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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Ecology: a hot topic attracts programers, sponsors. p23
Magazines train their heaviest guns on television. p26
Goldwater clashes with Goodman on newsmen's rights. p54
SPECIAL REPORT: Why Kaiser's chips are on UHF. p64



**How do you know what motion pictures real people really want to watch?
Simple.**

You go to Milwaukee, Atlanta, Pittsburgh and Boston to ask them.

We went all over the country in our Real People Test to find out what families thought of the movies we've got lined up for local TV. Whether there were six children and two TV sets in the house or no children and one TV set, every family flipped over the films.

Here's a sample of the raves we collected: "Luv... I even like the title. It seems like a funny movie." David Olsen, Milwaukee, Wisc. "Marlon Brando is just a

superb actor." Mrs. Harold Moton, Atlanta, Ga. "I'd like to see Winchester for Hire." Elmer Ernst, Pittsburgh, Pa. "Laurence Olivier is one of my favorite actors." Mrs. Joseph Yardin, Boston, Mass.

These are the films we've got to go on local TV that everybody we talked to was eager to see: 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, \$5,000 on One Ace, Death Party

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

Post '60/Plus Features

from **Screen Gems**



How does it feel to pay more than your share of federal taxes?

Perhaps it's news to you that many people do. This is happening because government is in the electric power business in a very big way. On the one-hand, investor-owned electric light and power companies serve about 80% of electric users in the U.S.A. and are among the largest payers of federal taxes in the nation.

Government power projects, on the other hand, though they sell hundreds of millions of dollars worth of electricity that goes to millions of residential, commercial and industrial users, do not yield any tax revenue to our national treasury. For example, from 1953 to 1968, more than \$4,411,000,000 in federal tax revenues were lost through this situation.

This is because consumers who use government

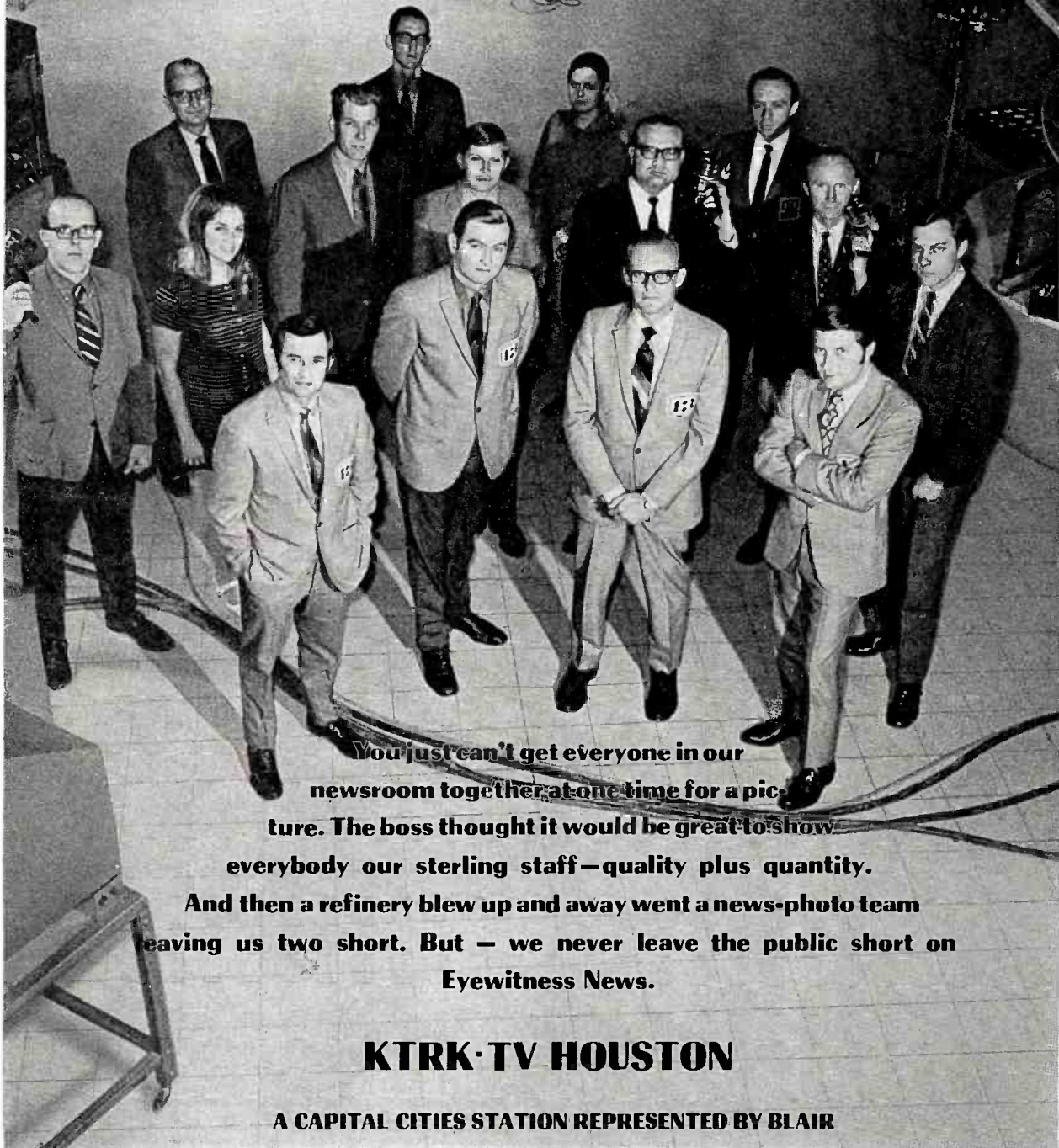
electric power are not required to pay in their electric bills the same taxes that other Americans pay. Obviously, everyone else has to make up the difference. That is one reason why so many people are paying more than their share of federal taxes.

What is suggested is that government electric power businesses assume federal tax-paying responsibility, as do the investor-owned electric power companies. This would spread the federal tax more fairly among electric users and open an added source of revenue to help meet the costs of government.

Investor-Owned Electric Light and Power Companies*

*For names of sponsoring companies, write to: Power Companies, 1345 Avenue of the Americas, New York, New York 10019

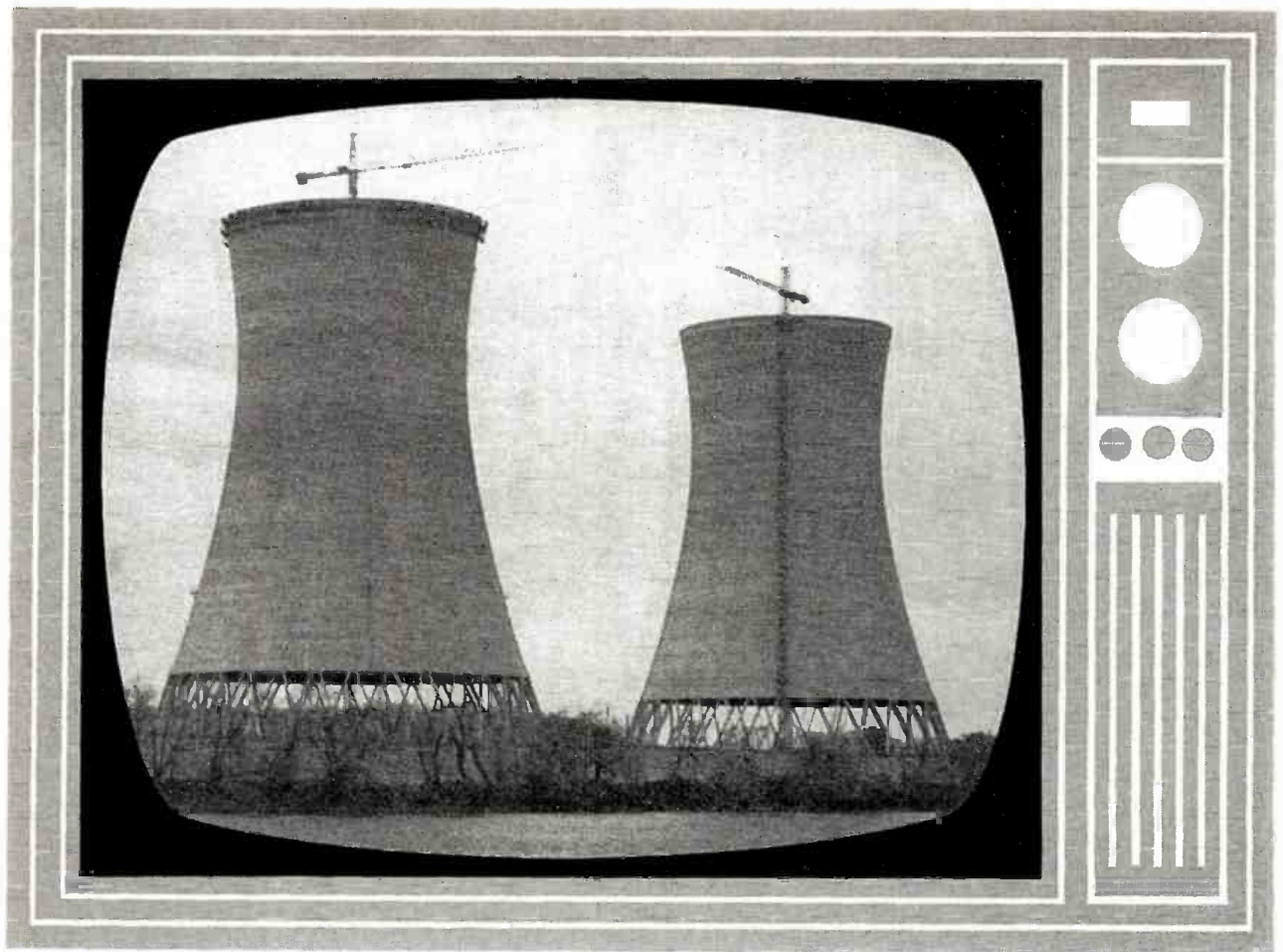
Where's Keefe and Moore?



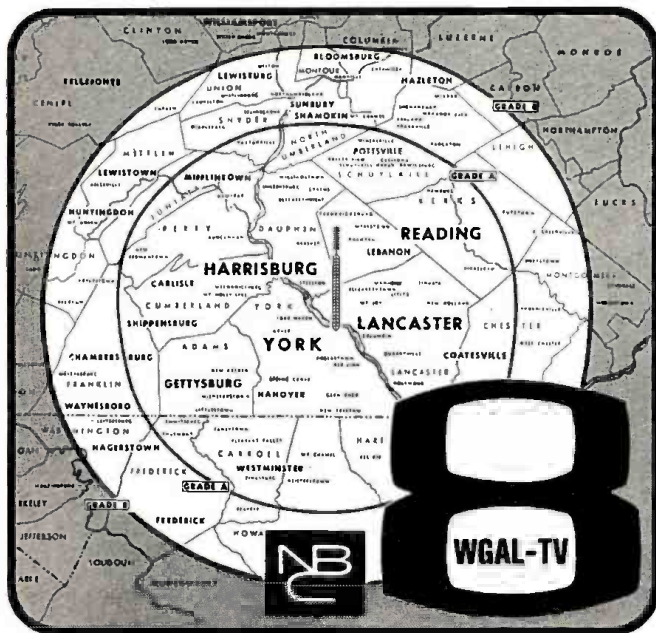
You just can't get everyone in our newsroom together at one time for a picture. The boss thought it would be great to show everybody our sterling staff—quality plus quantity. And then a refinery blew up and away went a news-photo team leaving us two short. But — we never leave the public short on Eyewitness News.

KTRK-TV HOUSTON

A CAPITAL CITIES STATION REPRESENTED BY BLAIR



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.

Birdland

White House proposal that domestic communications-satellite business be opened to virtually anyone with money and know-how will be adopted in principle by FCC, but over objections of at least two members. At special meeting last Friday (March 13) commission majority approved staff draft of policy that takes cue from White House plan. After editorial changes, it's expected to be issued this week.

Arguing against multiplicity of systems was unusual alliance of Robert E. Lee, Republican, and Kenneth A. Cox, Democrat. They said "slots" in space that U.S. can use are limited—perhaps to five—before running into trouble with Canada and Mexico. They saw competing applications and comparative hearings as delays in start of service. They favored earlier FCC inclination toward pilot project with Communications Satellite Corp. in dominant role. That, in their view, would get birds up sooner.

One-two punch

Herbert G. Klein, Nixon administration's number-one communicator, will be key speaker at Tuesday, April 7, luncheon at annual convention of National Association of Broadcasters in Chicago. Previously announced by NAB President Vincent T. Wasilewski was acceptance by FCC Chairman Dean Burch of invitation to address Wednesday's luncheon session (see page 49). Apollo 11 astronauts are slated to be honored at Monday's opening luncheon.

Windfall

Some long-time associations are due for change soon in station-representation field. Cox Broadcasting plans to consolidate representation of all five of its TV stations with one firm, Tele-Rep Inc., which already handles Cox's KTVU-TV (TV) Oakland-San Francisco. Moving to Tele-Rep, which was formed by Chris Craft Industries effective Jan. 1, 1969, to sell for its own three TV stations and selected list of others, are WSB-TV Atlanta and WHIO-TV Dayton, Ohio, both long represented by Edward Petry & Co.; WTIC-TV Pittsburgh, which has been handled by John Blair & Co., and WSOC-TV Charlotte, N.C., by H-R Television.

Moves are said to be part of over-all long-range planning; reflect no dissatisfaction with any of current reps. Neither, say authorities, do they reflect any intention of Cox to acquire interest in

Tele-Rep or any other rep firm. Whether Cox will similarly consolidate representation of its four radio stations with single firm—Petry now has three, H-R one—remains to be seen.

Just in case

New York TV and radio stations are getting requests from agencies for availabilities for various types of local advertisers that may be affected if newspaper strike in New York occurs on March 31. Contracts for 10 unions expire on that date, and agencies want to be able to move in quickly with radio-TV advertising if newspaper walkout eventuates.

Plethora of plugs

Television stations are complaining that increasing use of trade-out announcements in syndicated programs is beginning to eat into commercial time available for station sale to conventional advertisers. Trade-out plugs must be counted as commercials in station logs. At urging of members, National Association of Broadcasters last week started what may be campaign to clear up situation.

NAB's chief counsel, John Summers, sent letters to 82 TV syndicators, requesting them to supply advance summaries of time occupied by trade-out plugs in all their programs (which Mr. Summers pointed out is required by law). With that information in hand, stations will know how much time is left for them to sell in and around syndicated shows. That's for starters. Stations individually are expected to argue for less trade-out time when negotiating with syndicators.

Promising start

Daniel Wilson, who resigned several months ago after 14 years as vice president with Jules Power Productions, New York, has completed his first special as independent producer, *With these Hands*, study of eight arts craftsmen in different parts of country. S. C. Johnson & Son, Racine, Wis., is understood to have bought program for showing on ABC-TV in early May. Daniel Wilson Productions will specialize in science-cultural documentaries and has several in preparation. In addition it's working with Arthur Godfrey on series of environmental programs being produced for Colgate-Palmolive.

Prospects on pay

House Commerce Committee deliberations on pay TV (see page 37) may eventually produce bill that would impose stricter limits on pay TV than those set forth in FCC rules—but don't look for Dingell ban-pay-TV bill to gain much ground. Political realities dictate that committee come up with something likely to gain Senate's attention—and it is generally agreed that Dingell measure would face certain death on that side of Capitol Hill. Regulation of pay-TV stations' rates also appears to be dying issue, according to insiders.

Going back

Mrs. Lenora Romney, wife of secretary of housing and urban development, who will be GOP opponent to Senator Philip Hart, (D-Mich.), in November elections, is no stranger in broadcasting. Mrs. Romney, 61, is daughter of late Harold A. Lafount, Utah Republican, who served on Federal Radio Commission from 1927 (shortly after it was created) until it was replaced by FCC in 1934. Mr. Lafount afterward was vice president of Bulova stations and part owner of outlets in New England. Mrs. Romney for time worked in her father's FRC office as secretary.

Geller rides on

Whatever happens in way of new GOP appointments to FCC, there's reluctance to replace FCC's knowledgeable general counsel, Henry Geller, who, despite opportunities in private practice, would prefer to remain in government. Enough Republicans and holdover Democrats on FCC want New York Democrat Geller to keep him around. So while other heads may roll politically, it's possible—even likely—that Mr. Geller will get high-level special appointment if not retained as general counsel.

Firmament

Show that pioneered rotating-star series may be caught up in its own influence. Fourth star may be added to *Name of the Game* series currently shown on NBC-TV. Vera Miles, who was recent guest star in episode of series, is being considered as likely addition to regular cast. Also coming under influence is *The Virginian*, which has announced plans to rotate three stars within framework of series. James Drury and Doug McClure have already been named to star in segments of program with third star yet to be named.

At WPIX, we New Yorkers inspired young heroes to make the supreme sacrifice to protect their mommies from Rubella.

Rubella! Terrible deformer of unborn children. You may know it as German Measles.

Rubella. So difficult to protect against because it strikes the defenseless unborn child through its mother's bloodstream. And so contagious the New York Health Department estimated that preventing children and other members of the family from bringing home the infection would require 500,000 inoculations, an apparently impossible goal.

Until the Health Department came to WPIX and asked us to work with them on the problem. We concluded that kids would volunteer for inoculation if only they understood why it was so important. So we tried to describe it in terms they could understand: an umbrella to keep Rubella virus away from mommy and baby brother.

We wrote a commercial aimed at kids from 4 to 7, about a new vaccine that we called the "Rubella Umbrella." We produced it and played it in children's time on WPIX. Over. And over. And made it available to other New York television stations as well.

