credited with enabling the AFL to survive and grow into competition—and now merger—with the NFL.

The National Football League's big year was 1966, when CBS signed a two-year contract at \$43.6 million, and the average yearly price has remained stable at about \$22 million since then. In 1965, CBS was in the final year of a two-year contract at \$28.2 million, or around \$14 million a year. The 1963 price was \$9.3 million.

games, and at \$53,000 if he buys only regular-season games.

Despite high prices for football minutes, the networks maintain there is little or no profit for them in the sport. ABC's vice president for sports planning, Barry Frank, reported the network just about broke even on last year's NCAA telecasts (BROADCASTING, Jan. 19). Bob Stolfi, CBS vice president for sports sales, said the network made a "modest profit" some years and lost money in others, but noted that football was profitable for the affiliates in adjacencies and in excitement and audiences generated by the sport. Robert Stone, vice president and general manager of NBC-TV, said: "Football has been a real problem for us in the past." He saw no relief in sight in the next four years because of the tough competition from a wide variety of sports.

FCC: closing in on broadcast smut

Burch finds precedent to take licenses away; Wells, Lee take up issue

FCC Chairman Dean Burch last week let go with his sharpest blast yet in his effort to banish what he considers smut and obscenity from the air.

The chairman, speaking to the Big Brothers of the San Francisco Bay area on Friday (Jan. 30), did not stress, as he had done in the past, the need for court-provided guidelines for determining what is legally obscene.

Rather, he warned that there is precedent for denying a renewal of license to a station that broadcasts "smut during a substantial period of the day . . ."

The commission could deny renewal on the ground that "such programming is patently offensive by contemporary community standards and does not . . . serve the needs and interests of the area," he said.

And he left no doubt that he would favor such action. "Future cases involving a like pattern of operation can be dealt with under the same criteria," he said.

The chairman was referring to the commission decision in 1962 denying renewal of license to WDKD Kingstree, S.C., on the ground that one of its air personalities consistently broadcast material that was "course, vulgar, suggestive and of indecent double meaning." Thus, the commission sidestepped the legally difficult question of what is obscene.

The chairman's speech was one of three expressions by commission mem-

bers last week on the increasingly controversial obscenity-in-broadcasting issue. Commissioners Robert Wells and Robert E. Lee also voiced their concern about some of the material being broadcast.

Commissioner Wells, in two speeches (see page 41), said the First Amendment does not give a broadcaster the right "to come into a living room" and say whatever he pleases. However, he said the commission needs a court test to clarify its authority to move against obscenity.

Commissioner Lee said he "can see no danger to our society, which many claim exists, if we establish and maintain those public moral standards which are at the very foundation of responsible citizenship." The commissioner, who spoke to the convention of National Religious Broadcasters in Washington, discussed what he regarded as the "growing acceptance of obscenity in this country."

Chairman Burch has been hitting hard at the obscenity issue since assuming office three months ago. He has obtained assurances from the Justice Department it would prosecute an obscenity case brought by the commission to obtain judicial guidance on the matter. And the commission is said to be focusing on a noncommercial FM in an Eastern city as a likely candidate for a test case ("Closed Circuit," Jan. 19).

In the meantime, the commission's determination to move against alleged smut was reflected in a decision, expected to be announced this week, to give KRAB-FM Seattle a one-year license renewal because of a program containing a number of four-letter words. However, lack of supervision of programming by the licensee, rather than obscenity, is said to be the basis of the commission's action.

Chairman Burch's remarks Friday were couched in language indicating his antiobscenity campaign was taking on the character of a crusade. Noting that President Nixon in his State of the

Cronkite named by NATPE

CBS News's Walter Cronkite will be presented with the man-of-the-year award on Feb. 27, during the conference of the National Association of Television Program Executives to be held that week in Miami. Selection is made in recognition of the individual's contribution to television.

Union address, spoke of the need "to combat impure air and water." Chairman Burch said he was concerned about "another type of dirty air—obscene or indecent programming."

He does not regard obscenity in broadcasting as an "overwhelming problem" at the moment. But he said he sees "a disturbing trend" in the country—a "laxity creeping into our society that must be addressed." He referred to unsolicited pornographic mail, X-rated motion pictures and some records, then added:

"Should a similar trend develop in broadcasting, it would be, in my opinion, a public cancer, and the time for effective and swift action to prevent any such occurrence is now."

At another point, he said, "I simply do not feel that this medium, with its great potential for educating, informing and entertaining, need be a vehicle for smut."

He also called on broadcasters and members of the public to join in the war against offensive entertainment fare. He urged broadcasters "to be on guard against obscene or indecent programming—to resist the temptation to make a 'buck' out of the sensational and the dirty."

And he said members of the public could have an impact by letting broadcasters know they care—care enough "to complain to the Federal Communications Commission if a station abuses its programming responsibilities."

Chairman Burch issued two disclaimers in discussing his role in the effort: He does not intend to insinuate the com-

mission into matters of taste. ("I abhor censorship.") And he would not seek to "inhibit the presentation of provocative, controversial programming."

But he said the law—a statute banning the broadcast of obscene, profane and indecent material—requires the commission to act. And even apart from "the fact that the law is the law," he said, there are important policy considerations growing out of the uniquely pervasive nature of broadcasting.

He noted that broadcasting "comes directly into the home or car, the teenager's ear as he carries that portable transistor, and into the mind and consciousness of the very young—and usually without any advance warning of its content."

Chairman Burch sought to clarify some of the legal aspects of the campaign in which he is engaged. He pointed out that there is a difference between programming that is obscene and that which is indecent. Both are forbidden by law.

He said that although "Lady Chatterly's Lover" has been adjudged not "obscene" as a book, "graphic depiction of the sex scenes" described in it on a television program would raise "an entirely different and much more serious question." He noted that the Supreme Court has held that each medium presents "its own peculiar problems."

But obscene programming is that which, taken as a whole appeals to a prurient interest in sex. And since "nothing can appeal to the prurient interest of a prepuberty child," he said, "we must apply the term 'indecent.'"

He also cited the hypothetical example of "a disk jockey or a person being interviewed [who], for sensational or shock purposes, began using so-called four-letter expressions such as 'Listen to this blank record' or 'It's no blank good.'" He said his listeners could "fill in the blanks with the appropriate Anglo-Saxon adjective, verb or noun."

He said such expressions "are utterly without redeeming social value, and patently offensive, taking into account the nature of broadcasters."

More money for 'Misterogers'

The Corp. for Public Broadcasting will fund a project to put National Educational Television's *Misterogers Neighborhood* children's series on an additional 64 stations starting immediately. CPB will also relieve 133 stations now carrying the program of their share of production and distribution costs starting in October. The total CPB donation was estimated at \$500,000, covering broadcast of the program through September 1971. Sears Roebuck Foundation also contributed \$180,000.

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CBS faces 'out-takes' subpoenas

Panther Party report brings U.S. request for films; network hopes to reach accommodation

A CBS spokesman said last Tuesday (Jan. 27) a court battle is possible over two subpoenas served on the network by the U.S. government in connection with a Jan. 6 *60 Minutes* program dealing with the Black Panther party.

But the spokesman in CBS's legal department also left the door open for accord with U.S. officials. "It depends on how far we can go to accommodate them and them us," he commented.

CBS News President Richard S. Salant, while indicating CBS would supply the material requested, remained irate over the matter.

The first subpoena, served 48 hours after the Jan. 6 telecast, demanded the news film of the entire Panther segment—including the "out-takes," the unused portions of the interview. The second subpoena, served last Monday (Jan. 26) demanded the complete record of CBS correspondence and paperwork relating to arrangement of the Jan. 6 show. Such correspondence would cover the period from mid-1968 to air date.

The government reportedly wants the material for its prosecution of David Hilliard, West Coast Panther leader, accused of threatening President Nixon's life in a San Francisco speech. A San Francisco grand jury is waiting to check the material.

"There are very grave problems with the breadth of the subpoena," said the CBS legal spokesman. "If a really solid freedom-of-press question should become involved, we might be willing to go to court," he said. "We have that option." He then indicated his aim to reach some kind of accommodation with U.S. authorities.

"I recognize some cases where government agencies might know we have something to help them," Mr. Salant noted. "It might hurt journalistic functions, but we would help. But we don't



Mr. Salant

want them to use the press as a crutch to do their work.

"We want to help them only where it's necessary," Mr. Salant said, stressing his distress with the "dragnet approach" being used by the government.

Mr. Salant said this latest request by the government was really nothing new, that CBS has been getting them for several years from the government and congressional committees. And he indicated his displeasure with this situation.

Following is the text of an official statement issued last Tuesday by CBS's legal department:

"Questions have been put to CBS concerning subpoenas in certain pending criminal proceedings. CBS is legally required to comply with valid subpoenas issued on behalf of either the prosecution or the defense. However, if a particular subpoena for news material is unduly broad in scope, or would create an unwarranted burden on our news operations, we attempt to narrow the subpoena—by negotiation—or, if necessary, by appeal to the court—in an effort to eliminate the conflict between the principles of a free press and the power of judicial inquiry."

To the people at CBS, the Jan. 6 *60 Minutes* program is turning out to be the longest 60 minutes in history, with the subpoena controversy only the latest in post-telecast repercussions.

Legal action also is pending in Philadelphia, where eight suspects are due to face a court in mid-April on charges of vandalizing the WCAU-AM-FM-TV studios Jan. 10 in protest over the Panther program. The suspects termed the program "a slanderous documentary about the Black Panther party." (BROADCASTING Jan. 19).

In response to what it called "capitulation" by CBS, the Black Panther Party in New York last Thursday (Jan. 29) began handing out flyers in front of all three networks decrying CBS's "decision to collaborate with the government."

CBS is not an innocent liberal victim of government tyranny," the flyer read. "Since the birth of the Black Panther Party, in 1966, CBS and the rest of the mass media have perpetuated a distorted image of the Panthers as cop-killing, white-hating fanatics.

"Richard S. Salant's capitulation to the wishes of the government's police forces shouldn't surprise any of us," the flyer claimed. "The interests of the U.S. government and those of the people who

run media corporations are identical. . . . Employees of CBS and other media corporations can no longer ignore the fact that their executives have turned them into police agents. . . .

The Panthers urged support of a planned demonstration Tuesday (Feb. 3) at noon at the CBS building, Avenue of the Americas and 52d Street. "It's time we all get together and refuse to be 'good Germans,'" the organization's flyer suggested.

Black Panther trial

National Educational Television will devote six hours of prime time, in 90-minute blocks over four nights, to the complete trial of a Black Panther member in Denver. *Trial—The City and County of Denver vs. Loren R. Watson* will be presented March 23-26, 8:30-10 p.m. EST, to correspond to the actual trial's four days of sessions (March 24-27, 1969). Interviews with various participants will be interspersed in the trial coverage.



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Nixon finds the formula for TV

His veto on the tube sets presidential precedent; as topper he calls conference for evening-news time

Vice President Spiro T. Agnew may act at times as though he cannot live with the networks. But President Nixon demonstrated again last week it would be difficult for him to live without them.

At a figurative snap of his fingers, he obtained live, prime-time coverage Monday evening for a 10-minute address explaining his reasons for vetoing the controversial health-and-education bill. The program was even made historic by its inclusion of the President's actually signing his veto message, which was subsequently sustained.

The veto of the \$19.7-billion appropriations bill was not an easy thing, politically, for the President. But it was made easier by his ability to state his case directly to the American people, without interruption.

He had been scheduled to hold a televised news conference on Monday, in prime time, but chose not to use it as a forum for explaining his veto. That would have exposed him to a barrage of newsmen's questions, not all of them friendly. The news conference was rescheduled for Friday evening, causing the networks to reshuffle some of their news programs to accommodate it.

The Democrats' frustration at the network exposure given President Nixon

was compounded when the networks denied their appeal for time to reply. Mike Reid, a spokesman for Representative Carl Albert (D-Okla.), House majority leader, said a formal protest to the FCC or the networks is being considered.

Representative Albert had made personal telephone calls to the heads of three networks—CBS's Dr. Frank Stanton, NBC's Julian Goodman and ABC's Leonard Goldenson. In each case he was turned down on ground that the President's message was a nonpolitical news story that had been and would be given ample coverage.

The Democrats, however, have arranged for one hour of time on each of the three networks on Sunday, Feb. 8, to present a Democratic "State of the Union" program. (Production costs—\$57,000—will be paid out of the Democratic congressional-committee treasury.) And it will include Democratic comment on the President's veto message.

There had been some debate among presidential assistants as to the wisdom of President Nixon using television to announce his intention to veto the bill. Some aides thought the issue was too complex to be explained briefly. (And

the President was insistent on brevity; he personally cut three-to-five minutes of text out of his prepared remarks at 6:30 p.m. Monday).

But the unexpectedly large vote by which the veto was upheld by the House of Representatives on Wednesday appeared to confirm the wisdom of a remark he once made in response to a news conference question as to whether he felt the networks were being fair to him: He would have no complaints so long as the networks afforded him direct access to the public; he would willingly take his chances with analysts who followed his remarks (BROADCASTING, Dec. 15, 1969).

As it was, only CBS offered comment of the kind that Vice President Agnew found objectionable when all three networks provided "instant" analyses of President Nixon's Nov. 3 Vietnam speech. NBC, after a two-minute summary of the President's remarks by John Chancellor, and ABC immediately switched back to regular programing—in both cases, movies.

ABC and NBC sought to knock down speculation they had been influenced by the Vice President's criticism.

Elmer Lower, president of ABC News, said the network has "never carried analyses after a short speech." Besides, he said, the network had not been aware the President was to make the speech until late on Monday and, therefore, was faced with "an operational problem. There was certainly no disinclination to present the opposition side." He noted that at 11 p.m. Tuesday, the network was fed a taped interview with

Cut-rate political coverage hit

Effective Congress group doesn't like way CBS, NBC reported hearings on its bill

CBS-TV and NBC-TV have been accused of giving one-sided coverage of a Senate hearing on legislation in which they have a financial stake—legislation to reduce drastically radio and television costs for congressional candidates.

CBS has already confessed to an error in its news judgment and promised to make amends. But NBC has denied its broadcast cited in the complaint dealt with the hearing on the bill in question.

The accusation was made by The National Committee for an Effective Congress, originator and strong backer of the bill (S-2876), which would permit Senate and House candidates to purchase broadcast time at up to 80%

off regular rates in the final five weeks of their campaigns.

The accusation, which came to light last week, is an old one, made in a fairness-doctrine complaint submitted to the FCC three months ago. However, the commission has yet to dispose of the matter, or even to respond to the committee.

Officials say a capricious mail delivery service—the complaint did not reach the proper bureaucratic slot until Nov. 26, although records indicate it was received in the proper commission office earlier—and lack of manpower have contributed to the delay. They also said they have not yet received all of the committee's correspondence dealing

with the issue.

The complaint was specifically directed at WCBS-TV and WNBC-TV, the networks' stations in New York, as well as WTOP-TV and NBC's WRC-TV, both Washington. ABC's coverage of the hearing was not monitored by NCEC and was not mentioned in the complaint.

The hearing that figures in the complaint and the NCEC's correspondence with the stations, the networks and the commission concerning the coverage all occurred several weeks before Vice President Spiro T. Agnew made the objectivity of network news operations a national issue. Among other things, he questioned the fairness of the "closed fraternity of privileged men" who select the network news.

NCEC's national director, Russell D. Hemenway, who signed the Oct. 31 complaint to the commission, said the network stations limited their coverage of the hearing on Oct. 22 to the opposition position as expressed by the

former Vice President Hubert H. Humphrey who criticized the President's position.

Reuven Frank, president of NBC News, said it was a "fallacy" generated by the controversy surrounding the Vice President's attack on the networks that their custom is to debate with the administration or anyone else making an important statement. "Our function is to be of special service to the people watching, depending on the degree of controversy." He said the message was short and that "everyone knew what it would be."

But CBS News president Richard Salant appeared to feel that, whether the speech was short or long, fairness required "a reflection of the other side as rapidly as possible." He said the precedent for commenting on a presidential call for a specific action was set in connection with President Kennedy's Madison Square Garden announcement in support of the then pending legislation to create Medicare.

CBS presented a 20-minute postscript to President Nixon's remarks that included an analysis by Dan Rather. It also incorporated a discussion by Representative John Brademas (D-Ind.), leader of House forces supporting the health and education bill, and Albert Quie (R-Minn.), who defended the President's position, in an interview with Daniel Schorr.

Whatever praise it received for the effort, CBS did not win friends in high places, or in a number of low ones either. Some White House aides felt



President Nixon as he appeared during his vetoing a health-and-education bill last Monday evening, Jan. 26. Sixty-mil-

lion viewers were said to have tuned in to the broadcast. Democrats promised their own "State of the Union" reply.

that Mr. Rather had been unfair. He had reminded viewers of the President's campaign rhetoric expressing concern for education. The presidential assistants felt he could have cited the President's campaign speeches on the issue of inflation, for it was a fear of inflation that Mr. Nixon cited as the principal reason for his decision to veto the bill.

What's more, CBS officials said that they received a flow of viewer protests

following the analysis—"a little more than usual."

However, the President's decision to schedule the Friday news conference for 6:30 p.m. could be taken as a concession to the Washington news corps. A news conference in prime time would have conflicted with the National Press Club's presidential inaugural black-tie banquet and ball, which started at 7 p.m.

complaint to the commission, said the network stations limited their coverage of the hearing on Oct. 22 to the opposition position as expressed by the network presidents. Mr. Hemenway said no mention was made of "the numerous witnesses, including four senators," who appeared in support of the bill. And he asked the commission to "compel the stations to fulfill their public responsibility under the fairness doctrine and to make time available for the proper presentation of the other side of this issue."

John R. Corporan, vice president and general manager of WTOP-TV, told Mr. Hemenway on Nov. 13 that CBS has provided coverage of the issues involved in the legislation on its "news programs." And he said a network, like a station, should be judged on its over-all coverage, not on the basis of a single news show.

But CBS News President Richard Salant took a different tack in his Nov. 10 response to Mr. Hemenway's complaint. He said he had discussed the

matter with his colleagues and that they agreed the CBS account "was not journalisticly complete, and that we made an error in news judgment."

The Evening News with Walter Cronkite had carried only a brief report devoted exclusively to the testimony of CBS President Dr. Frank Stanton. Mr. Salant said that "as soon as an appropriate news peg develops," CBS would return to the story and include the NCEC's viewpoints, as well as others differing from Dr. Stanton's.

NBC's assistant general attorney, Myron I. Roth, said the segment of the *Huntley-Brinkley Report* involved in the complaint did not constitute "coverage" of the hearing and, consequently, did not present statements either for or against enactment of the bill.

Mr. Roth said the report, delivered by David Brinkley, dealt only with "substantive information relating to complaints of the cost of television campaigning and the decision to sell time at reduced prices." It referred to NBC's offer to cut prices on its stations

by one half; ABC's offer to cut them on its outlets by one third.

However, Mr. Hemenway refused to be budged. He noted that the broadcast in question dealt with the offers of NBC and ABC to cut prices for candidates—an offer their respective presidents made in the Senate hearing. The broadcast, he said, "was in clear violation of the fairness doctrine."

He also suggested that NBC's report of NBC President Julian Goodman's offer to cut rates "is not entirely correct," since the network has afforded some candidates a 50% discount on certain television time since 1968 and, on Oct. 22, had stated its intention to continue and expand the policy.

In a Nov. 20 letter to the commission rejecting NBC's explanation, Mr. Hemenway said, NCEC does not seek air time for its own views "but rather to protect this instance of inadequate and misleading television journalism and to compel fair and equal treatment of the other side of the issue."

Kickbacks in TV production?

FCC investigates talent agent's charge that major shows take cuts from performers

The FCC is checking into allegations that various television networks, producers, syndicators and stations have required performers to kick back their fees or have not paid them at all.

The allegations were made by Gerard W. Purcell, president of the Conference of Personal Managers, East. The disclosure that the commission was investigating them was contained in an affidavit that Mr. Purcell submitted and that counsel for Community Broadcasting of Boston Inc. filed with the commission last week.

Community is one of two new applicants seeking to supplant RKO General Inc.'s WNAC-TV as the operator on channel 7 Boston. The affidavit was filed in support of Community's petition to enlarge the issues in the comparative proceeding to include a question as to RKO General's character qualifications.

Mr. Purcell, in his affidavit, said two of the programs involved in the practices he described are *The Della Reese Show*, produced by RKO General Inc., and the now-cancelled *Joey Bishop Show*, produced by ABC, which WNAC-TV carried.

However, although the language of the affidavit is broad enough to indicate the alleged practices are common throughout the broadcasting industry, no other programs are cited. Mr. Purcell, who was reached by telephone in Nashville, declined to elaborate on his charges without reference to his records, which he said are in New York.

Mr. Purcell heads a talent-representation firm with offices in New York and Hollywood. His clients include Al Hirt, Eddy Arnold and Hugo Montenegro. A representative of *The Della Reese Show* said none of the three has appeared on that show. Al Hirt and Eddy Arnold did appear on the Bishop show.

The alleged practices raise questions as to whether the statute barring payola and the commission's rule requiring sponsorship identification are being violated.

Commission officials acknowledged that an investigation of the charges is under way but declined to discuss the matter further. The American Federation of Television and Radio Artists, the performers' union, is also understood to be making an investigation.

Mr. Purcell said the FCC sent RKO a letter of inquiry which was answered. But the kickback charge was denied by Henry Green Jr., RKO's television vice president, who said: "I'm absolutely amazed. I haven't seen the affidavit and

don't know what he's talking about. We're not involved in any kickbacks at all."

"If any individual has done something like this without our knowledge, he'll face the severest action," Mr. Green added. He said he would look into the situation.

ABC officials said they know nothing of Mr. Purcell's affidavit and refused immediate comment.

Officials at CBS and NBC, which were not specifically mentioned in the affidavit, were reluctant to comment. A CBS spokesman said it would not be proper to comment since he did not know the circumstances. But he noted that CBS has a strict policy against kickbacks and said all personnel are periodically reminded of it.

At NBC, Jack Samuels, director of compliance and practices, said that network, also, has policy barring kickbacks. He said there is "constant surveillance" and that producers are regularly reminded of the policy. The talent is also spot-checked, Mr. Samuels said.

Talent-union officials in Hollywood say they have received reports of kickbacks being required of performers and suspect that the practice is widespread. However, they say they have not found a union member willing to sign a complaint.

Mr. Purcell, in his affidavit, described the alleged practices in this manner: "Artists seeking appearances on television shows were informed, generally by the talent coordinators and/or produc-

CBS News may lose radio-network news

CBS confirmed last Thursday (Jan. 29) that discussions are under way on a plan to separate radio-network news from CBS News and place it under the CBS Radio division.

"We've been talking and thinking about it for eight months," a spokesman said. The CBS Radio division now includes the radio network, CBS Radio Spot Sales and the seven CBS-owned radio stations, four of which are all-news.

Under the proposal, personnel for the new radio-news service would be recruited mainly from current staffers of CBS News and the CBS-owned radio stations.

ers of the shows, that they would either not be paid or if they received a check for said appearances, the artists would have to make arrangements whereby either the entire check or a certain percentage of the amount of that check was returned to either the networks or the production company of the television show."

He said that generally the kickback was provided by a recording company for which the artist recorded but that occasionally the artist or his manager returned the money directly.

But in either case, the artist would be the loser, according to Mr. Purcell. For when the recording company returned the money, he said, "almost invariably" it deducted the amount "from the royalties paid the artist on records sold."

According to Mr. Purcell, the artist had little choice on engaging in the kickback practice if he wanted to perform. "The artist was forced to make this arrangement with the understanding that his appearance on these television shows was conditional upon the arrangement" he said.

Mr. Purcell left unexplained the significance of an exhibit that was incorporated in the affidavit. It contained a reproduction of the face of a check that was dated July 1, 1969, and made out to Joey Bishop Productions Inc., in the amount of \$661.50. It was written on the account of Gerard W. Purcell Associates, 6269 Selma Avenue, Hollywood, but the signature was indecipherable.

The exhibit also contained a reproduction of the top part of a check drawn on Joey Bishop Productions Inc. Account Number 2, in the amount of \$1,019.15. It is dated June 20, 1969, and was in payment for "Joey Bishop Show Taped 6 18 69."

Community, in its petition, said the arrangement described by Mr. Purcell presents a predicament for performers, "especially those who are new or relatively unknown, since they are anxious to obtain the exposure that a television program offers.

If the artist did not bend to the will of those demanding the 'kickback' he or she lost the opportunity of a television appearance."