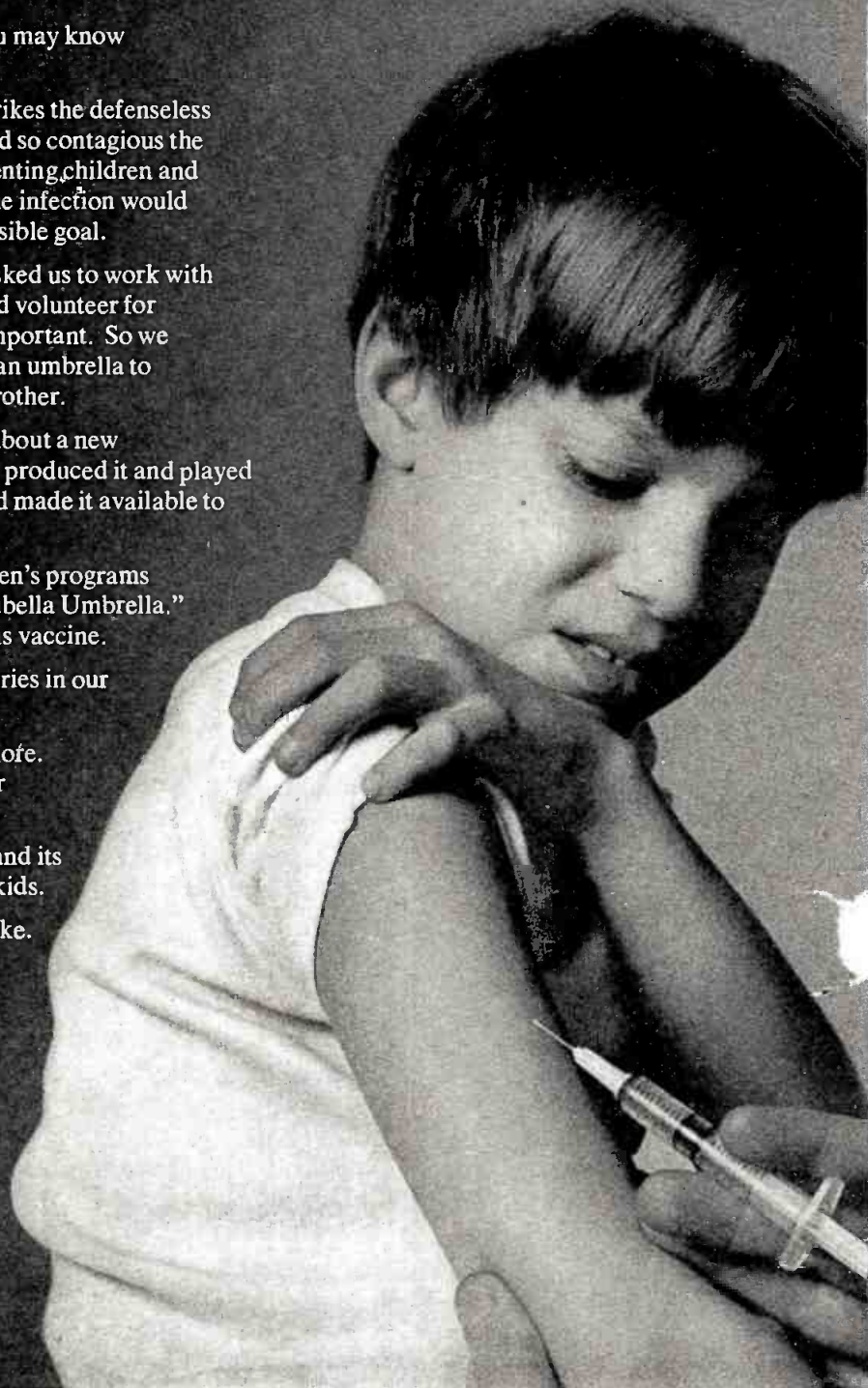
We ran a "Rubella Umbrella" contest on our children's programs offering prizes to kids who drew pictures of the "Rubella Umbrella." With a bonus to anyone telling where he received his vaccine.

Oh, how the kids responded! With thousands of entries in our contest. And over half a million inoculations.

Suddenly the impossible goal isn't impossible anymore. Thanks to New York's kids, Rubella may no longer be one of New York's problems.

So if you've been feeling pessimistic about the city and its problems, we suggest you take a good look at your kids.

And see what the future of New York really looks like.



Nobody does more for New York than we New Yorkers.

WPIX-TV NEW YORK



What is happening to land, air, sea and animal, vegetable and human life today becomes popular subject for television programing and commercials, with major advertisers and producers all evincing strong interest. See . . .

Hottest new program topic: ecology . . . 23

Test conducted by General Foods at request of *Life*, *Look* and *Reader's Digest* purports to show that magazines are 'generally comparable' to television in advertising effectiveness. Magazines onslaught on TV foreseen. See . . .

Magazines train heavy guns on TV . . . 26

Participants in colloquium on 'The Broadcaster and his Community' at University of North Carolina last week agree criticism of broadcasting has risen to 'level of roar,' differ on remedies. See . . .

Broadcasting fried Southern style . . . 36

Nixon administration's plan to reorganize executive branch telecommunications management passes first major hurdle last week as House subcommittee rejects resolution calling for disapproval of plan. See . . .

Clear sailing for White House plan . . . 38

Westinghouse Broadcasting Co., in memorandum filed with FCC last week, brings issue of network domination of prime-time programing into play with commission's look at network commercial practices. See . . .

Showdown: big group vs. big networks . . . 42

Apparently spurred by bribery case involving WKTR-TV Kettering (Dayton), Ohio, FCC indicates it is interested in other alleged payments to network officials for affiliations and may conduct broad investigation. See . . .

Other bribes in affiliations? . . . 44

NAB asks FCC to amend operator rules to permit most radio stations to operate with first-class operator on payroll either full time, part time or under contract. Directional AM's would be only exception. See . . .

Easing of radio-operator rules asked . . . 51

Referring to TV news controversy stirred up by Vice President Spiro T. Agnew, CBS News President Richard S. Salant warns that signs of First Amendment infringements have appeared. See . . .

Salant urges stand for newsmen's rights . . . 55

FCC Chairman Dean Burch criticizes copyright bill as too detailed to be effective in dealing with 'dynamic, changing field' such as CATV and ranging beyond copyright into policy questions better left to FCC. See . . .

Burch cites defects in copyright bill . . . 56

SPECIAL REPORT examines Kaiser Broadcasting Corp.'s UHF development. Outlets are still in red, but profit picture for near future is bright. Aim is formation of TV network with Kaiser stations as base. See . . .

Breaking the UHF profit barrier . . . 64

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Broadcasting

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

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING YEARBOOK, published every January, \$11.50 per copy.

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

A straightforward appeal to your self-interest.

The idea of your station becoming a leader in its market no doubt appeals to you.

It also appeals to all the other stations in your market.

We would therefore like to tell you how and why RRR can do the best selling job for you.

The sales increase in the last fiscal year for our RRR-represented stations was *twice* that of the national average.

Of the nine stations we represent, *six* are in the top ten markets, *eight* are in the top fifteen, and *all* are among the market leaders.

That stands to reason.

Our active, day-in, day-out sales effort is larger and more comprehensive than that of any other station representative.

Twenty salesmen work *full-time* selling our *limited* and *elite* list.

Their selling efforts are backed up by us in important, results-getting ways.

By our *Sales Planning and Research Department*, which develops and produces an average of *150* marketing studies a year, all tailored to the specific, individual needs of clients and prospective clients.

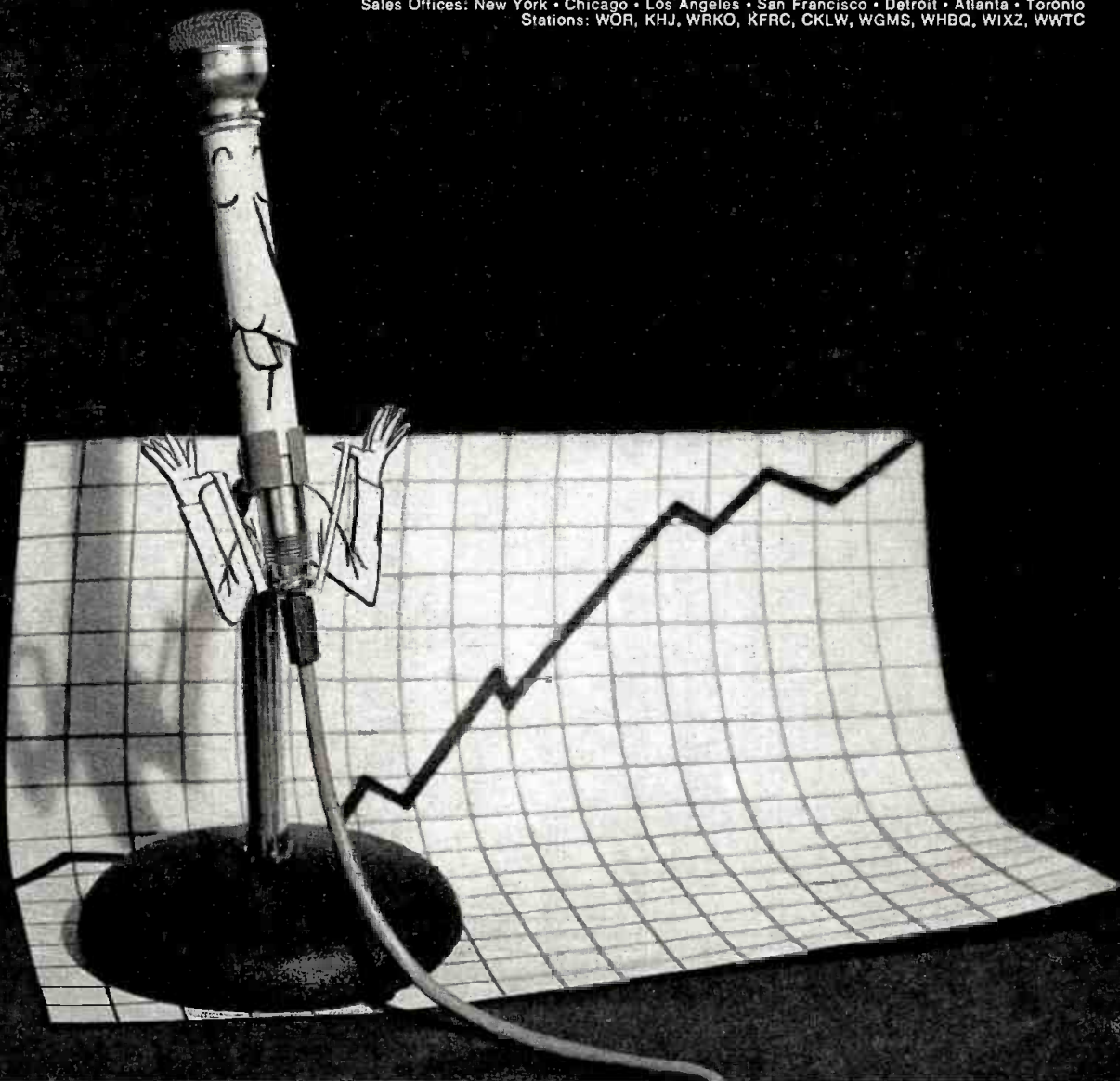
By our large-scale presentations to *major* corporations and ad agencies, including, this last year, *fifty* of the top hundred national advertisers.

If your station is in a growing, competitive market, and is self-interested, contact us.

RRR

RKO RADIO REPRESENTATIVES, INC.

Sales Offices: New York • Chicago • Los Angeles • San Francisco • Detroit • Atlanta • Toronto
Stations: WOR, KHJ, WRKO, KFRC, CKLW, WGMS, WHBO, WIXZ, WWTC



Meeting is inconclusive

Donald H. McGannon, president of Westinghouse Broadcasting Co., swung hard at networks in extraordinary meeting he and executives of CBS and NBC had with members of FCC on Friday (March 13).

But Chairman Dean Burch offered no encouragement that commission would act on matter that gave rise to meeting—Mr. McGannon's complaint about CBS and NBC plans affording affiliates additional time to sell commercials (see page 42).

At conclusion of three and half-hour meeting, Chairman Burch said session was "informative," but added that, in his view, "there was not enough evidence put on here to reach any conclusion at all."

Commissioners Robert E. Lee and Nicholas Johnson praised Mr. McGannon for effort to bring matter to commission's attention. But Commissioner Lee said Mr. McGannon's proposed remedies were "something you have to chew over quite a bit."

Additional commercial time being made available to affiliates is to permit them to recoup 6.5% reduction in compensation networks are paying them to offset increased AT&T interconnection charges.

Mr. McGannon, who has argued that increased commercialization is antagonizing public and advertisers and harming television as marketing medium, urged commission to "freeze commercial content of individual stations and networks at policy or format level (whichever is less) as it was prior to Jan. 1, 1970."

This was one of three short-range objectives he urged commission to take. Others included adopting WBC's proposal to bar major stations from taking more than three hours of network pro-

Extensions granted

New York City's Board of Estimate approved proposal Thursday night (March 12) to extend experimental franchises for CATV systems in New York for 90 days beyond March 31.

Request for extension came from city's Bureau of Franchises, headed by Morris Tarshis, who asked for more time to prepare proposals for bids or contracts. City franchises for systems now are held by Teleprompter Corp., Manhattan Cable Corp., and CATV Enterprises. Experimental franchises expired last Dec. 31 and were given extension then until March 31.

gramming in prime time, and prohibiting networks from expanding programming into local time periods.

And as long-range goal, he suggested that commission establish group of educators, social scientists and others from inside and out of broadcasting industry to develop "effective and challenging goals and objectives which would be our national charter or our national policy."

Mr. McGannon used forum commission provided to broaden his attack on networks to include their programming. He said they have become "more cautious" in last 10 years and have "not kept abreast of the evolution of values and the social crisis of the 60's and to that degree and, on balance, television programming is not relevant to our times."

Richard W. Jencks, president of CBS Broadcast Group, in response to what he called Mr. McGannon's "most serious" charge—that television is not relevant—said WBC chief has ignored television's role in focusing attention on black revolution, civil rights, generation gap and Vietnam war.

David Adams, NBC's executive vice president, ignored Mr. McGannon's new charges. "On narrow points" on which meeting was held, he said he hoped commission will conclude "there is no action" for it to take.

This was hope Mr. Adams expressed several times during meeting. "If commission undertook the regulation of commercials," he said, "it would start managing the whole system."

Commissioner Johnson, for one, however, indicated he thought such regulation might be necessary.

Adams replied that there is "upper limit" imposed by what audience will tolerate. And in response to earlier question from bench as to why NBC did not raise prices to advertisers as way of recovering higher AT&T costs, he said network felt it was already charging "what market will bear."

Both Mr. Adams and Mr. Jencks stressed argument that increases in commercialization resulting from their new plans are minimal and permit affiliates to remain well within limits set by National Association of Broadcasters code—10 minutes of commercial time per prime-time hour.

Mr. Jencks said CBS, even allowing for increased commercialization involved in plan to meet AT&T's higher costs, has less commercials and non-programming matter in prime time than in 1962.

One disclosure of meeting was that NBC and WBC are continuing negotia-

tions over dispute involving *Tonight* show. Mr. Adams said NBC made proposal—its third—to settle dispute in meeting with Mr. McGannon on Jan. 29, and it is still waiting reply. Dispute involves network decision to include three more commercial minutes in program—two for network, one for stations—in connection with format restructuring.

Still on agenda

Senate Commerce Committee, which for second straight week failed to reach decision on bills to provide cut-rate broadcast time to political candidates, will place subject on top of its agenda this week in executive session.

Under consideration is bill (S. 2876) to provide 70% discounts to Senate and House candidates for spot announcements during last five weeks of campaign. Other proposals include one to provide half-hour blocks of free TV and radio time to Presidential and Vice-Presidential candidates, for simultaneous broadcast on every station in country.

Copyright comments hurt

National Cable TV Association expressed hope Friday (March 13) that FCC will reconsider its views on copyright legislation (see page 56). Cable TV association said it was "surprised and disappointed" at commission's critical comments on CATV portion of revised copyright bill proposed by Senator John McClellan (D-Ark.) and subcommittee of Senate Judiciary Committee. Those proposals, NCTA said, represent "practical compromise" in public interest.

Cable group said rejection of McClellan proposals may doom all copyright revision for another decade.

Statement said CATV industry would continue to support proposals.

Short-term renewal

FCC on Friday (March 13) announced grant of one-year renewal, without hearing, to KEWQ(AM) Paradise, Calif., which had been target of fairness complaints by local citizens.

Commission said it chose short-term renewal rather than hearing because of corrective measures taken by licensee, Butte Broadcasting Co., Inc.

Area residents had charged that moderator of call-in program, *Opinion Please*, had made personal attacks on chairman of local institute without notifying him or institute. Another group filed petition to deny renewal,

Week's Headliners



Mr. Bahr



Mr. Barry



Mr. O'Leary



Mr. Severino

Warren A. Bahr, executive VP and director of media relations and planning, Young & Rubicam, named to newly created post of director of media services, coincident with retirement of **Charles C. (Bud) Barry**, also executive VP and director of Y&R's TV-radio department. Other changes: **Joseph Ostrow**, senior VP in charge of media planning, succeeds Mr. Bahr, and **David Y. Bradshaw**, VP and general manager of TV-radio, becomes acting director of that department (see page 31).

Richard A. O'Leary, VP and general

manager, WLS-TV Chicago, named president of the ABC Owned Television Stations, effective today (March 16). He succeeds **John E. Campbell**, who resigns to begin "a business endeavor outside the broadcasting industry in San Diego" (BROADCASTING, March 9). **John C. Severino**, sales manager, WXYZ-TV Detroit, succeeds Mr. O'Leary as WLS-TV general manager. Mr. O'Leary had assumed his Chicago post in 1966, after 11 years at KABC-TV Los Angeles, where he started in sales, becoming general sales manager in 1960.

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

charging violations of fairness doctrine and personal-attack rules.

Kewq subsequently filed transfer application that reflected withdrawal of *Opinion Please* moderator, and proposed programing changes.

Tone it down: Klein

There should always be adversary relationship between government and news media if press is to fulfill its role, Herbert Klein, President's director of communication, said in Chicago Friday (March 13), but he indicated concern that criticism by networks may have been carried too far.

Speaking at annual meeting of Suburban Press Foundation Inc., Mr. Klein charged that "the escalation has come from the networks" and observed "their feeling is they don't like the public eye on this subject, as they have explained before."

Mr. Klein said several developments which have not received enough focus recently could have far more serious danger for free press than present philosophical battle. One, he said, is recent Senate bill to limit number of newspapers any one firm could own. Another dangerous development, he felt, is proposed program of Violence Commission Task Force under which government would appoint blue ribbon

committee to present awards to newspapers "for their good service." Third danger he cited was "outrageous proposal" by Dr. W. W. Menninger who served on Violence Commission that next step to improve media coverage is to license reporters.

CBC buys network gear

Canadian Broadcasting Corp. has ordered \$2.25 million worth of Ampex TV production and network terminal equipment for new Montreal studio and office building now under construction, Ampex announced Friday (March 13).

Order, to be filled by Ampex of Canada Ltd., said to permit eventual complete automation of control and routing of all incoming and outgoing TV signals. Purchase includes audio-video master control, routing switcher and monitoring center, nine studio live production switchers, two complete dual-channel network transmitter operations booths, and synchronous electronic test equipment, among other items.

Leads in Niensens

CBS-TV had 1.8 margin over ABC-TV in winning latest Nielsen report for 70 markets. Average ratings were CBS 20.5, ABC 18.7 and NBC 17.9. Report, out Friday (March 13), covered week

that ended March 8.

Three ABC shows—*Marcus Welby, Mod Squad* and *Courtship of Eddie's Father*—were in top 10, six of CBS's—Thursday movie, *Doris Day*, *Mayberry*, *Gunsmoke*, *Hawaii Five-O* and *Carol Burnett*—and one of NBC's (*Laugh-In*).

Smaller than breadbox

General Electric Co. is announcing today (March 16) new, one-man, 22-pound live color TV camera priced at \$29,605.

It contains three Plumbicons and 10:1 zoom lens, is completely solid state, and is said to produce quality color pictures at light levels down to 40 foot candles. Camera (Model TE-201) also contains 17-pound, "clip-on" viewfinder, said to retain stability for month. Only controls at camera are for brightness and contrast; all others are at rack.

Addition of vertical aperture corrector, waveform monitor and operator console brings price up to \$34,570.

WGA awards

Awards for best written scripts in radio and television were made Friday (March 13) by Writers Guild of America at annual awards ball in Hollywood. George Bellak won top honors in TV anthology — including adaptations category for "Sadbird," CBS Playhouse. Comedy-episodic award went to Allan Burns for *Room 222* segment, "Funny Boy." Robert Lewin scored repeat with second award in row for best dramatic episode for *Judd for the Defense* segment "An Elephant in a Cigar Box." NBC special "Norman Rockwell's America" took laurels for Herbert Baker and Treva Silverman in variety division.