Community said the practices that Mr. Purcell described are comparable to payola "since both involve payments to a licensee's employes for the inclusion of matter in a program to be broadcast." It noted that payola requires one to pay to have a record played and that the practices Mr. Purcell described require one to pay to appear on a television program.

Community added, "There is no substantial difference between the two practices, and both are equally reprehensible."

Another fairness test before FCC

Antiwar business group for access to air, free or paid

An anti-Vietnam war group has charged that WTOP(AM) Washington violated the group's freedom of speech and the FCC's fairness doctrine by refusing to carry one-minute spots denouncing America's role in the war. It has asked the FCC to compel the station either to carry the spots at no charge or to sell time for them.

The complaint, by the Business Executives Move for Vietnam Peace (BEM), which claims a membership of 2,700 business executives and owners, apparently seeks an extension of the commission's fairness doctrine.

And the commission's ruling would presumably have a bearing on a similar complaint, expected this week, from several antiwar groups in the San Francisco Bay area. They have been turned down, or ignored, by about 30 radio and television stations they have asked to carry spots offering advice on how to resist the draft. The groups say the spots should be aired to counter the armed-forces recruiting announcements the stations carry as a public service (BROADCASTING, Dec. 15, 1969).

WTOP refused to carry BEM's 14 spots either as public-service messages or paid messages. Officials of Post-Newsweek Stations Inc., the licensee, said the company has a policy against selling time for spots dealing with controversial issues. They also said that the station has aired the views of those opposed to the war.

And the commission has held that, except in cases involving personal attacks, a licensee is not obliged to present specific individuals on controversial issues, so long as all sides to the controversy are aired.

But BEM argues that when a station refuses to carry its spots which relate to an official government policy, and when the commission acquiesces in that decision, the government, in effect, has suppressed speech criticizing government policy.

BEM also said that its announcements advocate views on the war which contrast with those carried by WTOP. It said the station has presented the views of government officials, military leaders and "other supporters of the administration's position" on Vietnam.

Accordingly, BEM said, WTOP should be required to carry its spots, to assure that the public is informed of all sides of a vital issue. If the commission held

that fairness required carriage of the spots, WTOP would be obligated to carry them regardless of whether it could obtain payment for the time.

BEM is seeking to have stations throughout the country carry its spots, which were recorded by George Wald, Nobel-prize winning biologist from Harvard; Marriner Eccles, former chairman of the Federal Reserve Board; Army Brigadier General Wallace Ford, retired, and Rear Admiral Arnold E. True, of the Navy, retired. In the past several months it has dispatched tapes to 400 individuals and a number of radio stations that have requested them. However, it is not known how many stations have broadcast the tapes.

BEM, whose headquarters are in Baltimore, last June offered the tapes to all the Washington-area radio stations. Two stations—WGTB-FM, a Georgetown University outlet, and WHFS(FM) Bethesda, Md.—carried the tapes at no charge, and WDON(AM) Wheaton, Md., broadcast the spots as paid announcements. In addition, three stations offered to sell time to BEM after its complaint against WTOP was reported in the Washington press.

WTOP apparently was singled out for a complaint after a salesman first agreed to carry the spots as paid messages, then refused. BEM said it was told that the spots were too controversial and that their carriage might require the station, under the fairness doctrine, to give free time for reply. A Post-Newsweek official said the material was turned down by continuity clearance. All such matter is checked, he said: "Otherwise, the guy with the bankroll would get all the air time."

The policy statement—that Post-Newsweek stations do not sell time dealing with controversial issues—was expressed in a Jan. 7, 1970, letter by Daniel E. Gold, vice president for business affairs, confirming the refusal to sell time to BEM.

ABC auto races

Rights to two more automobile races have been acquired by ABC-TV for a series of four Sunday specials in April, May and June.

The Grand Prix of Monaco has been scheduled for May 10, and the Canadian-American Challenge Cup Race from Mosport will be televised June 14. ABC previously announced the acquisition of broadcast rights to the Alabama 500 and World 600 stock car races for Sunday broadcasts.

With coverage of the conclusion of the Le Mans Grand Prix, also June 14, and other races scheduled in the Saturday ABC *Wide World of Sports*, the network will televise a minimum of 12 automobile races in 1970.

Safer departs Nigeria after interrogation

Morley Safer, CBS news correspondent, was ordered by the Nigerian government to leave Nigeria by last Thursday (Jan. 29) after an incident that Mr. Safer told CBS News in New York appeared to be a beginning of harassment of foreign newsmen in that country.

Mr. Safer and CBS reporter-producer Gerald Miller were detained for questioning for three-and-a-half hours in Lagos on Jan. 27 but received no explanation. Government authorities took their passports and accreditation, and the two CBS News employees were ordered to return to police officials on Jan. 28. It was also reported by CBS News that Mr. Safer's room was searched (though nothing was removed), and that Mr. Safer said that at one point he and Mr. Miller were asked if they worked for the Central Intelligence Agency.

CBS News said Mr. Safer's visa had expired and that the authorities refused to renew it, ordering him to leave Nigeria. Mr. Miller, CBS said, remained in Nigeria. There were news dispatches reporting that Mr. Safer, who had filed a story on relief goods intended for refugees among news sequences filmed there, was escorted to a plane under police guard.



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Network to serve highway tourist

"Autonet" project to air information on camps, motels, roads across entire U.S.

NGC Broadcasting Corp., one of several relatively recently formed radio-TV subsidiaries of National General Corp., Los Angeles, this week will formally announce and make available to national advertisers and stations "Autonet," a self-styled "car radio network" that is projected to encompass some 500 outlets in its first year of operation and gross more than \$6 million.

In what appears to be one of the most important and extensive program and promotional packages offered to radio in recent years—a project that reportedly has been four years in development and which is backed with elaborate, computerized market research (statistics have been prepared on every major highway in the U.S.)—NGC Broadcasting is proposing that stations broadcast to the motoring public at regular intervals on a daily basis current information on available hotel and motel accommodations in their area; trailer, camper and boating site locations; places of local interest; state and national-park camping capacities, and weather and road conditions. Essentially the concept calls for providing the on-the-move motorist with his own network of radio stations across the country continuously broadcasting up-to-the-minute information relative to traveling needs.

This information would be broadcast by stations in five-minute segments

every half-hour between 2 p.m. and 8 p.m. (the time periods, NGC research showed, when travelers begin looking for accommodations for the night) every day and evening. These broadcasts would be primarily designed for those motorists traveling between metropolitan areas — tourists, traveling salesmen and businessmen, truckers, etc.

Under the NGC concept, stations will not be charged for "Autonet" programming and promotion material. But they will have to agree to broadcast a minimum of 12 five-minute "Autonet" segments daily. NGC would get as its share of the deal a 60-second spot preceding the "Autonet" segment and a 30-second spot following it. The station would get a percentage (less than half) of the revenues NGC generates from sale of these spot adjacencies. The "Autonet" segments would be offered as a public service by each station, there being no charge to motels and other facilities that are listed during the broadcasts. But only names and locations of places would be announced. Stations will be cautioned against broadcasting details as to facilities or rates or any other commercial material during "Autonet" segments.

NGC hopes to pre-sell its car radio network to a single or several national sponsors or to regional advertisers. The initial sales pitch will be made to gasoline and lubricant firms, tire manufac-

turers, auto insurers or more generally to makers of products related to motoring. Based on a 500-station "Autonet" network, national advertisers will be told that they would receive 6,000 minute commercials and 6,000 30-second commercials daily or 42,000 of each time length spot weekly.

Under the "Autonet" plan, advertisers would buy on the basis of an average spot cost for all stations across the country.

According to Malcolm C. Klein, National General Corp. vice president in charge of creative services and marketing, who, among several TV production and distribution responsibilities for the parent company, also oversees operations of the broadcasting subsidiary, a station in the "Autonet" network could gross between \$5,000 and \$6,000 annually from its share of the commercial time that NGC Broadcasting would sell. In addition, the station would be permitted to retain 100% of all revenue that it derives from all sources related to the "Autonet" concept. This would include a "question and answer" lead-in or teaser segment to the "Autonet" broadcasts. Sample: "Now, another 'Autonet' driver's question—most fatal accidents happen at speeds below 45 miles per hour or above 45 miles per hour?" Local commercial is inserted before answer is given.

As the producer in the network setup, NGC Broadcasting will supply stations with master tapes of logos (produced via a Moog Synthesizer); "question and answer" materials; contracts; public-service agreements for motels and trailer parks, among others; scripts; promotional materials, and sample announcements. The West Coast-based broadcasting firm also promises to support "Autonet" with a full scale advertising campaign that would include a national promotion and publicity campaign on major media.

A key feature of this campaign would be the publication and distribution of a speech "Autonet Radio Station Directory."

The "Autonet" plan was conceived by Robert W. Hergonson, general manager of the Autonet Division of NGC Broadcasting. Mr. Hergonson, a broadcast veteran, formerly worked as a sales executive for WOTT-AM-FM Watertown, N.Y. and KWUN(AM) Concord, Calif. Another long-time radio executive, Irving Raskin, will be responsible for selling the "Autonet" concept. Mr. Raskin, director of sales development for NGC Broadcasting, formerly worked in sales and management positions for such stations as WMGM(AM) New York (now WHN); WAAP(AM) Peoria, Ill. (now WXCL); and KHJ-AM-FM Los Angeles.

Banzhaf is tapped for weekly TV show in D.C.

Activist lawyer John F. Banzhaf III, who got the FCC to require antismoking messages on broadcast stations that carry cigarette commercials and has since branched into other areas of consumer concern, is taking his case before a new court—the television audience.

Beginning tomorrow (Feb. 3), Mr. Banzhaf will co-host a weekly program called *Law in Action for You*, on WFAN-TV (ch. 14) Washington. The hour-long program will be a special feature of a current public-affairs series, *Checkpoint 14*, moderated by WFAN-TV's Norm Ross, who will appear with Mr. Banzhaf.

The young lawyer, who teaches at Washington's George Washington University, plans to discuss how the law can be used for social change. His first program will feature a group of Mr. Banzhaf's students who formed a cor-

poration under the name SOUP (Students Opposing Unfair Trade Practices) to contest a consent agreement between the Federal Trade Commission and the Campbell Soup Co.

The agreement prohibits the soup company and its advertising agency, BBDO, from using a television commercial in which marbles were dropped to the bottom of a soup bowl to make the meat and vegetables more visible at the surface. SOUP is arguing that the FTC should have hit the company with a fine instead of simply ordering it to stop the practice. The law students are presenting their case to the FTC in oral argument this week.

Topics of future programs will include other Banzhaf-supported student campaigns; among these are a group opposing alleged abuses in gasoline marketing (PUMP) and a group taking more general opposition to allegedly deceptive advertisements on radio and television (TUBE).

Metromedia to put focus on pollution

The five Metromedia-owned television stations will pre-empt at least two hours of prime evening commercial programming some time in early March for a group-produced special program concerned with efforts to save the environment from pollution. No commercial announcements will be permitted during the special, which is entitled *Survival '70*.

John Kluge, chairman of the board and president of Metromedia Inc., is set to announce this week that the special will be presented in the same time period (probably 8-10 p.m.) and on the same day and date in about a month on the five company-owned TV stations: WNEW-TV New York, KTTV (TV) Los Angeles, WTTG (TV) Washington, KMBC-TV Kansas City and KNEW-TV San Francisco. All, with the exception of the Kansas City station, are nonnetwork affiliated. KMBC-TV, an ABC-TV affiliate, still plans to pre-empt network programming on the evening of the special event.

The group-produced program will be two hours in length. Each local Metromedia TV station, however, will have the option to expand upon the time with a local noncommercial program of perhaps an hour that also would focus on the problems of pollution. The plan is to have considerable community involvement take place in the local programs with civic officials and the public (possibly via phone-ins) invited to participate.

The group effort will be produced at KTTV (TV) Los Angeles with that station's James S. Gates, vice president and program director, as executive producer. Zev Putterman, director of program development for Metromedia Television, will produce. Each of the five Metromedia stations will contribute film or tape material to the program, which will largely deal with pollution problems in the geographic areas where each station is located. Production of the program currently is under way.

Survival '70 will be offered to all stations outside the Metromedia TV markets without charge. Metromedia Television is hoping that as many as 200 noncompetitive stations will wind up carrying the special. Other Metromedia companies and divisions, most particularly the Metromedia radio stations and outdoor advertising plants, will be asked to promote, in an unprecedented way for a corporate project, the special TV presentation.

In a separate but related move, the Metromedia TV stations in New York, Los Angeles, Washington and Kansas City late last week began carrying a nightly "pollution report" in each of the individual station's local newscasts.

News crews at the stations have been assigned to investigate local pollution situations and to bring back film for presentation on newscasts as a regular feature in much the same manner as weather reports.

ABC shows win points in their new positions

ABC-TV continued to improve its New York Nielsen ratings during the end of its first week with a revamped schedule and in the early part of the second week (Jan. 23-28).

The only ABC program not showing an increase in rating and share was *The Flying Nun*, moved from Wednesday to Friday at 7:30. *The Ghost and Mrs. Muir*, replacing *Mr. Deeds* at 8:30 Friday, and *Love American Style*, in for *Jimmy Durante Presents the Lennon Sisters* at 10 p.m., went up by 1.6 and 2.8 rating points respectively over the previous week. *Let's Make A Deal* at 7:30 Saturday scored about four points higher than *Dating Game* had in that time slot.

It Takes A Thief, in its second week at 7:30 Monday, improved by three points over its first episode, and the movie "Suddenly Last Summer," at 8:30, while not doing as well as the previous week's movie, did substantially better than *The New People* and *The Survivors* had done.

Wednesday night *Nanny* barely topped NBC's *Virginian* for honors in the 7:30 slot, while *Johnny Cash* improved his ratings slightly and *Engelbert Humperdinck* declined slightly.

National Nielsen ratings for the first week of reorganization will be available this week.

In national Nielsen ratings for the week of Jan. 12-18, the Bob Hope Christmas-Vietnam special on NBC-TV headed the list with the largest audience of any program on one network—27,260,000 homes per average minute, with a 46.6 rating, 64 share. *Dean Martin* benefited from the Hope lead-in and

placed second. NBC's Rowan and Martin took fifth and sixth place with their regular series, *Laugh-In* and a special, *Rowan and Martin Bite the Hand That Feeds Them*. CBS-TV's *Hee-Haw* was strong in 11th place, and *Hawaii Five-O* did better than usual, ranking 16th.

The over-all averages for the week were NBC-TV 23.4, CBS-TV 21.5 and ABC-TV 15.5.

Tests find 'Sesame' helps youngsters' skills

Sesame Street, the weekday, one-hour children's program launched after a year of research by the Children's Television Workshop, has had "dramatic" results in some areas and an "impressive" overall level, according to the workshop's research director, Dr. Edward Palmer.

Preliminary surveys reported on learning gains of 130 pre-schoolers in three states and on the extent of distribution into New York's inner-city area. Half of the 130 watched *Sesame Street* during its first six weeks and the other half did not see the program. The regular viewers gained an average of 10% in testing on 217 items, while the non-viewers gained 4%, Dr. Palmer said. "Substantial increases" were noted in letter recognition, and in logic, sorting, classification and enumeration problems, he stated.

The New York distribution survey showed 150 day-care centers responding on 2,400 inner-city preschool children. The majority reported positive effects on the children.

Sesame Street, broadcast on almost 200 stations, is seen in around two million homes daily, according to A. C. Nielsen Co. figures. Workshop officials project an audience of five million children from these statistics. NBC is paying for the special Nielsen service.

Further research is being done nationwide by the Educational Testing Service, Princeton, N.J. A final report on the impact of the series is expected

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The workshop is supported by the Carnegie Corp., Ford Foundation, U.S. Office of Education, the Markle Foundation and the Corp. for Public Broadcasting.

IATSE and film studios conclude tape contract

Film studios in Hollywood and the biggest craft union in film have negotiated a new three-year collective-bargaining contract covering the production of video-tape shows for television. The video-tape contract, involving the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators and the Association of Motion Picture and Television Producers, is retroactive to last August.

Under terms of the new agreement IATSE members will receive increases amounting to 12% in the first year of the contract, 5% in the second year and 4% in the third year. These increases are similar to those provided in IATSE's film contract with AMPTP, negotiations for which were concluded about a year ago. The film agreement is for four years.

TVSI claims it was on target on 'first season'

TV Stations Inc., New York, distributed to its membership last week a bulletin setting forth the results of TVSI's forecast of the first half of the 1969-70 season and an assessment of the last half.

Herb Jacobs, president of TVSI, reported that his organization "came close to a perfect score in predicting the over-all prime-time rating averages for the 'first season,'" based on projections made last spring (BROADCASTING, March 31, 1969). He noted that TVSI had estimated average prime-time ratings would be 19.9 for NBC; 19.8 for CBS and 17.3 for ABC. In actuality, he added, the ratings (as of Dec. 7, 1969) were NBC, 19.9; CBS, 19.3, and ABC, 16.0.

"What pleases us most, though, is that 80% of our calls on individual show performances in their time slots were correct and were made on the most exacting and demanding basis—by share points," Mr. Jacobs wrote. "Share points are the purest measure of a program's worth to agencies and clients as well as to station sales departments and reps."

He said that TVSI had hit the bull's eye (within three share points) on 120 of a total of 149 programs, had 24 "scores" (within four or five share points) and only five "misses."

For the second half of the current season, TVSI predicted that ABC-TV will have only three "strong" series, six will be cancelled and five will rate "good," nine "fair" and 10 "weak."

CBS-TV will conclude this season, according to TVSI, with 10 "strong" programs, 12 "good," five "fair," three "weak" and two cancelled. NBC-TV, the company said, will end the season with seven "strong" shows, seven "good," nine "fair" two "weak" and none cancelled.

Special teaching center

A commercial network has joined with a state board of education for the first time in constructing a television production center for instructional programing.

The NBC Education Enterprises division has signed an agreement with the Idaho State Board of Education to design, construct and operate a production center in Boise. The cost of the center was not disclosed, pending an appropriation decision to be made by the Idaho legislature within the next two weeks.

Program notes:

For animal lovers ■ Gadabout Gadis Productions, Boston, has completed a half-hour pilot of *The Animal Clinic* series dealing with pets and is showing program to prospective sponsors and agencies for fall 1970 start. Host, Dr. Edwin Silverman, will give tips on raising and care of household pets.

Buchwald's mini-comedy ■ Cine-Vox Productions Inc., New York, has been named the new distributor of *Buchwald On*, three-and-a-half minute daily radio strip featuring columnist-humorist Art Buchwald. Series, now carried in 65 markets, is produced by Mr. Buchwald's company, CoMedia Productions, Washington, which also has been the distributor. Each program spotlights a stock company of young actors who recreate the column in dramatic form.

Town meeting on the air ■ Cincinnati Chamber of Commerce Annual Meetings Feb. 5 will be different this year. Instead of only business element of community, meetings have expanded to include all segments of city's population, meeting in various locations all interconnected via television, which in turn is being broadcast on WLWT(TV) Cincinnati. Featured speaker will be Secretary of Housing and Urban Development George Romney who will address 800 invited guests representing local

labor, black, student, religious, military, political, civic and fraternal organizations.

Pixanne going nationwide ■ Metromedia Program Sales is placing into national syndication the daily, half-hour *Pixanne!*, children's series starring Jane Norman. The taped series is produced by Metromedia Television at WNEW-TV New York, which is carrying *Pixanne*. With locally inserted cartoons, program can run for an hour.

RTNDA awards ■ Station entries in Radio-Television News Directors Association's annual awards competition for 1969 are due March 1, Professor Baskett Mosse, Medill school of journalism, Northwestern University, announced last week. Awards cover three categories in both radio and TV: documentary, editorializing and spot news. TV entry blanks are being issued by Professor Mosse. Radio forms are issued by Professor Richard Yoakam, journalism department, Indiana University.

Titles by computer ■ The computer—a special kind of equipment called Scanimate Computer—is coming to prime-time television. Winters/Rosen Productions, Hollywood, has commissioned Computer Image Corp., Denver, to produce the titles for a CBS-TV special hour, *Raquel*, to be presented April 26. The Scanimate Computer,

which reportedly needs no programing, allows animation of line art work, logos, titles and slides and then has the ability to film or video tape the animated creation. The Scanimate also is claimed to require only one drawing to achieve a large number of varieties of animation as compared to the usual 24 drawings per second for conventional animation. The titling assignment for the CBS-TV special, starring Raquel Welch, will be carried out at Computer Image's newly opened service center in Beverly Hills.

More dubbing for 'Davey' ■ *Davey and Goliath*, the 13-episode, 15-minute animated series produced by the Lutheran Church in America, will be dubbed in Spanish for use in Latin America for the second year. The initial Spanish set, for use in 1969, is being seen in Caracas, Venezuela; Quito, Ecuador; and Santiago, Chile, with usage in Argentina and Mexico scheduled for April this year.

New film makers ■ Mark Anderson Films, Champaign, Ill., has opened its new doors to movie production business. Firm will handle production of television commercials, educational, agricultural, industrial and business films, animation and mixed-media presentations. Location is 311 West University Ave. 61820.

Ampex makes copying quicker

Company says its new tape-duplicating process is 10 times faster and is able to cut costs

Ampex Corp., an innovator in video-tape equipment and product development for more than 20 years, claims to have come up with an experimental system that will duplicate color-TV-tape recordings substantially cheaper, with higher quality and at least 10 times faster than is possible with current technology. It's anticipated that the system will be capable of copying an hour taped television program in about six minutes. Current duplication techniques require that the program on a master tape be played on one recorder and rerecorded on another video-tape recorder in real time, or on a one-to-one basis.

At least one Ampex executive feels that the new duplication system will be almost as significant as the company's development of the high-band color video-tape recorder in 1964, or even as important as the development of the video-tape recorder itself in 1956.

Ampex is "racing" to put an actual tape-duplicating product into the marketplace. The company is hoping that it will be able to offer such a product for sale within the next year.

First public announcement of the development of the experimental system was scheduled to be made on Saturday (Jan. 31) at a meeting of the Society of Motion Picture and Television Engineers in Atlanta. Ampex Vice President Charles P. Ginsburg, project leader of the company engineering team that developed the first practical video-tape recorder, was set to disclose the new advances in a technical paper that will amount to a status report to the industry. Most important, Mr. Ginsburg's presentation was expected to include extensive demonstrations of program material that has been duplicated using the new system.

Some nine months ago, the same SMPTE group, meeting in Miami, was told by IBM Research Laboratories that it had developed a fast and economical way to make video-tape copies (BROADCASTING, April 28, 1969). The Ampex system is related in technology to the one announced previously by IBM. Both systems apparently are based on the same essential idea of having a specially formulated master tape in intimate contact with an unrecorded, or

slave, tape. Master and slave tapes pass through a magnetic field that effects a transfer of the magnetic energies from the master tape to the slave tape. The master is not destroyed in the process. It can be reused. Slave tapes are capable of producing reportedly high-quality pictures.

Ampex asserts that this is the first time this kind of fast and economical duplication process has been achieved on four-headed tapes and that this can be done with "real" quality. Mr. Ginsburg was expected to claim in his technical paper that the picture quality of the duplicate recordings made on the experimental Ampex system has been indistinguishable from the original recordings. Larry Weiland, vice president-general manager, video-products division of Ampex in Redwood City, Calif., affirms: "We have reached a plateau where we're ready to show this system to people because it is that good."

Mr. Weiland believes that the duplication system will be important to everyone involved in the production and distribution of video tapes, including program producers, TV commercial producers and closed-circuit TV interests needing to produce a multiplicity of copies for educational or informational purposes.

"Let's say a commercial producer produces a national TV spot and 200 copies of that spot have to be sent out on tape across the country," Mr. Weiland suggests. "The cost of making that spot now will be greatly reduced. Hence

video-tape commercials become much more competitive with film.

"In film today," he continues, "we can send a negative to an optical house and have a multiplicity of prints run off very inexpensively. With the Ampex system," he contends, "we can now do the exact same thing in tape with the attendant quality advantages that tape carries."

Explaining further, Mr. Weiland points out that hypothetically if the cost for a technician working on a recording machine is \$100 an hour, the Ampex system would mean that this same \$100-an-hour man could possibly produce 10 times more recording material than he presently can turn out in the same amount of time. "About the economics of this system," Mr. Weiland observes, "we know that one major portion of the costs—time on the recording machine—should be improved by a factor of about 10 to 1."

Ampex's initial exploitation of its duplication system development will be in commercial broadcasting. The company is counting on demonstrating tapes recorded via the new system at the National Association of Broadcasters convention in Chicago the first week in April. "I don't know exactly how much hardware we will have to demonstrate," says Mr. Weiland. "We're trying to put together as much hardware as possible to show how this system works. But we certainly will have the results available for all to see."

Ampex's long-range view of its new technology in video-tape recording is that eventually it will be strikingly felt throughout the broadcast industry. Mr. Weiland elaborates: "I very definitely feel that it will change things dramatically in the industry. The big change will occur in the amount of material that's on film compared to tape. That balance, I think, will change drastically."

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Safety group smells TV smoke

Set makers offer free adjustment, dispute accuracy of hazard figures

TV-set manufacturers have begun a campaign to alleviate fears by color-TV set owners that their sets are prone to catch on fire.

The thrust of the campaign is twofold: One is the offer by most manufacturers to inspect color-TV sets in the hands of viewers, and to replace those components suspected of being fire hazards—all for free. The other is a publicity campaign aimed at questioning the validity of the statistics on fires and smoke used by the National Commission on Product Safety.

The fire-hazard warning by the safety commission hit its peak last week with the publication of brand names and model numbers of color-TV sets that were said to be responsible for fires and smoke "incidents". It was the latest in a series of statements by the commission on this hazard, and followed a series of meetings between the industry and the commission staff that began last October (BROADCASTING, Oct. 20, 1969 et seq.).

It follows by two years the radiation controversy that engulfed TV-set makers and instigated publication two weeks ago by the federal government of regulations in this area that must be followed by makers of TV sets (BROADCASTING, Jan. 26).

In last week's safety-commission announcement, 125 color-TV sets were identified as exceeding industry averages for fires and smoke incidents. The industry average was set at 0.12 per 1,000 sets (or 12 per 10,000 sets).

The commission listed six makers whose sets it said exceeded the industry average: Lear Siegler (Olympic), Packard Bell, Magnavox, Sylvania, Philco-Ford and RCA.

Other manufacturers, whose sets were also reported involved in fires and smoke incidents, the safety commission said, but whose average was below the industry average, were also named: General Electric, Admiral, Motorola, Emerson, Warwick (Sears) and Zenith.

The commission undertook a study of TV fire hazards last October, following complaints, newspaper reports and congressional inquiries. It found, it said, that there are about 10,000 fires each year that are attributable to TV sets. Following a meeting between the commission and TV-set manufacturers last fall, a crash program was undertaken by manufacturers to develop maximum safety standards aimed at preventing fires in color receivers. These were submitted to the commis-

sion late last year. But earlier this year, the commission said its independent engineering consultants recommended further improvements.

The largest number of models listed as having had three or more incidents per 10,000 sets was identified as Magnavox, with 34. RCA had 21 models listed; Sylvania, 14; Philco-Ford, 13; GE and Packard Bell, 10 each; with other brands (Admiral, Emerson, Lear Siegler, Motorola, Warwick) ranging from one to nine.

Color-TV sets are more prone to fire hazards by 40 to 1 over black-and-white TV sets, the commission said. This is primarily attributed to the fact that color-TV sets use up to 25,000 volts to energize the picture tube.

Jack Wayman, staff vice president of the Consumer Products Division of the Electronic Industries Association, de-

Facsimile hookup pitched to broadcasters

Television and radio stations may serve as part of a network for two new facsimile systems—Comfax and Computerpix—if negotiations between Comfax Communications Corp., New York, and several group broadcasters are successful.

Announcement of these possibilities was made by John R. Porterfield, vice president of Comfax, at a news briefing and demonstration last Monday (Jan. 26).

The Comfax facsimile system transmits hard copy to hard copy in one minute. The Computerpix transmits microfilm or microfiche (individual frames placed on a card instead of a reel) to hard copy in 45 seconds.

Although, as of now, only ordinary telephone lines would be used for transmissions, Mr. Porterfield and other Comfax officials said they considered a certainty eventual use of cable-television lines for the two facsimile systems.

Under Mr. Porterfield's proposed franchising agreements, TV and radio stations would lease the machines which would serve members of their communities who need instant data or retrieval of vital stored information on an intermittent basis. The machines are expected to be on the market in late 1970. Leasing costs will range from \$175 to \$250 per month.

clared immediately after the commission's announcement that television sets "are safe products."

Mr. Wayman noted that in 1968 the Department of Health, Education and Welfare reported on injuries from consumer products, ranging from power lawn mowers to paper clips, and TV sets, he said, "were not even mentioned."

In 1969, he noted, the product safety commission itself surveyed product-liability insurance claims and found that only 10 of 2,500 claims involved TV receivers and in only one of these was a claimant hospitalized.

He termed the commission's claim of 10,000 TV fires and smoke incidents as being "unsubstantiated and based largely on guess work."

Even the commission's report of 2,600 incidents over a five-year period, he said, "is infinitesimally low" considering that during this period color-TV sets operated for over 60 billion hours.

Mr. Wayman also charged that the details manufacturers supplied to help the commission were publicized to the competitive disadvantage of those who cooperated. He noted that the commission did not ask for data from all manufacturers nor did it have information on all brands of TV receivers sold in the U.S. The commission acknowledged it did not include data from Japanese manufacturers.

Although no industry figure would specify the cost of the inspection and replacement undertaking, as well as the advertising and promotional activities to counter the adverse publicity, it's believed that the aggregate amount may be over \$10 million.

The Electronic Industries Association, for example, has underway the printing of a booklet for distribution to TV-set buyers through retailers on the "Do's and Don'ts" of operating TV receivers. In the first reaction to the safety commission's report, RCA announced that it was notifying all customers owning the identified model numbers that its RCA Service Co. would inspect and correct the sets at no charge. RCA also said it would replace all suspected components in the inventory of dealers and distributors. It noted that based on the commission's own figures, less than 37 out of each 1 million RCA color-TV sets fell into the hazard category.

Magnavox, which was listed with over 30 models as hazardous, noted that the problems were confined to models produced in a 15-month period in 1964 and 1965. It stated that potentially defective flyback transformers already had been replaced in a high percentage of those sets. It promised that it would make "even further extensive efforts to insure the replacement of the transformers in those remaining early

models."

Sylvania announced it had authorized its service company to replace suspected hazardous components. Philco-Ford reported that fewer than 70,000 of the 10 models cited by the safety commission were in the hands of the public. Zenith noted that only 137 out of more than 10 million Zenith sets in use over the past five years had been cited for fire or smoke. Motorola said that a check of all its sets in use indicated there were no hazards. Olympia (made by Lear Siegler) said that color-TV sets should not be labeled as fire hazards considering that there are "tens of millions" in use today.

As of Feb. 1, a total of 22.6 million U.S. households have color-TV sets, according to projections by Carl Ally Inc. (see page 30).

TV sets must limit signals that jam radio

Television manufacturers have been ordered by the FCC to limit the electrical emissions from TV sets that interfere with radio reception. In effect since Sunday (Jan. 31), the field strength of television receivers in the band 470-1000 mc must be limited to 350 uV/m at a distance of 100 feet. The measurement "uV/m" calibrates the intensity of electrical emissions that disperse from all

electronic instruments in "micro-volts-per-meter. The previous interference quotient was 500 uV/m at 100 feet.

The commission said that advanced improvement of receivers "has been too slow and more should have been accomplished." The commission relaxed the long sought-after limit of 500 uV/m across-the-board by accepting an averaging principle.

The new rule provides that field strength is to be determined by the average of measurements taken on 520, 550, 600, 650, 700, 750, 800, 850, 900 and 931 mc with no individual measurement to exceed 750 uV/m. If measurements cannot be made on one or more of the listed frequencies because of the presence of signals from licensed radio stations, the commission said measurements will be made on a nearby frequency with a report to indicate the actual frequency or frequencies on which measurements were made.

In 1957, the limit was 1000 uV/m at 100 feet—which Sarkes Tarzian Inc. and consumer products division of the Electronic Industries Association sought to have extended through Jan. 31 and Jan. 1, respectively. Last May the commission extended the temporary 1000 uV/m limit until Jan. 31.

By notice of proposed rulemaking Oct. 9, 1969, the commission proposed revision of the field-strength require-

ment by setting the limit for allowable level of emission at 350 uV/m at 100 feet and by providing that compliance with the limit be based on the average of measurements taken on ten specified frequencies with no measurement to exceed 750 uV/m.

Committee is called to mend EIA rift

The problems the Electrical Industries Association is having keeping its consumer-product division members happy isn't apparently quite all resolved.

Last week, EIA Chairman Mark Shepherd Jr. named a committee to straighten out what was called "several administrative problems" between the division and EIA President George D. Butler.

The discord came to a head last month when Mr. Butler relieved Jack Wayman, staff vice president for the division, of his duties. Mr. Wayman was reinstated earlier last month after several meetings between EIA officials and TV and radio set makers.

Named to the committee last week were L. Berkley Davis, General Electric, a former EIA chairman; Robert W. Galvin, Motorola, also a former EIA chairman; J. Frank Leach, Bunker-Ramo, and T. A. Smith, RCA.

International

New agency giant: SSC&B-Lintas

SSC&B announced last week it had purchased 49% interest in Lintas, the London-based agency that calls itself the largest ad agency in Europe.

SSC&B acquired the minority interest from Unilever, which retains a 51% interest in Lintas. Lintas will own no interest in SSC&B.

SSC&B-Lintas, as the world-wide operation will be known, is expected to bill over \$300 million in 1970. Last year, SSC&B registered domestic billings of \$115 million and Lintas billed more than \$180 million. An estimated 70% of SSC&B billings are invested in TV and 10% to 12% in radio. Lintas spends 45% in television and 13% in radio.

SSC&B has offices in New York, Los Angeles, and San Juan, P. R., while Lintas maintains offices in 26 countries in Europe, Africa, Asia, South America and Australia.

In making the announcement S.R. (Tim) Green, chief executive officer of Lintas, noted that the association with

SSC&B afforded his firm a New York operation that is essential to a multi-national ad agency, since most international advertisers are headquartered in New York. The SSC&B-Lintas relationship, formalized last week, follows "a

history of seven years of working together," according to SSC&B President Alfred J. Seaman.

Unilever is the parent company of Lever Brothers, a major account for SSC&B, as is Unilever for Lintas. Lintas



Alfred J. Seaman, (l) president of SSC&B, and chairman of the operations committee of SSC&B-Lintas, looks over some documents with S. R. (Tim) Green, chief executive officer of Lintas,

and S. Heagan Bayles, (r) chairman of the board of SSC&B. The three men make up the operations committee that will coordinate the new \$300,000,000 advertising entity.

was founded 40 years ago by Unilever as a house agency, but is today an independent operating unit. Mr. Seaman stressed that SSC&B-Lintas would be competitive with other agencies for Unilever accounts.

International agency to sell stock to members

International Markets Advertising Agency Inc., has completed conversion into an international corporation that began in 1965 with the formation of a New York corporation including the U.S., United Kingdom, French and Danish members.

The U.S. partner, Van Brunt & Co., New York, announced last week the opening of stock ownership to the 41 IMA companies. Albert D. Van Brunt, agency president and member of the board of IMA, noted that only half of the present membership was expected to invest as shareholders, with the rest

to continue to operate as contract associates.

Countries represented by member agencies taking shares immediately are Germany, Holland, Ireland, Sweden, Spain, South Africa, Ecuador, Mexico, Peru, India, New Zealand, and Taiwan. Van Brunt & Co. is the largest shareholder, followed by Rex, Stewart & Associates Ltd., U.K.

Dutch agency is now an affiliate of O&M

Ogilvy & Mather International has acquired a majority interest in Van Maanen, Amsterdam and Brussels, enlarging its foreign affiliations to offices in 12 countries.

Van Maanen has been handling Hertz and the U. S. Travel Service in Holland for Ogilvy & Mather, and both agencies work for Shell Oil and Unilever.

The Dutch agency's name will be changed to Van Maanen, Ogilvy &

Mather. Cor Bandt and Eddie De Smet will continue as managing directors; Henry P. Bernhard, director of O & M International, will represent the U. S. agency there.

Overseas supplements set for NET series

The British Broadcasting Corp., Canadian Broadcasting Corp., North German Television and two NET affiliates, WGBH-TV Boston and WQED-TV Pittsburgh, will produce 90-minute dramas for inclusion in National Educational Television's eight series, *A Generations of Leaves*. All of the dramas will focus on "a generation questioning its legacy."

The series begins Feb. 19 with "America Inc." from WGBH-TV and includes "Yesterday the Children Were Dancing" (CBC), "Stopped Running" (WQED-TV) and "Walls" (North German TV).

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Broadcast advertising



Mr. Brooks



Mr. Dolgins

William T. Brooks and **Daniel H. Dolgins**, management supervisors, elected senior VP's, Cunningham & Walsh, New York.

Margot Sherman, senior VP, McCann-Erickson, New York, appointed to newly created position of consumer-affairs coordinator. She is responsible for information on consumers after purchase of agency's clients' product. **James S. Stanley**, independent producer and one-time member of CBS-TV program staff, joins McCann-Erickson, New York, as director of program development, concentrating on TV specials and regional network programming.

John P. Jennings, **Robert H. Pape** and **J. Gordon Schaezel**, with Compton Advertising, New York, named VP's.

Martin Bowen, **John Corban**, **Fred Petermann**, **Robert Stevenson** and **John Widlicka**, with LaRoche, McCaffrey and McCall, New York, all named VP's.

Leonard L. Johnson, VP-marketing, Theodore Hamm Brewing Co., St. Paul, named VP, general sales manager. **John D. Callahan**, group brand manager, appointed director of marketing and **Lance K. Poulsen**, manager of special projects, appointed director of advertising and creative services.

Thomas P. Spasari, manager of media services, N. W. Ayer & Son, Chicago, named VP and media director.

Gerald T. Smith, creative group supervisor, Winus-Brandon Co., St. Louis, named VP and associate creative director. **Donald McKenna**, VP and creative group supervisor, Gardner Advertising, St. Louis, joins Winus-Brandon there as VP and associate creative director.



Mr. Andre



Mr. Ingraham

Keith L. Andre, director of Radio Advertising Bureau's Midwest sales office, Chicago, and **James W. Ingraham**, head of RAB's western sales office, Los Angeles, named VP's.

Richard Neubert, institutional product manager, Standard Brands, New York,

joins Marketing & Advertising Associates, Philadelphia, as VP. **Vittorio Ginsburg**, formerly with Kalish, Spiro, Walpert & Ringold, Philadelphia, joins M&AA there as creative supervisor.

Jodie Rhodes, director of media for Taylor Rhodes Inc., Hollywood, elected VP.

Charles R. Seelhoff, assistant broadcast administrator, Campbell-Ewald Co., Detroit, appointed director of broadcast administration.

Alex Shiftell, WMAL-AM-FM Washington local radio sales manager, appointed general sales manager of WMAL-TV there. He succeeds **Bill Eure** who leaves company to operate own station. **Charles Macatee**, national sales manager for WMAL radio appointed to newly created position of general manager for WMAL radio.

Lloyd T. Brunnett, Midwest manager, research and sales promotion, CBS Television Stations National Sales, Chicago, appointed director of sales promotion, WCBS-TV New York.

Clive A. Brash, advertising-promotion manager for KYW(AM) Philadelphia, named director of creative services, newly created position, for KABC-AM-FM Los Angeles.

Seymour R. Parker, former associate media director, Foote, Cone & Belding, New York, joins Hicks & Greist there as media director.

Dave Totty, assistant in regional and national sales, wxex-TV Petersburg-

Richmond, Va., appointed local sales director.

Frank E. Deaner III, in broadcast promotion at Avco Broadcasting Corp., Cincinnati, joins Blair Television, New York, as assistant creative director, station division.

Gary Seslar, with ABC-owned WXYZ-AM-FM Detroit, appointed regional sales manager for ABC Radio network's Detroit office.

Robert E. Mahlman and **Robert E. Bailey**, with sales staff of WLBW-TV Miami, appointed general sales manager and sales manager, respectively.

David J. DeCapua, manager of Cleveland sales office of Taft Broadcasting Co., group owner, joins WKYC-AM-FM there as general sales manager. He is succeeded at Taft's Cleveland sales office by **Carl H. Flickinger**, local sales manager of Taft's WGR-TV Buffalo, N.Y. Mr. Flickinger is succeeded in Buffalo by **Henry Hirsch**, local sales manager.

William R. Kunkel Jr., with New York office of Television Advertising Representatives, joins WJZ-TV Baltimore as sales manager.

John F. Carpenter, national sales representative, WSB-TV Atlanta, appointed national sales manager.

Joe Franzgrote, with KBTW(TV) Denver, appointed local sales manager.

George W. Scott, former manager of market planning, National Vulcanized Fibre Co., Wilmington, Del., joins Arndt, Preston, Chapin, Lamb & Keen Inc., agency, Philadelphia, as member of account managerial staff.

Richard Christian-Danus, copy chief with Chalek & Dreyer, New York, joins Cunningham & Walsh there as copy supervisor.

Sal Lanza, with Foote, Cone & Belding, New York, appointed TV supervisor for Kroll creative group, one of four such groups within office there. **Dori Wilson**, member of creative staff, FC&B, Chicago, appointed talent and fashion coordinator there. Her responsibilities include talent and fashion activities for TV and print for agency's Chicago office.

Jay Cossey, media buyer, appointed media supervisor, Dodge & Delano, New York.

Tom Folino, with Ansel Productions, New York, joins EUE/Screen Gems

there as producer-sales representative.

Herbert A. Miller, producer, Ted Bates & Co., New York, joins Warwick & Legler there as TV-commercial producer in radio/TV production department.

Jill N. Becker, formerly with *State Journal & Register*, Springfield, Ill., joins E. M. Reilly and Associates, Clayton, Mo., advertising and PR firm, as production manager.

Media

David G. Fulton, with ABC, New York, named corporate VP and assistant to VP-planning and analysis of ABC Inc.

James C. Roddey, former president of Turner Communications Corp., Texas group owner, joins Rollins Inc., Atlanta-based diversified service organization, as VP. He assumes responsibilities in company's radio, TV, CATV and outdoor-advertising divisions. Company includes 12 radio and TV stations.



Mr. Stakes



Mr. Ockershausen

Fred Houwink, VP-general manager of Evening Star Broadcasting Co., Washington, owners of WMAL-AM-FM-TV, Washington, WLVA-AM-TV Lynchburg, Va., and WCIV(TV) Charleston, S. C., due to retire March 1 remains as VP with corporate responsibilities. He is succeeded as general manager of broadcasting company by **Richard Stakes**, assistant general manager, who takes on operational responsibilities. Mr. Stakes is succeeded as assistant general manager of company by, **Andrew M. Ockershausen**, general manager of WMAL-AM-FM. **Harold Green**, radio program manager, appointed manager of WMAL radio. Mr. Green is succeeded by **Vincent J. Genson Jr.**, assistant radio program manager.

Robert W. Phillips, VP and general manager of Booth Broadcasting Co.'s WSGW(AM) and WSBM(FM), both Saginaw, Mich., also named VP and regional director of operations for Booth Broadcasting's WSGW(AM) and WSBM(FM) Saginaw, WIBW(AM) and WBBC(FM) Jackson, both Michigan; WTOD(AM) and WKLR(FM) Toledo, Ohio; WIOW(AM) and WKMO(FM) Kokomo, and WJVA(AM) and WRBR(FM) South Bend, both Indiana.

Arnold Starr, VP and general manager, of Courtland's WFAS-AM-FM White

Plains, N.Y., named VP in charge of broadcast affairs for Courtland Broadcasting Corp., Cleveland, group owner.

Bert E. Wahlen, VP and general manager, KHEY(AM) El Paso, joins KSON(AM) San Diego in same capacity.

Larry L. Wakefield, operations manager of KATI(AM) Casper, Wyo., prior to active duty with Army, returns as VP and assistant general manager of KATI(AM) and KAWY-FM, Casper.

Thomas H. Ivers, investment analyst with Goodbody & Co., New York, investment bankers, joins Telemation Inc., with headquarters in Salt Lake City, as VP, corporate relations.

Robert J. McMahan, former manager, KHBV(TV) Henderson, Nev., joins KOAA-TV Pueblo, Colo., as general manager.

Harold E. Graves, formerly general manager, WDOS(AM) Oneonta, N.Y., joins WBET-AM-FM Brockton, Mass., in same capacity.

Roger A. Booth, general manager, KBBW(FM) San Diego, joins KGDN(AM) and KBIQ(FM) Edmonds, Wash., as general manager.

Larry Sharp, local sales representative, WTHD(AM) Milford, Del., appointed general manager.

Bob J. Gage, formerly with KEZY(AM) Anaheim, Calif., joins KKIS(AM) Pittsburg, Calif., as station manager.

C. J. Ackermann, station manager of



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WTRF-FM Wheeling, W. Va., joins Wheeling Dollar Savings and Trust Bank as director of PR and advertising.

Robert Stebbins, manager of arts and facilities, WGN-TV Chicago, appointed manager of arts and facilities for WGN Continental Broadcasting Co. group stations, which also include KWGN-TV Denver and KDAL-TV Duluth, Minn.

Edward H. Downey, formerly employment representative, NBC, New York, appointed salary administrator.

Programing

David Bloom, formerly chief operating officer of Republic Corp.'s film-distribution division, elected president of Trans America Film Corp., Los Angeles. Trans America is subsidiary of Eckmar Corp. and owns and distributes feature films for theaters, TV and cable TV.

Leonard S. Jaffe, financial VP, secretary and treasurer of Rheingold Corp., Brooklyn, N.Y., named VP and secretary-treasurer of Marvin Josephson Associates Inc., New York, parent company of International Famous Agency, New York, and Los Angeles. **Ken Martel**, formerly head of TV-variety operations for General Artists Corp., New York, joins International Famous Agency as head of New York TV-variety department.

Douglas L. McWeeny, Midwest sales manager for Cascade Pictures, Hollywood, named Midwest sales manager for Robert E. Peterson Productions, Los Angeles, with his base in Chicago.

Cathy Gouse, program supervisor, East West Film Distributors, division of Trans National Communications Inc., New York, appointed general manager of East West's Los Angeles office.

Vic Ives, formerly program director and operations director, KGEE(AM) Bakersfield, Calif., joins KEX(AM) Portland, Ore., as program director.

Steve Hidey, with WCUM(AM) Cumberland, Md., appointed program director. He succeeds **Chazz Offutt**, who moves to sales department as account executive.

Louis S. Israel, sales manager for special projects for MGM-TV, New York, appointed eastern sales manager for Paramount Television, that city.

Galen Daily, announcer-director for KCRA-TV Sacramento, Calif., appointed production manager.

Gordon Watkins, actor in such series as *The Defenders* and *East Side/West Side* and producer-writer, joins WCBS-TV New York, as producer.

Richard Kurlander, associate producer, WKYC-TV Cleveland, appointed producer-director in production department.

Crenshaw Bonner, formerly with Independent Television Corp., New York, appointed Southeastern representative, based in Atlanta, for Western Video Industries Inc., Hollywood. **Gary Greene**, in production-administration department of Hollywood Video Center, Hollywood, appointed western representative, with headquarters in Los Angeles, for Western Video Industries.

News

Fred Briggs, NBC News correspondent with Cleveland bureau, appointed news correspondent for *Huntley-Brinkley Report* at NBC-owned WMAQ-TV Chicago.

Bill McConnell, reporter and newscaster, WGLI(AM) Babylon, N.Y., joins WORC(AM) Worcester, Mass., as news director.

Howard Browne, newsman, WINZ(AM) Miami, appointed news and public-affairs director.

Jim Kerlin, formerly head of news operations for WJAX-AM-FM Jacksonville, Fla., joins WUWU(AM) Gainesville, Fla., as news director.

Ken Taylor, newscaster and news director, WLBW-TV Miami, joins WGBS(AM) there as newscaster.

Kenneth A. Venit, newsman, WTIC-AM-FM-TV Hartford, Conn., joins WNHC-TV there in similar capacity.

Jim Moore, former news director, KVOW(AM) Riverton, Wyo., joins KBTR(AM) Denver, as newsman.

Paul G. Gardner, chief of Richmond (Calif.) bureau for *Oakland Tribune*, appointed chief of newly established south Los Angeles news bureau for KNBC(TV) Los Angeles.

Stephen Scott, assistant public-affairs director, WFBM-AM-FM-TV Indianapolis, appointed public-affairs director.

Ed Cain, member of sports staff, KSTP-AM-TV St. Paul-Minneapolis, appointed sports director.

Ron Reina, assistant sports director for KDEO(AM) El Cajon, Calif., named sports director.

Promotion

Daniel Stern, senior VP and creative director, McCann-Erickson, New York, joins Warner Bros. there as VP of advertising and publicity, worldwide.

Leo J. Turner, VP-communications, Investors Diversified Services, Minneapolis, joins Grey & Davis, New York, PR firm which is subsidiary of Grey Advertising, as VP, corporate and community relations.