Harry E. Morgan won current events documentary plaque for CBS show "Fathers and Sons." Feature documentary field saw tie result with Shimon Winchelberg's "Max Brod: Portrait of an Artist in His Own Right," on ABC sharing honors with David Davidson for "The Ship That Wouldn't Die: The USS Franklin," an NBC Special Projects production.

Radio award went to Robert Juhren for "No Matter Where You Are," Salvation Army broadcast.

Net up 20%

Sonderling Broadcasting Corp., New York-based group broadcaster, reported 37% increase in gross revenues and 20% increase in net income for year ended Dec. 31:

	1969	1968
Earned per share	\$1.53	\$1.28
Gross revenues	18,777,000	13,674,000
Pretax income	3,276,000	2,786,000
Net income	1,515,000	1,265,000

The facts. Just the facts.

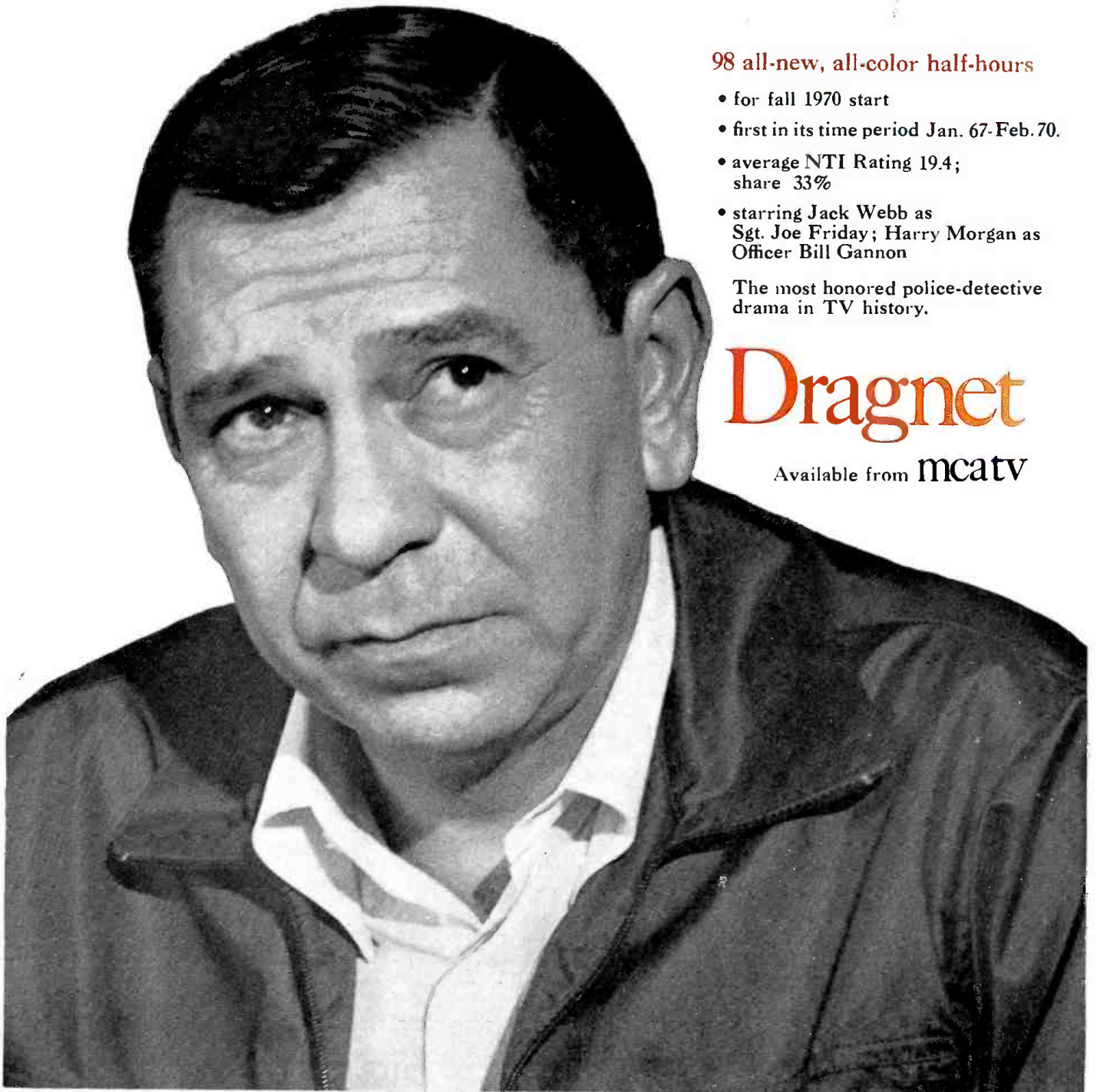
98 all-new, all-color half-hours

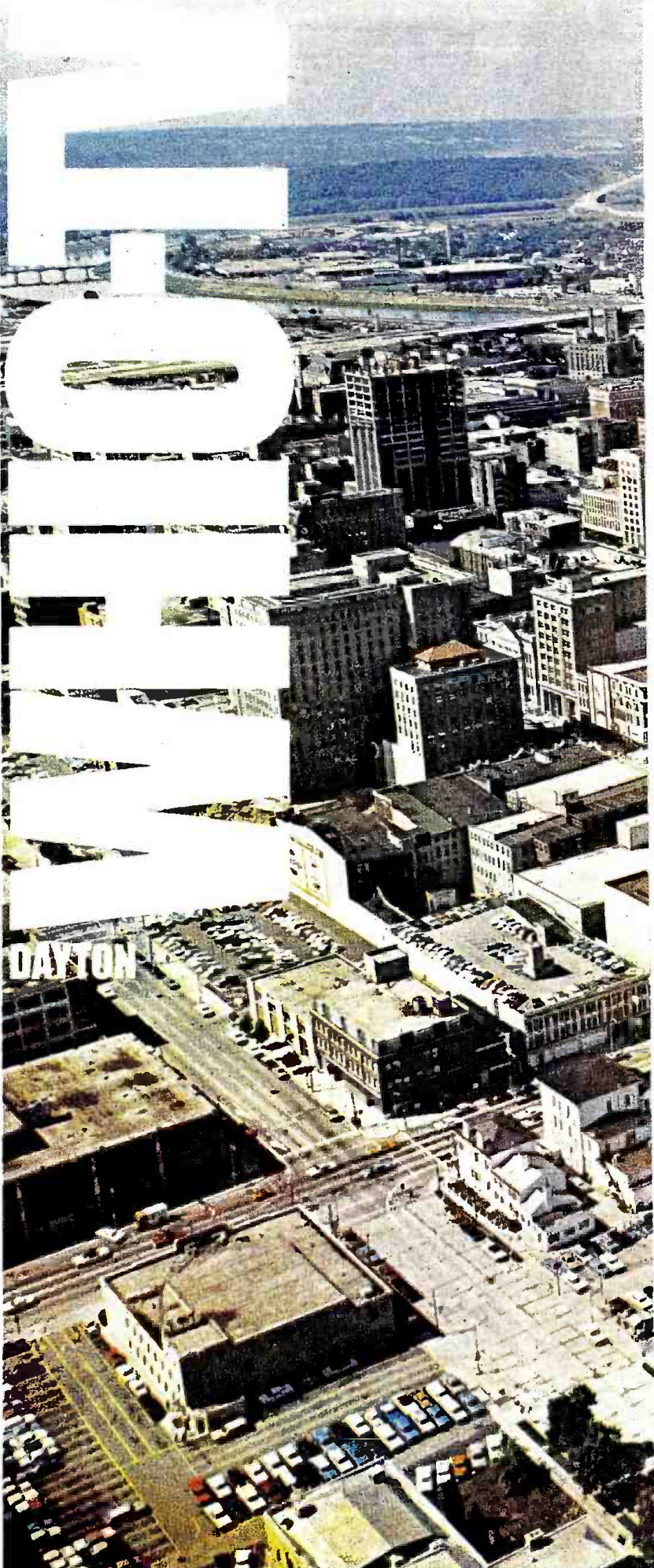
- for fall 1970 start
- first in its time period Jan. 67-Feb. 70.
- average NTI Rating 19.4; share 33%
- starring Jack Webb as Sgt. Joe Friday; Harry Morgan as Officer Bill Gannon

The most honored police-detective drama in TV history.

Dragnet

Available from mcatv





A REFLECTION OF DAYTON

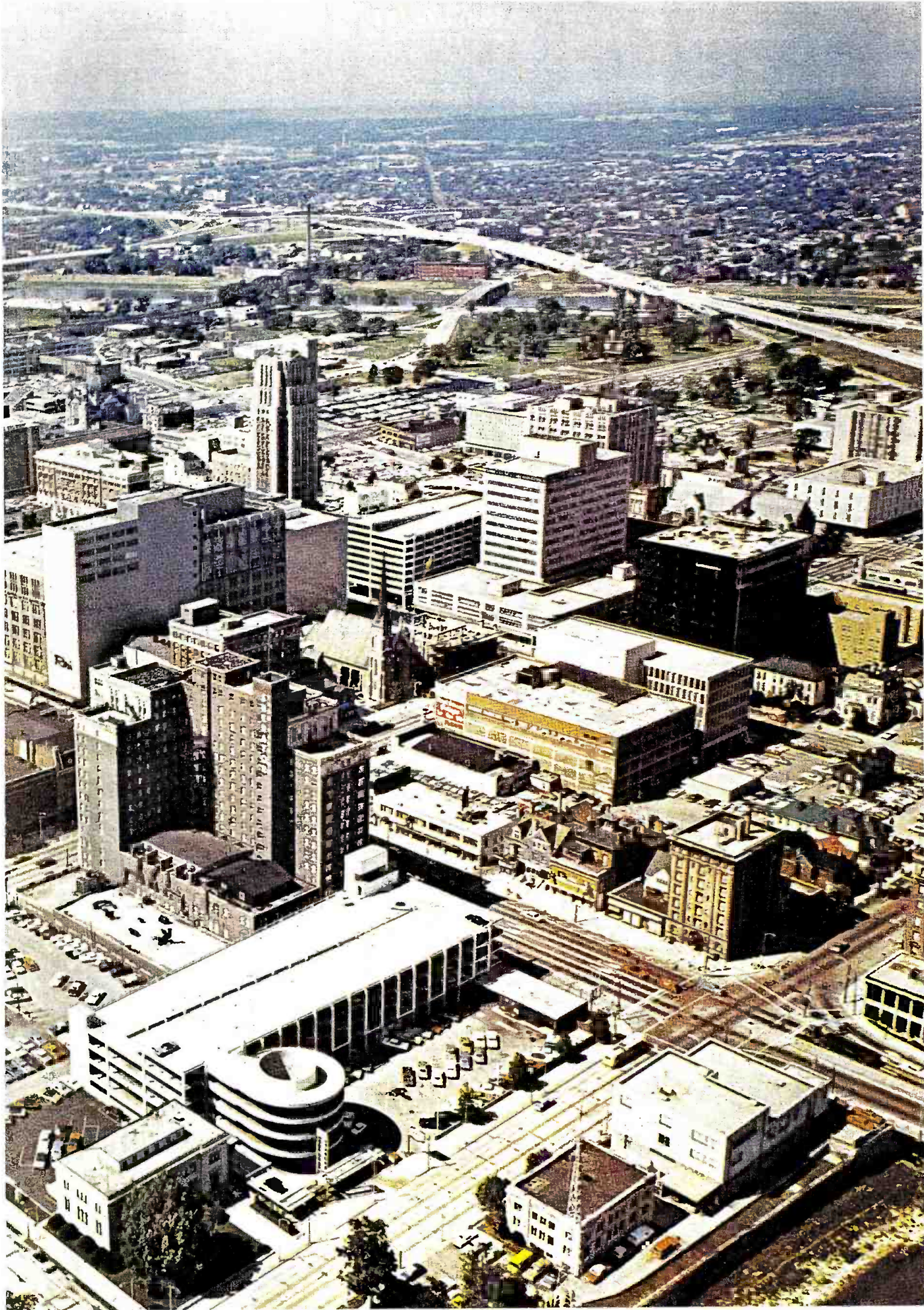
See WHIO-TV in Dayton and see television that mirrors the market. Entertainment and information that is formed from the entertainment and news needs of the market. See the natural resources, the industry, the population growth, the increase in employment and payroll. True of the station and true of the market. The richness of WHIO-TV is only a reflection of Ohio's richest market.

Where communications reflect the community

WHIO Television

 A Communications Service of
Cox Broadcasting Corporation

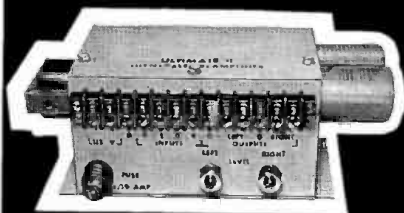
- COX BROADCASTING CORPORATION STATIONS
- WHIO AM-FM-TV Dayton
- WSB AM-FM-TV Atlanta
- WSOC AM-FM-TV Charlotte
- WIOD AM-FM Miami
- WIIIC-TV Pittsburgh
- KTVU San Francisco-Oakland



Q R K

Announces a
Break Thru!!

AN EQUALIZED
PRE-AMPLIFIER
WITH HEAD ROOM!



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Datebook®

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

■ indicates first or revised listing.

March

March 15-17 — Spring convention, *Pacific Northwest CATV Association*. Contact: Richard L. Cox, Heppner, Ore. Northern hotel, Billings, Mont.

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. Mexico City.

March 16—International Radio and Television Society 30th anniversary banquet. Program will feature presentation of society's gold medal award to Rowan and Martin's *Laugh-In* and presentation of special award to Apollo 11 astronauts with Neil Armstrong, flight commander, accepting. Cast of *Laugh-In* will be present. Dress is black tie and table, seating 10, \$300. Grand ballroom, Waldorf-Astoria, New York.

■March 18—Forum on "Sex, Sedition and Sacrilege: How TV Confronts the Reality Gap" with panelists Herbert Brodtkin, film and TV producer; Roy Danish, director, Television Information Office; William Emerson, VP of Edu-World and former editor, *Saturday Evening Post*; and novelist, actress, TV personality, Jacqueline Susann, presented by *New York Chapter of the National Academy of Television Arts and Sciences* and moderated by Roger Crimsby, WABC-TV New York, Hilton Hotel, New York.

March 18—Annual stockholders meeting *Boston Herald-Traveler Corp.* Statler-Hilton hotel, Boston.

March 18—Deadline for receipt in Hollywood of all entry cards for *Emmy* consideration from producers and National Academy of Television Arts and Sciences members for entertainment programs and performances, and from craftsmen for their own individual performances.

March 18-20—The Contemporary World: 1970, conference sponsored by marketing & communications division of *Dick Clark Enterprises*. Designed to acquaint youth oriented businessman with "now" generation. Speakers include Dick Clark, president of Dick Clark Enterprises; Lou Rashmir, president of Market Compilation and Research Bureau and specialist in college market; Chuck Barris, game show packager and producer; Art Linkletter, TV Personality,

Radio Advertising Bureau's regional sales clinics

March 23—Hotel Robert Myer, Jacksonville, Fla.

March 25—Tutwiler hotel, Birmingham, Ala.

March 26—Red Carpet Inn, Charlotte, N.C.

April 20—Denver Hilton, Denver.

April 22—Hilton Inn, Seattle.

April 24—Hilton hotel, San Francisco.

May 12—Sheraton Motor Inn (Bloomington), Minneapolis.

May 13—Sheraton O'Hare, Chicago.

May 15—Hilton Inn, Kansas City, Mo.

June 9—Sheraton hotel, Philadelphia.

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

June 11—Sheraton-Boston, Boston.

and Ed Wright, independent radio promotion consultant. Sheraton-Universal hotel, Los Angeles.

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

March 21-28—Convention of *First Advertising Agency Network* to be held aboard cruise ship Starward bound for Jamaica.

March 23—Deadline for receipt in New York of entries for *Emmy* consideration for news and documentary programs and performances.

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 26—Special stockholders meeting, *Corinthian Broadcasting Corp.* Bankers Trust Co., New York.

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, Columbus.

March 31—Annual stockholders meeting, *General Tire & Rubber Co.* Akron, Ohio.

April

April 1—Deadline for filing comments on FCC's proposed rulemaking relating to bank holdings of broadcast stocks.

■April 2—Seminar of opportunities within broadcasting industry sponsored by *North Carolina chapter of American Women in Radio and Television* in conjunction with division of continuing education, East Carolina University, Greensboro, N. C.

April 2—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 3—National seminar on broadcast advertising in 1970's with Hubert Humphrey as keynote speaker, Arthur Godfrey as luncheon speaker and dozen top advertiser-agency executives as participants, sponsored by *Broadcast Advertising Club of Chicago*, Grand ballroom, Conrad Hilton, Chicago.

April 3-4—Region 1 conference of *Sigma Delta Chi*. Harrisburg, Pa.

April 3-4—Region 6 conference of *Sigma Delta Chi*. Minneapolis.

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 4—Region 3 conference of *Sigma Delta Chi*. Atlanta.

April 5—First annual *FM Broadcast Pioneers* breakfast to be held during NAFMB Convention. Guest is FCC Commissioner Robert E. Lee.

■April 5—Membership meeting of *Daytime Broadcasters Association*. Willford room on third floor, room C. Conrad Hilton hotel, Chicago, 10 a.m.

April 5-9—Annual convention of *National Association of Broadcasters and Broadcast*

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44 METRO SHARE
SUN-SAT/JAN-FEB '70 NSI

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Any audience-size data used herein is based on the sources indicated, is subject to the limitations on its accuracy inherent in the method of survey used and should be considered as an estimate.

Engineering Conference. Conrad Hilton hotel, Chicago.

April 6—Communications workshop, sponsored by U.S. Department of Housing and Urban Development and officials of National Association of Housing and Redevelopment. Department of Housing and Urban Development, Fort Worth.

April 6—Ninth annual seminar of Mark Century Corp. features panel discussion on relationship of the broadcast community with the performance rights organizations. Conrad Hilton hotel, Chicago.

April 6-8—Third communication satellite systems conference, sponsored by American Institute of Aeronautics and Astronautics. The sessions will cover, among other things, European projects, Canadian domestic systems, U. S. domestic systems, digital communications, and advanced satellite concepts and experiments. International hotel, Los Angeles.

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

April 7—Annual membership meeting, Association of Maximum Service Telecasters. Waldorf room, Conrad Hilton hotel, Chicago.

April 9—Annual stockholders meeting, Avco Corp. Rancho Bernardo Inn, San Diego.

April 9—Los Angeles Advertising Women 24th annual Lulu awards banquet. Annual achievement awards competition. Crystal Room, Beverly Hills hotel, Beverly Hills.

April 9—Semi-annual meeting of national awards committee of The National Academy of Television Arts and Sciences. Beverly Wilshire hotel, Beverly Hills, Calif.

April 10-11—Region 4 conference of Sigma Delta Chi. University of West Virginia, Morgantown.

April 10-11—Semi-annual meeting of Board of Trustees of The National Academy of Television Arts and Sciences. Beverly Wilshire hotel, Beverly Hills, Calif.