Robert P. Ritter, formerly producer-director at WWJ-TV Detroit and founder of own company, Ritter Productions, that city, joins PR office of Greenfield

Village and Henry Ford Museum, Dearborn, Mich., as manager of radio-TV department.

George A. Swisshelm, former trade press correspondent in New York, joins Teleprompter, CATV systems owner and operator with headquarters there, as publications manager.

Equipment & engineering

Richard D. Boucher, VP of manufacturing for magnetic-media operations of Memorex Corp., Santa Clara, Calif., named VP and general manager of newly formed precision-magnetic-products division in Memorex's information media group.



Mr. Manion

CBS Laboratories, CBS Electronic Video Recording and CBS Television Services.

John P. Donnelly, director of corporate communications for A-T-O Inc., Los Angeles, named VP-corporate communications, Whittaker Corp. there.

James T. Tillman Jr., manager of audio/video design engineering, General Electric's visual-communication-products department, Syracuse, N.Y., appointed manager of engineering for department. He will be responsible for engineering design and development of company's TV-broadcast-equipment products.

Richard A. Sarno, lamp-division merchandising manager, Sylvania lighting products, Danvers, Mass., operating group of Sylvania Electric Products Inc., appointed to newly created position of manager-marketing services for lighting-products group.

Frank W. Gunn, western-zone sales representative for Ampex Corp., Redwood City, Calif., appointed tape-memory-systems product manager.

Craig H. Stevenson, sales manager for Procast Electronics, Los Angeles, appointed manager of new professional-applications division of James B. Lansing Sound Inc. there.

Thomas L. Herb, with Qatron Corp., Rockville, Md., joins Multronics Inc., electronics-equipment firm and consulting engineers there, as controller.

Allied fields

John T. Wilner, former VP and director of engineering, Hearst Corp.'s

broadcast division and more recently president of Aurovideo Inc., Waltham, Mass., multiple CATV owner, has joined Kear and Kennedy, Washington consulting engineering firm.

Henry Patrick, TV writer, Naval Medical Center, Bethesda, Md., joins FCC, Washington, as news writer in information office.

David M. Sacks, who resigned as VP-general manager, KGO-TV San Francisco, ending nearly 20-year relationship with ABC-owned stations in market (BROADCASTING, Jan. 26), joins Electrovision Productions Inc., San Francisco, as president, and with Bing Crosby as partner plans franchising of so-called "mini" theaters for presentation of family-type feature films.

International

Dr. Andrea Kluzer, manager of Young & Rubicam-Italia, Milan, Italy, and regional manager of Madrid and Beirut, Lebanon, offices and **William G. Tragos**, manager of Y&R-France, Paris, and regional manager of Amsterdam, The Netherlands, and Brussels offices, both named senior VP's of agency.

Harold Breacher, executive in TV programming for Ashley Famous Agency, appointed director of European TV sales, Warner Bros. Television, London.

Malcolm Vaughan, head of sales for Yorkshire Television, England, joins

London branch of Paramount Television as sales executive. **Jean Pullen**, with London office, named executive assistant to managing director, television, Paramount TV, London.

Deaths

Robert W. Carpenter, 60, general manager of WSTX(AM) St. Croix, Virgin Islands, died Jan. 28 of heart attack in San Juan, P.R., hospital. Mr. Carpenter, former VP of Mutual Broadcasting System, is survived by wife, Ruth, and three children.

Joseph K. Close, 61, for 25 years principal owner and president of WKNE-AM-FM Keene, N. H., and also principal owner and president of WBRK-AM-FM Pittsfield, Mass., died Jan. 20 in Monadnock Community hospital, Peterborough, N.H., after brief illness. He was also former owner of WKVT(AM) Brattleboro, Vt., and WKNY(AM) Kingston, N.Y. He is survived by his wife, Luette, one son and one daughter.

Ray V. Jensen, 70, former manager of KSAL(AM) Salina, Kan., and former owner of KIRT(AM) Mission, Tex., died Jan. 26 in Mission. He had undergone heart surgery before Christmas. Mr. Jensen is also past president of Kansas Association of Radio Broadcasters.

Byng Whitterker, 56, Canadian broadcaster, died Jan. 26 in Toronto of ap-

parent heart attack. Mr. Whitterker, who joined Canadian Broadcasting Corp. in 1938, was appointed chief commentator for special events in 1965 and later helped develop programming for broadcasters covering Canada's centennial celebrations in 1967. He also appeared on such talk and record shows as *Byng's Choice* and *Audio*.

Robert A. Hultgren, 48, program director, NBC-TV, New York, died Jan. 21 at his home in Colonia, N.J., with NBC for 20 years, Mr. Hultgren was director on such TV shows as *Howdy Doody*, *Jeopardy* and *GE College Bowl*. He is survived by two daughters, and two sons.

Edward H. (Senator) Ford, 82, vaudeville comedian who starred on *Can You Top This?* radio program in 1940's, died of cancer Jan. 27 at Eastern Long Island hospital in Greenport, N.Y. In later years, he made guest appearances on many network and syndicated TV talk shows.

Rudy Ertis, 41, former assistant general manager, WSPD-AM-FM Toledo, Ohio, died Dec. 24, 1969, there. He is survived by his wife, Janet, and two daughters.

Dr. Richard M. Shindler, 63, high-school sportscaster for WWBZ(AM) Vineland, N.J., died Jan. 5 in Newcomb hospital there. He was optometrist by profession but served at WWBZ part time for more than 20 years. He is survived by his wife, Iva.

ForTheRecord®

As compiled by BROADCASTING, Jan. 20 through Jan. 27 and based on filings, authorizations, and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERF—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Actions on motions

■ Chief, Broadcast Bureau on request of Eastern Oklahoma Television Inc., extended through Feb. 7 time to file reply comments on petition for rulemaking by Eastern Oklahoma Television Inc., licensee of K TEN (TV) Ada, Okla., requesting replacement of educational ch. *15 with educational ch. *42 at Hugo, Okla., and assignment of ch. *15, presently at Hugo, to commercial use as hyphenated assignment at Hugo, Okla.-Paris, Tex., in matter of amendment of TV table of assignments (Doc. 18758). Action Jan. 23.


■ Hearing Examiner Charles J. Frederick in Glendive, Mont. (Meyer Broadcasting Co.

and Harriscop Broadcasting Corp.), TV proceeding, set certain procedural dates and continued hearing to March 18 (Docs. 18737-8). Action Jan. 21.

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Mid-Florida Television Corp., et al.), TV proceeding, on request by Mid-Florida Television Corp., scheduled an oral argument for Jan. 20 on request of TV 9 Inc. for extension of time for filing reply

proposed findings of fact and conclusions (Docs. 11083, 17339, 17341-2 and 17344). Action Jan. 19.

■ Hearing Examiner Herbert Sharfman in Orlando, Fla. (Mid-Florida Television Corp., et al.), TV proceeding, on request of TV 9 Inc., extended to Feb. 10 time to file reply proposed findings of fact and conclusions; denied request by TV 9 Inc. for additional replies to be permitted (Docs. 11083, 17339,

	<h1>EDWIN TORNBORG</h1> <h2>& COMPANY, INC.</h2>
	<p style="text-align: center;">Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors</p> <p style="text-align: center;">New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242</p> <p style="text-align: center;">West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164</p>

Summary of broadcasting

Compiled by FCC, Jan. 1, 1970

	On Air		Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA* CP's			
Commercial AM	4,256	2	4,259	75	4,341 ¹
Commercial FM	2,029	0	2,080	130	2,210
Commercial TV-VHF	495	2	508	18	526
Commercial TV-UHF	128	0	182	127 ¹	311
Total commercial TV	623	2	650	145	837
Educational FM	377	0	391	45	441
Educational TV-VHF	73	0	77	7	84
Educational TV-UHF	94	0	105	12	117
Total educational TV	167	0	182	19	201

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

Includes two licensed UHF's that are not on the air.

17341-2, and 17344). Action Jan. 20.

Other actions

■ Review board in San Francisco. TV proceeding. Doc. 18500, denied appeal from adverse ruling of examiner made at prehearing conference and request that matter be certified to commission, filed Dec. 11, 1969, by Chronicle Broadcasting Co. Action Jan. 23.

■ Review board in Miami. TV proceeding. Doc. 18325, granted motion for permission to file reply brief filed Jan. 20 by Coral Television Corp. Action Jan. 23.

■ Review board in Miami TV proceeding. Doc. 18325, granted motion by Coral Television Corp. and extended to Feb. 9 time to reply to Broadcast Bureau's exceptions. Action Jan. 27.

Call letter applications

■ St. Lawrence Valley Educational Television Council, Norwood, N. Y. Requests *WNPI-TV.

■ St. Lawrence Valley Educational Television Council, Watertown, N. Y. Requests *WNOE-TV.

Existing TV stations

Final actions

■ KOLD-TV Tucson, Ariz.—Broadcast Bureau granted CP to change type trans. Action Jan. 16.

■ WSN5 (TV) Chicago — Broadcast Bureau granted mod. of CP to extend completion date to July 14. Action Jan. 14.

■ WRDB-TV Louisville, Ky.—Broadcast Bureau granted mod. of CP to change trans. location; change ant. height to 1280 ft. Action Jan. 22.

■ *KTSD-TV Pierre, S. D.—Broadcast Bureau granted mod. of CP to change ERP to 269 kw vis., 31.6 kw aur.; specify type trans. and ant.; make changes in ant. structure; ant. height 1,600 feet. Action Jan. 14.

■ WTAP-TV Parkersburg, W. Va.—Broadcast Bureau granted mod. of CP to extend completion date to July 14. Action Jan. 14.

Actions on motions

■ Chief, office of opinions and review in Los Angeles, (NBC [KNBC(TV)] and Voice of Los Angeles Inc.), TV proceeding, granted request by NBC and extended to Jan. 30 time to file application for review of review board's memorandum opinion and order released Jan. 9 enlarging hearing issues (Docs. 18602-3). Action Jan. 20.

■ Hearing Examiner Basil P. Cooper in Boston (Integrated Communications Systems Inc. of Massachusetts [WREP(TV)]), TV proceeding, granted joint motion by all parties to proceeding and ordered transcript corrected as shown in motion (Docs. 18338-9). Action Jan. 21.

■ Hearing Examiner Thomas H. Donahue in Rapid City and Lead, both South Dakota (Heart of the Black Hills Stations), renewal of licenses of KRSD-TV and KDSJ-TV, extended to Jan. 30 time to file proposed findings; granted petition by Heart of the Black Hills Stations and reopened record; received in evidence attachments to petition and closed record (Docs. 18358-9). Action Jan. 14 and 15.

■ Hearing Examiner Isadore A. Honig in Baton Rouge (Louisiana Television Broad-

casting Corp. [WBRZ-TV]), TV proceeding, postponed to March 4 hearing now scheduled for Jan. 20 (Doc. 18555). Action Jan. 14.

■ Hearing Examiner Forest L. McClennin in Boston (RKO General Inc. [WNAC-TV], et al.), TV proceeding, granted request by Community Broadcasting of Boston Inc. and continued prehearing conference to Feb. 23 (Docs. 18759-61). Action Jan. 20.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, ordered answers to interrogatories except those which seek to elicit test or analyze budget information respecting WGN-TV be served by WPIX at time and in manner in conformity with maintaining deliberate pace of case (Docs. 18711-2). Action Jan. 9.

■ Hearing Examiner James F. Tierney in Charleston, S. C. (South Carolina Educational Television Commission [WITV(TV)], et al.), TV proceeding, granted joint motion of Palmetto Radio Corp. Cosmos Broadcasting Corp. and Columbia Television Broadcasters Inc. and scheduled certain procedural dates; scheduled hearing for Feb. 2 (Docs. 18569-72). Action Jan. 14.

Designated for hearing

■ WTAR-TV Norfolk, Va.—FCC designated for hearing application of WTAR Radio-TV Corp. for renewal of license with application of Hampton Roads Television Corp. for CP for new TV on ch. 3 at Norfolk. Following inquiry into nature of corporate ownership of certain broadcast licensees in Hampton-Norfolk, Va., area, with emphasis on broadcast holdings of Virginia National Bank as trustee, commission asked WTAR Radio-TV Corp., licensee of WTAR-AM-FM-TV Norfolk, to have bank file statement concerning voting of holdings in Virginia broadcast corporations. Action Jan. 21.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including, payments to ASCAP and BMI and interconnection charges.

■ WKTR-TV Kettering, Ohio (Kittyhawk Television Corp.). Contract dated Nov. 21, 1969; effective Jan. 1, 1970, to Jan. 1, 1972. First call right. Programs delivered to main control board. Network rate, \$100; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ WHNT-TV Huntsville, Ala. (North Alabama Broadcasters Inc.). Amendment dated March 31, 1969, amends contract dated Nov. 28, 1966; effective Sept. 11, 1966, to March 14, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$350; compensation paid at 32% prime time.

■ KHSL-TV Chico, Calif. (Golden Empire Broadcasting Co.). Amendment dated Dec. 30, 1969, amends contract dated Sept. 11, 1966, to change network rate from \$350 to

\$327 as of Feb. 1, 1970.

■ WTIC-TV Hartford, Conn. (Broadcast Plaza Inc.) Contract dated Oct. 28, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$2,300; compensation paid at 32% prime time. Deduction is 60% network rate.

■ WAGA-TV Atlanta (Storer Broadcasting Co.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 9, 1966, to change network rate from \$1,500 to \$1,403 as of Feb. 1, 1970.

■ WMAZ-TV Macon, Ga. (Multimedia Broadcasting Co.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 14, 1966; effective Sept. 11, 1966, to Sept. 26, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$600 (\$561 as of Feb. 1, 1970); compensation paid at 32% prime time.

■ WISH-TV Indianapolis (Indiana Broadcasting Corp.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 9, 1966; effective Sept. 11, 1966, to Aug. 18, 1968 and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,500 (\$1,403 as of Feb. 1, 1970). Compensation paid at 32% prime time.

■ WMT-TV Cedar Rapids, Iowa (WMT Inc.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 28, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$925 (\$865 as of Feb. 1, 1970). Compensation paid at 32% prime time.

■ WHAS-TV Louisville, Ky. (WHAS Inc.). Amendment dated Dec. 30, 1969, amends contract dated Dec. 12, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,300 (\$1,309 as of Feb. 1, 1970); compensation paid at 32% of prime time.

■ WXIX-TV Newport, Ky. (U.S. Communications Corp. of Ohio Inc.). Contract dated Aug. 28, 1969; effective Sept. 1, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$250. Compensation paid at 30% prime time.

■ KLFY-TV Lafayette, La. (Texoma Broadcasters Inc.). Contract dated Nov. 15, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$400; compensation paid at 32% prime time.

■ WABI-TV Bangor, Me. (Community Telecasting Service). Amendment dated Dec. 30, 1969, amends contract dated Nov. 9, 1966; effective Nov. 9, 1966, to Sept. 30, 1967, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$400 (\$374 as of Feb. 1, 1970); compensation paid at 32% prime time.

■ WJBK-TV Detroit (Storer Broadcasting Co.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 9, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and extended from Sept. 11, 1968, to Sept. 10, 1970. First call right. Programs delivered to station. Network rate, \$3,100 (\$2,899 as of Feb. 1, 1970). Compensation paid at 32% prime time.

■ KCMO-TV Kansas City, Mo. (Meredith Corp.). Amendment dated Dec. 30, 1969, amends contract dated Aug. 26, 1968, to change network rate from \$1,550 to \$1,449 as of Feb. 1, 1970.

■ WOW-TV Omaha (Meredith Corp.). Amendment dated Dec. 30, 1969, amends contract dated July 2, 1969, to change network rate from \$950 to \$888 as of Feb. 1, 1970.

■ WWNY-TV Carthage-Watertown, N. Y. (The Brockway Co.). Amendment dated Dec. 30, 1969, amends contract dated Sept. 22, 1966, to change network rate from \$450 to \$421 as of Feb. 1, 1970.

■ WJW-TV Cleveland (Storer Broadcasting Co.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 9, 1966; effective Sept. 11, 1966, to Sept. 10, 1968, and extended from Sept. 11, 1968, to Sept. 10, 1970. First call right. Programs delivered to station. Network rate, \$2,550 (\$2,384 as of Feb. 1, 1970). Compensation paid at 32% prime time.

■ WKBN-TV Youngstown, Ohio (WKBN Broadcasting Corp.). Amendment dated Dec.

30, 1969, amends contract dated Nov. 9, 1966; effective Sept. 11, 1966, to Sept. 10, 1968. First call right. Programs delivered to station. Network rate, \$500 (\$514 as of Feb. 1, 1970); compensation paid at 32% prime time.

■ WPGH-TV Pittsburgh (U. S. Communications of Pittsburgh Inc.). Contract dated Aug. 28, 1969; effective Sept. 1, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$225; compensation paid at 30% prime time.

■ WNOK-TV Columbia, S. C. (Palmetto Radio Corp.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 8, 1966; effective Nov. 8, 1966, to Nov. 7, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$225 (\$210 as of Feb. 1, 1970); compensation paid at 32% prime time.

■ WBIR-TV Knoxville, Tenn. (Southeastern Broadcasting Corp.). Amendment dated Dec. 30, 1969, amends contract dated Nov. 8, 1966; effective Nov. 8, 1966, to July 31, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$800 (\$748 as of Feb. 1, 1970); compensation paid at 32% prime time.

■ KFDM-TV Beaumont, Tex. (A. H. Belo Corp.). Amendment dated Dec. 30, 1969, amends contract dated Sept. 11, 1966, to change network rate from \$550 to \$514 as of Feb. 1, 1970.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ WAPI-TV Birmingham, Ala. (Newhouse Broadcasting Corp.). Contract dated Dec. 10, 1969, replaces one dated April 11, 1968; effective May 31, 1970, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,800; compensation paid at 33 1/3% of all equivalent hours, multiplied by prime time rate.

■ WCFT-TV Tuscaloosa, Ala. (Chapman Television of Tuscaloosa Inc.). Amendment dated Dec. 4, 1969, extends from Oct. 29, 1969 to June 1, 1970, agreement dated May 13, 1968. No first call right. Programs delivered to AT&T testboard in Birmingham, Ala., and delivered to station at its expense. Network rate, \$100. Compensation paid at 25% network rate.

■ KTVB(TV) Boise, Idaho (KTVB Inc.). Contract dated Dec. 15, 1967, replaces one dated April 21, 1959; effective April 1, 1968, to April 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to KUTV(TV) Salt Lake City and picked up by KTVB at its expense. Network rate, \$400; compensation paid at 30% of all equivalent hours, multiplied by prime-time rate. NBC will also pay \$30 for each equivalent hour delivered to station during month by interconnection.

■ KALB-TV Alexandria, La. (Lanford Telecasting Co.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Sept. 29, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$400 (\$374 as of March 1, 1970); compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WILX-TV Lansing, Mich. (Television Corp. of Michigan). Amendment dated Nov. 26, 1969, amends contract dated Dec. 15, 1967; effective Dec. 15, 1967 to March 15, 1969. First call right. Programs delivered to station. Network rate, \$700 (\$655 as of March 1, 1970). Compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime time rate.

■ KOMU-TV Columbia, Mo. (The Curators of the University of Missouri). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 21, 1967, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate,

\$475 (\$445 as of March 1, 1970); compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KORK-TV Las Vegas (Western Communications Inc.). Contract dated Jan. 15, 1968, replaces one dated Dec. 16, 1954; effective Jan. 15, 1968, to Oct. 25, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to KNBC(TV) Los Angeles and picked up by KORK-TV at its expense with NBC contributing \$2,000 per month towards the cost of microwave facilities. Network rate, \$350 (\$328 as of March 1, 1970); compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WSOC-TV Charlotte, N. C. (Carolina Broadcasting Co.). Amendment dated Nov. 26, 1969, amends contract dated July 12, 1968; effective July 1, 1968, for two years and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,400 (\$1,683 as of March 1, 1970); compensation paid at 33 1/3% of all equivalent hours, multiplied by prime-time rate.

■ WKY-TV Oklahoma City (WKY Television Systems Inc.). Amendment dated Nov. 26, 1969, amends contract dated April 18, 1968, to change network rate from \$1,175 to \$1,193 as of March 1, 1970.

■ WFBC-TV Greenville, S. C. (Southeastern Broadcasting Corp.). Contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Dec. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,075. Compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ KCEN-TV Temple-Waco, Tex. (channel 6 Inc.). Amendment dated Nov. 26, 1969, amends contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Nov. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$525 for full-rate periods (\$491 as of March 1, 1970); compensation paid at 33 1/3% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

New AM stations

Start authorized

■ WEKO Cabo Rojo, P. R.—Authorized program operation on 930 kc, 500 w-DA-D. Action Jan. 8.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Graham, Asheboro and Rose Hill, all North Carolina, and Blacksburg, Va. (Broadcasting Service of Carolina Inc., et al.), AM proceeding, granted petition by RCR Ltd. and Duplin County Broadcasters and continued evidentiary hearing to March 23 (Docs. 18441-3 and 18445). Action Jan. 16.

■ Hearing Examiner Charles J. Frederick in Louisa, Ky. (Lawrence County Broadcasting Corp. and Two Rivers Broadcasting Inc.), AM proceeding, granted petition by Two Rivers Broadcasting for leave to amend application to show actions of certain principals of Two Rivers concerning other broadcast interests (Docs. 18235-6). Action Jan. 19.

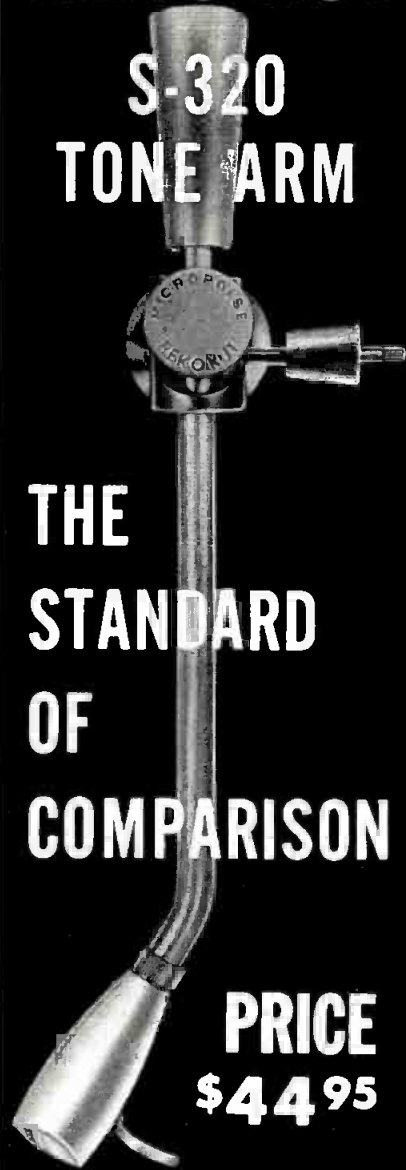
■ Hearing Examiner Millard F. French in Blue Ridge and Clarkesville, both Georgia (Click Broadcasting Co. and R-J Co.), AM proceeding, granted motion by R-J Co., continued to Feb. 2 hearing now scheduled for Jan. 19 (Docs. 18526-7). Action Jan. 14.

■ Hearing Examiner Millard F. French in Natick, Mass. (Home Service Broadcasting Corp. and Natick Broadcast Associates, Inc.), AM proceeding, granted petition by Home Service for leave to amend application in connection with suburban issue; granted petition by Natick Broadcast Associates for leave to amend application to provide up-to-date legal and financial information, subject to condition that Natick Broadcast Associates will not be permitted to gain any comparative advantage over other applicant by reason of amendment; dismissed motion by Natick Broadcast Associates Inc. for production of documents (Docs. 18640-1). Action Jan. 16 and 19.

■ Hearing Examiner Millard F. French in Williamsburg, Suffolk and Norfolk, all Virginia (Virginia Broadcasters, Suffolk Broadcasters, and James River Broadcasting

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Corp.), AM proceeding, granted motion by Virginia Broadcasters and Suffolk Broadcasters and extended to Feb. 16 time to file proposed findings of fact and conclusions of law and to March 2 time to file reply findings (Docs. 17605-6 and 18375). Action Jan. 16.

■ Hearing Examiner Jay A. Kyle in Statesboro and Jesup, both Georgia (Community Radio System and Morris's Inc.), AM proceeding, on request by Wayne Broadcasting Inc., rescheduled evidentiary hearing for March 9; further ordered that date for Jan. 19 evidentiary hearing remain same (Docs. 17722 and 18395). Action Jan. 16.