April 10-12—Region 9 conference of Sigma Delta Chi. Denver.

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 10-12 — Annual convention of the Canadian Association of Broadcasters. Ottawa.

April 11—Annual seminar for college women in fields of broadcasting, public relations and advertising sponsored by American Women in Radio and Television. American Association of University Women's national headquarters. Washington.

April 11—Meeting of Indiana AP Radio-TV Association, Culver Military Academy, Plymouth, Ind.

April 11—Annual awards meeting and banquet, Georgia AP Broadcasters Association. Atlanta Marriott.

April 11—Region 10 conference of Sigma Delta Chi. Portland, Ore.

April 13—Deadline for filing comments on FCC's primer on ascertainment of community needs.

April 13—Florida Association of Broadcasters and U. of Florida school of Journalism sponsor annual broadcast day. U. of Florida, Gainesville.

April 13-17—Spring conference of Catholic Broadcasters Association. Jung hotel, New Orleans.

April 14—Public hearing of the Canadian Radio-Television Commission to consider proposed rules on advertising and Canadian content, the license renewals of the CTV television network and its affiliates, and the license renewals of the Canadian Broadcasting Corp.'s radio and television networks and its owned-and-operated stations. Skyline hotel, Ottawa.

BROADCASTING PUBLICATIONS INC.
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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

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

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING*—The News Magazine of the Fifth Estate. Broadcasting Advertising* was acquired in 1932. Broadcast Reporter in 1933. Telecast* in 1953 and Television* in 1961. Broadcasting-Television* was introduced in 1966.

*Reg. U.S. Patent Office.

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Wants FM reprints

EDITOR: I was most interested in the special report on FM's growth and potential in your Feb. 23 issue. Send me a half-dozen copies of this article.—*Robert O. Moran, vice president, WBEL (AM) Beloit, Wis.*

(Reprints of the FM special report are available at 50 cents each for orders up to five copies; 45 cents each for six-10 copies; 40 cents each for 11-99 copies; 30 cents each for 100-249 copies; 25 cents each for orders over 250 copies. Requests should be sent to circulation director, 1735 DeSales St., N. W. Washington, D. C. 20036.)

Finds 'Yearbook' helpful

EDITOR: We have just received the new BROADCASTING 1970 YEARBOOK, and I wish to commend you on the new format for the listing of the broadcast stations. It is much easier to read, and the arrangement is most helpful.—*George W. Patton, vice president-general manager, WBML (AM) Macon, Ga.*

Guarding the rear

EDITOR: I would like to correct an error in my memorandum covering "an analysis of variations in local TV market HUT levels." I had observed that in the 22 January markets the HUT increase over October was the same as in the previous year for three markets, less for 12 and greater for six. It was not until I read the quote in BROADCASTING [March 9] that I became aware that I had lost one market. The HUT increase in 1970 was greater in "seven" markets.

We have stirred quite a controversy by "losing audiences" and I can imagine the consternation which will follow our losing an entire market. I hasten to make the correction before such an outbreak.—*Peter Langhoff, president, American Research Bureau, Beltsville, Md.*

Train them all

EDITOR: The Rev. Dr. Everett C. Parker states that it's up to the broadcasting industry to qualify people from minority groups (BROADCASTING, March 2). This is an interesting statement as the broadcasting industry has yet to make an effort to recruit people into our industry who are from non-minority groups.

With the exception of a few stations, our industry has always operated on the premise that individuals need stations more than stations need individuals because of an idea we have a glamour industry. That may have been

true many years ago, but currently the picture is exactly opposite.

I would like to see the broadcasting industry recruit and train new people, but, from both groups, not only minorities.—*Ron Curtis, president, Nationwide Broadcast Personnel Consultants, Chicago.*

Nice, but not true

EDITOR: We certainly appreciated your March 2 news story about NBC Radio's new promotional film which points up the values of network radio. And we were surprised and delighted to read that "NBC Radio network affiliates rank first, second or third in 55 of the top 60 markets in the country."

But alas, it is not true. Your reporter misinterpreted the NBC press release which referred to affiliates of all radio networks in the release and which reads: "Network affiliates rank first, second or third in 55 of the top 60 markets in the country."—*Ronald S. Friedwald, director, research and planning, NBC Radio Division, New York.*

Erase the distrust

EDITOR: I share the concern over governmental intimidation of TV newsmen. But, as a retired radio news director, I also understand the growing public distrust of TV-news offerings. Spiro Agnew struck a very responsive chord, if only obliquely.

Freedom requires responsibility—from film editors to network presidents. If TV is to head off greater threats to its freedom, its news product must demonstrate responsibility.

This means responsibility for accuracy and fairness and avoiding news slanting. If top media people will take the initiative, public distrust can be turned to active public support for media freedom.—*Bayliss Corbett, Winter Haven, Fla.*

Record supply dwindling

EDITOR: Those of us who still try to program middle-of-the-road are finding it increasingly difficult to get records. It seems a lot of the people who had been recording "good" music are now either not making as many records, or are trying to sound hip by cutting the "ghetto sounds" of the hipsters. Are the recording companies trying to kill MOR by drying up the supply! Or are there no more writers turning out good songs?—*Dale Brooks, vice president-manager, WVRC (AM) Spencer, W. Va.*

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TV station
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The new emphasis on environmental radio

Take a few old Zippo lighters, an empty beer can and some transistors. Give them to a Japanese workman and what you'll have is the electronic finger that gets poked into the collective ear of a hell of a lot of people. That's radio.

Radio. In my lifetime it has gone through two stages and is now in a third. The first was prime entertainment, pre-television. Then it floundered in darkness as the Dumonts flickered forth. Radio damn near died. Then someone called it a "background" medium and radio began its long and fantastic rise from the grave. Now it is in the third and yet-to-be-named stage. But whatever you want to call it, radio has become highly environmental. It is the first advertising medium (thanks to the ear plug) to be placed inside a human body.

It is the first and only mass medium to be so local and so personalized. It has fantastic impact.

If you think it's hot stuff to be able to remember the opening of *Grand Central Station* or *Inner Sanctum* ask almost any young person today and they can usually give you the lyrics to any cut of "Abbey Road" or "The Band."

But that same kid doesn't know from the advertising he hears. That's because his head is where the programing environment is (or visa versa) and most advertising is not.

And that's where the problem lies. With environment. For years radio commercials have been little pieces of theatrics read from scripts. Like a play. Very linear. But it worked okay. (The environment of radio was always a bit ambiguous, at best.)

But it doesn't work well enough any more. The medium has changed too much. The environmental context of radio has become more defined.

Compare a few things for a minute. Compare the music of 10 years ago with the music today. Compare the content of the talk show over the last 10 years. Compare the news, the FM stations. Make any comparison you want—even reproduction quality—and you have dramatic changes.

But the radio commercial has not changed. The commercial of today sounds like yesterday and that's why it is wrong.

What is essential to realize is that

most radio advertising stinks. Some of it stinks because it is done badly and the burden of that is on each and every one of us in the business. But much of it stinks because it is out of context, out of the environment and that is unforgivable.

Advertisers and agencies must get hard nosed about radio. They have to start putting more thought into, focusing more attention on and spending more money in good radio advertising—1970 radio advertising—environmental radio advertising.

These thoughts I'm laying out here are not recent revelations. They are a compilation of ideas that have been floating around in many advertising circles for the last year or so.

Young & Rubicam is an agency that is putting more and more emphasis on radio. In recent years the radio campaigns for Excedrin, Peace Corps, Eastern Air Lines and the Urban Coalition have been tours de force in the medium. But it wasn't until the recent Dr. Pepper radio campaign that some of the notions about environmental radio were really tested out.

The new Dr. Pepper radio was created in a joint effort with an audio production company, Mel Blanc Associates of Hollywood. This in itself represents an ever-increasing trend toward treating radio as a specialized medium and not one which can be produced with any old tape recorder, some studio time and some stock music.

Mel Blanc Associates was brought into the picture early, when nothing more existed than two rough scripts and several assorted notions. The writer

from the agency, in this case myself, and the creative director from Mel Blanc Associates, Richard Clorfene, worked together for two weeks creating the spots. Joseph Byrd, a music superman, worked right along with us, too. The campaign goes into many environmental directions—electronics and music and all the other things that today is made of.

The result is that each of the 14 Dr. Pepper spots jumps out of the radio at the listener. The spots are both subtle and obvious and they take some listening to. They let the listener participate and they somehow seem alive.

Environmental radio is hard to do. But it's worth it because it will work better.

Environmental radio takes expert production. And Y&R's radio mavin in New York, Lou DuCharme, has created a department that not only does its own expert production, but also encourages experimentation and working agreements with outside experts, like Mel Blanc Associates.

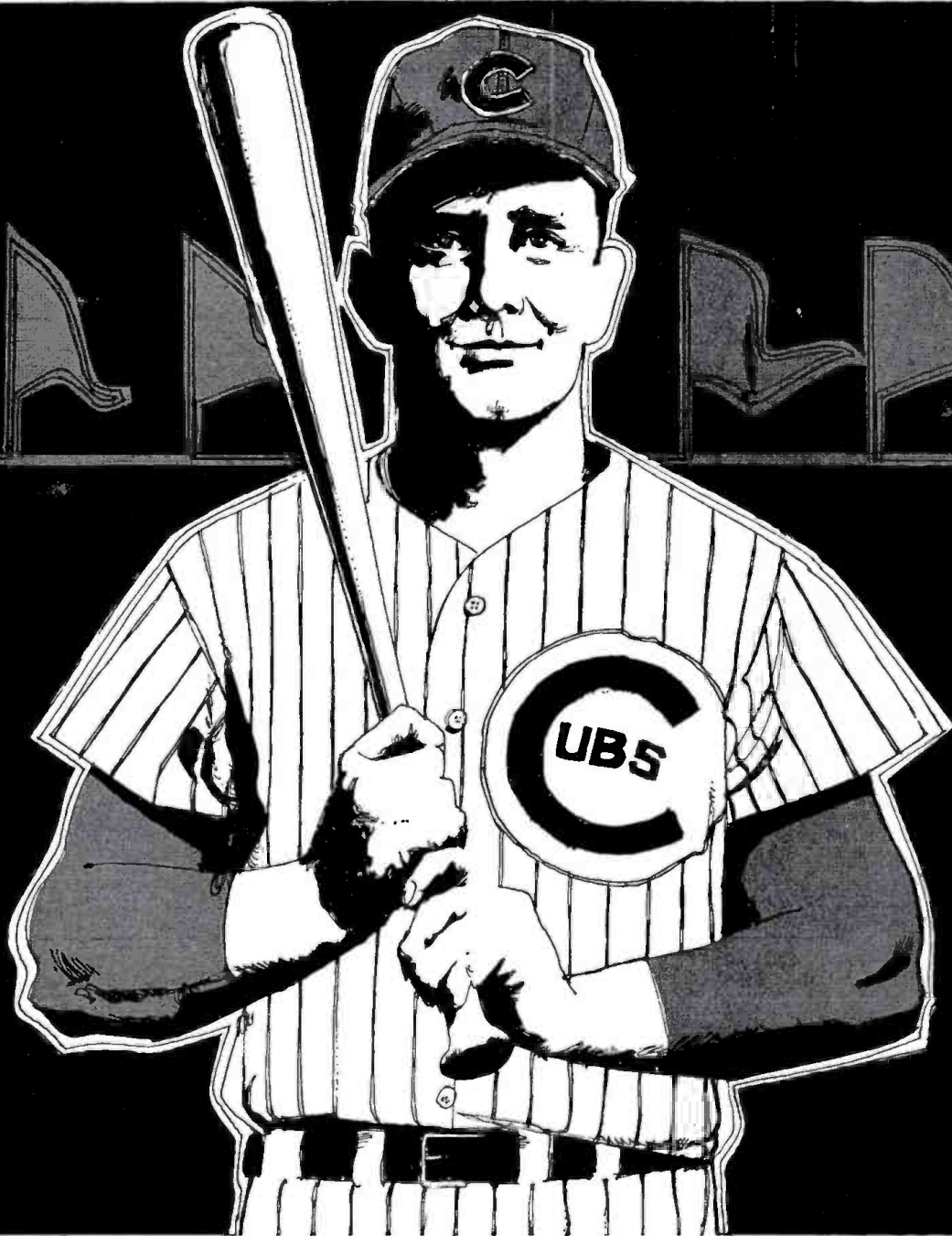
Environmental radio takes gutsy clients, because, until they're produced, environmental radio spots make lousy scripts.

The Dr. Pepper radio spots are, I hope, the beginning of a new kind of radio advertising. The kind that changes with the medium. The kind that changes with the listener. The kind that changes with the times.

But until the revolution, radio advertising will continue to be like an aluminum womb. Very, very uncomfortable to be in, because it's mostly made up of the wrong material.



Mike Slosberg last year was named vice president and associate creative director for Young & Rubicam Inc., Los Angeles. He joined the agency in 1960 as a junior writer. By 1963 he was copy supervisor and two years later was appointed creative supervisor for the agency. Mr. Slosberg was born in Philadelphia. He has written several award-winning commercial campaigns for Young & Rubicam including those for Dr. Pepper Co., Peace Corps, Vote toothpaste and Excedrin.



CHICAGO'S FAVORITE SWINGERS

Last season—Weeknight Cubs games: 534,000 homes (483,000 men; 262,000 women). Weekend games: 520,000 homes (435,000 men; 257,000 women). Weekday games: 279,000 homes (139,000 men; 134,000 women).

To reach the Chicago market via Chicago Cubs' baseball call John McDaniels. Area Code 312-828-0880.

RATINGS VERIFICATION: Based on special tabulations supplied by American Research Bureau for selected games during the April and May report periods and Nielsen Station Index for selected games during the July report period.

WGN

TELEVISION · CHICAGO

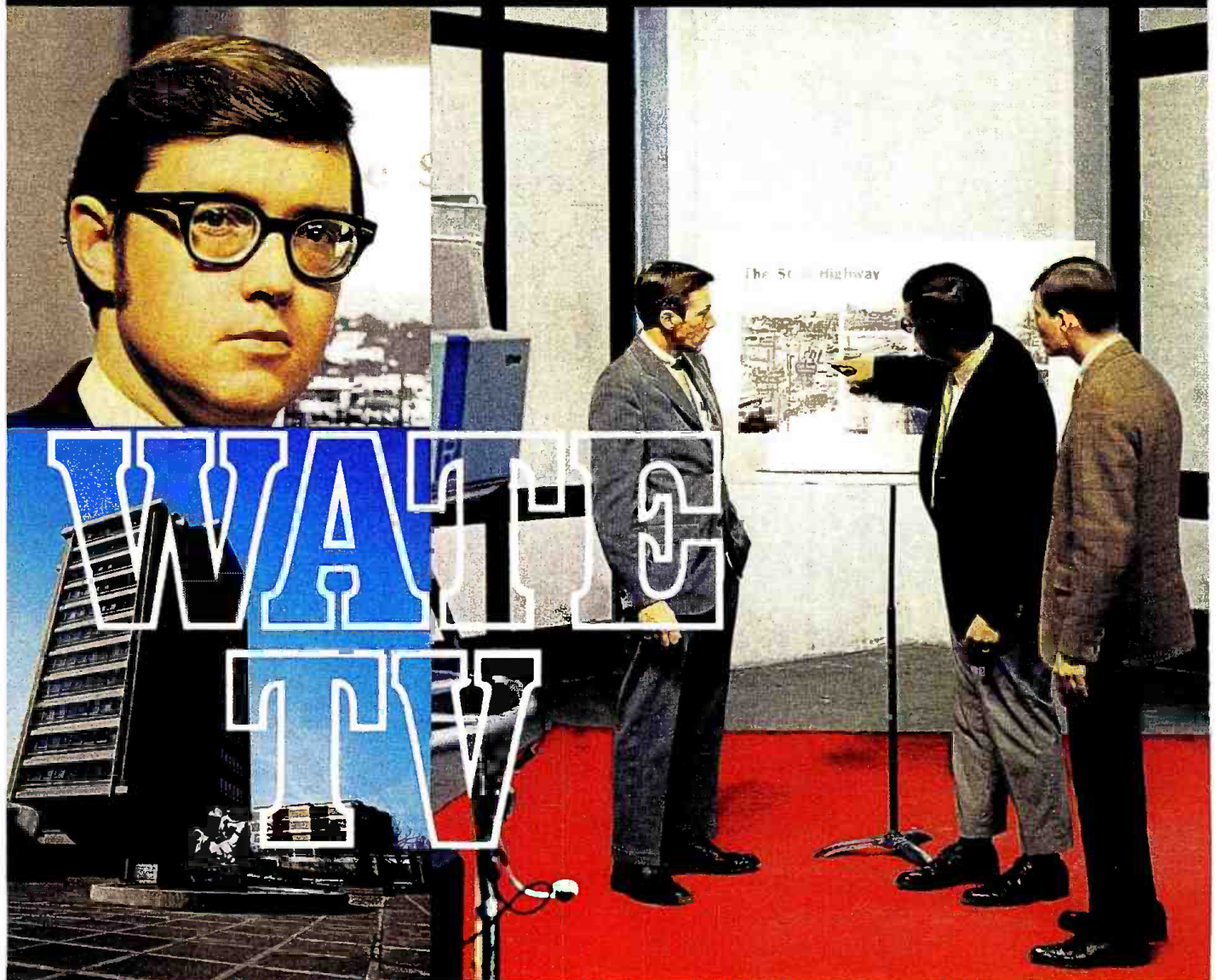
There's no TV station like our TV station.

UNIVERSITY OF TENNESSEE STUDENTS HAVE ANSWERS AND WATE-TV BELIEVES THEY SHOULD BE HEARD

When traffic coming on and off Knoxville's highways presented a serious problem, University of Tennessee faculty and students came up with the solution, and WATE-TV covered it with a special that was later picked up by The New York Times.

Continuing this effort to bring the university closer to the community, WATE-TV filmed a documentary on urban renewal . . . another pertinent problem undertaken by the university . . . created a special on the students' new communication center and initiated on-the-job broadcasting training.

By staying in close contact with the students . . . relating to their thoughts, wishes and problems, WATE-TV is right there when the action happens. And because most of the action affects the people in the WATE-TV coverage area, they're right there to see it.



hrp

HARRINGTON, RIGHTER & PARSONS, INC.

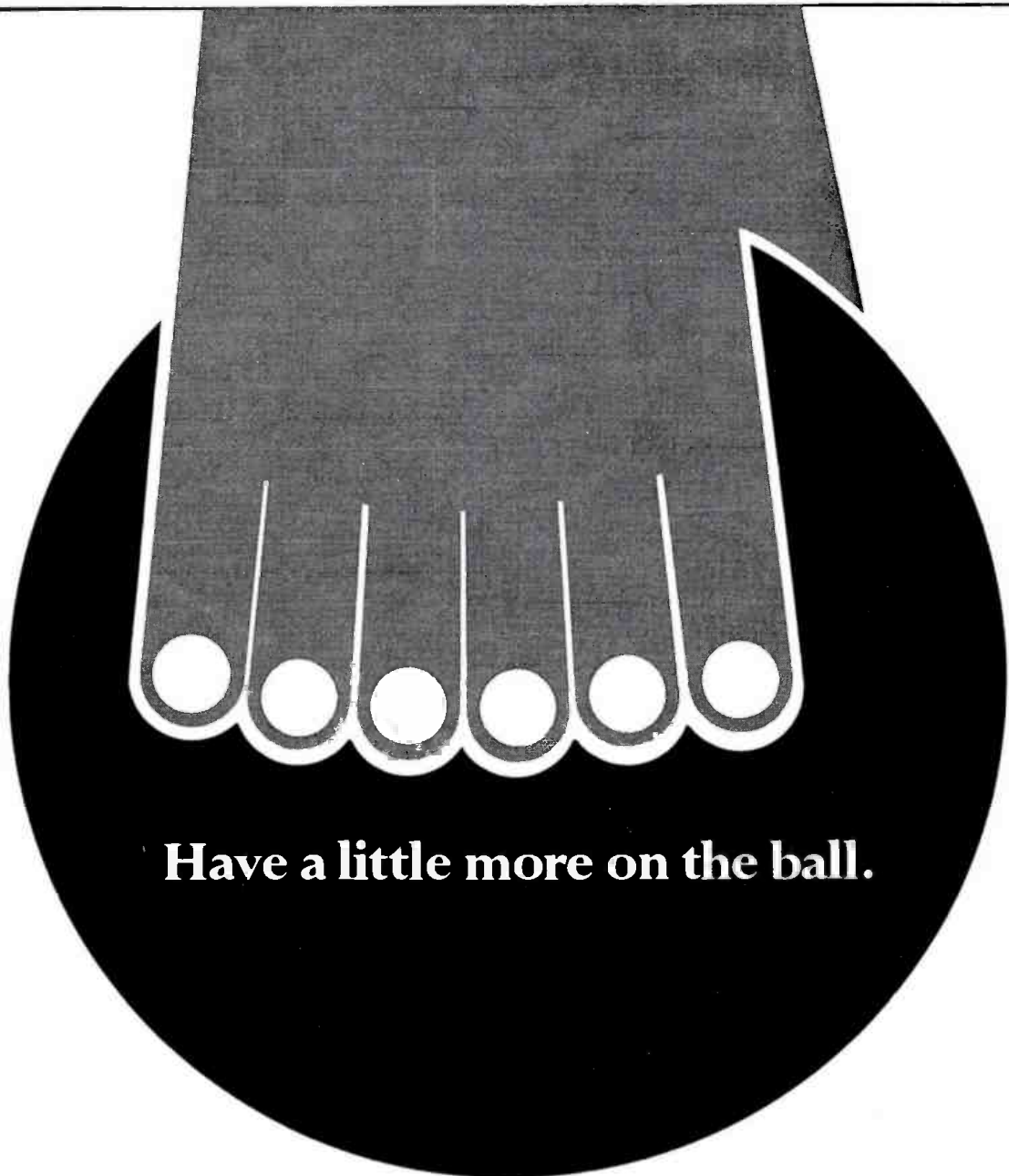
TELEVISION INNOVATORS

hrp blue

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

hrp gold

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



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KSD-TV programs more sports than any other St. Louis station. More live events. More sports news. More rousing, action-packed opportunities to make more sales.



First in St. Louis



THE BROADCASTING SERVICE OF THE PULITZER PUBLISHING COMPANY

KSD Radio, St. Louis, Mo.; KSD-TV, St. Louis, Mo.; KVOA-TV, Tucson, Ariz.; KOAT-TV, Albuquerque, N. M.

Hottest new program topic: ecology

It's so 'in' it's attracting sponsors for shows and becoming a theme in broadcast commercials

Television crews, producers, directors and correspondents from networks, stations and at least one independent producer, Group W Productions, converged on the campus of the University of Michigan at Ann Arbor for five days last week to tape or film an unusual "teach-in."

One unusual aspect of the event was that among the "teachers" were such well-known but disparate personalities as Arthur Godfrey, Peter, Paul and Mary, Representative Morris Udall (D-Ariz.), the Chicago cast of "Hair", Walter Reuther, Ralph Nader and Senator Edmund Muskie (D-Me.).

Arthur Godfrey and the cast of "Hair"?

What brought together this unlikely gathering was a common, overriding concern with what is happening to the land, air, sea and animal, vegetable and human life today. In short, Arthur Godfrey and the actors in "Hair" are ardently interested in ecology, determined to save the world from apparent destruction from a myriad of sources.

Ecology appears to be overtaking even the Vietnam war in the listing of national priorities, and the preoccupation with environment is a world-wide phenomenon. It is natural that television, as a mirror on the world, intends to concentrate more and more of its resources to examining this issue, spurred by a growing clamor for action in recent months by educators, government officials and conservationists.

For example, Group W Productions, owned by the Westinghouse Broadcasting Co., sensitive to popular movements, assigned its equipment to Ann Arbor last week to produce a one-hour special, *Give Earth a Chance*, which is the first of three 60-minute programs to be made by Group W this year on this subject. The shows will be presented on the WBC-owned TV stations

and offered to other outlets in syndication.

Group W is not alone in the ecological crusade. An investigation by BROADCASTING last week revealed that ABC-TV, CBS-TV and NBC-TV intend to expand vastly their coverage of this critical issue on news programs and specials, and a growing number of independent producers, including Time-Life Films, Metromedia Producers Corp., Triangle Television, Arthur Godfrey Productions in association with Daniel Wilson Productions and Wolper Productions, have produced or are developing programing in this sphere.

Local TV stations are evincing a keener interest in the subject. A check of several national-representative firms indicated that stations intend to devote a larger portion of their programing in the months ahead to the problems of ecology as they relate to their own localities with the expectation that, in

Ecology: too new for fall?

The 1970-71 prime-time network television program schedule is sensitive to the critical issues of the times, such as education, medicine and social justice. But not a single regularly scheduled evening series concerned with the currently raging problem of environment is represented on next fall's prime-time roster.

Several major producers indicated last week they are considering developing such programing, in which ecology could fit into the framework of an evening dramatic series.

They explained that the need to plan for a series more than a year in advance of air-date had militated against offering a prime-time ecology drama for next fall.

Next year promises a different story.

some instances at least, advertiser support will be forthcoming from banks, insurance companies and other local sponsors.

The advertising community, too, is responding to the thrust toward ecology. It realizes that programing focusing on this crucial subject can garner an involved audience, has considerable public relations value and, on a personal level, often strikes a sympathetic chord within individual advertisers.

Among the sponsors of environmental programing over the past few months and those slated to begin campaigns in the near future are Timex, Procter & Gamble (Crest), General Electric, Goodrich, Xerox, Aluminum Co. of America, Quaker Oats, Aetna Life Insurance Co., Armstrong Cork, Hamilton Watch, du Pont, Institute of Life Insurance, Standard Oil Co. of New Jersey, Hartford Insurance and National Cash Register.

Additionally, advertisers are embracing the environmental movement through production of commercials that may be spotted on conventional programing.

One knowledgeable commercial-production official noted that in the recent past, advertisers have concentrated their messages on ecology in the printed media because they were simpler and more economical to produce.

"I expect a sizable increase in the number of commercials on TV that will express the advertisers' concern with what is happening to our environment," he remarked. "We have several new campaigns in preparation at our agency."

Environmental commercials in recent months have been carried on TV for such advertisers as Esso, Western Electric, Glass Containers Manufacturers Institute, International Paper Co., Standard Oil of New Jersey, Institute of Life Insurance, Phillips Petroleum,

Coca-Cola, Chevron Oil, Faberge, General Motors and Atlantic Richfield.

Radio promises to expand its coverage of the ecology field in the months ahead. The four radio networks have carried special programs and features on the subject recently and spokesmen indicated last week that they plan to expand coverage of this area.

An official of the Radio Advertising Bureau said there seems to be a growing awareness on the part of advertisers regarding the merits of radio in this sphere, and he pointed to the Puroator Co. and Standard Oil of New Jersey as examples of companies that have launched such campaigns recently. He felt that radio may lag behind other media in this sector for a time but was confident that the medium could make a constructive contribution and persuade advertisers to take advantage of radio's flexibility and frequency values.

The seriousness with which the industry views the environment problem was pointed up by a recent announcement from the National Association of Broadcasters listing Dr. Barry Commoner, a noted ecologist and professor at Washington University, as a featured speaker at the NAB convention in Chicago next month (BROADCASTING, March 2). NAB officials hope that the session spotlighting Dr. Commoner will point to ways in which broadcasters can participate in the vital struggle for preserving the quality of life.

The broadcasters' accelerating concern with ecology comes to the fore as plans are being formulated for the first "Earth Day" on April 22, conceived as a day of protest and discussion at thousands of colleges and schools throughout the country. The event is expected to be covered extensively on television and radio.

Buttressing ABC-TV's strengthened regular news coverage of the environment issue are a group of three one-hour ABC News specials with the overall title of *Mission Possible*, which are being sponsored fully by the Xerox Corp., through Needham, Harper & Steers.

The first telecast, which has the additional title of *They Care For a City*, will be presented Friday (March 20) at 10-11 p.m. the special zeroes in on the problems facing urban centers and uses San Francisco as the prototype. The program features folk-singer Pete Seeger, singer-actor Ed Ames, private citizens and activists on college campuses.

The second special, titled *Mission Possible: They Care for the Land*, is scheduled for presentation April 24 (10-11 p.m.) and focuses on the fight to prevent the drainage of Florida's

Big Cypress Swamp. The final program, *They Care for a Nation*, will examine the problems of environmental deterioration from a national viewpoint and offers plans for saving the future of the land.

In addition, ABC-TV has scheduled a one-hour special to be carried April 20 that will be based on the University of Michigan teach-in held last week. Another ABC News special will concentrate on the areas of America that are as yet untouched by environmental blight. Titled *This Land is Mine* and sponsored by The 3M Co., the documentary will spotlight actress Kim Novak at California's Big Sur; Henry Beattle Hough, former editor and publisher of the *Martha's Vineyard Gazette*; Sierra Club spokesman Elliot Porter in Santa Fe, N.M., and sculptress Rini Templeton at Taos, N.M. This program will be telecast on April 6 (7:30-8:30 p.m.).

For the past three years, ABC-TV has presented *The Undersea World of Jacques Cousteau* (four programs a year) that have been fully sponsored by various advertisers. Indications are strong that four additional programs will be back on the 1970-71 schedule.

Under the apocalyptic title of *Can This World Be Saved?*, CBS-TV began a special series on environmental pollution on Feb. 23 as part of the *CBS Evening News with Walter Cronkite* (Mon.-Fri., 6:30-7 p.m.). On the opening installment, Mr. Cronkite stated:

"Beginning this week, and perhaps continuing as long as we have the air to breathe, we are going to report regularly on the greatest battle man has ever waged—a true battle for survival—the battle, to put it crudely, but accurately, to keep our heads above the rising tide of our own garbage. The stakes in this battle are far greater than any other we have fought. To lose this one is to lose the planet Earth. And, as of this moment, we are losing."



Standard Oil Co. of New Jersey TV commercial depicts the beauty of tiny Avery Island in Louisiana—a bird sanctuary—where it discovered oil 26 years ago. The commercial notes that the company's oil wells are located a few miles away and it is drilling for oil today without defiling this naturalist's paradise.

Mr. Cronkite has included the ecology segments, which run from four to six minutes about twice a week. Among the scientists who have appeared are Dr. Commoner; biologist Paul Ehrlich; George Wald, Nobel laureate for medicine and physiology at Harvard; Lamond Cole, ecologist at Cornell; Rene du Bos, micro-biologist at Rockefeller University, and environmental scientist Athelstan Spilhaus.

CBS-TV broadcast *The Environment Crusade*, a CBS News special on Feb. 24, concentrating on preparations for Earth day on April 22 and on citizen protest in Santa Barbara, Calif., against off-shore oil drillings that led to pollution of the beach there last year. In addition, part III of the three-part *CBS Reports: Health in America*, will be devoted to ecology as it affects the health of various species.

CBS-TV has been presenting the National Geographic series, fully sponsored, for the past six years and the series has been renewed for the fall.

CBS Radio earlier this month fed a six-part series to its affiliated stations on the environmental pollution crisis in various parts of the world. Reports emanated from Bonn, Tokyo, Moscow, Paris, London and Rome.

NBC is scheduling a TV series of regular and special programs, starting in April, that will spotlight the environmental problem. Donald Meaney, vice president, NBC News, said the programming will "reflect the increasing alarm about our ravaged environment, the sudden boom in the science of ecology and the emergence of the quality of life as a central political issue of the seventies."

NBC-TV will present on April 7 (7:30-8:30 p.m.) a special, *NBC White Paper: Pollution is a Matter of Choice*. The program is being filmed in Maine, Florida, New York, Indiana and California and will attempt to answer the question: "What must Americans inevitably face if they want to clean up their country?"

The network will begin a new weekly series, *In Which We Live* (Sun., 5:30-6 p.m.), which will emphasize the concern of Americans with the state of their environment. The series, which begins on May 3, features NBC News correspondent Edwin Newman as host.

In addition, a block of four discussions on "The Quality of Life" began on the regularly scheduled *Frontiers of Faith* program on NBC-TV on March 8 (Sun. 1:30-2 p.m.). NBC News noted that *The Quality of Life* programs are being produced in consultation with the Institute for Society, Ethics and Life Sciences.

Perhaps coincidentally, a feature

film with a theme centering around air pollution is the *World Premiere* movie to be carried on NBC-TV on Saturday (March 21), 9-11 p.m. Produced by MCA's Universal Pictures, the film, "A Clear and Present Danger," stars Hal Holbrook, E. G. Marshall, Joseph Campanella, Jack Albertson and Pat Hingle.

NBC Radio has broadcast two one-hour special programs dealing with ecological subjects during the past few months. In February it carried *The Contaminated Human*, and in March, *Pollution: How Dangerous?*

Metromedia Producers Corp., a division of Metromedia Inc., views itself as having been in the vanguard of ecological programming. Walt Kingsley, executive vice president, MPC, New York, pointed out last week that it has produced 25 one-hour National Geographic specials for the past six years and 12 one-hour *Undersea World of Jacques Cousteau* programs for the past three years. He reported that the "Geographic" series of four programs has been renewed by CBS-TV next year and he is confident that ABC-TV is prepared to commit itself to a new series of "Cousteau" specials.

MPC produced a one-hour special last fall titled *The Time of Man* which was carried on CBS-TV, Mr. Kingsley stated. He added that this ecological special was made in association with the American Natural History Society and it generated such interest that a foundation is considering making a grant so that it can be shown to state legislatures throughout the country.

In addition to continuing with "Cousteau" and the "Geographic specials," MPC has produced a series of 52 half-hour programs titled *Untamed World*, which deal with the question of survival of wildlife in various parts of the world. The series was filmed for MPC by Armand Denis, a naturalist-photographer, and will be syndicated by Metromedia Program Sales, a division of Metromedia Inc.

Time-Life films is placing into syndication this fall a series of 14 half-hour programs with the umbrella title, *The World We Live In*, keyed to the theme of ecology. These programs are an extension of 12 episodes already produced, and, according to Executive Producer Lothar Wolff, "each segment attempts to express our concern with the ravaging of our environment."

Among the titles in production or development, Mr. Wolff said, are *The Other Planets*, *No Place Like Earth*, *Whales* and *The Divided Sea*. Each episode, he noted, is based on a Time-Life book on science and nature.

In addition Time-Life Films has available a group of films with ecology

Adless shows for tots opposed as unrealistic

Opposition began mounting last week to a proposal advanced last month by a coalition of mothers—Action for Children's Television—that would require stations to set aside 14 hours weekly for noncommercial children's programming.

The proposal also calls for rules to bar sponsorship of, and commercials from, children's programming and to prohibit performers on such programming from using or mentioning products, services or stores by name. The proposal has been accepted as a petition for rulemaking by the commission.

In a joint filing with the FCC, licensees Wky Television Systems Inc., Time-Life Broadcasting Inc., Lee Enterprises Inc., The Evening News Association, Wdsu-TV Inc., Universal Communications Corp. and Moline Television Corp. termed the proposal "unrealistic, unsupported, and untenable."

The licensees argued that the commission lacks the authority to order stations to carry any particular type or class of programming on a sustaining basis if such programs can be supported by sponsorship. They also noted that the commission itself has "dis-

overtones, produced by the BBC, which T-L represents in North America. Among these are "Signals for Survival", "Wild Jamaica," "A Funny Thing Happened on the Way to the Garbage Dump" and "Island in Danger."

Broadcasting's most outspoken defender of the nation's environment, Arthur Godfrey, is preparing a series of six one-hour programs on the topic. Mr. Godfrey's own production firm is producing this series in association with Daniel Wilson Productions, New York. The sponsor is Colgate-Palmolive, which will arrange for network presentation of the Godfrey specials, or, failing that, place them in the top 75 or 80 markets via syndication.

A spokesman reported last week that the first two Godfrey specials (one made in Hawaii and the other in the Everglades in Florida) already have been completed and other production sites will be selected shortly. Air date for the series is the fall of 1970.

Mr. Godfrey recently touched off a flap when he notified Colgate that he would no longer appear in TV commercials for its product, Axion, unless he could mention that the product had pollutant potential. The company finally agreed that Mr. Godfrey could mention this shortcoming, though the performer points out in the spots that Colgate is striving to eliminate the hazard.

carded any distinction between commercial and sustaining programs in terms of serving the public interest."

Contending that the whole question of the effects of commercials upon children is "an open one," the groups said that even if the proposal were effected, "children would still view a vast number of programs carrying commercials."

In a telegram to FCC Chairman Dean Burch, American Women in Radio and Television asked that the proposal be rejected, maintaining that "the self-regulatory provisions of the National Association of Broadcasters code and the professional integrity of performers on children's programs should govern the area of children's programming."

"The demand of the action group for each station to present 14 hours per week of sustaining children's programming is unrealistic and would impose an unfair hardship, particularly on smaller stations," AWRT added.

The National Association of Broadcasters requested a 14-day extension of the March 16 cut-off date for pleadings on the proposal. An extension was also requested by Martin C. Green, general counsel for Toy Manufacturers of America.

Triangle television reported last week that a monthly series of documentaries is being produced by its station, WFIL-TV Philadelphia, under the umbrella title, *Assignment. . .* The first program is "Assignment . . . Air Pollution," and, according to Triangle TV, it is envisioned that several of the specials will deal with ecology. The distributor for Triangle Television is Creative Cinetel, New York.

David Wolper, president of Wolper Productions, Hollywood, was reached on a business trip to New York last week, and stated that in his re-activated TV production enterprise he plans to produce several one-hour programs in the field of ecology. His first effort in this area, he reported, is titled "Say Goodby," which depicts the impending extinction of various species of animal life. This program has been sold to Quaker Oats for network telecasting during 1970-71.

Eddie Albert, star of the *Green Acres* series on CBS-TV, recently formed Eddie Albert Productions Inc., Los Angeles, to produce antipollution public-service announcements for both radio and television as well as half-hour and hour films on the same topic. The films will be available for broadcast use and for distribution to church, civic, educational and professional groups.

Magazines train heavy guns on TV

They say tests run by General Foods prove that national advertisers need both media

Results of a 16-month test concluding that magazines are "generally comparable" to television in advertising effectiveness were reported in New York last week.

The test was conducted by General Foods—the nation's third largest advertiser—at the request of and in cooperation with *Life*, *Look* and *Reader's Digest*. Presumably, the magazines helped pay for it.