■ Hearing Examiner Jay A. Kyle in Yorktown, Tex. (Don Renault and Edwin Zalontz) AM proceeding, granted petition of DeWitt Radio for leave to amend application to include current financial information for DeWitt; furnish complete list of ownership interests and applications involving Don Renault; certain documents previously filed with commission which petitioner pleads said documents were inadvertently never placed in DeWitt file, and supplement thereto (Doc. 18528). Action Jan. 13.

■ Hearing Examiner Jay A. Kyle in Yorktown, Tex. (DeWitt Radio), AM proceeding, rescheduled hearing for Jan. 27. Action Jan. 20.

■ Hearing Examiner Chester F. Naumowicz Jr. in Shenandoah, Iowa (Sandern of Iowa Inc. et al.), AM proceeding, granted petition by Buddy Tucker Evangelistic Association Inc. to reflect amendment in petitioner's articles of incorporation to satisfy hearing issues as to extent of corporate powers (Docs. 18746-9). Action Jan. 12.

■ Hearing Examiner Herbert Sharfman in Freeland and West Hazleton, both Pennsylvania (Summit Broadcasting, CBM Inc., and Broadcasters 7 Inc.), AM proceeding, granted petition by CBM Inc. and continued certain procedural dates and rescheduled hearing for June 8 (Docs. 18489-91). Action Jan. 16.

Other actions

■ Review board in Youngstown, Ohio, AM proceeding, Docs. 18768-69, granted petition for extension of time, filed Jan. 19 by Media Inc. Action Jan. 21.

■ Review board in Sapulpa, Okla., AM proceeding, Docs. 13341-42, 13344, dismissed as moot request that Broadcast Bureau petition for enlargement of issues be held in abeyance or dismissed filed Nov. 19, 1969, by M. W. Cooper. Action Jan. 23.

Designated for hearing

■ Green Bay, Wis.—FCC designated for hearing application of Frank M. Cowles for CP for new Class III AM on 1080 kc, 5 kw-DA-D. Action Jan. 21.

Call letter application

■ Rainbow Communications Service, Dunellon, Fla. Requests WTRS.

Existing AM stations

Applications

■ KWCY Cathedral City, Calif.—Seeks CP to increase power from 250 w, 500 w-LS to 250 w, 1 kw-LS, and change trans., make changes in ant. systems. Ann. Jan. 22.

■ KFLI Mountain Home, Idaho—Seeks CP to increase power from 250 w, U, to 250 w, 1 kw-LS, and change trans. Ann. Jan. 22.

Final actions

■ KBUZ Mesa, Ariz. — Broadcast Bureau granted license covering permit to authorize change in ant.-trans. and studio location with remote control and make changes in ant. system. Action Jan. 14.

■ KEVT Tucson, Ariz.—FCC denied request by Tucson Radio Inc. for waiver of nighttime "white area" population requirement. KEVT's application to change operation on 690 kc with 250 w-D, to DA-U-N was returned as unacceptable for filing. Action Jan. 22.

■ WEDC Chicago—Broadcast Bureau granted CP to increase daytime power to 1 kw; condition. Action Jan. 19.

■ WNPS New Orleans—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans.; remote control permitted; conditions. Action Jan. 19.

■ WETT Ocean City, Md.—Broadcast Bureau granted renewal of license. Action Jan. 16.

■ WMBC Columbus, Miss.—Broadcast Bureau granted CP to increase daytime power to 1 kw and install new trans.; remote control permitted; conditions. Action Jan. 19.

■ KDRG Deer Lodge, Mont.—Broadcast Bureau granted CP to increase daytime power to 1 kw install new trans. and delete remote control operation. Action Jan. 15.

■ WTHE Mineola, N. Y.—Broadcast Bureau granted CP to install auxiliary trans. at new main trans. location to be operated by remote control from main studio. Action Jan. 16.

■ WWVC Wilkesboro, N. C.—Broadcast Bureau granted remote control (second remote control point). Action Jan. 21.

■ WDXB Chattanooga, Tenn. — Broadcast Bureau granted CP to change ant.-trans. location to Hendricks Street extended; make changes in ant. and ground systems; remote control permitted from Read House, Broad and Ninth Streets; conditions. Action Jan. 22.

■ WYFI Norfolk, Va.—Broadcast Bureau set aside action of Dec. 30, 1969 which granted changed facilities and returned application to pending status. Action Jan. 19.

■ KAGT Anacortes, Wash.—Broadcast Bureau granted CP to increase daytime power to 1 kw; remote control permitted; conditions. Action Jan. 19.

Actions on motions

■ Chief, Office of Opinion and Review in Clifton Forge, Va. (Image Radio Inc.), renewal of license of WCFV, granted petition by applicant and extended through Jan. 28 time to file brief in reply to exceptions and brief in support thereof (Doc. 17945). Action Jan. 20.

■ Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, ordered within 20 days from release of order applicant shall produce for inspection and photographing several documents bearing directly on whether or not Voice of Reason Inc. through principals did in fact participate in unauthorized transfer of control of facilities of KICM time and place for production and photographing to be mutually agreeable to parties. (Doc. 18710). Action Jan. 13.

■ Hearing Examiner Basil P. Cooper in Norristown, Pa. (WNAR Inc. [WNAR]), AM proceeding, granted request by WNAR Inc., for leave to amend application to reflect changes in corporate structure (Doc. 14952). Action Jan. 10.

■ Hearing Examiner Charles J. Frederick in Clermont, Fla. (Fidelity Broadcasting Corp. [WSLC]), AM proceeding rescheduled hearing for Jan. 29 (Doc. 18707). Action Jan. 15.

■ Hearing Examiner Jay A. Kyle in Ponce and Manatí, both Puerto Rico (Radio Antilles, Inc., Arecibo Broadcasting Corp. [WMNT], and Zaza Radio Corp.), AM proceeding, rescheduled evidentiary hearing for April 7 (Docs. 18564-6). Action Jan. 14.

Fine

■ KLVI Beaumont, Tex.—FCC ordered to pay \$3,500 for repeated violations for failure to replace improperly functioning tower lights; failure to notify FAA of beacon failure within 30 minutes after failure was discovered; failure to cease operation by remote control when remote meters were not functioning properly; failure to log periodic inspection of tower lights and to make entries in operating log. Action Jan. 14.

Call letter application

■ WKOW, Midcontinent Broadcasting Co., Madison, Wis. Requests WKEW.

New FM stations

Applications

■ Oxnard, Calif.—Albert L. Crain seeks 98.3 mc, 3 kw. Ant. height above average terrain minus 53 ft. P.O. address 4125 Crain Road, Memphis 38128. Estimated construction cost \$4,600; first-year operating cost \$6,000; revenue \$14,000. Principals: Mr. Crain is applicant for AM at Jumble, Tex., and owns production company for jingles. Ann. Jan. 6.

■ Zeeland, Mich.—West-State Broadcasters Inc. seeks 99.3 mc, 3 kw. Ant. height above average terrain 98.2 ft. P. O. address 410 East Main St., Zeeland, Mich. 49464. Es-

timated construction cost \$5,900; first-year operating cost \$5,650; revenue \$16,400. Principals: Charles E. Rich, president (42.5%), Zeeland Industries Inc. (32.7%), Jack L. Maciejewski, vice president (11.73%), Mr. Rich owns firm for production of spray paint and assembly. Mr. Maciejewski is broadcast consultant. Zeeland Industries is in production spray paint and assembly business. Ann. Jan. 15.

■ Omaha, Neb.—Pier San of Nebraska Inc. seeks 104.5 mc, 31.4 kw. Ant. height above average terrain 285 ft. P. O. address 102 North 48th Street, Box 31037 Omaha 68131. Estimated construction cost \$39,965; first-year operating cost \$18,650; revenue \$25,000. Principals: James C. Treat, president and general manager, et al. Ann. Jan. 15.

■ *Morristown, N. J.—Morristown Board of Education, seeks 90.5 mc, TPO 10 w. P. O. address 40 Mill Street, Morristown, N. J. 07960. Estimated construction cost \$450; first-year operating cost \$750; revenue none. Principals: Harry Wenner, chairman of board, et al. Ann. Jan. 23.

■ St. George, S. C.—WQIZ Inc., seeks 95.9 mc, 3 kw. Ant. height above average terrain 300 ft. P. O. address U.S. Hwy 15 South, Box 458, St. George 29477. Estimated construction cost \$3,025; first-year operating cost \$1,664; revenue \$7,200. Principals: Clarence Everett Jones, sole owner. Mr. Everett owns 33 1/3% of electronic equipment salvage firm and 100% of WQIZ(AM) St. George. Ann. Jan. 15.

■ *La Crosse, Wis.—Wisconsin State University, seeks 88.9 mc, 69.22 kw. Ant. height above average terrain 492,975 ft. P. O. address 1725 State Street, La Crosse 54601. Estimated construction cost \$14,784; first-year operating cost \$14,500; revenue none. Principals: Board of Regents of State University; Eugene W. Murphy, governor. Ann. Jan. 26.

Starts authorized

■ *KLLU(FM) Riverside, Calif.—Authorized program operation on 89.7 mc, ERP 1.40 kw, ant. height above average terrain 73 ft. Action Jan. 5.

■ *WCBU(FM) Peoria, Ill.—Authorized program operation on 88.3 mc, TPO 10 w. Action Jan. 15.

■ KJON-FM St. Cloud, Minn.—Authorized program operation on 101.7 mc, ERP 3 kw, ant. height above average terrain 300 ft. Action Jan. 22.

■ WTAM(FM) Gulfport, Miss. — Authorized program operation on 102.3 mc, ERP 3 kw, ant. height above average terrain 290 ft. Action Jan. 16.

■ KMTY-FM Clovis, N. M.—Authorized program operation on 99.1 mc, ERP 100 kw, ant. height above average terrain 230 ft. Action Jan. 5.

■ *WSMR(FM) Dayton, Ohio — Authorized program operation on 89.3, TPO 10 w. Action Jan. 5.

■ WUPR-FM Utado, P. R.—Authorized program operation on 104.1 mc, ERP 5.6 kw, ant. height above average terrain 710 ft. Action Jan. 22.

■ KSIX-FM Corpus Christi, Tex.—Authorized program operation on 93.9 mc, ERP 100 kw, ant. height above average terrain 840 ft. Action Jan. 15.

Final actions

■ Iuka, Miss.—Kelly S. Segars. Broadcast Bureau granted 104.9 mc, 3 kw. Ant. height above average terrain 225 ft. P. O. address: 1413 West Quitman, Iuka 38852. Estimated construction cost \$29,500; first-year operating cost \$20,000; revenue \$25,000. Principals: Kelly S. Segars, sole owner. Mr. Segars is physician and owns clinic in Iuka. Action Jan. 19.

■ Hyde Park, N. Y. — Ubiquitous Corp. Broadcast Bureau granted 97.7 mc, 3 kw. Ant. height above average terrain 300 ft. P. O. address Violet Avenue, Hyde Park 12538. Estimated construction cost \$32,715; first-year operation cost \$15,000; revenue \$25,000. Principals: Thomas Durfey, president, et al. Action Jan. 16.

■ Southampton, N. Y.—True Radio Broadcasting Inc. Broadcast Bureau granted 95.3 mc, 2.4 kw. Ant. height above average terrain 331 ft. P. O. address Box 79, Southampton 11968. Estimated construction cost \$21,777; first-year operating cost \$33,873; revenue \$60,000. Principals: Ira Littman, president-treasurer, Herman Yellon, secretary, Leon Stern (each 33 1/3%). Mr. Littman is former part-time newsmen for WLNG-(AM) Sag Harbor, WGBB(AM) Freeport

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and WHRF-AM-FM Riverhead, all New York. Messrs. Stern and Yellon are attorneys. Action Jan. 16.

■ Smithville, Tenn.—Center Hill Broadcasting Corp. Broadcast Bureau granted 101.7 mc, 3 kw. Ant. height above average terrain 193 ft. P. O. address c/o James W. Dempster Esq., Box 332, McMinnville, Tenn. 37110. Estimated construction cost \$13,714.85; first-year operating cost \$6,000; revenue \$7,900. Principals: W. E. Vanatta, president, Jack C. Smith, secretary, N. R. Atnip, vice president (each 12.47%) et al. Messrs. Vanatta and Atnip are chiropractors and Mr. Smith owns furniture and appliance sales company. Principals own WJLE(AM) Smithville. Action Jan. 16.

■ La Crosse, Wis.—FCC denied request by Lee and Associates Inc., applicant for new FM at La Crosse, for waiver of interim policy, in effect while multiple ownership rule-making proceeding in Doc. 18110 (one-to-a-market) is pending. Action Jan. 21.

Actions on motions

■ Hearing Examiner Millard F. French in Huntington, W. Va., and Catlettsburg, Ky. (Christian Broadcasting Association Inc. and K & M Broadcasting Co.), FM proceeding, granted petition by Christian Broadcasting Association, Inc. for leave to amend application to submit results of survey it made with respect to community survey issue and to modify financial plan; by separate action, granted petition by K & M Broadcasting Co. for leave to amend application to specify operation on ch. 224A at Catlettsburg, Ky. (Docs. 18439-40). Action Jan. 16.

■ Hearing Examiner Isadore A. Honig in Rochester and Henrietta, both New York (Rochester Radio Co., et al.), FM proceeding, granted petition by What The Bible Says Inc. and extended certain procedural dates and extended hearing on issues 1-9 to March 24 (Docs. 18673-6). Action Jan. 22.

■ Hearing Examiner James F. Tierney in Washington (Pacifica Foundation and National Education Foundation Inc.), FM proceeding, on joint motion by applicants, scheduled further prehearing conference for Jan. 27; cancelled hearing scheduled for Feb. 24 (Docs. 18634-5). Action Jan. 19.

■ Hearing Examiner James F. Tierney in Paoli and Jeffersonville, both Indiana (King and King Broadcasters and Wireless of Indiana), FM proceeding, scheduled further hearing for Feb. 9 and postponed without date time to file findings of fact and conclusions of law and replies now scheduled for Jan. 30 and Feb. 13, respectively (Docs. 18614-5). Action Jan. 19.

■ Hearing Examiner James F. Tierney in Billings, Mont. (Lee Enterprises Inc.), FM proceeding, granted request by Broadcast Bureau and extended to Jan. 23 time to file proposed findings of fact and conclusions of law and to Feb. 4 time to file replies (Doc. 18514). Action Jan. 19.

Other actions

■ Review board in Aurora, Ind., FM proceeding, Docs. 18264-65, granted joint request for approval of agreement, filed Oct. 20, 1969, by Dearborn County Broadcasters and Grepco Inc. Action Jan. 22.

■ Review board in Grenada, Miss., FM proceeding, Docs. 18735-36, granted petition for extension of time, filed Jan. 20 by Pemberton Broadcasting Inc. Action Jan. 21.

Designated for hearing

■ Athens, Tenn.—FCC ordered reopened hearing record in case involving two mutually exclusive applications for construction authority for new FM in Athens filed by Athens Broadcasting Inc., and 3 J's Broadcasting Co., licensees of two AM's in Athens and remanded to examiner for further hearing on past broadcast record of 3 J's (Docs. 17617-8). Athens Broadcasting is licensee of WJAR(AM) and 3 J's is licensee of WYXI(AM). Action Jan. 21.

Rulemaking petition

■ WKQV(AM) Sullivan, Ind. — Requests amendment of rules to substitute ch. 288A and ch. 237A at Bedford, add ch. 237A at Poali. Sullivan, all Indiana; or make available to Sullivan channel so first local nighttime aural service will be available to Sullivan County, Ind. Ann. Jan. 26.

Rulemaking action

■ Concord, N. H.—FCC amend FM table of assignments (Doc. 18125) assigning ch. 272A to Concord and substituting ch. 285A at Newport, N. H. Action Jan. 21.

Call letter applications

■ Buena Park School District, Buena Park, Calif. Requests *KBPK(FM).

■ Vista Broadcasting Inc., Palestine, Tex. Requests KLIS(FM).

Existing FM stations

Final actions

■ Broadcast Bureau granted requests for SCA for following stations on sub-carrier frequency of 67 kc: WDOC-FM Prestonsburg, Ky.; KAKC-FM Tulsa, Okla.; KASE(FM) Austin, Tex. Action Jan. 22.

■ KBUZ-FM Mesa, Ariz.—Broadcast Bureau granted license covering changes. Action Jan. 14.

■ *WMPH(FM) Wilmington, Del. Broadcast Bureau granted CP to replace expired permit. Action Jan. 22.

■ WDOL-FM Athens, Ga.—Broadcast Bureau granted license covering changes. Action Jan. 22.

■ *WACG-FM Augusta, Ga.—Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. system; ERP 6.5 kw. Action Jan. 19.

■ WGCO(FM) Buford, Ga.—Broadcast Bureau granted mod. of CP to make changes in transmission line; ant. height 225 ft. Action Jan. 14.

■ WEBH(FM) Chicago — Broadcast Bureau granted mod. of SCA to delete 42 kc, and retain 67 kc. Action Jan. 22.

■ *WVSH(FM) Huntington, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 23. Action Jan. 21.

■ WTHI-FM Terre Haute, Ind. — Broadcast Bureau granted CP to replace expired permit. Action Jan. 20.

■ KNWS-FM Waterloo, Iowa—Broadcast Bureau granted CP to change trans. location to Farm Rd. "O", 5 miles southeast of Jesup, Iowa; studio location to 2800 La Porte Rd., Waterloo, Iowa; operate by remote control from proposed studio location; change type trans. and ant.; make changes in ant. system; ant. height 1,010 ft.; ERP 100 kw. Action Jan. 19.

■ *WFCR(FM) Amherst, Mass. — Broadcast Bureau granted mod. of CP to extend completion date to Feb. 23. Action Jan. 21.

■ *WICN(FM) Worcester, Mass. — Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location on 90.5 mc. Action Jan. 16.

■ WROA-FM Gulfport, Miss. — Broadcast Bureau granted CP to change type trans. and ant.; make changes in ant. system; ant. height 160 ft.; ERP 3 kw; condition. Action Jan. 19.

■ WNLA-FM Indianola, Miss. — Broadcast Bureau rescinded Dec. 31, 1969 grant of license which covered permit for new station. Action Jan. 20.

■ KBEY(FM) Kansas City, Mo.—Broadcast Bureau granted CP to make changes in trans. line; condition. Action Jan. 19.

■ *KLJC(FM) Kansas City, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to July 15. Action Jan. 21.

■ WDHA-FM Dover, N. J.—Broadcast Bureau granted CP to change auxiliary trans. location to Millbrook Ave., 0.1 miles south of State Hwy. 10, near Dover. Action Jan. 19.

■ *KRWG(FM) University Park, N. M.—Broadcast Bureau granted request for SCA on sub-carrier frequencies of 41 and 67 kc. Action Jan. 16.

■ WIQT-FM Horseheads, N. Y.—Broadcast Bureau granted mod. of CP to change ant. trans. location to 1.4 miles north of intersection of Jankowski & Prospect Hill Rd., near Horseheads; change type trans. and ant.; make changes in ant. system, ant. height 245 ft.; ERP 3 kw; remote control permitted. Action Jan. 14.

■ WEBD-FM New York—Broadcast Bureau granted CP to change type ant.; ant. height 310 ft.; ERP 20 kw; condition. Action Jan. 22.

■ WGWR-FM Ashboro, N. C.—Broadcast Bureau granted CP to install new trans. and increase ERP to 20 kw. Action Jan. 14.

■ WLOE-FM Leaksville, N. C. — Broadcast Bureau granted mod. of license covering change of name of licensed community from Leaksville, N. C., to Eden, N. C. Action Jan. 14.

■ WKYC-FM Cleveland — Broadcast Bureau granted CP to use monaural exciter with presently authorized trans. for auxiliary purposes only. Action Jan. 22.

■ *WRCJ(FM) Reading, Ohio — Broadcast Bureau granted mod. of CP to change type ant.; make changes in ant. system and make changes in transmission line. Action Jan. 19.

■ WPEL-FM Montrose, Pa.—Broadcast Bureau granted license covering change. Action Jan. 22.

■ KSTU(FM) Centerville, Utah — Broadcast Bureau granted mod. of CP to extend completion date to July 16. Action Jan. 21.

■ WPVR(FM) Roanoke, Va.—Broadcast Bureau granted CP for circular polarized ant.; ant. height 1910 ft. Action Jan. 15.

■ KIRO-FM Seattle — Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location on 100.7 mc; ant. height 730 ft.; ERP 58 kw. Action Jan. 16.

Call letter actions

■ WTRS(FM), Rainbow Communications Service, Dunnellon, Fla. Granted WTRS-FM.

■ KETR(FM), KCCD Inc., Dallas. Granted KCCD(FM).

Modification of CP's, all stations

■ Broadcast Bureau granted mod. of CP's to extend completion dates of following: KYNO-FM Fresno, Calif., to May 8; KOCN(FM) Pacific Grove, Calif., to June 30; WBTO-FM Linton, Ind., to June 30; WDRB-TV Louisville, Ky., to July 22; WBEA(FM) Elyria, Ohio, to March 6. Action Jan. 22.

Translator actions

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K08BA, K10BA and K12BE all Orondo and Entiat; K09BJ and K11BI, both in farming community east northeast of Entiat; K13BI Entiat and rural areas northeast and northwest of Entiat; and K07EE Forks, all Washington; K11BY Hamilton, Montana. Actions Jan. 19.

■ Broadcast Bureau granted licenses covering changes for following UHF and VHF translators: K79CA Santa Clara, Utah, and Littlefield, Ariz.; K74AD Sunetha, Colo.; K80AV Sunetha, Colo.; K78CD Morton and Randle, both Washington; K11CP Lava Hot Springs, Portneuf River area, Fish Creek area and Dempsey Creek area, all Idaho; K13HG Ketchum, Warm Springs and Sun Valley, all Idaho; K11AQ Stanford, Mont.; K07AV Stanford, Mont.; K08EB Jeffrey City, Wyo.; K07FP Lakeside area, Show Low Lake area, Show Low and Shumway area, all Arizona; K03CZ Red River, N. M. Actions Jan. 20.

■ Broadcast Bureau granted licenses covering following new VHF translators: W13AT Centerville, Pa., and Koon Dam, Md.; K09JI Lance Creek, Wyo.; K13JK Weed and Abrams Lake, both California; K10GT Mina and Luning, both Nevada; W12AT Frederiksted, V. I.; W09AU Laurel, Miss.; K12HM Lander, Wyo. Actions Jan. 22.

■ Broadcast Bureau granted licenses covering changes for following VHF translators: W02AH Mars Hill, N. C.; K13BC Circle and Brockway, both Montana; K10AF Troy, Mont.; K05DZ Quincy, Calif.; K04AK McDermitt, Nev. and K02FQ Escalante, Utah. Actions Jan. 21.

■ Broadcast Bureau granted CP's to change type trans. for following VHF translators: K10GS Carson City, Nev.; K05BE Lemhi, Baker and Lemhi Valley, all Idaho; K09GS, K11AY and K13BB all Carlin, Nev. Action Jan. 19.

■ Broadcast Bureau granted licenses covering following new VHF and UHF translators: K11JE St. George, Utah; K08GO Riverton and Arapahoe, both Wyoming; K09JG Loring, Turner, north rural and east rural, all Montana; K07TT West Glacier, Mont.; K06GK Bieber, Little Valley and Fall River Mills, all California; K02FG Oakville, Wash.; W70AX Kingsport, Tenn.; K78CU Silver Bay, Minn.; K74DK Madera, Calif. Actions Jan. 19.

■ Broadcast Bureau granted CP's to make changes in ant. systems of following VHF translators: K09AR and K11AR both Odessa, Wash. Actions Jan. 19.

■ Broadcast Bureau granted mod. of CP's to extend completion dates to July 19 for following: W05AP Murphy, N. C.; WMAL-TV Washington. Actions Jan. 19.

(Continued on page 81)

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Help Wanted Management

Assistant to President, radio group operation. Successful young executive with college education. Midwest. Must have successful local sales experience. Salary open. Give complete resume and salary requirement first letter. All replies will be acknowledged. Box A-175, BROADCASTING.

Business manager for growth AM-FM-Cable company, must know broadcasting, accounting, able to assist in financial developments. Bright future for man who is executive and management oriented. Five figures, benefits. East. Box A-194, BROADCASTING.

Sales development executive, five figures, probably should have excellent sales record in medium to large markets, must know RAB, research, advertising and promotion, know how to create, plan and develop markets for greater growth, able to make top level presentations. Three growth stations, more to come. Key company staff job. Box A-195, BROADCASTING.

Two regional Sales Manager(s) Community Club Awards (CCA), one of the broadcast industry's oldest, most respected, radio/television promotional companies is replacing one man, adding another. Full time, (Monday/Friday) travel in restricted, protected territory. Salary/travel ninety-day training period. Permanence, salary, bonus, incentives, thereafter. Unlimited earning potential, ambitious, creative, organized, experienced broadcast sales executive with ability to sell stations on concept; address, motivate and sell large audiences of club-women. Personality, good grooming a prerequisite. Our staff aware of this ad. Apply by written resume, pix, references. All references checked. CCA station-sales considered but not necessary with strong radio/TV sales-background. Territories: Midwest; southwest. State preferences, employment immediate. John C. Gilmore, CCA, Inc., P.O. Box 151, Westport, Connecticut 06880.

S. Florida, a great opportunity. Immediate opening for experienced accountant thru trial balance. Salary open. Major station. Resume, picture to Box 43B2, Ft. Lauderdale. 33304.

Sales

Successful midwest station group seeks aggressive, experienced salesman to fill position held by a top biller who went to a major market after long tenure. Send resume, billing history and picture along with letter outlining your goals to Box L-74, BROADCASTING.

Maryland Station. Man with sales, programing, and public relations experience. Send tape-photo-resume. Box A-245, BROADCASTING.

Salesman for competitive, growing AM-FM in Central Ohio. Established account list and unlimited potential available. Salary and commission. Personality-music-sports make us #1 in ratings. Present man moving to major market. Box B-16, BROADCASTING.

Suburban Chicago: Unusual opportunity for substantial permanent position. WEAW, Evanston, Illinois.

Salesman group, station needs young broadcaster to join promotion action sales force in upstate New York. Excellent chance for advancement, guarantee plus commission. Contact Bill MacIver, WGVA, Geneva, N.Y.

Experienced, professional radio salesman to take over established territories in Southeastern Massachusetts. Highest commission. Could lead to management. Send resume, now, to: Sales Manager, WSAR, Fall River, Mass.

Want to work where the action is? Opening now for experienced radio sales pro in New York City. Sell radio's hottest concept. If you have medium market agency and client experience, this could be your big chance. Personal interview required. Send resume, billing figures, and track record to: Phil Roberts, General Manager, Greater New York Radio, 509 Madison Avenue, New York, New York 10022.

Announcers

Our morning man has been promoted to manager of sister station, leaving behind opportunity for someone with experience to become part of growing operation. Must be community minded, at least 25, able to take orders. \$130 to start. Send tape, resume: Box A-137, BROADCASTING.

Talk Man—Mid-Atlantic major market all-talk station has opening for a controversial, dynamic talker! Top potential. Send resume and air check to Box A-236, BROADCASTING.

\$125.00 a week for a first phone announcer. 33 hour board shift. Wyo. 5,000 watt fulltimer. Box A-238, BROADCASTING.

Announcer. We're looking for a young pro on the way up. Good opportunity with eastern MOR station near metropolitan market. Air shift and production. Good salary; attractive benefits. Box A-254, BROADCASTING.

Heavy station in Seattle looking for a giant-of-morning man. If you have the pace, production and ability to entertain, send tape and resume to Box B-3, BROADCASTING.

Attention

Classified Advertisers

effective March 1-70

The cost of all display advertising, except Situations Wanted (Personal ads), will increase to \$40 per inch.

Frequency rates on request.

Religious oriented FM station soon to increase power. Need staff announcer with third endorsed. Permanent position. Send tape, background resume now. Box B-41, BROADCASTING.

Announcer wanted for contemporary-pop station in medium-size Virginia market. Pay commensurate with ability and experience. Paid vacation, hospitalization insurance. Send tape and resume to Box B-52, BROADCASTING.

1st phone for N.Y. State Regional Station. PM drive time, send tape and resume. Box B-60, BROADCASTING.

3rd phone for 50,000 watt FM, New York State. Evening shift. Send tape and resume to Box B-61, BROADCASTING.

Are you an experienced, Mod country jock looking toward a program directorship, but still doing your own thing on the air? We're looking for someone bright and creative to take over the programing reins of our Alabama mod country station. We are a growing, aggressive corporation. If interested, send tape, resume and qualifications to Box B-73, BROADCASTING.

All night DJ. First phone required. Leading East Coast rock station. Tight format. Excellent opportunity for advancement. Send tape, resume, references, and current pic to Box B-79, BROADCASTING.

Top level pro for excellent time slot. East Coast. One of the nation's top rockers. Exciting market, pleasant living conditions. Experienced only! Send tape, resume, references and current pic to Box B-80, BROADCASTING.

Top money! Top opportunity! If you're the top man! Lead a young energetic announcing team for religious-oriented AM that's on the move. Call Gary Coulter at 816-353-8600, or send resume, photo and salary requirements to KCCV, 43 Blue Ridge Center, Kansas City, Missouri 64133.

Announcers continued

10,000 watt fulltimer needs DJ with 1st phone, no maintenance. 5 day week with good starting salary. Write or call Bill Bengtson, KOAM Radio, Pittsburg, Kansas.

Announcer with 1st class ticket. No experience required. WCOJ, Coatesville, Pa. 215-384-2100.

CBS affiliate in important Florida market needs a creative, mature DJ for evening show. Send tape, resume and all details in first letter to: Bill Taylor, Program Director, WDBO, Orlando, Florida 32802.

Number 1 rated WEBC in Duluth, Minnesota, needs 1st phone announcer to talk to teens and college students 6-12 midnight. Should have three years experience. Looking for top man to grow with group of 18 radio and TV stations. Call or send resume today to Roger Turner.

Florida MOR seeking a young experienced Announcer-Production man. A career opportunity for a professional radio man. Send air check, resume and picture to Ray Edwards, WJNO, West Palm Beach, Florida.

Wanted: Announcer-Production man. Send tape, resume and all details to Les Woodie, WKDE AM-FM, Altavista, Va. 24517. 703-369-5588.

Southern station seeks announcer. Contemporary music. Pleasant, growing city. Station is part of a group. Opportunities for promotion and advancement to good, stable announcer. Good references required. Contact Jerdan Bullard, WKUL, Cullman, Alabama.

We're looking for a mature 1st phone announcer who likes better music and who wants to settle down. Experience and a strong voice will get you good pay and excellent benefits at a 5000 Watt AM operation in Mid-Wisconsin. Call Jack Speech at 414-722-6471. WNAM.

Sports—Excellent play-by-play for Princeton University football and basketball on WHWH, Princeton and WTOA, Trenton. Must also be good A-1 announcer or salesman. Herbert W. Hober, President, Nassau Broadcasting Company, Box 1350, Princeton, N.J.

Immediate opening; Announcer whose interests are spot production and news. Join a young aggressive corporation who is out to dominate a five station regional market. Opportunity for advancement, with liberal benefit program provided. Send resume, tape, photo and salary requirements to WVNO Radio, 2900 Park Avenue West, Mansfield, Ohio 44906. All inquiries will be confidential.

Immediate opening for experienced announcer. First phone desirable but not mandatory. News experience would help. WVSC, Box 231, Somerset, Pa. 15501.

Quit dreaming about Marlborough country, move to it. Adult, middle of the road independent, needs an intelligent, happy jockey. 7th fastest growing town in the country. 90 minutes from the best skiing in the world. Lower rents, minimum social pressure. Work with seasoned pros who came out years ago. Audition tape and complete resume first reply: 13 S. Tejon St., #202 Colorado Springs, zip 80902.

Technical

Immediate opening for full and part-time board operators. 3rd license required. Chicago station Box M-261, BROADCASTING.

Contemporary radio station in growing medium Alabama market wants chief engineer. The man we are looking for must be competent. He will be working in one of the most modern broadcasting stations in the south. He will be in charge of maintenance. His workshop will be equipped with everything he needs. Announcing ability helpful, but not necessary. The man we are looking for takes pride in his work and thrives on the satisfaction of a job well done. His reward will be good wages and fringe benefits. He will grow with the company. Send resume and photo to Box B-32, BROADCASTING.

Technical continued

First phone transmitter and studio engineer. No announcing, dominant South Central Illinois. AM & FM. Liberal salary. Send resume to Box B-33, BROADCASTING.

Looking for maintenance man 1 KW directional fulltime, little announcing. Florida. Write Box B-57, BROADCASTING.

Chief engineer—AM-FM New York State. Send resume and salary requirements to Box B-59, BROADCASTING.

Opening for responsible young man to share chief engineer duties at complex AM-FM Stereo operation. ASEE or equivalent experience desired. Send resume to Box B-72, BROADCASTING.

Mature Chief Engineer for southern California FM station. 15 KW transmitter—Schafer Automation. No air work. Must have experience to fit job. \$800.00 a month. Contact Fred Rabell, KITT, U.S. Grant Hotel, San Diego, Calif, 92101. 714-232-0144.

Progressive Midwest station needs 1st class engineer/announcer. Excellent working conditions/good pay. Resume/tape to Radio Station KVDB, Sioux Center, Iowa. 712-722-9931.

Engineer wanted, permanent position. Must have first class radio/telephone license. Contact WTAC Radio, Grand Blanc, Michigan. Phone 694-4146, area code 313.

Young chief engineer needed for 5kw AM, 3kw FM, top 40 operation. Board shift required. Starting salary reasonable, guaranteed increase. Medium market, low living costs. Type resume to: James C. Vernon, WYGO Radio AM-FM, Corbin, Kentucky 40701.

Studio maintenance engineer—to install, maintain and operate complete studio equipment at cable TV local origination studios. Write P.O. Box 1308, Alexandria, La. 71301.

NEWS

Immediate opening for news director at top-rated midwest contemporary station. Send aircheck, resume and picture to Box L-192, BROADCASTING.

Newsman/Adult, mature delivery a must. Work in midwest Capital city with the number 1 radio news and music sound. You'll be our evening man. Of course we'll pay you! Send audio tape and resume to Box A-152, BROADCASTING.

News Director for established eastern suburban station. Professional journalist interested in doing a job. We'll give you the tools; you dig, write and air local news for top rated adult operation. Box A-253, BROADCASTING.

We have immediate opening for program-production director. For qualifications, see display section for WAAC Radio.

Newsman/reporter with mature, authoritative voice and delivery. Must aggressively seek out news, write it, and be experienced in extensive use of actualities. Send tape, resume, photo all information 1st letter. Fred Bradshaw, News Director, WDBO Radio News, Orlando, Florida.

Situations Wanted Management

General mgr.-radio. Desire relocate southwest—15 years successful experience as salesman, sales mgr., gen manager and owner of stations in medium & major market; thoroughly knowledgeable all phases—station ownership-financial development-programming-administration, sales (local-national) engineering-FCC. Keenly aware of increasing problems and responsibilities facing today's owner. Welcome responsibility-hardwork-profit minded. Box B-4, BROADCASTING.

Mature, effective manager, experienced all formats, presently employed. Prefer small or medium market; management, programing, sales. Box B-48, BROADCASTING.

Personnel problems? Dependable Pro desires complete internal station operations management before summer. First phone. Box B-65, BROADCASTING.

Aware and cares. Excellent small-medium market background, references. 20 years experience and under 40. Image you want. Suite 101, 981 South Third Street, Louisville, Ky. 40203.

Sales

Radio national sales manager, young aggressive New York salesman (35) wants station management position. Sixteen years of advertising and sales experience. Six years in radio sales and ten years in agency work. Box B-18, BROADCASTING.

Sales continued

Mature, all 'round radioman ten years divorced from radio seeks reconciliation. Sales, copywriting first choice. Western, small/medium market preferred. Box B-42, BROADCASTING.

Announcers

Negro announcer, broadcasting school graduate, third phone, beginner. Box L-141, BROADCASTING.

Articulate-knowledgeable, some experience, sounds like more. Progressive rock to MOR. Tape and resume await. Box A-1, BROADCASTING.

Got a graveyard? That needs filling? Been out of mine for a year. Looking for a new one to slide into. Influenced by Boston's Dick Summer, Toronto's Dave Pritchard, and Chicago's Sid McCoy. First phone and 27. Box A-139, BROADCASTING.

Disc Jockey & newscaster. Experienced—tight board—creative, versatile—aggressive, sales—third endorsed—Will relocate. Box A-182, BROADCASTING.

Among three finalists of 150 applicants for drive time in 24th market. Other guy and I still looking. Anybody in 25th market interested in entertainer with midwest MOR morning ratings? Box A-198, BROADCASTING.

Telephone Talk program host. Top quality. Presently major CBS affiliate. 716-876-1268 or Box A-210, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box A-213, BROADCASTING.

Ancr: (Fanfare) Hi radioland! Dedicated, creative; 7 years all formats—phases; BS Magna, Awards, 3rd, vet, married; prefer NE. (Stinger). Box A-217, BROADCASTING.

Heavy personality seeks top 40 or upbeat MOR. Requirements: five-figure salary, daytime slot, no small operations, no "Drake-type" formats, S.W. of S.E. only. Box A-250, BROADCASTING.

I'm looking. Had offers but none right. You looking? I'm 26, married, experienced, darn good creative jock. That's it. Write Box A-259, BROADCASTING.

Baseball broadcaster experienced professional with solid ratings and references. Box A-274, BROADCASTING.

Look here! Bright, young, witty, dedicated personality. Third endorsed, tight board. For evenings and weekends, Hartford-Springfield area. Experienced beginner, still looking for first real break. Write Box B-5, BROADCASTING.

D.J. experienced, strong news, good personality, third endorsed, newspaper background, will relocate, ambitious. Box B-6, BROADCASTING.

Beginner-trained, 3rd phone wants small station experience under manager willing to share their experience. Box B-7, BROADCASTING.

Negro-beginner but professionally trained. Can run tight board and news. 3rd phone. Box B-8, BROADCASTING.

One soul brother—might be qualified, first phone, happy sound, experienced and have something to say. R & B is my bag. Box B-9, BROADCASTING.

Beginner. Well trained, seeks position in radio anywhere. Box B-12, BROADCASTING.

Combination morning man and T.V. Host—Proven professional broadcaster with ability to communicate, entertain, humanize, in both radio and TV. College grad., definite female appeal. Top 50 markets only. Audio tape and VTR available. Box B-14, BROADCASTING.

Excellent talker—articulate, provocative, issue-oriented. #1 ratings, sales. Major only, Box B-17, BROADCASTING.

DJ News, 5 years experience, top 40, others, veteran. Box B-19, BROADCASTING.

Experienced announcer. Light television experience. One year Calif. metro experience, MOR. First phone, two years college, broadcast school grad. Will consider all MOR or small market T.V. openings. 26, married, U.S.M.C. Viet Vet. Stable hard worker. Box B-23, BROADCASTING.

Experienced announcer, MOR, rock, country. Good on news, spot production. 3rd phone. Prefer small to medium southeastern market. Box B-25, BROADCASTING.

Announcer, first phone, top 40, worked medium market, preferably Northeast. Box B-26, BROADCASTING.

Top 40 jock, 3 years experience. Currently working 5KW in Northeast. Want to move up if price is right. Prefer East coast. Send to Box B-28, BROADCASTING.

Announcers continued

I am a beginner in broadcasting, but a professional entertainer for the last ten years. Broadcast school graduate, married, 2 children, looking for a chance. Will relocate. Box B-31, BROADCASTING.

First, heavy voice, tight board, military complete, good production, news. Two years major Calif. market. Prefer rock, up MOR in Calif. Consider all. Box B-40, BROADCASTING.

Experienced black DJ announcer, newscaster. Dependable, creative, and versatile. Tight board, bass voice, very good delivery. Third endorsed. Box B-44, BROADCASTING.

Announcer/DJ-newscaster, experienced, tight board, good personality. Box B-45, BROADCASTING.

DJ, news, third, three years experience, draft deferred. Box B-51, BROADCASTING.

First phone announcer, 2 years experience, seeks position with reasonable security, adequate compensation and benefits. 26, college graduate. Any format but particularly interested in talk show and/or news. Presently employed in large New England market. Prefer Massachusetts or New England states but others considered, minimum \$125 per week, preferably \$130 or more. Box B-56, BROADCASTING.

D.J./News, announcer, sales, third endorsed, tight board, experienced, will relocate, available now. Resume, tape on request. Box B-66, BROADCASTING.

Experienced C and W-MOR-personality. Pulse rated number one on number two rated station in medium market. Warm climate please. Excellent references. Box B-68, BROADCASTING.

Experienced heavy, rock, upbeat MOR, super production, smooth tight board, Box B-69, BROADCASTING.

\$250 weekly buys MOR professional. 10 years, personality shows, management, programing, production, copy, news, sales. Consider managing for absentee owner. Family man. Box B-70, BROADCASTING.

6 years experience in announcing and news with MOR/young adult formats. College graduate, married, draft exempt, now with leading station in top 30 market. Production oriented. Present employers requires 3 weeks notice. For tape, resume, address Box B-71, BROADCASTING.

Ambitious, creative personality—6 years experience, 3 as program director, 4 years with present employer. Sharp production abilities. Seek productive MOR or top 40 organization in top 30 market. Box B-76, BROADCASTING.

Announcer-engineer, seeks permanent position with community minded southwest station, Dallas to Los Angeles. Top money. 35, married, stable, first phone, experienced. Will consider all offers. Box B-78, BROADCASTING.

Professional, Major market top-40 night personality. Fast paced, bright, unaffected natural sound. Strong youth appeal but not a tune-out with adults. Now employed in top 10 market. Only professional "Big guns" need apply. First, draft exempt, married. Box B-81, BROADCASTING.

Young jock seeks job at top 40 outlet. Experience limited, but strong on news, sports and production, and love music. Stable, exempt, and available now. 607-734-9919.

Creative young announcer, some experience, some college, plus just received first phone and willing to work. Would like New England, Florida or West Indies market. Send details and salary to Bob Henry, Box 467, RFD #3, Williamamtic, Conn. 06226 or call 203-423-3680.

Newsman/Announcer. MOR/country format. East coast only. Permanent. Reply, full requirements; Box 112, Nicholasville, Ky.

First phone announcer, copywriter, 1½ years experience, small or medium market. Prefer upbeat format, announcing and production. Married. Desire permanency with definite advancement possibilities. Chuck Sonitz, 271 Del Mar, Chula Vista, California 92010.

Mature, capable MOR DJ-news-commercial announcer available. Strong sales background. Jim Roan, 55 Polk Street, San Francisco, 94102, 415-864-1884.

Air experienced Chicago seeks west coast disc jockey work, available third week of March. James Leonard, 11 West Division Street, Chicago, Illinois 60610.

Situations Wanted

Announcers continued

Experienced jock, news director 5000 watt—college non-grad, third. Medium market MOR or non-screamer rock. Martin, 201 Collins, St. Ignace, Michigan.

1st phone pro, 8 years experience radio-TV announcer/deejay/news/sports/writer/production / asst. PD/MOR/top 40/CB/W/RGB. Age 29, married, USMC. Prefer Florida, but will follow money. Jim Casey, 1855 N.E. 171 St., No. Miami Beach, Florida 33162. 305-947-8451.

1st phone experienced D.J., News, automation, heavy copy and production, able air personality. Ed Selby, 756 Bon Air St., La Jolla, Calif.

Young, unique announcer, one year experience Detroit seeks position in Tyler, Texas area. All formats, good production work. Rick Swiers, 313-353-7382 after 3 P.M.

Who's Larry Kay? An experienced first phone broadcaster requesting an opportunity with a station located within reasonable distance of New York City. Available now. No selling or maintenance. Can do news, DJ or combination. Call (516) 791-6557, or write 58 Fairview Avenue, Valley Stream, Long Island, New York 11581.

Heavy deep voiced top 40 professional. Relevant humor with a warm, friendly natural style. Unaffected enthusiasm. Currently employed in top 20 market. 1st phone, draft exempt, need five figure salary. Major markets only, please. 301-424-7261.

Announcing, sportscasting, managing, experience. D. F. G., 7919 47th Ave., Kenosha, Wisconsin. 694-2640.

Mature, professional announcer, DJ. Good on the air salesman. Plenty of local radio experience. Good references. Dependable, cooperative. Reasonable salary. Prefer congenial non-rock station with opportunity for advancement. Consider any area. 1st tkt. Ken Roberts, General Delivery, Oneco, Florida. Message phone (813) 755-6523.

Technical

Chief Engineer—15 years experience, AM, FM and directional. Strong on studio and transmitter maintenance. Box A-260, BROADCASTING.

Washington, D.C. area. Field engineer Intercontinental Systems is returning to college. Has 1st class license and experience. Prefers part time, but will consider full time with announcing if conditions are suitable. Box A-285, BROADCASTING.

Engineer, First, 2 years radio-TV. 301-944-1750.

Top man chief or supervisor. Radio-TV anywhere. C. L. Sweet, 1327 Perry, Hobbs, N. Mexico. 505-397-2640.

NEWS

Experienced, professional newsmen with degree seeks spot in top flight medium/major news operation, Box A-277, BROADCASTING.

Professional book reviewer; prominent attorney for 20 years; creative; some radio experience. Seeks author-critic interview spot. Live or tape. No money except expenses. N.Y., N.J., Pa. area. Box B-13, BROADCASTING.

News Director—12 years radio-TV in midwest seeks move to western states. Presently at award-winning #1 operation. Minimum \$15,000. Available for interview. Box B-27, BROADCASTING.

College grad with major market experience available. Tape and resume sent on request. Box B-43, BROADCASTING.

Currently employed newscaster-announcer (reporting, re-writing, tape editing) wants to move up. Four months with major organization, college grad, polished performer, excellent references. Box B-74, BROADCASTING.

News Director #1 rated major market station seeks similar position with station dedicated to news and community involvement. Will provide 14 years broadcasting experience and loyalty in exchange for a position of authority with conscientious organization providing security and good pay. Founder/director of 20 station news network, recently re-elected President of State News Association; winner 1968 A.P. national citation and 10-statewide news coverage awards. Married, two children. Phone 816-942-5286.

News continued

Who's your West-Berlin correspondent? U.S. newscaster offers live coverage and taped commentaries carrying your tags from central Europe's news center. George Wagenhauser, Solingerstr. 8, West Berlin 21, Germany.

Penna. & New York—Experienced radio news director seeks staff assignment. College degree, available now. Call Mike Messina, 814-432-4228, before noon.

Programing, Production, Others

Sports man—radio-TV, 33, dependable, good voice, 3 years experience sportscasts, interviews, play-by-play pro, college, prep basketball, baseball, football, hockey. Box A-106, BROADCASTING.

Operations Manager—Medium market. Solid management experience. Degree. Box A-278, BROADCASTING.

Original, professional programer, winning record, major markets. Expensive. Box B-2, BROADCASTING.

27 years old, eat and sleep for broadcasting. B/S R-TV, one year toward MS in journalism. 3 years commercial experience in all phases with emphasis on news. Illinois or surrounding states. Present salary: \$7,900. Box B-10, BROADCASTING.

Programing consultant (PD-DJ) 11 years exp. induces perfection & cooperation. Contemporary or modern country radio. Capability to take control and win in the 70's. (3rd). Box B-11, BROADCASTING.

Production department manager wishing to relocate. Years experience and know-how. Box B-21, BROADCASTING.

Promotion supervisor at liberty after Feb. 28. Prefer Southwest. Box B-22, BROADCASTING.

Top-40 or MOR; Presently program manager of overwhelming #1 MOD/MOR fifty-KW giant in nine station market. Desire air work again, will program your station, if necessary. Track record excellent. Box B-39, BROADCASTING.

Experienced manager, sales, announcing, copy, programming, sports, news, all formats. BA. Box B-49, BROADCASTING.

50¢ an hour. Yes, I'll announce for your station for as little as 50¢ an hour. Over forty years experience. I'll furnish my own programs featuring only beautiful standard favorites by famous artists. I'll never be late, argue with you, be a big shot, and will work anytime, day or night, as many hours as you want me each week. For full particulars call me collect, 703-342-2170, Hayden Huddleston, Roanoke, Virginia.

Television

Help Wanted Management

Operations manager to plan, budget, schedule and control production and engineering for television production center. East Coast. Incentives. Box A-240, BROADCASTING.

Sales

Southern New England major VHF seeks experienced salesman. Excellent opportunity for creative and aggressive person. Must be able to handle all size accounts and agencies. Replies confidential. An equal opportunity employer. Box A-234, BROADCASTING.

Major market VHF has opening for top flight salesman. Great opportunity for a real pro that wants to advance with a group owned operation in the midwest. Good fringe benefits and excellent compensation along with a real future for the right guy. Box B-24, BROADCASTING.

Technical

Opportunity for young engineer with microwave and/or studio experience at Texas network affiliate. Write Box A-160, BROADCASTING.