Although the unveiling of the results was generally regarded as the opening of an all-out magazine attack on TV (BROADCASTING, March 9), the probable impact remained unclear.

Arthur Larkin, president of General Foods, who was present at the Thursday (March 12) presentation, said that GF anticipated "no immediate switch" in media allocations, and even Charles D. Hepler, publisher of *Reader's Digest*, acknowledged that the findings did not justify a wholesale switch from TV to magazines.

Observers felt the most the maga-

zines could be shooting for was a bigger share of advertising budgets—but also as big a share as they could get.

The test, conducted by the GF Research department, involved advertising for five General Foods products representing the company's five major divisions, each in the \$2-million-to-\$6-million advertising category. The products were Cool Whip dessert topping, Maxwell House regular ground coffee, Grape Nuts Flakes ready-to-eat cereal, Minute Rice and Shake 'n Bake seasoned coating mix.

To assure that the TV and magazine ads to be tested against each other were of comparable strength in creative approach, GF researchers conducted a series of copy-research tests.

The effectiveness tests were conducted on a regional basis, with two markets selected for examination in each of three regions: Pittsburgh and Cleveland in the East, Chicago and Detroit in the central area and Los

Angeles and San Francisco in the West. The markets were paired not only by region, but also by budget levels and base-period sales patterns.

Budget allocations, formerly all in TV, were shifted on a regional basis so that in each city the advertising for some brands remained all in television but for the others was either one-third in the three magazines and two-thirds in TV or, in the case of one brand, entirely in magazines. Thus each market served as a "control" (all-TV) market for some brands and a test (partially or entirely magazines) market for others.

Evaluation of effectiveness of media schedules—media mix versus all-TV, or all-magazines versus all-TV—was primarily in terms of sales movement through stores, based on Nielsen store-audit figures, but a secondary examination was made in 50,000 interviews with consumers to gather data on brand awareness, attitudes and product trials. GF's research department did the sales analyses and also conducted the interviews.

The GF researchers rated sales a better key to advertising effectiveness than consumer awareness and attitudes, and among the consumer measures put more value on attitudes and trial data than an brand "awareness."

The results released last week were stated only in general terms, such as:

Cool Whip: In sales, "no significant differences in market share trends" in "most region and store contrasts," but "the only trend advantages approaching significance were in favor of general magazines." In consumer measurements, "some definitely favorable awareness gains were scored where general magazines were used. None favored the all-TV schedule."

Shake 'n Bake: "generally favorable to an all-TV schedule."

Grape Nuts Flakes: "A mixed picture. Sales advantages for magazines" were found in East and central regions; TV won in the West. Consumer surveys indicated advantages for the all-TV schedule. "On balance . . . a mixed picture in the central region. Magazines won on the East. TV won in the West."

Maxwell House: One definite sales

Business briefly:

Mattel Inc., Hawthorne, Calif., through Carson/Roberts/Inc., New York, will sponsor an encore performance of *Hey, Hey, Hey—It's Fat Albert*, on NBC-TV, Monday, April 27 (7:30-8 p.m. NYT), pre-empting *My Word And Welcome To It*.

Bostonian Shoes, Whitman, Mass., through Grey Advertising, New York, has purchased both 30-second and 60-second commercials in news and sports shows in 26 major markets along with a heavy print campaign from Aug. 24 through Sept. 21.

Mercedes-Benz, through Ogilvy & Mather, New York, has purchased sponsorship in three NBC sports events—the *Wimbledon Tennis Championships* July 4; *Laurel Valley Open Golf Championship* July 25, 26; and *World Series Of Golf* Sept. 12, 13.

R. J. Reynolds Foods Inc., through William Esty Co., both New York, will sponsor a special, *Tales From Muppetland—Tonight's Episode: Hey*

Cinderella, on ABC-TV Friday, April 10 (7:30-8:30 p.m. EST).

Weyerhaeuser Co., Tacoma, Wash., through Cole and Weber, Seattle, will sponsor a science special, *The Unexplained* on NBC-TV Friday, April 3, (7:30-8:30 p.m. NYT), pre-empting *The High Chaparral*. Among those appearing on the program will be Arthur Clarke, science-fiction writer, who will be speaking at next month's National Association of Broadcasters convention in Chicago (BROADCASTING, March 9).

Electric Companies Advertising Program, through N. W. Ayer & Son, both New York, will sponsor an NBC-TV "Project 20" special, *The Shining Mountains*, Wednesday, May 27, 10-11 p.m. NYT.

Allen Carpet Shops, Inwood, N.Y., operator of 47 stores in five states, last week said it is doubling its television budget in the New York market to \$700,000 in 1970, based on the success of its TV effort in 1969. Agency is Saxe Mitchell, New York.

New form promises less paper, quicker pay

A sample of the new standard invoice form that the American Association of Advertising Agencies says will ease slow-pay problems for TV stations and reps (BROADCASTING, March 9) is shown at right.

Developed by the Television Bureau of Advertising in cooperation with an AAAA subcommittee, it in effect combines the usually separate order and invoice forms and also provides a section for reconciliation between order and performance. The whole thing would be handled by the stations.

Where it would help agencies in particular is in reducing their paperwork, especially in having stations do the reconciliation. But, TVB noted, stations have to do reconciliations anyway, and their gains, aside from faster pay, should include reduction of discrepancies between bill and order, quick flagging of missed spots and make-good possibilities and better agreement with the agency on contract terms. That combination, according to TVB authorities, should add up to more money (or fewer losses) for stations, as well as faster money.

Terms of the order are entered in the first five columns at the left, under "Schedule." Performance data is shown in columns 6-14, under "Actual Broadcast." And reconciliation is made in

AGENCY BILLING ADDRESS		Ted Bates & Co. 666 Fifth Avenue New York, New York		WXXW-TV WEXMORE BROADCASTING CORPORATION 100 STATE STREET, WEXMORE, LA. 70701		DATE September 10, 1969										
STAKE PAID TO		Wexmore Broadcasting Company 2500 Orange Street Miami, Florida		REPRESENTATIVE Blair - New York		SALESMAN R. J. Johnson										
MONTHLY COST PER CO. FINANCION		\$5760		ACTUAL GROSS BILLING		\$5640										
WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG				AGENCY COMMISSION		846										
				NET DUE		\$4794										
ORDER TYPE Original		AGENCY EST. NO. 18-14		INVOICE NO. 2900		PAGE 1-1		BROADCAST MONTH AUGUST, 1969		CONTRACT YEAR 1/1 - 12/31/69						
SCHEDULE DATES 6/16 - 9/19/69		BILLING INSTRUCTIONS Invoice Per Est. No.		PRODUCT Zip Frozen Juice		RECONCILIATION										
1 DAY	2 TIME	3 RATE	4 DETAIL	5 NO. TH. SPOTS	6 DATES	7 DAY	8 TIME	9 TYPE	10 CLASS	11 PW	12 M/G FOR	13 PRODUCT/FILM No.	14 RATE	15 REMARKS	16 CR.	17 CL.
M	1000 P	AAA 3x	600	4	8/4	M	1001 P	60	AAA			ZFJ 469	600			
					11		1000 P	60	AAA			ZFJ 470	600			
					18		959 P	60	AAA			ZFJ 471	600			
					25		1001 P	60	AAA			ZFJ 469	600			
Th	930 P	AAA 3x	600	4	8/7	Th	931 P	60	AAA			ZFJ 471	600	Pre-empt		600
					16		930 P	60	AAA			ZFJ 469	600			
					21		930 P	60	AAA			ZFJ 470	600			
					28		930 P	60	AAA			ZFJ 470	600			
M-F	4-5 P	B 3x	120	8	8/5	T	435 P	30	B			ZFJ 304	120			
					11	Th	506 P	30	B			ZFJ 305	120			
					14	F	559 P	30	B			ZFJ 305	120	Tech Diff		120
					20	W	405 P	30	B			ZFJ 304	120			
					22	F	430 P	30	B			ZFJ 305	120			
					26	T	500 P	30	B			ZFJ 304	120			
					29	F	---	---	---			---	---	Pre-empt		120
					8/15	F	901 P	60	AAA		8/7	ZFJ 470	600	Instr of 8/13		600
					8/19	T	430 P	60	B	30/30	8/11	ZFJ304/RFC391	120	Instr of 8/15		120
SUB-TOTALS													\$720	\$840		
TOTAL RECONCILING														\$120 Cr.		

the three columns under that heading on the right. Data on make-goods (column 12, headed "M/G For") is shown in the bottom two typewritten lines in this example. The form also serves as an affidavit of performance; in the lower left-hand corner the station warrants that the "Actual Broadcast" information was taken from the program log.

TVB officials reported last week that

individual agency reaction to the new form has been enthusiastic and the initial response of stations has been encouraging. The form is due to be discussed in detail at an April 6 session on "slow pay costs money" at the National Association of Broadcasters convention in Chicago. Efforts to develop a similar form for radio have been undertaken jointly by AAAA and the Radio Advertising Bureau.

advantage for magazines in the West; most consumer measurements showed no significant differences. "On balance, because of the sales criterion advantage, magazines won."

Minute Rice (all magazines versus all TV): Definite sales advantage for magazines in the West, paralleled by favorable consumer survey measures. In central region, a definite attitude advantage for magazines was viewed as outweighing a moderate awareness gain favoring TV. In East, only significant difference was in terms of "past week" trial of the product, which favored TV. "On balance, the measured trend advantages favored the all-magazine schedule."

The survey results were made public by the magazines in a presentation to newsmen. Publishers of all three magazines were on hand: Garry Valk of *Life* and Tom Shepard of *Look*, in addition to Mr. Hepler of *Reader's Digest* and President Larkin of General Foods.

Mr. Larkin said the study "has given our marketing people a well-tested, well-documented test, another tool, to add to their thinking in the planning of

media strategy . . . We think it is our responsibility to constantly test alternatives."

The *Digest's* Mr. Hepler had this to say: "No one medium can do the job. How much TV is too much TV? To say magazines alone can do the job is also facetious; to say TV can do it alone is also facetious."

Survey results were scheduled to be presented again Friday (March 13) to representatives of major New York advertising agencies. And, during this week, the presentation also will be made in Chicago, Detroit, Los Angeles and San Francisco.

And what was television's answer?

"Hooray for research of advertisers into the media," Norman Cash, president of the Television Bureau of Advertising, said late Thursday, adding that he hadn't finished studying the survey and couldn't comment specifically on it.

Rep appointments:

- KLBK-TV Lubbock, KTXS-TV Abilene-Sweetwater and KWAB-TV Big Springs, all Texas: Meeker Inc., New York.
- WAMM(AM) Flint, Mich.: Alan Tor-

bet Associates, New York.

- WKBK(AM) Keene, WEMJ(AM) Laconia, WSMN(AM) Nashua, all New Hampshire: AAA Representatives, New York.

Dix of FTC advocates affirmative disclosure

Broadcasters and broadcast advertisers have long noted with apprehension that the Federal Trade Commission's power over their advertising messages is theoretically so vast that the FTC could bring about a marketing revolution if it chose to do so. Until recently, when Caspar W. Weinberger became chairman, the agency had been relatively quiescent—but some in the industry might have been inclined to shudder last week when a high FTC staff member predicted a future of functional advertising, and proposed that "the practice of less than full disclosure should one day be construed as misleading."

Leslie V. Dix, assistant to the director of the FTC's Bureau of Deceptive Practices, told the Broadcast Advertising Producers Society of America in New York that the eventual widening

Excellence.

It's so rewarding.

With an eye on today's changing audience demands, we'd like to introduce you to the lighter side of ABC's new fall schedule, the stars of four new comedies joining our network in September.

To begin with, Danny Thomas is returning to ABC Television with his own half-hour series. And while we're making room for Danny, we'll also be making room for Tony Randall and Jack Klugman in their new series, "The Odd Couple," based on Neil Simon's hilarious stage hit. And that brings us to Scoey Mitchell, who's starring in another Simon success, a delightful television adaptation of "Barefoot in the Park."

But not all of our fall guys are guys. In fact, one is a very appealing girl, Shirley Jones, star of "The Partridge Family." Shirley plays the mother of a traveling musical group and also turns out to be their lead singer!

What does all this mean in the marketplace? It means adults under fifty. Our prime success. And your prime target. In short, it means we've designed our fall schedule to meet your advertising needs.

If you're looking around for the best way to reach this prime buying audience, look to ABC... we're to be watched.

ABC Television Network 

Japanese originality pays off

Tokyo spot takes top Hollywood international award; Carol Burnett, David Sarnoff honored

It has been considered axiomatic that children and animals are the most successful subjects in programs, story-lines and commercials. That proved to be the case as children were the stars of the television grand sweepstakes commercial award winner in the 10th annual International Broadcasting Awards presented by the Hollywood Radio and Television Society. The commercial, titled "A Preview", was prepared for the Fuji Film Co., Tokyo, by the Tokyo Publicity Center. This year was the first time the sweepstakes prize had gone to a commercial produced outside the U.S. The radio sweepstakes award went to a Colorado commercial called "Fuffier." The advertisement—produced by Don Spencer Productions, for the Plateau Natural Gas Co. and Broyles, Allebaugh & Davis, all Denver—also took honors as the best humorous commercial.

Carol Burnett was chosen "Woman of the Year" in broadcasting by the society. A special award was made to the retired chairman of the board of RCA, Brig. Gen. David Sarnoff as "Man of The Century in Communications."

Young & Rubicam, New York, took two "Spike" awards for television commercials it had produced while the only other agency double winner in TV, McCann-Erickson, had an award go to its Seattle branch and another to its wholly owned Australian subsidiary Hansen - Rubensohn - McCann - Erickson of Sydney.

A record 3,505 entries from 45 countries were received for this year's competition.

The winners:

Television sweepstakes: "A Preview."

TV-radio to back Ward youth experiment

The broadcast media may well figure more prominently in the future efforts of Montgomery-Ward & Co. to reach the youth market if a Chicago experiment in association with Edward H. Weiss & Co., Ward's agency, proves successful.

Ward is opening a prototype youth-merchandise boutique in the city's near North Side Carl Sandburg Village, an area where boutiques and youth have a density approaching saturation. But Ward's venture is a catalogue store, psychedelic style, and the debut is being promoted by heavy use of local radio

Advertiser, Fuji Film Co.; agency, none; production company, Tokyo Publicity Center, both Tokyo. Also trophy winner in category 7, non-English language commercials.

TV category 1, live action, 60 seconds: "Truck Swerve." Advertiser, Mercedes-Benz of North America; agency, Ogilvy & Mather, New York; production, Filmways of California, Culver City.

TV category 2, live action, over 60 seconds: "Candid Kids." Advertiser, Hallmark Cards Inc.; agency, Foote, Cone & Belding, Chicago; production, N. Lee Lucy/Associates, Los Angeles.

TV category 3, live action, under 60 seconds: "Eskimo." Advertiser, Beech-Nut Inc.; agency, Young & Rubicam Inc.; production, Horn/Griner productions, New York.

TV category 4, animation, "Equitable Savings Builds." Advertiser, Equitable Savings & Loan; agency, Chiat/Day; production, Klein/Barzman/Hecht, both Los Angeles.

TV category 5, combination, "New Technique." Coca-Cola Export Corp.; agency, Hansen - Rubensohn - McCann-Erickson; production, Supreme Films, Ltd., Sydney, Australia.

TV category 6, humorous, "Bronco." Advertiser, Galey & Lord; agency, Doyle Dane Bernbach; production, Alton/Melsky Productions, both New York.

TV category 8, ID's, "Pass-By." Advertiser, Schenley Industries; agency, Gilbert Advertising Agency; production, Televideo Productions, all New York.

TV category 9, local, "Lovers." Advertiser, Pacific Northwest Bell Telephone; agency, McCann-Erickson, Seattle; production, N. Lee Lucy/Asso-

ciates, Los Angeles.

and TV, including a 90-minute late-evening special on WGN-TV Chicago March 28 with Jerry Van Dyke as host.

Titled *The Unexpected Generation*, the same as the colorful youth catalogue developed for Ward's by Weiss, the TV special will have guests such as the fashion designer Rudi Gernreich, include films from the Woodstock festival, and give away boutique merchandise on the air to viewers who have preregistered.

The boutiques will be opened nationally in similar situations if the Chicago prototype pulls. Ward indicates its broadcast promotion format undoubtedly would follow the Chicago plan too, a special TV program event surrounded by heavy spot schedules in both radio and TV, plus newspapers.

ciates, Los Angeles.

TV category 10, F "Funeral." Advertiser, Newban Coalition; agency, Yocam; production, Horn/Gtions, all New York.

TV category 11, st: "Newshunter." Advertiser, Lampert Agency Audio Productions Inc., a

TV category 12, series In, Every Angle, Dry Societiser, Procter & Gamble Benton & Bowles Inc.; production, Harold Becker Productions Inc., both New York.

Radio sweepstakes: "Fuffier." Advertiser, Plateau Natural Gas Co., agency, Broyles, Allebaugh & Davis; production, Don Spencer Productions, both Denver. Also trophy winner in category 2, humorous.

Radio category 1, musical. "Bobby Short." Advertiser, Restaurant Associates Industries; agency, Lois Holland Callaway; production, National Recording Studios, both New York.

Radio category 3, open. "Midnight Cowboy Interview." Advertiser, United Artists Corp.; agency, none; production, Radio Vendors Inc., New York.

Radio category 4, ID's, "Lazarus Hypnotic Hours." Advertiser, F&R Lazarus Department Store; production, Byer & Bowman, Advertising, both Columbus, Ohio.

Radio category 5, local. "Narcotics." Advertiser, Mayor Lindsay Political Campaign; agency, Young & Rubicam; production, 6 West Recording, all New York.

Radio category 6, public service. "Black and White." Advertiser, Episcopal Church; agency, none; production, Bob Willey Advertising Productions, Seattle.

Radio category 7, station promos. "A Need to Know." Advertiser and production, WINS Radio, New York; agency, none.

Radio category 9, s "So You're Fritz, bedtime story, "near me. chine." Advertiser, A agency, Marsteller Inc duction. Klein/Barzrn: Angeles.

Also in advertising:

New under the sun ■ Farr 75 East Wacker, Chicago, as a creative service to a commercial broadcast producer Goldstein, former copywriter with Gene Taylor unit of Post-Keyes-Gardner, Chicago,

More of the television audience has been watching us. More closely. After all, we are Washington's Number One television station . . . sign-on-to sign-off.

WTOP-TV is the only Washington network-affiliated station to produce an hour-long news program every weekday with an unparalleled depth and thrust.

WTOP-TV is the only Washington station with its own staff of news analysts and commentators, including Martin Agronsky, Jack Anderson, Tom Braden, James J. Kilpatrick, Frank Mankiewicz, Earl Mazo and Carl Rowan.

WTOP-TV is the only Washington station with a regularly scheduled prime-time news program devoted to a single event. In recent weeks, Martin Agronsky & Company has reminisced about the 25th Anniversary of the Yalta Conference with Averell Harriman, explored the renewed ABM controversy with nuclear physicist Ralph Lapp, and probed the current criticism of the news media with Walter Cronkite.

WTOP-TV is the only Washington station to offer, on a continuing basis, non-network prime-time special programs in both entertainment and public affairs . . . like the recent "Dylan Thomas" special and our "D.C.'s Troubled Schools" and "Drugs In The Suburbs."