Full color station in Florida needs several experienced studio maintenance engineers with first phone. Also one experienced TV transmitter engineer. Send complete resume and salary requirements to Box A-171, BROADCASTING.

Wanted: Maintenance technician, first phone should have VHF transmitter or studio maintenance experience. Good opportunity for advancement. Contact chief engineer, KGVQ-TV, Box 1503, Missoula, Montana. (406-543-8313).

Technical continued

Alaska—wanted 1st class, young man for combination TV operation and announcing. Broadcast school graduate considered. Excellent opportunity with the Midnight Sun Network. Call or write Chief Engineer, KINY TV-AM, Juneau, Alaska.

Experienced TV studio and transmitter technicians wanted. Please send resume of experience to Director of Engineering, WNAC-TV, Government Center, Boston, Mass. 02114.

Vacationland U.S.A.—Winter-Water Wonderland! Coho salmon, Trout, sailing, skiing, hunting, snowmobiling, oh yes, full of color TV too. Licensed TV technicians needed with 5 years TV experience for new TV production center. Excellent pay and benefits. Phone collect or write: Robert C. Smith, WOOD-TV, 120 College Ave., SE, Grand Rapids, Mich. 49502. (616) 459-4125.

Fetzer TV, Inc. needs engineers with 1st class license for WWUP-TV in Michigan's Upper Peninsula. No experience necessary. We will train. Excellent hunting and fishing area. Write: P.O. Box 627, Cadillac, Michigan or call collect: 616-775-3478.

First Class engineer, experienced, wanted for color operation and maintenance. In Florida VHF. Call chief engineer, 305-965-5500.

NEWS

Experienced investigative reporter for Florida TV station. Must have journalism background. Send complete resume and salary requirements 1st letter. An equal opportunity employer. Box A-288, BROADCASTING.

Group operator has immediate opening for on-camera television newsmen. Will also handle some radio news. Must operate 16MM and SOF. Pleasant community, fine schools, stable economy. Contact John O'Rourke, News Director, KAUS AM-FM-TV, Box 577, Austin, Minnesota 55912.

WCKT—Miami has openings for (1) Documentary writer-researcher, experienced only reply. Also (1) Field reporter for news coverage and special reports; experienced only reply. Journalism degrees or comparable experience required for both jobs. Contact: Gene Strul, WCKT-TV, Miami, Fla. An equal opportunity employer.

Programing, Production, Others

Wanted: Experienced producer-director. Atlanta market. Five years minimum experience. Strong control room technique and news production background. Box A-263, BROADCASTING.

Producer/director position for young, experienced director ready to advance to top station in large southeastern market. Include resume in first letter. Box B-64, BROADCASTING.

Producer/director 28-39, work as assistant to executive producer. Major E. Coast market. Strong production, news background, creative. Send resume, salary requirements to: REA Productions Inc., 888 8th Ave., NYC, N.Y.

Situations Wanted Management

TV Program Manager-program director, director/producer, age 35, UHF and VHF experience. Box A-264, BROADCASTING.

TV Vice President, general manager will manage your station on a commission basis. Currently Vice President, general manager of UHF, age 35. Available after pending station sale. Box B-75, BROADCASTING.

Operations manager-program manager: 12 years television experience, all phases. Art Christ, 608-784-8807.

Sales

Creative Sales Executive seeking sales management opportunity. Presently employed top 40 station, college, 10 years sales experience, TV and radio production, 1st phone, present income \$14,000. Resume and references. Box A-150, BROADCASTING.

Presently General Sales Mgr.—seeking medium market in Ohio, Indiana, Michigan, or Illinois. Three years experience in broadcasting media, vet., twenty five, dependable, aggressive. Available after March ninth, nineteen seventy. Write Box A-226, BROADCASTING. Resume upon request.

Announcers

TV performer, news anchorman, legman; now rather inactive in major market staff job. Wants on-air slot in smaller market. Box B-37, BROADCASTING.

Announcers continued

Presently located major CBS-TV affiliate. Host, outstanding feature interview programs, anchorman: radio talk-telephone. Highest quality. 716-876-1268 or Box A-209, BROADCASTING.

Meteorology trained weatherman—12 years television. Art Christ, 608-784-8807.

Technical

Young, married, experienced maintenance engineer seeks position, studio, transmitter, radio or TV. Art, photography, announcing experience. Prefer coastal states, East-West. Worley, 4323½ Winona, San Diego 92115. 714-286-7385.

News

Experienced broadcast-journalist. 34, seeks TV sports/news air work. Mature appearance, authoritative. Writing experience in all media. Credentials upon request. Box A-258, BROADCASTING.

News reporter, anchorman, more than seven years experience. Currently employed network editorial position; would like to return to anchor and/or reporting. Box B-62, BROADCASTING.

Experienced 11 pm anchorman, medium market Midwest, desires news or sports in larger market. College. Tapes, resume available. Box B-77, BROADCASTING.

Experienced News film editor with camera experience, desires position, will relocate, resume and references upon request. Immediate availability. Thomas Pfeuffer, 646 Grandview Ave., Apt. 201, Pittsburgh, Penna. 15202, phone 412-766-9105.

Programing, Production, Others

Sportsman—radio-TV, 33, dependable, good voice, 8 years experience sportscasts, interviews, play-by-play pro, college, prep basketball, baseball, football, hockey. Box A-107, BROADCASTING.

I am experienced in shooting, processing, and enlarging 35mm color slides; remote and studio color camera; and staging. Currently employed large SE market. Box A-219, BROADCASTING.

Television production career wanted, young man, some experience. Box B-20, BROADCASTING.

Broadcast professional experienced in Public Affairs production with major group desires position as Public Affairs Director or operations manager. Box B-29, BROADCASTING.

TV promotion manager, with major metro VHF, seeks change to more progressive station or group operation within top 40 markets. Box B-47, BROADCASTING.

Rent your own personal cameraman, one who would like to freelance. Electronic camera or film, five and one-half years in the TV field plus a first phone. Box B-55, BROADCASTING.

Ambitious assistant director, top 10 market, ready to move up. Hard worker. Box B-67, 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: James L. Fisher, Model 2, Mike boom and cradle, complete with counter weights; Ots Freeman, WPIX, 220 East 42nd Street, New York. New York 10017, (212-883-6010).

Wanted to buy: 3 or 5 kw FM transmitter, good condition. KIWA, Sheldon, Iowa.

FOR SALE—Equipment

Coaxial-cable—Helix, Styroflex, Spiroline, etc. and fittings. Unused mat—large stock—surplus prices. Write for price list. S-W—Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Collins 212G-1 audio console for sale, 4 years old, in like new condition, \$1,000.00 or make offer. Contact Elliott K. Klein, Chief Engr., Radio Station KRIZ, Phoenix, Arizona, 602-258-6717.

Towers for sale, erection and maintenance. 18 years experience in tower erection. Robinson Tower Company, P.O. Box 143, Greenville, N.C. 27834. Phone 919-758-1453.

For Sale—CBS recording Audimax, M420, \$400.00; Fairchild M666 compressor (W/auto-ten), \$250.00. Vernon Castle, Lake Geneva, Wisc. 53147.

Bell & Howell Jan 614D sound projector. Less than 100 hours. Cost \$1,675.00. Sacrifice, \$759.99. Cavalcade Equipment Co., 2994 N.W. 7th Street, Miami, Florida 33134.

FOR SALE Equipment

continued

New and used RF equipment: One used Adler UST-10, 10-watt UHF transmitter. One RCA TTU-25 UHF transmitter tuned to channel 30. Seven Maloney power transformers used with GE TT-25 UHF television transmitter. Unused. In excellent condition. Five filter chokes used with GE TT-25 UHF television transmitter. Unused. In excellent condition. Two used GE filterplexers used with GE TT-25 transmitter, one each on channels 22 and 34. Box B-82, BROADCASTING.

For Sale: Gates 250-gy Transmitter. Little Old Lady has a very good price on this. Used almost every Sunday for Church broadcast. In groovy shape. Call Little Old Lady—814-834-2821. You pay shipping.

For Sale: One complete remote van ready to go to work and equipped with the following: 1-1963 Metro Van-17 feet; 2-TK11C RCA cameras; 3-TM35 RCA monitors; 1-TG2 RCA sync generator; 1-PC2 GE sync generator; 2-23000 BTU Westinghouse window air-conditioners; 600 ft. camera cable; 1 Raytheon 1000K 1 watt microwave with tropods, pan heads, dipoles and dishes; 1-manual voltage regulator; 1-portable aluminum 60 ft. microwave tower; 1-portable 4 mixer audio console; 1-RCA type TS-5A video switcher; 1-RCA distribution amplifier and sync mixer. Also for sale: 750 ft.-6½ copper coax line with bullets and hangers, Box B-50, BROADCASTING.

Broadcast crystals. New or repairs for Gates, RCA, Bliley, W. E. and J-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronics Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

Self-supporting 210' can go to 300'. Bill Angle, P.O. Box 55, Greenville, N.C. 919-752-3040.

Gates FM-3B 3 KW transmitter \$2,500.00. Now in operation. Exciter modified to phase shift modulation. Contact Harold Sudbury, Radio Station KLCN, Blytheville, Ark. 501-762-2093.

5KW 5DX transmitter 990 KC. Tip top condition. Exceeds FCC standards. Can be seen in everyday operation. WEEB, Southern Pines, N.C. 919-692-7440.

Used Model 4TE20 GE Vidicon cameras with 50MM lens. Includes sync. gen. capable of 405, 525, 625, 675, 735, 875, and 945 line scanning rates. The Associated Press, 475 Tenth Avenue, 8th floor, New York, N.Y. 10018. Contact Mr. Pace, (212) PL7-1111.

Used Fidelpac NAB broadcast cartridges—good condition—40 sec.—\$1.00 each. 70 sec.—\$1.10 each. Rebuilt carts, new tapes, teflon pads, etc. 40 sec.—\$1.45. 70 sec.—\$1.50. H. R. Malone, P.O. Box 482, Defiance, Ohio 43512.

Mono easy listening 45 records, any amount, also 365 feet used Helix ¾" or 1½". KETX, Livingston, Texas. 713-327-8916.

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Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

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MISCELLANEOUS

continued

Unemployed? Maybe it's because of your audition tape, and approach. Professional analysis of your tape, by a professional educator—plus the proven guide, "Get that Job". \$5.00. Box A-276, BROADCASTING.

Want to hear from Air Check Collectors having station tapes from the 50s and 60s. Box B-54, BROADCASTING.

Talk shows come alive; fresh ideas boost participation. \$3.00; Master Radio, R. D. Delmar, N.Y. 12054.

Current Comedy—60-65 original, topical one-liners, each issue, twice-a-month, for entertainers, deejays, broadcasters. Send for free samples: Current Comedy, 300 New Jersey Ave., S.E., Washington, D.C. 20003.

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FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

Prepare to earn more at Elkins. Enroll in the nation's most respected First Class FCC Licensing Course. Elkins Institute in San Antonio, 503 S. Main, San Antonio, Texas 78204.

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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 April 15, July 8. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California)

Licensed by New York State, veteran approved for FCC 1st Class License and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course). Total tuition \$360. Classes begin at all R.E.I. Schools Feb. 9, March 16, April 20. Call or write the R.E.I. School nearest you for information. We guarantee you Electronics, not questions and answers.

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R.E.I. in Fascinating K. C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444 Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

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Now in Florida. Elkins famous six week training for FCC First Class License. Theory and lab training included. Elkins Institute in greater Miami area, formerly Technical Institute of Broadcasting, 283 S. Krome Avenue, Homestead, Florida.

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See our Display ad under instruction on page 80. Don Martin School of Radio & TV, 1653 No. Cherokee, Hollywood, California. HO 2-3281.

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Attention Florida Salesmen

Live and play in the "Fun and Sun Capital of the world—Miami, Florida". Earn more than ever selling for one of the nation's top contemporary radio stations—WFUN.

Salary "plus" commission, liberal annual bonus, insurance & hospitalization, vacation, retirement plan.
Can you sell? Sell me!

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Vice President-Sales
WFUN Radio, Miami, Florida

RADIO SALES

Successful top 25 market station in mid-west needs experienced salesman. \$12,000.00 salary plus 5% commission. Account list billed over \$100,000.00 in 1969. Send background information to:
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excellent career opportunity for young, aggressive, imaginative chief engineer with the theoretical background and practical experience it takes to run two major operations. Man we seek has degree, knows AM directional arrays and FM as well. Must be able to lead staff of eight first ticket men. Please send resume of experience and references plus salary requirements. Do not phone . . . we will contact if your background qualifies you for this position.

Send resume to: Norman Wain GM WIXY-WDOK-FM, 3940 Euclid Avenue, Cleveland, Ohio

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NEWLY FORMATED TOP 40,

group operation needs jocks and newsmen. Medium market. Northeast. Send tape and resume.

Box B-30, BROADCASTING.

EXPERIENCED NEWSMAN

Join the Quint-Cities largest radio news staff. This 350,000 market station is expanding its 5-man news team. \$7,500 minimum. Send tape, writing samples, resume and picture to:

Jerry Reid—News Director

KSTT

P.O. Box 3788
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BROADCAST PRODUCER IMMEDIATE OPENING

Baltimore ad agency with current billing of 22 million is looking for a young man with Station, Production House or Agency experience who can offer production know-how plus creative ideas. We offer a good salary, normal fringe benefits and an excellent retirement plan. If you're looking for a better opportunity to contribute and grow, call Fred Schilpp at 301-539-5400 or send resume to:

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Prove your potential as a broadcast administrator!
Salary is open!

Contact George Foulkes, (812) 234-3791, WAAC Radio, Terre Haute, Indiana

\$100.00 REWARD

I'll pay \$100.00 to anyone who can find me the following person: A married man with a good personal reputation who can program manage a daytime radio station. He must have a first ticket. Absolutely no maintenance. He must possess a mature voice. Be able to direct personnel. Have a good knowledge of pop-contemporary music and games and contests. Must be willing to work hard. \$9000.00 to start. Reward will be paid to person giving me lead to this man as soon as he reports to work.

Box A-22, Broadcasting.

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WLW, Cincinnati, Ohio (50,000 watts —NBO) up-tempo, MOR with sports and top personalities, seeking fully qualified Program Director.

Candidates should have had successful Administrative & Programing experience. Top compensation package available to the person selected.

Send complete confidential resume to Charles K. Murdock, Vice President & General Manager, WLW, Cincinnati, Ohio 45202.

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Major market radio manager, complete Radio-TV broadcaster, desires teaching and/or university station administration with institution more interested in practical experience than advanced degrees.

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Situations Wanted Sales

NEED SALESMEN?

We know where to find aggressive, young radio or TV time salesmen eager to improve their earnings.

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Announcers

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Box B-38, BROADCASTING.

Television Help Wanted Sales

TV SALES!

Independent, top group Broadcaster VHF station in major California market seeking aggressive, young salesman. Excellent future for right man with proven track record in broadcast sales. Send resume to:

Box B-34, BROADCASTING.

National Sales Manager and Salesman—Northern Ohio

A well prepared professional is needed to design, establish, staff and operate a dynamic national sales program for a fully colorized UHF-TV station located in northern Ohio and in the State's number one market in homes and television households. The station's audience is up 111% in the last 8 months. A network affiliate. We believe that you will find that this is the spot to catch the lift of the wave.

For additional information, call Mr. Jordan—419-531-5558—or write: B. J., P. O. Box 7128 R. C., Toledo, Ohio 43615.

Television Help Wanted Sales continued

TV SALESMAN

Immediate opening for experienced television or radio time salesman with top 10 market network affiliated television station. We are part of a major group and can offer advancement potential for a good man. Candidates should have at least two years of broadcast sales experience, preferably in a smaller market. First year income approximately \$20,000.00. Send resume to:

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NEWS

WANTED: FILM SUPERVISOR

Major market eastern VHF with expanding news department has need for a film supervisor. Our man will head up all facets of the news film operation—filming, processing and editing. Be responsible for men, equipment and film quality. Must know equipment and how to use it; photography and how to teach it; people and how to organize and lead them. Dollars, hard work, responsibility and challenge to the right man.

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WANTED: One virtual impossibility. A company that has tripled its holdings in the past year and plans on continuing this growth pattern is suffering growing pains.

The man in mind can shoot great newfilm, know a terrific story when it comes along, find one when it doesn't and also do a pro job in an on-air news slot. He has immense pride in his ability to do more than the job requires and is looking for the chance for future growth, professionally, personally and financially. The corporate president doesn't believe me when I tell him such a man is rara avis. Make a liar out of me. Send VTR, SOF or audio tape and pic, along with track record to:

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Television Traffic Manager

Top ten market NBC affiliate seeking strong sales oriented Traffic Manager. Must currently be running a well organized, streamlined department equipped to handle fast and accurate confirmations and scheduling. Excellent opportunity and income for bright individual wishing to become affiliated with prestige broadcasting organization. Send resume to:

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All inquiries confidential.

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Needs aggressive management, showing losses, has business base and personnel. Medium size market, wide coverage, adjacent to important growth market. \$150,000 cash plus long term lease on real estate, building, etc., with purchase option.

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Paid part-time owner/manager over \$60,000 in salary & profits (plus fringes) in 1969. Gross increasing yearly but has greater undeveloped potential. Due health problem will sell \$400,000 cash firm, to experienced, financially qualified broadcaster. Principals only. No brokers. No "shoppers".

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So. California community

BUY—1KW daytimer
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BUY—5KW fulltime-FM — 36,000
BUY—Real Estate — 25,000
BUY all three —\$191,000
29% dn. Bal. @ low 5 1/4%
Write Box B-15, Broadcasting.

FOR SALE Stations

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N.C.	metro	daytime	600M	29%	Idaho	metro	daytime	100M	29%
Mass.	metro	daytime	600M	29%	East	major	AM & FM	1.3MM	nego



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(Continued from page 74)

■ K04FP Gakona, Alaska—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 4 to ch. 13; change call sign to K13JW. Action Jan. 22.

■ Georgia Mountain Fair Inc., Ga.—Broadcast Bureau granted CP for new VHF translator to serve Hiawasee and Macedonia, both Georgia, and Hayesville, N. C., on ch. 11 by rebroadcasting WQXI-TV Atlanta. Action Jan. 21.

■ W75AK Jacksonville, Ill.—Broadcast Bureau granted license covering new UHF translator; specify type trans. Action Jan. 20.

■ K13CO Fish Creek area, Dempsey Creek area, Lava Hot Springs and Portneuf River area, all Iowa—Broadcast Bureau granted CP to change trans. location of VHF translator to 1/4 mile southeast from Lava Hot Springs. Action Jan. 22.

■ K70ET Kirksville, Mo.—Broadcast Bureau granted license covering new UHF translator; specify type trans. Action Jan. 19.

■ Spokane Television Inc., Jamestown, N. D.—Broadcast Bureau granted CP for new VHF translator to serve Jamestown on ch. 9 by rebroadcasting KTHI-TV Fargo, N. D. Action Jan. 14.

■ KMC-69 Chapel Hill, Tex. KMC-70 Henderson, Tex. — Broadcast Bureau granted mod. of CP's to add relay of KERA-TV Dallas to CATV system in Henderson. Action Jan. 15.

■ W75AL Luray, Va. — Broadcast Bureau granted license covering new UHF translator. Action Jan. 20.

■ W-M T.V. Association, Merritt, Wash.—Broadcast Bureau granted CP for new VHF translator to serve Winton, Merritt and vicinity, all Washington on ch. 4 by rebroadcasting KHQ-TV Spokane, Wash. Action Jan. 14.

■ K04FV Labarge and Big Piney, both Wyo.—Broadcast Bureau granted license covering new VHF translator. Action Jan. 22.

CATV

Final actions

■ WAU-26 Lake Worth, Palm Springs, Riviera Beach and West Palm Beach, all Florida—Broadcast Bureau granted mod. of CP to change location of community ant. relay trans. to Palm Beach Farms, 8 miles east of Lakeworth, Fla., and change ant. system. Action Jan. 15.

■ Wauchula, Fla.—FCC waived hearing requirements of CATV rules on distant signals to allow Wauchula Cable T.V. Inc., CATV operator, to carry 7 Florida signals. Wauchula Cable sought signals of WFTV(TV), WMFE-TV, WDBO-TV all Orlando; WESH-TV Daytona Beach; WBBH(TV) Fort Myers; WSUN(TV) and WLCY-TV both St. Petersburg. Action Jan. 21.

■ KWU-39 Wabash, Ind.—Broadcast Bureau granted CP for new community ant. relay station to bring distant TV signals of WFLD-TV, WGN-TV and WTTW(TV), all Chicago, WTTV(TV) Bloomington-Indianapolis, Ind., to CATV system in Wabash. Action Jan. 15.

■ KWU-40 and KWU-41 Junction City, Kan.—Broadcast Bureau granted CP's for new community ant. relay stations to bring distant TV signals of KAKE-TV Wichita, Kan. to CATV system in Junction City. Action Jan. 15.

■ Emporia, Kan.—FCC denied request by Oregon CATV Inc., CATV operator, asking waiver of carriage and program exclusivity requirements. System was given 30 days from release date of order to comply with rules. Action Jan. 21.

■ Massillon, Jackson township and Perry township, all Ohio—FCC denied request by Massillon Cable TV Inc. for waiver of program exclusivity requirements of Rules, and system has been ordered to give protection to WAKR-TV Akron, Ohio, within 30 days. Action Jan. 21.

■ Pottsville, Pa.—FCC denied petition by Pottsville Trans-Video, CATV operator, for reconsideration of show cause order and action requiring CATV system to protect signals of three Pennsylvania TV's. Action Jan. 21.

■ K2T-20 Mount Vernon and Mount Pleasant, K2T-21 Mount Pleasant, all Texas—Broadcast Bureau granted mod. of licenses to add frequencies and add relay of KERA-TV Dallas. Action Jan. 15.

Actions on motions

- Hearing Examiner Basil F. Cooper in Mt. Carmel, Pa. (Karmel CATV Systems Inc. and Jepko Community System), CATV proceeding, scheduled further prehearing conference for Jan. 30 and evidentiary hearing for Feb. 18 (Docs. 18830 and 18775). Action Jan. 16.
- Hearing Examiner David I. Kraushaar in Carmel Valley, Calif. (Vic's TV Cable Service), CATV proceeding, subject to further order as may be required, rescheduled hearing for Feb. 13 (Doc. 18743). Action Jan. 15.
- Hearing Examiner Ernest Nash in Wheeling, W. Va. (Duvall Radio Sales & Service), CATV proceeding, scheduled further prehearing conference for Feb. 18 and postponed hearing scheduled for that date (Doc. 18757). Action Jan. 21.

Other actions, all services

- Hearing Examiner Chester F. Naumowicz Jr. in San Francisco (Chronicle Broadcasting Co.), renewal of licenses of KRON-FM-TV, issued subpoena as modified (Doc. 18500). Action Jan. 14.
- Office of Opinions and Review in Minneapolis (Midwest Radio-Television Inc.), renewal of licenses of WCCO-AM-TV, granted petition by applicant and extended to Feb. 2 time to file reply to oppositions to petition for reconsideration and grant filed by Broadcast Bureau and response to such petition filed by Hubbard Broadcasting Co. (Doc. 18499). Action Jan. 15.
- Hearing Examiner James F. Tierney in case of ABC, renewal of authority to deliver network radio and television programs to stations in Canada and Mexico, denied opposition by Broadcast Bureau to notice to take oral deposition filed by Radio-Television, S.A. and Bay City Television Inc. to extent that Mayor Curran may choose to be examined either orally or by written interrogatories at appropriate time and place of his choosing; by separate action, on motion by Western Telecasters Inc. ordered ABC to produce documents; on motion by ABC ordered KCST-TV and others except KFMB-TV and KOGO-TV to produce documents; on motion by Radio-Television, S.A. and Bay City Television Inc. ordered Western to produce documents; ordered that Broadcast Bureau shall be supplied with copies of whatever documents are reproduced (Doc. 18606). Action Jan. 20.
- Hearing Examiner James F. Tierney in case of ABC, renewal of authority to deliver network radio and television programs to stations in Canada and Mexico, dismissed motion by Radio-Television, S.A. and Bay City Television Inc. since it has been rendered moot by memorandum opinion and order released Jan. 21 (Doc. 18606). Action Jan. 22.