WTOP-TV is the only Washington station with a locally produced hour-long daily program directed to the black community . . . Harambee.

And WTOP-TV is the Washington television home of both the Redskins and the Senators.

Excellence. It's so rewarding.

WTOP-TV

WASHINGTON, D.C.

A Post-Newsweek station . . . CBS in Washington, D.C.

of the concept of affirmative disclosure—which underlies the Fair Packaging and Labeling Act and the “Truth-in-Lending Law”—to include television advertising would benefit the consumer. “The gap is too wide between expectations and the realities after acquisition,” he said. “With hard questions demanding straight answers being levied against every other pillar of the system, why should advertising be exempt?”

Mr. Dix said there are “a few good ads that inform; others entertain, are really funny, and do not offend; but most television advertisements contain little product information. . . . When the consumer views television advertising as of today, I submit he is being short-changed.”

He said the FTC’s staff is preparing a report looking to “hopefully [when] the consumer will one day see the octane rating posted on the gasoline pump,” and he asked: “Should not there be any correlation between the claims made for gasoline on television and the truth or disclosure at point of sale?” In addition to gasoline other commodities in this area might be cereals, detergents, cosmetics and analgesics, he said.

Mr. Dix also assailed advertising for the creation of “fantasies” and of product differentiation where none exist. “The young, I fear, are laughing at you,” he said.

Tracy-Locke branches out in New York

Tracy-Locke, the Dallas-based agency, is soliciting new business for its New York operation, which until now has exclusively serviced the agency’s biggest client in the East, the Borden Co. Rather than staff up for new clients, the agency has decided to function as a marketing arm that will coordinate independent creative services, research groups and media-buying firms.

The target group, according to agency vice president Don Schultz, is advertisers billing between \$500,000 and \$1.5 million—accounts of a size that are not usually assigned top talent at a large agency. Advertisers in that category, Mr. Schultz said, are not generally equipped to coordinate independent service organizations.

Mr. Schultz said the agency hopes to commit itself permanently to independent creative groups, naming Segman & Catalano, David Deutsch Associates, and Burt Wells & Friends. The agency will use six un-named media-buying services.

Borden will continue to be handled in a conventional manner, with creative work done by Tracy-Locke’s Dallas office.

Tarzian reproved on former ad plan

FCC orders case closed, but Johnson insists hearing needed to determine facts

Sarkes Tarzian Inc., licensee of WTTV-TV, WTTS(AM) and WTTV-FM Bloomington, Ind., was informed by the FCC last week that a package-rate advertising plan involving wholly owned Lu-Mar Newspapers Inc. “is contrary to FCC policies.”

The commission sent a letter of admonition to Tarzian but decided to forgo a hearing on the matter (“Closed Circuit,” Feb. 24). However, in a lengthy dissenting statement, Commissioner Nicholas Johnson argued that a hearing was needed “to determine exactly what the facts are in these alleged anticompetitive practices.”

Two competitive Bloomington newspapers last September asked the commission to order Tarzian to terminate its bonus-offer plan whereby advertisers in Tarzian’s *Bloomington Courier-Tribune* were given certificates worth half the cost of the ads, applicable toward spot time on the stations (BROADCASTING, Sept. 22, 1969).

The papers, noting that Tarzian’s stations were the only commercial broadcast outlets licensed to Bloomington, held that the package-rate plan violated antitrust laws, laws relating to unfair competition, and “well-established principles of the FCC.”

Tarzian initially argued that its plan did not contravene commission policies and indicated the arrangement would be continued. But in a Feb. 16 letter to the commission the licensee said the practice had been discontinued last September and would not be reinstated. The FCC said it would accept the letter as Tarzian’s “statement of future compliance” with its policies.

While it does not enforce the antitrust or related laws as such, the commission told Tarzian it does “take cognizance of the policies expressed in federal antitrust and unfair-competition laws in its application and definition of the public-interest standard of the Communications Act.”

Finding that Tarzian’s practices “are inconsistent with the public interest,” the commission said the licensee was “clearly using the leverage of the exclusive broadcasting franchises as a means of gaining an advantage over a competitor in another field (here the newspaper field).”

In his dissent, Commissioner Johnson said he was “troubled by the severity of the charges against this licensee, and

. . . troubled by the weakness of the majority’s action. . . . The commission’s information is unclear as to what the licensee has really done and what the legal effect of his action is. We are left in the position of forbidding the continuation of something—but we don’t know exactly what or why.

“Violations of the ‘public-interest’ standard, and probably infringements of the antitrust laws, should not be excused by a simple warning against doing whatever was done,” the commissioner added. “The public is entitled to have the facts developed in a hearing, and the licensee is entitled to have the opportunity to clear his record and establish why his actions were in the public interest. If he cannot, the commission is obliged to consider the possible revocation of his license.”

Senate votes to kill cigarette commercials

The final version of the bill to ban broadcast cigarette advertising went back to the Senate last week after being fashioned in a Senate-House conference committee the preceding week. The Senate passed it by a vote of 75-to-9.

The conference committee, composed of representatives of the Senate and House Commerce Committees, had agreed upon a bill that closely resembled the one passed by the Senate late last year. The bill would ban broadcast cigarette advertising as of Jan. 2, 1971; would permit the Federal Trade Commission to impose health warnings in print advertising after July 1, 1971, and would require that every cigarette pack carry the label “Warning: The surgeon general has determined that cigarette smoking is dangerous to your health” (BROADCASTING, March 9).

The House, which originally passed a much milder cigarette bill, still must act on the new bill, but it is not expected to reject the conference action. The report was placed before the House last week; action on it is expected this week.

Media donate \$450 million

The value of the media in the advertising industry’s program to help solve the nation’s problems was underscored last week by Henry Schachte, chairman of the executive committee of J. Walter Thompson Co., in a talk delivered at the 21st anniversary dinner of “Religion in American Life.” Mr. Schachte, who is also chairman of The Advertising Council, noted that the various media donated \$450 million to the council’s campaigns in 1969, as against 1968’s previous record of \$338 million.

Bahr takes over Y&R's radio-TV

Veteran Bud Barry's retirement prompts changes at agency's top echelon

Changes at the top level of Young & Rubicam were announced last week with the retirement of Charles C. (Bud) Barry, 58, a veteran of agency, network, and program fields.

In the realignment, announced Thursday (March 12) by Edward L. Bond Jr., chairman and chief executive officer of Y & R, Warren A. Bahr, executive vice president and director of media relations and planning with the agency, assumes a larger role by becoming responsible for the agency's TV-radio department in addition to media relations and planning.

Mr. Barry has been director of the TV-radio department at Y&R since 1961, two years after he joined the agency as a vice president in the department. He was elected an executive vice president and a member of the board in 1964 from the post of senior vice president in charge of TV-radio.

In a memorandum to the agency's executives, Mr. Bond said Mr. Barry's retirement—"after 35 years in the business"—had been decided by Mr. Barry "for personal reasons . . . that the time has come for him to slow down."

Also involved in the changes are Joseph Ostrow, senior vice president in charge of media planning, who succeeds Mr. Bahr as director of media relations and planning, and David Y. Bradshaw, a vice president and general manager of

the TV-radio department, who becomes acting director of the department. Mr. Bahr now assumes over-all supervision of both media and TV-radio.

In noting the loss to Young & Rubicam and "to me personally . . . and to the entire TV-advertising business" by Mr. Barry's retirement, Mr. Bond said his contributions ranged beyond that of TV-radio—including advice on the agency's growth and developing "strong client relations."

Mr. Barry was a retail copywriter in New York and later an announcer in Washington, becoming night manager of the NBC stations in Washington in 1938, eastern program manager of the Blue Network of NBC Radio in 1941, and when the Blue became ABC in 1942, its national program manager. He moved up to vice president in charge of TV at ABC in 1948, and subsequently became a vice president in programming at NBC, first in radio and later in TV. He left NBC in 1954 to join the William Morris Agency, and in 1956 moved to MGM-TV as vice president.

Ten sign for college game

Hughes Sports Network has lined up 10 sponsors for its coverage of the East-West College All-Star basketball game at Indianapolis, Saturday, March 28 (starting at 2 p.m. NYT). Uniroyal (Doyle Dane Bernbach), R. J. Reynolds (Dancer-Fitzgerald-Sample), Noxell & Chesebrough-Pond's (William Esty), Colgate (Ted Bates & Co.), Alka-Seltzer (Clifford A. Botway), Champion Spark Plug (J. Walter Thompson), United Air Lines (Leo Burnett), AT&T (N.W. Ayer & Son), Consolidated Cigar, and Gatorade (both Lennen & Newell).

A fast start for network TV

TVB says '70 billings are more than \$14 million ahead of last year's pace

Network-television billings in February were 5.3% higher than in the same month a year ago. For the first two months they ran 7.4% above the January-February 1969 level.

These estimates, covering net time and program sales, are being released today (March 16) by the Television Bureau of Advertising, as compiled for it by Broadcast Advertisers Reports (also see BAR weekly billings report below).

The TVB/BAR table:

Network television time and program billing estimates by day-parts and by networks (add \$000) February

	1969	1970	% change
Daytime	\$ 41,590.5	\$ 42,624.6	+ 2.5
Mon.-Fri.	30,190.2	30,256.1	+ 0.2
Sat.-Sun.	11,400.3	12,368.5	+ 8.5
Nighttime	96,454.4	102,757.0	+ 6.5
Total	\$138,044.9	\$145,381.6	+ 6.3

January-February

	1969	1970	% change
Daytime	\$ 89,773.4	\$ 96,832.1	+ 7.9
Mon.-Fri.	64,512.7	63,954.3	- 0.9
Sat.-Sun.	25,260.7	32,877.8	+30.2*
Nighttime	198,395.7	212,734.6	+ 7.2
Total	\$288,169.1	\$309,566.7	+ 7.4

* Reflects an extra weekend day in January.

	ABC	CBS	NBC	Total
Jan.	\$36,956.2	\$71,434.8	\$55,794.1	\$164,185.1
Feb.	39,679.4	57,112.8	48,589.4	145,381.6
Year to date	76,635.6	128,547.6	104,383.5	309,566.7

Source: Broadcast Advertisers Reports.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended March 1, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended March 1	Total dollars week ended March 1	1970 total minutes	1970 total dollars
	Week ended March 1	Cume Jan. 1-March 1	Week ended March 1	Cume Jan. 1-March 1	Week ended March 1	Cume Jan. 1-March 1				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 137.3	\$ 1,061.5	\$ 338.5	\$ 2,690.7	86	\$ 475.8	682	\$ 3,752.2
Monday-Friday 10 a.m.-6 p.m.	1,864.9	15,479.8	3,318.5	28,739.2	1,945.2	15,983.1	877	7,128.6	6,875	60,202.1
Saturday-Sunday Sign-on-6 p.m.	1,342.4	10,113.3	1,155.8	17,086.0	459.2	6,734.7	289	2,957.4	2,481	33,934.0
Monday-Saturday 6 p.m.-7:30 p.m.	287.5	2,142.1	913.1	7,731.3	486.1	6,202.9	79	1,686.7	641	16,076.3
Sunday 6 p.m.-7:30 p.m.	108.0	1,089.3	237.9	3,453.1	229.9	2,518.9	20	575.8	184	7,061.3
Monday-Sunday 7:30-11 p.m.	6,196.5	48,338.4	8,443.0	69,301.6	7,560.8	66,449.7	447	22,200.3	3,703	184,089.7
Monday-Sunday 11 p.m.-Sign-off	395.3	1,586.1	313.9	2,938.0	617.7	5,251.3	109	1,326.9	830	9,775.4
Total	\$10,194.6	\$ 78,749.0	\$14,519.5	\$130,310.7	\$11,637.4	\$105,831.3	1,907	\$36,351.5	15,396	\$ 314,891.0

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New media help ■ CPM Inc., 919 North Michigan, Chicago, to specialize in media planning and buying, including broadcasting, has been formed by Norman Goldring, president, who also continues his own marketing-consulting firm there. Vice president is Allan Schwartzberg, formerly media director at Marvin H. Frank Advertising.

Weight Watchers to pound away on TV

Weight Watchers International Inc., the organization that offers to help the overweight, plans a TV series for the fall. The projected daytime series will be produced by HGF Enterprises Inc., New York. According to HGF President David Yarnell, talks are underway with both networks and syndicators.

Plans call for five daily half-hours a week in a 26-week package. The show will feature interviews with personalities in show business, medicine, beauty and fashion. Weight Watchers recipes and menus will be offered in a cooking segment of the program. Jean Nidetch, founder and president of the weight-control enterprise, will figure prominently in the TV series, Mr. Yarnell said.

Syndication terms and commercial format could not be learned. Reports that Bristol-Myer's Drackett Co. has the rights to develop food products under the Weight Watcher's name were confirmed by a Bristol-Myer's spokesman, but he declined to discuss whether Bristol-Myers would be directly involved with the TV series.

Quaker assigns cereals to house agency

Quaker Oats Co., Chicago, last week announced a wholly owned subsidiary, Advertising Communications Inc., effective July 1, will handle all advertising for the company's children's cereals, heavily promoted on TV. The present agency is Compton Advertising, Chicago. Billing is over \$5 million.

Victor Elting, vice president of advertising for Quaker, is president of the house agency. Quaker emphasized, however, that all creative work for the children's cereals, including production of TV commercials, continues at Jay Ward Productions, Hollywood. Best known products are Cap'N Crunch and Quisp & Quake.

Quaker said the move does not affect other product lines presently being handled by J. Walter Thompson Co., Doyle Dane Bernbach and other agencies in specialty categories.

Telex writes new specs on sensitivity and ruggedness in headphones.



Communications Series 1320

HIGH SENSITIVITY AND LOW OPERATING POWER. The new Communications Series 1320 headphones are designed around a dramatic new driver that requires only absolute minimal operating power. This added efficiency allows for a substantial increase in sensitivity without any increase in distortion, making the 1320 Series the most sensitive and versatile headphones available today.

RUGGED. CONSISTENT PERFORMANCE. Unlike the soft aluminum or paper cones in most of today's headphones, the 1320's rugged new cone is made of special material that will provide peak performance without being affected by temperature or humidity. This means that you get consistent, high quality performance, day in and day out, under the most demanding communications conditions.

For more information on Telex's new Series 1320 headphones, contact your nearest Telex dealer or write.

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Broadcasting fried Southern-style

UNC conference airs more complaints, offers fewer solutions to problems besetting medium

"Criticism of broadcasting has risen to the level of a roar," said Professor Wesley Wallace, of the University of North Carolina's Department of Radio, Television and Motion Pictures, as he opened an all-day colloquium last Monday (March 9) on "The Broadcaster and His Community," at Chapel Hill. None of the seven participants denied the premise; everyone from community groups seeking more black-oriented programming to Vice President Spiro Agnew is a television critic. But where does the fault lie, and what are the remedies? That's where the differences showed up.

For instance, the Rev. Dr. Everett C. Parker of the United Church of Christ, who led and gained fame for the effort to deny WLBT(TV) Jackson, Miss., a renewal of license, blamed the industry's troubles on broadcasters' indifference to the public and its needs. Frank Fletcher, a Washington attorney, seemed to feel broadcasters' troubles were due at least in part to Dr. Parker's activities on behalf of citizens' groups.

Two representatives of the industry—George Norford, vice president and general executive of Westinghouse Broadcasting Co., and Dr. George E. Bair,

director of university television at UNC—saw the fault resting with broadcasting, not its critics.

Marcus Raskin, co-director of the Institute for Policy Studies in Washington, traced the troubles not to the people but the broadcasting system they serve. On the other hand, Richard W. Jencks, president of the CBS/Broadcast Group, and FCC Commissioner Kenneth A. Cox—both, in different ways, representatives of that system—were critical of Mr. Raskin's analysis and proposed solutions.

The colloquium's point of departure was Mr. Raskin's essay, "The Dream Colony," which appeared in a study on television published by the institute in October (BROADCASTING, Oct. 6, 1969). It pictured the present broadcasting system as a purveyor of dreams to a passive audience, and theorized on the political restructuring of the communications network; it foresaw various community groups successfully challenging existing broadcasters for their licenses and the resulting system "operated and controlled publicly through a combination of election and appointment of workers within the media and the listening community."

Mr. Raskin held to that point last week, and to the associated one that the viewer must be involved as an active participant, not a passive bystander, in the television service he receives. He expressed the view that members of university communities should take the lead in seeking to involve the public in such a role. "If the television industry is organized for profit rather than for service," he said, "then the law [on which it is based] is failing—and the people who are enforcing the law are failing."

Neither Mr. Jencks nor Commissioner Cox found anything to recommend the Raskin thesis, on practical or ideological grounds. (Commissioner Cox, for instance, noted that the ownership structure proposed by Mr. Raskin would not be "attractive to advertisers.") Mr. Jencks said that Mr. Raskin—as well as CBS's own Alexander Kendrick, in his biography of Edward R. Murrow (and, as it turned out, Mr. Norford)—are "remiss" in holding that television has neglected social needs.

"History will assign television a major role in the black revolution, and in the anti-Vietnam War revolution," Mr. Jencks said. "It's hard to see how any of these changes would have come about without the most energetic, and often empathetic, coverage of television." He mentioned specifically the coverage of the violence-marked march by civil-rights groups from Selma, Ala., to Montgomery, in March 1965—coverage which was a factor in the subsequent enactment of the 1965 voting-rights bill.

He also asserted that the "access" to television that Mr. Raskin and others have urged for members of the public could destroy television as a mass medium. And television networking, he said, "is the only mass medium that has exposed vast audiences to controversial issues."

Commissioner Cox was not as satisfied with the present state of television as Mr. Jencks seemed to be. But he said Mr. Raskin's criticisms of the commission are more soundly based than those of broadcasters. Indeed, he felt constrained to point out that Mr. Raskin pushes the concept of public ownership of the frequency too far in sug-



Mr. Raskin



Mr. Jencks



Commissioner Cox



Dr. Parker

gesting that station facilities themselves are public property.

Thus Commissioner Cox, who in other days on other platforms has seemed quite radical enough for broadcasters was made to appear, as he acknowledged, pallid. His proposals for correcting the faults he perceives in the television system he has advanced before—broadcasters should achieve a better balance of programming (more serious drama and music, for instance) and do more news and public-affairs programming.

But even here he sounded a cautionary note. Broadcasters should not be pushed too far on the news and public-affairs front. Stations required to provide "full-time attention" to issues of the day "could not survive economically," he said. Furthermore, he added: "Such an overdose of information would be self-defeating. We cannot force enlightenment on the public."

Indeed, Mr. Norford, who is black, seemed more critical of the industry in which he labors than did Mr. Cox. If the broadcaster had used the techniques available to him "to lead the way in race relations," he said, "much of the racist strife might have been averted. We might be approaching the 1970's with less anger, frustration and fear."

Mr. Norford also appeared distressed about another matter in which he has personal stake—broadcaster hiring of minority-group members. He heads the Broadcast Skills Bank established by WBC to aid minority groups in finding jobs. "We don't have the enthusiasm or interest we need from broadcasters to make [the bank] successful," he said. "The record is very disheartening."