Ownership changes

Applications

- KOBH-AM-FM Hot Springs, S. D.—Seek assignments of licenses from Major C. Short to Ponderosa Broadcast House Inc. for \$100,000. Principals: Major C. Short, president (51%), and William A. Goodhope, secretary-treasurer (49%). Mr. Goodhope is manager of KOBH. Ann. Jan. 6.
- KGA(AM) Spokane, Wash.—Seeks transfer of control of Liddle Broadcasting Corp. from Grady A. Sanders, William J. Liddle and Edward B. Brownstein (as a group, 90% before, none after) to Monroe Broadcasting Co. (10% before, 100% after). Consideration: \$75,000. Principals of Monroe: Wesley L. Monroe, president (17%), Grady A. Sanders (11.1%), et al. Mr. Sanders is president of WHEL(AM) New Albany, Ind. Ann. Jan. 15.

Actions

- KHAI(AM) Honolulu—Seeks assignment of license from Royal Broadcasting Co. to Griffith Broadcasting of Hawaii Inc. for \$165,000. Seller: Kal W. Lines, trustee in bankruptcy of Robert Sherman. Buyers: L. Dickson Griffith (35%), Hugh Virgil Sherrill and Macrae Sykes (each 21.25%), et al. Mr. Griffith owns 25% of travel agency and has application pending FCC approval to purchase KHOB-AM-FM Hobbs, N. M. Mr. Sherrill is director of Chris-Craft Industries Inc. and director of chemical and nitrogen products company. Messrs. Sykes and Sherrill are partners in investment banking firm. Action Jan. 21.
- WGEN(AM) Geneseo, Ill.—Broadcast Bureau granted transfer of control of Geneseo

Broadcasting Co. from Ernest G. Swint (100% before, none after) to Joseph E. Lobalto, Ronald F. Gallina and William H. Walters Jr. (each none, before, 33 1/3% after). Consideration: \$130,462. Mr. Lobalto is account executive for WHBF(AM) Rock Island, Ill. Mr. Gallina is sales manager for WROK(AM) Rockford, Ill., and Mr. Walters is production director for that station. Action Jan. 20.

■ KVGB(AM) Great Bend, Kan.—Broadcast Bureau granted assignment of license from KVGB Inc. to Forward of Kansas Inc. for \$339,997. Sellers: Grover C. Cobb, vice president-general manager, et al. Mr. Cobb owns 22 1/2% of KSLI(AM) Salina, Kan. Buyers: Forward Communications Corp., 100%. O. Charles Lemke, vice president (29.99%), John C. Sturtevant, chairman (28.57%), et al. Mr. Lemke owns travel agency. Mr. Sturtevant is publisher of *Wausau* (Wis.) *Record-Herald* and owns 75% of real estate firm, Forward Communications owns WSAU-AM-TV and WIFC-FM all Wausau. WMTV (TV), Madison, WKAU(AM) and WVLE (FM) both Kaukauna, all Wisconsin; KCAU-TV Sioux City, Iowa; WTRF-FM-TV Wheeling, W. Va.; and *Marshfield* (Wis.) *News-Herald*. Action Jan. 20.

■ WJRS-FM Jamestown, Ky.—Broadcast Bureau granted assignment of license from Russell County Broadcasters to Lake Cumberland Broadcasters for \$11,538. Seller: Richard Fryman, sole owner. Seller owns applicant for new AM at Russell Springs, Ky. Buyer: Welby C. Hoover, sole owner. Mr. Hoover is general manager of WJRS-FM. Action Jan. 20.

■ WMSK-AM-FM Morganfield, Ky.—Broadcast Bureau granted transfer of control of Union County Broadcasting Co. from William E. Kelly (50% before, none after) to J. B. Crawley (50% before, 100% after). No consideration involved. Purpose of transfer is trade of assets jointly owned by Messrs. Kelly and Crawley. Principals have interest in WCND(AM) Shelbyville, Ky., and WPTN-AM-FM Cookeville, Tenn. Action Jan. 21.

■ KEVL(AM) White Castle, La.—Broadcast Bureau granted assignment of license from Big League Broadcasting Inc. to Shedd-Agard Broadcasting Inc. for \$62,500. Sellers: Larry Marchand Jr., president, et al. Buyers: James H. Shedd, president, and Leland Agard, vice president-treasurer (each 50%). Mr. Shedd owns WWCC(AM) Bremen, Ga., sale of which pending FCC approval. Mr. Agard owns crop-dusting firm and is pilot. Action Jan. 27.

■ WBFQ(FM) Detroit — Broadcast Bureau granted transfer of control of Trinity Broadcasting Corp. from Bernard F. Zinn and Detroit Bank and Trust Co., co-executors of estate of Nicholas Timko, deceased (67% before, none after), to Joseph Ninowski (33% before, 100% after). Consideration: \$85,225. Principals: Joseph Ninowski, president of Trinity Broadcasting, owns 20% of insurance firm, 17% of cutting tool company and 15% of restaurant firm. Action Jan. 15.

■ WVIM(AM) Vicksburg, Miss.—Broadcast Bureau granted transfer of control of Radio Mississippi Inc. from John F. Shea (100% before, none after) to Charles W. Dowdy (none before, 100% after). Consideration: \$75,000. Principals: Mr. Dowdy owns WROA-AM-FM-TV Gulfport, Miss. Action Jan. 20.

■ WMOA-AM-FM Marletta, Ohio—Broadcast Bureau granted transfer of control of Major-Minor Corp. from W. Ernst Minor III (51% before, none after) to Ray H. Rosenblum (49% before, 100% after). Consideration: \$55,000. Principals: Mr. Rosenblum is general manager of WMOA-AM-FM and owns WACB(AM) Kittanning, Pa. Action Jan. 21.

■ WALO(AM) Humacao, P. R.—Broadcast Bureau granted transfer of control of Ochoa Broadcasting Corp. from Antonio L. Ochoa (100% before, none after) to Efrain Archilla-Roig (none before, 100% after). Consideration: \$400,000. Seller: Mr. Ochoa owns recording studios. Buyer: Mr. Archilla-Roig owns 55.4% of WMNT-AM-FM Manati, P. R., various land development interests, and is lawyer. Action Jan. 20.

■ WRJS(AM) San German, P. R.—Broadcast Bureau granted assignment of license from Electronic Enterprises Inc. to Southwestern Broadcasting Corp. for \$80,000. Sellers: Iris Mieres Ayuso, president, Clement L. Littauer, executive vice president, et al. Sellers own WITA-AM-FM San German, WITA-TV San Juan, WITB-TV Mayaguez and WITP-TV Ponce, all Puerto Rico, and publish *El Imparcial*. Buyers: Pedro Roman-Collazo, president (50%), Angel O. Roman, vice president, and Angel E. Roman-Collazo, secretary-treasurer (each 25%). Pedro Roman-

Collazo and Angel O. Roman own 30% and 55%, respectively, of WVOZ(AM) and WOLA(FM) Carolina, P. R. Angel O. Roman and Angel E. Roman-Collazo own 10% and 90%, respectively, of construction corporation. Pedro Roman-Collazo owns 25% of finance company. Buyers each own individual rental businesses. Action Jan. 20.

■ KUTA(AM) Blanding, Utah — Broadcast Bureau granted assignment of license from KUTA to San Juan Broadcasting Co. for \$40,000. Sellers: Jack W. Hawkins, president (73.5%), et al. Buyers: Robert Dale Holmes, president, Calvin Black, vice president, Carolyn Black and Willa-Don Holmes, secretary-treasurer (each 25%). Mr. Holmes is manager of KUTA and owns 25% of station. Mrs. Holmes is program director of KUTA. Mrs. Black owns Blanding mining and investment firm and has other business interests. Mrs. Black has no other business interests. Action Jan. 20.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING, through Jan. 27. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

Franchise grants are shown in *italics*.

- *Jackson, Ala.*—Teleprompter Corp., New York (multiple CATV owner) has been granted a 20-year franchise. The firm will pay the city 5% of the gross annual income.
- *Madison, Fla.*—Madison Cable TV Inc. has been granted a franchise.
- *Monticello, Fla.*—Tower Maintenance Co., Tallahassee, Fla., has applied for a franchise. The firm will pay the city 4% of the gross revenues and charge subscribers \$10 for installation and \$5 monthly.
- *St. Cloud, Fla.*—TM Communications Co. (multiple CATV owner), a subsidiary of Times Mirror Co., Los Angeles, has been granted a franchise.
- *Tampa, Fla.*—Seven firms have applied for a franchise: Athena Communications, a subsidiary of Gulf and Western, New York; Cox Cable Vision, Atlanta; Television Communications Corp., New York; TM Communications, a subsidiary of the Times Mirror Corp., Los Angeles; Teleprompter Corp., New York; Rahall Communications, St. Petersburg, Fla.; and Micanopy Group Co., Gainesville, Fla. All of these firms are multiple CATV owners.
- *Chicago*—Five firms have applied for a franchise: San Jose Cable TV Co.; Lerner Communications Co., a subsidiary of Lerner Newspapers; Corp-Flex International Corp., all Chicago; and Teleprompter Corp. (multiple CATV owner) and Pacific and Southern Broadcasting Inc., both New York. Proposed fees to subscribers averaged from \$5 to \$7 monthly and installation charges ranged from \$15 to \$30. The companies offered the city an average of 6% of the gross annual revenue.
- *Moline, Ill.*—Quint-Cities Cablevision Inc. has been granted a nonexclusive, 20-year franchise. The firm will pay the city 5% of its gross annual revenues and charge subscribers a maximum of \$15 for installation and \$5.95 monthly. Quint-Cities also holds franchises in four neighboring cities: Davenport, Bettendorf, East Moline and Silvis, all Illinois.
- *Rock Island, Ill.*—H&B Communications Corp. (multiple CATV owner), a subsidiary of H&B American Corp., Los Angeles has applied for a franchise.
- *Valparaiso, Ind.*—Mr. Richard Daines, Valparaiso, has applied for a franchise to provide educational programs.
- *Clinton twp., N. J.*—American Tele-Systems Corp., Bethesda, Md. (multiple CATV owner) has applied for a franchise.
- *Cold Spring, N.Y.*—American Tele-Systems Corp., Bethesda, Md. (multiple CATV owner) has applied for a franchise.
- *Tacoma, Wash.*—Two local firms have been awarded a franchise: Cable TV Puget Sound, a division of the Tribune Publishing Co., and Tacoma Cable Co. Both firms have offered the city 6% of the gross annual revenue.

Watsonville, Palm Springs, Eureka, Seattle, Santa Ana, Hollywood, Honolulu, El Paso, Denver—these were the stops along the way for Harold James (Hal) Davis, a radio professional. Small markets and big and some in-between: He has worked in and learned from them all. Since 1947, Hal Davis has touched down at 10 different stations, worked at a variety of radio jobs—announcer, engineer, salesman, disk jockey; advertising, promotion, program director; station manager, general manager, part owner.

He knows the score and now he's getting his first major opportunity to call the plays. Last September, after a board of directors meeting in San Bernardino, Calif., Doubleday Broadcasting Co. handed 48-year-old Hal Davis of Denver the biggest job he's had since breaking into radio some 23 years ago. He was elected to a specifically created position as senior vice president in charge of the group broadcaster's five AM and three FM stations in four western and southwestern states.

These are the radio stations of the former Trigg-Vaughn chain: KHOW-AM-FM Denver (which Hal Davis has run since 1963); KROD(AM) El Paso (another station Mr. Davis ran as general manager); KDEF-AM-FM Albuquerque, N.M.; KRNO(AM) San Bernardino, Calif.; and KITE-AM-FM Terrell Hills (San Antonio), Tex. Mr. Davis, who had gone to work for Trigg-Vaughn in January 1963, stayed on when Doubleday and Co., the New York publishing firm, looking for a small group to buy, made its entrance into broadcasting in 1967. Attracted to Trigg-Vaughn because it was established and had solid management, Doubleday spent \$14.1 million to acquire the group's eight radio and two VHF properties (a UHF station subsequently was constructed in Dallas). Hal Davis, a key part of that established, high-rated management that was acquired, now reports to Doubleday Broadcasting president David Scribner in Dallas.

But here comes the nub about any communication that purports to tell in some depth about Hal Davis and his beliefs: Don't stress central organization and radio station operation by high command. It's his deepest conviction that radio must be flexible and local.

"I've been in this business for 23 years," he says, "and from the first day that I walked into it I realized that it would be good business for me to be involved in my community—to help communicate between people and to try to better their problems."

The big lesson for Hal Davis was when he was with KRSC(AM) Seattle (now KAYO) during the early 1950's. The Seattle symphony was about to fold. Mr. Davis, then a disk jockey, and

Community service may mean donating a copter to the cops

another DJ took over the station for 24 hours, doing a radio marathon. Broadcasting from a downtown department store window, they succeeded in raising \$16,000 and helped save the symphony.

"The station went from nothing to number one in the market because of this effort," Mr. Davis recalls. "That's when I really knew that doing something in the community was the most important thing I could do. Everything else was only the superstructure. The embellishment was community service."

This is why in 1968, Hal Davis, as

vice president and general manager of KHOW Denver, recognized the need of the local police department for some kind of helicopter patrolling service. But the city was broke—couldn't afford to buy a chopper for its police. Mr. Davis, on behalf of the station, spent \$60,000 for a helicopter and turned it over to the police department under a \$1-a-year lease agreement.

Apparently this is not just public relations eyewash or specially designed items for FCC consumption—not when \$60,000 hard cash is involved. "We feel that broadcasters today, the really good ones, are now not just using their air time to communicate but they also are working internally within the community to do things and are spending money on it," is the way Hal Davis currently observes the scene.

And there's more practice to cite to back up such preachment. Mr. Davis, operating out of the KHOW stations in Denver, keeps in touch with the other Doubleday radio stations mostly by telephone. His objective always is to maintain a good local flavor.

To veteran radio pro Hal Davis the business of radio management is solving problems. "Basically, my job ever since I've been in this business is going to stations that are having problems, revamping them and getting them into a money-making situation," he points out. When he went to KVOE(AM) (now KWIZ) Santa Ana, Calif., as general manager in 1952, the station's first month billing was \$1,700. When he left in 1958, after selling his half-ownership, the station was generating more than \$35,000 a month. KHOW(AM), under the guidance of Mr. Davis, turned around from doing some \$200,000 in annual total billings to a record revenue producing \$1.4 million in 1969.

"It's really fairly easy if you know what you're doing," Mr. Davis says without cockiness. "We provide basic services to the community and good production and find an image for it." Then he adds with emphasis: "Of course, that's all we are—image."

Part of the Hal Davis image is ace pilot—he's multi-engined, instrument and helicopter rated. A part of him not widely known is that he's still an ardent DJ—does a daily morning three-hour stint on KHOW under the name of Elmer Fox.

What scares Hal Davis is falling out of touch with the community. "All of a sudden the manager or whoever was responsible gets out of touch and zap, I've seen good operations go under in 90 days," he reports with a shudder. But the "exciting challenge" of independent radio—"of building an image for a station with a stack of records and a little bit of news," keeps him from chickening out.

Week's Profile



Harold James Davis—senior vice president in charge of radio stations for Doubleday Broadcasting Co., Dallas, and vice president and general manager of KHOW-AM-FM Denver; b. Dec. 3, 1921, Los Angeles, founder and owner, Hal Davis Advertising Agency, Los Angeles, 1958-59; owner and operator of two health studios, Garden Grove, Calif., 1959-60; advertising and promotion manager, Crowell-Collier Broadcasting Corp., Hollywood, 1960; general manager, KORL(AM) Honolulu, 1960-63; general manager, KROD(AM) El Paso, 1963; general manager, KHOW(AM) Denver, 1963-69; named senior vice president in charge of Doubleday Broadcasting radio stations in addition to running KHOW, Sept. 25, 1969; m. Donna Dorsett of Dallas, May 21, 1960; children—Mike, 19; Sandra, 15; Geni, 13 (all by previous marriage); Joe Keith, 7; Brandi, 5.

Editorials

An in-house problem

What presumably will be the last of the arguments have now been heard on the FCC's proposal to give land-mobile radio more space in television's ultra-high frequencies. The weight of the evidence suggests that the FCC ought to leave the UHF's alone.

The two alternatives that the FCC is considering are to let the land-mobile users share occupancy with UHF television on channels 14 through 20 or to give them exclusive occupancy of channels 70-83 after moving television out. The second may be too dangerous politically for even the earnest friends of land mobile to embrace; the public will resent any significant tampering with its television reception. The first is really the one that all the arguing is about, though the facts at hand suggest it is as lacking in merit as the second.

It was just about a year ago that the Stanford Research Institute, which was commissioned by the FCC to survey land-mobile usage, submitted a report laying the principal blame for land-mobile problems on inept management. In essence the report found that the FCC had been sloppy in its assignments and supervision. Since then, as might have been expected, the land-mobile forces both inside and outside the commission and face-savers on the FCC staff have been industriously trying to bury that first report and to concentrate on SRI's final draft which found a "crisis" of land-mobile congestion in New York City.

Now the New York finding is itself diluted—and by SRI, whose representative, in answer to a question at the final argument, admitted that the description of a "crisis" was a "subjective judgment." That just about took things back to where they were in the preliminary report.

The facts in the SRI monitoring reports can be cited to show, as the Association of Maximum Service Telecasters has shown, that there is no "crisis" that cannot be expeditiously relieved by administrative actions. Certainly there is no crisis that demands so drastic a move as the usurpation of television space or a sharing that, for all that is known now, could cause intolerable interference with television reception.

A privilege to be preserved

The government's subpoenas for material gathered by CBS News in preparing a program on the Black Panthers bring into new and better focus the problems and dangers that lie in the mounting demands, by various governmental bodies, for "out-takes" of broadcast journalism.

In the present case, as reported elsewhere in this issue, the government is seeking not only the out-takes but also a complete record of correspondence, notes, memos, even telephone calls made in preparation of the program. The first reflects critical issues; the second is as preposterous in its request as it is impossible in compliance.

To the broadcast newsman, out-takes are and should be as privileged as the notes a newspaperman takes but does not use. On the air or in print, the final story is what counts. Whether on tape, film or a wad of copy paper, the material that in the end was discarded—because it was irrelevant or dull or proved to be inaccurate or misleading, or for whatever other reason—is the business of nobody but the newsmen who collected, considered and finally discarded it.

Unfortunately, the issue is not always that clear. The

government contends the present case is an exception, and CBS legal authorities seem to agree so far as the out-takes are concerned, because it involves a Black Panther leader charged with threatening the life of the President of the U.S. Those are hard odds to buck.

The networks probably have found the only practical solution in their decisions not to release out-takes or other material except under subpoena and, even then, to try to narrow the material to that which is clearly relevant. This is a policy that ought to be strictly enforced, not only on the network level but locally, where more and more police departments are seeking station "cooperation."

Lawyers hate to think of losing a "bad case" that will become a precedent, but somewhere along the line, it seems to us, the issue will have to be tested and resolved in court.

The trouble with easy access is not only that it ties up newsmen interminably, and may inhibit their decisions in future coverage, but also that it dries up news sources. How much are the Black Panthers, for example, apt to cooperate with broadcast newsmen in the future? Every time out-takes are made available to authorities, no matter how legally valid the cause or innocuous the footage, investigative reporting is made a little tougher. The public interest will be poorly served if broadcasters anywhere let this happen even one time more than is necessary in the strictest legal sense.

Rejected

As widely reported in mass-circulation media and in this publication Jan. 19, a staff report to the now disbanded National Commission on the Causes and Prevention of Violence has criticized the news media and revived proposals for a national center to judge the performance of U.S. journalism.

Since it parrots the witless but inflammatory criticism that is popular today among the professional uplifters, the report is bound to become part of the literature of dissent. The important thing for more rational persons to remember is that the commission itself ignored the principal recommendations when it drew up its final report. In effect, the staff work that has now been made public was discredited by the staff's employers months ago.



Drawn for BROADCASTING by Sid Hix
"These spots for color sets are okay . . . but let's stop calling it a fire sale!"

BREATHTAKING

VIEW OF DOWNTOWN HOUSTON



It's been a long time coming—Houston's air and water pollution . . . and its solution.

Like other booming industrial cities, Houston has slowly evolved into an area whose air and water are becoming unfit for consumption. But *unlike* some cities, Houston has recognized the danger and decided to do something about it . . . with enthusiastic support "popping up" everywhere.

KPRC-TV, in conjunction with the Texas Bill of Rights Foundation, recently aired a series of 5 provocative half-hour television programs probing the problems of pollution—its seriousness, the legal framework surrounding it, and the problem of financing a really effective campaign to eliminate this scourge.

Involved in the investigation were doctors, lawyers, industrialists, educators, government officials and other concerned citizens.

The fifth program was shown less than a month ago, but in that short time positive anti-pollution measures have been initiated by the Houston City Council and the Harris County Commissioners . . . including plans to appeal to the Texas Legislature for stronger pollution controls.

The hardest part lies ahead—cracking down on the polluters. But for the moment, Houstonians have begun to "breathe easier" because of the quick response of concerned citizens . . . like

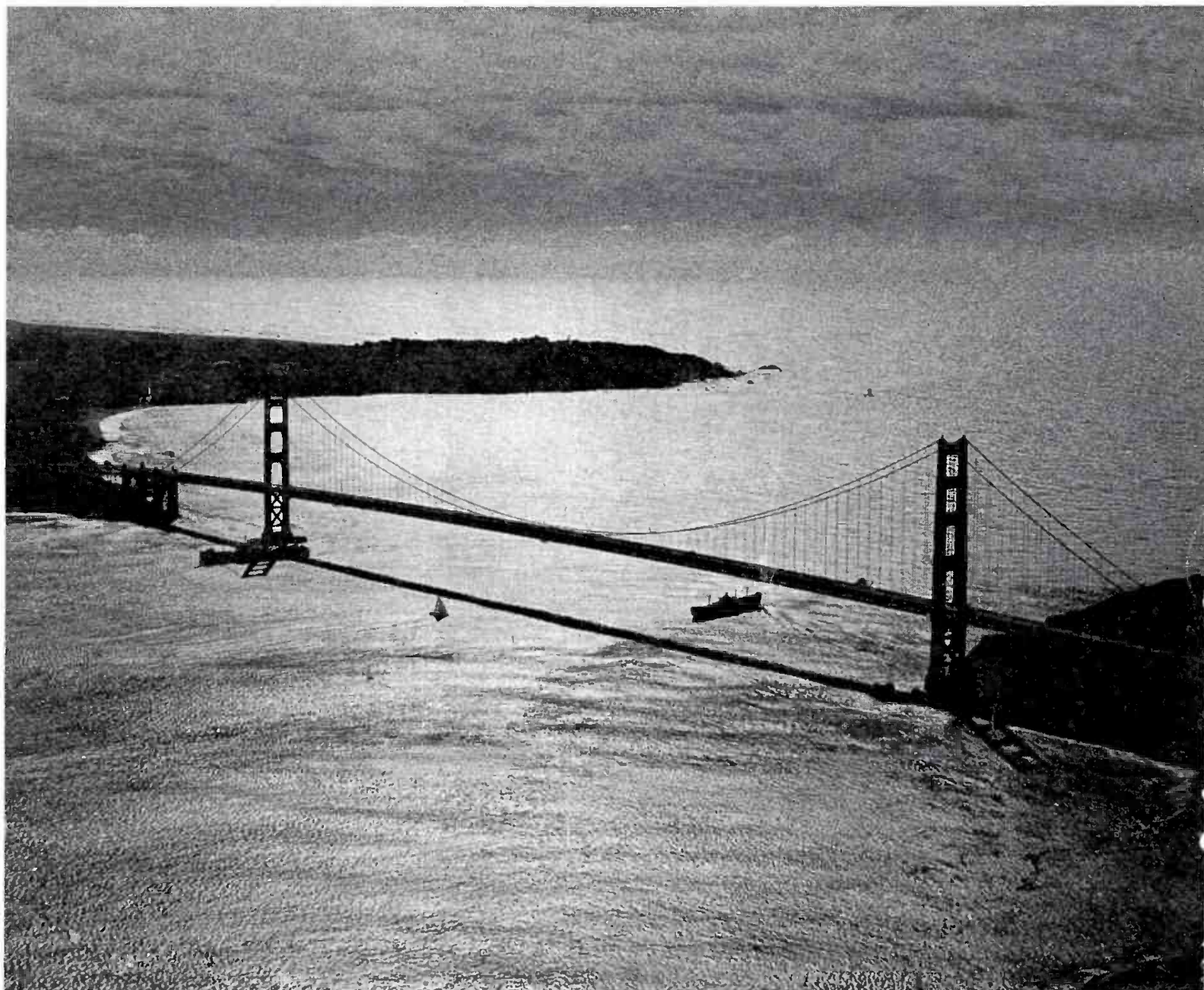
Good Neighbor

KPRC-TV!

NBC in Houston on Channel 2

Edward Petry & Co. National Representatives

If you lived in San Francisco...



...you'd be sold on KRON-TV