And Dr. Bair, who is immediate past chairman of the board of directors of the National Association of Educational Broadcasters, made it clear he didn't feel educational television is serving the public interest. Educational stations instead, he said, are serving the interest of the upper middle class, from which they draw their support, or the interest of the educators, the station managers, or the educational institutions with which they are affiliated—or "they seek to do right as they see the right."

It was the kind of failure that disturbed Mr. Norford and Dr. Bair that Dr. Parker warned could be dangerous for broadcasters. Speaking with the authority of one who has aided many citizens' groups in preparing and filing complaints against the service provided by their local broadcast stations, he said: "Broadcasters must expect to see more people and to hear more people and to pay attention to more people in the future than they have in the past."

He added that broadcasters would be

wise to disregard the trade press and some industry spokesmen, who he claimed, ignore the basic causes of "mounting dissatisfaction with broadcasting that are triggering aggressive action against it." Unless those among the public who are raising questions "about the status quo" are answered, he said, "broadcasters are not likely to have an easy time in the days ahead."

Mr. Fletcher appeared to reflect the frustration and anguish of broadcasters who feel sufficiently bedeviled by problems imposed by government regulation and normal business frustrations and then find they must deal with problems raised by Dr. Parker and the groups he counsels. Mr. Fletcher called Dr. Parker "a social agitator," and said: "His church's espoused causes include admission of Red China to the United Nations; anti-Vietnam War; anticompetition; antinational security laws; encouraging demonstrations; embracing demonstrators; and others as long as your left arm can reach."

Mr. Fletcher said he has no quarrel with Dr. Parker's advancing such positions as a private citizen. "But would you want that sort of bias making final judgments as to your total broadcast fare?" He said that preachers should "preach and pursue religious pursuits" and that "professional broadcasters [should] do the broadcasting."

For all of his criticism of television, Dr. Parker conceded at one point that "we have the best broadcasting system in the world."

To Professor Wallace, who moderated the colloquium, this was a sign that Dr. Parker and Mr. Fletcher, who appeared together in a morning session, were "not too far apart" in their views. Neither Dr. Parker nor Mr. Fletcher, however, seemed inclined to agree.

Bob Richards honored

The widow of a former public-relations director for the National Association of Broadcasters has been given a special honor at the annual Veterans of Foreign Wars commander-in-chief's dinner for 53 winners of the VFW's Voice of Democracy contest. At the ceremonies March 8 in Washington's Sheraton Park hotel, Mrs. Robert K. Richards was given a plaque commemorating the work of her husband, who while associated with NAB was instrumental in starting the contest which is conducted among high school students.

The contest, since taken over by the VFW, has grown to over 400,000 entries this year from 50 states and certain overseas areas. Winners received scholarships totaling \$13,500.

Pay TV headed for up-or-down vote

House committee faces choice between bills to start or bar service

The House Communications Subcommittee's pay-TV resolution died last week by a vote of 19-to-14 in an executive session of the parent Commerce Committee.

The resolution was a "sense of the Congress" statement endorsing the FCC's pay-TV rules and calling for stricter measures to prevent possible siphoning of sports broadcasts from free TV to pay TV. Instead of the present commission rule, which prohibits pay-TV stations from broadcasting sports events that have been shown on free TV in the preceding two years, the subcommittee had recommended a five-year embargo.

No substitute for the resolution emerged from executive session, but the committee meets again this week to finish that job. The ultimate result is expected to be either proposed legislation or nothing at all.

Two proposals are vying for attention. Representative Bob Eckhardt (D-Tex.) is seeking to have the subcommittee's resolution transformed into a bill. If enacted, the Eckhardt proposal would thus make the FCC rules into law.

The other proposal is old wine in a new skin. Representative John D. Dingell (D-Mich.), who introduced the original bill to ban pay TV (H.R. 420) only to see it get bottled up in subcommittee, introduced another one last week. The new bill (H.R. 16418) is just different enough from the original to qualify as a new bill; its intent is precisely the same. Its effect is to reopen the option of an outright ban on pay TV.

Although the prospects for the Dingell bill are obviously brighter in the parent committee than they were in the subcommittee, such drastic action is still considered somewhat unlikely. Last week's 19 votes against the subcommittee resolution reportedly reflected divergent views on pay TV itself. What brought them together was the feeling that Congress should assert itself by taking more definite action than a "sense of the Congress" resolution, which does not have the force of law.

Another source of controversy on pay TV is whether its rates should be regulated by the government, but there was reportedly no major push last week for a bill that would institute rate regulation.

Clear sailing for White House plan

House subcommittee gets assurances that communications tiller won't be yanked from FCC hands

President Nixon's plan to reorganize executive-branch telecommunications management passed its first hurdle last week. After two days of public hearings, the House Executive and Legislative Reorganization Subcommittee rejected by voice vote a resolution calling for disapproval of the plan.

The plan is scheduled to go before the parent Government Operations Committee this week. No difficulty is foreseen.

The Nixon plan would create a new Office of Telecommunications Policy in the White House. The office would take on the duties now assigned to the director of telecommunications in the Office of Emergency Preparedness. It would serve as the President's principal advisor on telecommunications matters inside and outside the executive branch.

The broad question that consistently nagged at the subcommittee members last week was whether the new office would foster undue executive-branch influence on the FCC's regulation of private communications. All the government witnesses—including FCC Chairman Dean Burch—were quick to assure the congressmen that no such usur-

pation would occur.

Specifically, three questions recurred: whether the proposed OTP would muscle in illegally on commission adjudicatory proceedings; whether the new office would acquire sufficient research capability to "overwhelm" the FCC, and whether it would impose its own broad philosophy of spectrum usage on the commission. In each instance, Chairman Burch expressed confidence that the OTP would be a help rather than a hindrance to the commission. Among his comments were the following:

- On possible OTP intervention in commission matters: "I think it is not only legally proper but also advisable for my office to be open to people who have problems before the commission in rulemaking proceedings or something that is not an adjudicatory matter. . . . I think our constituency, which is the entire United States, should be allowed to speak to us—and I don't think the White House should necessarily be excluded." The chairman noted that it would clearly be improper for the White House to attempt to influence adjudicatory proceedings, but added

that the White House has made clear that it does not intend to do so. In any case, he said: "I am sure I speak for the entire commission when I say the commission does not intend to relinquish any of its powers because of this new office."

- On whether the commission would have inadequate research capacity to match OTP: "I would be tempted to say I agree with you." However, he added, the commission's problem is that its analysts are too often "burdened with operating responsibilities" and cannot devote their full time to analysis. He said the commission would be able to meet problems as they arise—"we do it every day."

- On whether OTP would impose its philosophy of spectrum usage: The chairman said OTP would "simply play a role as a commentator on spectrum use, and how it might be better used."

Chairman Burch was also asked whether there would be any possibility that management of government-controlled and privately controlled spectrum might be combined under one agency's roof, since they are related and since the demand for a fixed amount of usable spectrum is constantly increasing. "An efficiency expert might very well say yes," the chairman said, but other considerations also come into play. He particularly emphasized that the government's use of the spectrum is secret information, and it is not generally known how much the government uses. Therefore, he said, the two portions of the spectrum should be managed separately.

He expressed confidence that the OTP and the commission could work together effectively as complementary units in allocating the spectrum, and noted that the FCC has "consistently favored" a strong executive-branch telecommunications office.

Representative Clarence J. Brown (R-Ohio) warned that the commission's position relative to OTP could be weakened by inadequate appropriations. He noted that Congress has traditionally been rather "niggardly" in this respect, and said it will have to change this attitude—particularly if it is to "keep its interest in the development of scientific information protected."

Another positive assessment of OTP came from Dwight Ink, assistant director of the Bureau of the Budget. He said that the Office of Emergency Pre-



FCC Chairman Dean Burch (r) confers on Capitol Hill with the commission's general counsel, Henry Geller, before a hearing last week on President Nixon's reorganization plan for telecommunications.

Show your stuff.

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THE 1970 CENSUS

... and the broadcaster

The 19th Decennial Census of Population and Housing will be taken on April 1.

It will provide statistics that enable government at all levels to plan and execute programs of social and economic betterment—and it helps business and industry, too.

Census '70 will cover 65 million households, each receiving a questionnaire by mail around March 28. In 60 per cent of the Nation's households (mostly metropolitan areas), people are to complete and mail back the questionnaires on April 1. Enumerators will call for questionnaires at households not receiving a mail-back envelope.

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- On audience size and characteristics
- On ownership of TV and radio sets
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paredness focuses its attention primarily upon questions relating to possible national disasters. This means, he said, that an important but "non-crisis oriented activity like telecommunications tends to become submerged in the face of other urgent demands upon OEP."

Under the new plan, he said: "The FCC will be able to look to one official in the executive branch who can represent the President's viewpoint effectively when there is need for such representation before the FCC on broad policy matters."

Representative Brown wanted to know if this meant any diminution of the FCC's authority. Mr. Ink replied that the policy office would simply make "recommendations—and we think they would be in a position to make more effective recommendations."

"What does that mean, 'more effective recommendations'?" Representative Brown asked. "Does that mean they [FCC] will listen to OTP and decide the way OTP wants the decision made?" He cited with some concern a Feb. 16 article in *BROADCASTING* which paraphrased comments by White House aide Clay T. Whitehead. The article said Dr. Whitehead "made it clear last week the White House has no qualms about seeking to influence the commission or other so-called independent agencies." It also noted Dr. Whitehead's comment that the executive branch regularly makes its views known to the regulatory agencies through intermediaries, such as the Justice Department or the Department of the Interior.

Representative Brown asked for—and got—firm assurance from Mr. Ink that the reorganization plan is in no sense "a backdoor step to affect the independence of the FCC."

Dr. Whitehead also replied, by letter, to the questions raised by the article. "There have been strict instructions to the entire White House staff not to attempt to influence independent regulatory commissions in their quasi-judicial functions, or even give the appearance of attempting to do so," he said.

Dr. Whitehead emphasized the distinction between agency adjudicatory proceedings on the one hand, and "general policy issues," on the other. Although attempts to influence quasi-judicial proceedings are "obviously" improper, he said, the President has an affirmative responsibility to bring his influence to bear upon larger policy questions.

"It is our conviction," Dr. Whitehead said, "that such open expressions of viewpoint are not 'influence' in the negative connotation sometimes used, but rather a proper part of general policymaking dialogue among the FCC, the Congress and the executive branch."

The letter was read into the hearing

record on the second day of hearings. Attached to it was a White House memorandum dated May 21, 1969, setting forth policy on contacts between the White House and the agencies. It emphasized, in strong language, the basic points made by Dr. Whitehead in his letter to the subcommittee. For example:

"It is important to remember that the cases that come before these agencies are often extremely important to the parties concerned and involve large amounts of money. They are, therefore, very closely watched for any evidence of any improper procedure or influence. It is important to avoid even the mere appearance of interest or influence."

Representative Cornelius E. Gallagher (D-N. J.), who filed the disapproval resolution that was subsequently rejected by the subcommittee, repeated his argument that Congress should reject the plan unless the White House gives assurances that the new office will monitor government-linked computer networks. Representative Gallagher said this would be a first step toward increased government attention to invasion-of-privacy problems posed by computer banks of information about individual citizens.

The congressman has in the past characterized his resolution as a "technical step" designed to gain the specific reassurance he wants. (Generally, he supports the reorganization plan.) During last week's hearings, administration spokesmen promised to focus on the computer issue "to assure that privacy is not violated."

Other administration spokesmen who appeared and gave short statements in support of the plan, included William Plummer, acting director, Office of Emergency Preparedness; Dr. Myron Tribus, assistant secretary for science and technology, Department of Commerce; and Charles M. Bailey, director, defense division, General Accounting Office.

NAB group to meet

The National Association of Broadcasters' special committee to study NAB's public relations and methods of improving broadcasting's image will hold its first meeting Tuesday (March 24) in Washington, NAB President Vincent T. Wasilewski said last week. Mr. Wasilewski said that NAB Board Chairman Willard Walbridge will be temporary chairman of the committee, but that the committee will be asked to elect its own chairman. The NAB executive committee on March 6 completed the membership of the study group, authorized at the January NAB board meeting in Hawaii (*BROADCASTING*, March 9).

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Showdown: big group vs. big networks

Westinghouse argues for cutback in clearances, urges FCC to set limits on TV commercial volume

Westinghouse Broadcasting Co.'s dispute with CBS and NBC over their commercial policies merged last week into the controversy in which the multiple owner has engaged those networks on the issue of network domination of prime-time programming.

WBC, in a memorandum filed with the FCC, asked for a three-pronged attack on two trends it said are developing in network television—a decrease in local program origination and an increase in commercial content.

One of the points deals with commercialization, the other two with network programming practices. And one of the latter involves a call for adoption of WBC's suggestion—vigorously opposed by CBS and NBC—that the commission prohibit major-market stations from taking more than three hours of network nonnews programming between 7 and 11 p.m. The proposal, like the commission's proposed 50-50 rule for which it is being advanced as an alternative, is designed to open up the prime-time market to independent producers, like WBC.

The other programming point was a suggestion that the commission issue a rule or policy statement "to halt the erosion of the small amounts of station time which still exist." WBC said the only sizable block of time remaining with a substantial audience level not filled by the networks is between 4:30 and 7:30 p.m.

WBC's third point was that the commission should institute a study and rulemaking looking to the establishment of reasonable limitations on commercial content in television, "taking into account the interests of the public, advertisers and broadcasters." WBC said the need for such a step was dictated by what it said has been a continued increase in commercialization in recent years, in time and the number of messages.

The memorandum was filed in the commission's investigation into the CBS and NBC plans to offset higher AT&T interconnection costs by decreasing network compensation to affiliates and permitting the stations to recoup the losses by increasing the time available to them for commercials. The new AT&T tariffs became effective in October.

WBC, which has stations affiliated with both networks, sparked the inquiry with complaints to the commission that the plans were arbitrary and resulted

in another upward twist in the commercialization spiral. WBC said the networks should absorb the additional interconnection costs. ABC has agreed to do just that, at least for the first year.

CBS and NBC also filed memoranda, backgrounding their plans, defending them as reasonable, and maintaining that they result only in minimal increases in commercial time. CBS said its plan grew out of what it regarded as competitive necessity; NBC pointed to concern over rising network costs at a time of possibly shrinking revenues. Representatives of all three parties were to discuss the controversy with the commission in an unusual public meeting on Friday (March 13).

CBS is seeking to offset a \$6.8-million increase in interconnection costs annually, and NBC \$6 million. Both said they conferred with their affiliates boards before adopting their plans and that the plans provide for special relief for stations that arrange for their own interconnections. They also said the plans reflect their affiliates' views as to the increased attractiveness to advertisers of the 30-second spot.

But they also asserted they arrived

New line rates may cut radio use of remotes

The Small Market Radio Committee of the National Association of Broadcasters last week warned that AT&T's proposed telephone line increases could deprive small-town audiences of live radio remote coverage.

Committee chairman Julius E. Talton, president of WHBB-AM-FM Selma, Ala., urged the industry to support the NAB's efforts to block the proposed increase—now scheduled to go into effect July 1—which would according to NAB in some cases boost charges for remote lines by several hundred percent.

NAB and the three major networks denounced the radio rate hike last year (BROADCASTING, Oct. 27, 1969) and station-connection and local-loop charges were factors that brought the sharpest complaints from radio-station operators in remote areas. The complaints led AT&T to accede to the FCC's request and suspend the effective date of the new tariffs until July 1 (BROADCASTING, Feb. 2).

at their plans without consultation with each other—thus answering a question the commission had raised, at least implicitly. NBC said its plan was announced when the other networks were presenting "quite different plans of their own." CBS said officials of that network had called officials of ABC and NBC only to confirm or obtain clarification of reports of their plans as reported in the trade press—and, in the case of NBC, to determine whether its plan had met with affiliate objections.

CBS, which adopted its plan in December, noted that it had originally proposed to absorb \$3.8 million of its increase—that related to intercity circuits—and to request affiliates to absorb the \$3 million increase relating to local station loops and connections.

However, CBS said it reconsidered after ABC and NBC announced their plans. ABC, which previously had made more expanded station breaks available to its affiliates than either CBS or NBC to theirs, said it would absorb the full cost of the higher line costs. NBC would cut compensation but expand 10 weekly 42-second prime station breaks to 62 seconds each.

CBS said its affiliates board rejected the original proposal, and that it then proposed its own compensation-reduction plan, which provided affiliates with the opportunity to use 10 expanded station breaks (nine from 42 to 62 seconds, one from five to 32 seconds) each week. However, CBS said it will still absorb \$1.3 million of the increased costs; the reduction in compensation will save it only \$5.5 million.

The ABC pattern of expanded breaks, NBC's decision to expand its schedule of station breaks, "the fierce competition among the networks for affiliates"—all were factors in its decision, CBS said. So was the fact that affiliates could recoup the higher costs the network might pass on by refusing to clear network programs and substituting locally sold programs.

Accordingly, CBS said, it adopted the plan it felt "would be fair to its affiliates and would prevent the erosion of program clearances as well as the erosion of its network of affiliated stations."

NBC said "financial equities as between the television network and its affiliates" justify its plan. It said the network assumes enormous risks and

costs, which are increasing, in entertainment, news and sports programs, yet "has substantially lower profit margins than affiliated stations."

NBC said its news-operations costs had jumped from \$33 million in 1963 to \$100 million, that prime-time entertainment-programs costs had risen over 50% and now represent a commitment of over \$175 million, that program-development costs had increased three-fold since 1961 and that sports-programming costs had doubled since 1965.

Furthermore, NBC said it was concerned over indications "of a softening in the advertising market which threatened, in the period ahead, to reduce network sales volume in the face of committed increases in program costs." NBC said this prospect was aggravated by the prospect—now confirmed—of the loss of cigarette advertising, "a major" item to the networks but a relatively minor one to the stations.

NBC said it altered an original proposal to meet objections of its affiliates board. NBC's first plan would have resulted in an increase of two minutes and 40 seconds of weekly prime-time station breaks. The plan adopted, with greater emphasis on 62-second breaks, results in an increase of three minutes and 20 seconds.

CBS's plan results in a similar amount of increase. And both networks said the amounts are modest. They note that there are no additional breaks, and point out that research done on the subject of commercials found that additional interruptions of programing are objectionable to viewers while expanded station breaks are not.

However, WBC, in its memorandum, said the expansion of NBC's prime-time breaks do not reflect the complete story of NBC's changes in commercialization policy. WBC noted NBC has added three minutes of commercial time to the late-night *Tonight Show*, two of which are to be sold by the network, one by the affiliates. WBC noted that this adds 15 minutes per week to the three minutes and 20 seconds NBC's plan takes from program time.

NBC said work had been underway on a separate plan to change the *Tonight Show's* format before it began considering ways of recovering the increased AT&T costs. The purpose was to permit the show to open with program material instead of a commercial and to lengthen certain segments by pairing previously isolated commercials, NBC said. The effect would be to reinstate an original commercial pattern of six commercial minutes per half-hour which had been the pattern when the program opened in 1954.

But WBC estimated the two additional minutes would provide NBC with about \$7.5 million in additional rev-



Members of the South Carolina Broadcasters Association were in Washington last week on a visit that has become an annual affair capped by a luncheon with most of the members of the South Carolina congressional delegation. The broadcasters chatted informally with their congressmen during the noon hour in a Capitol dining room. L to r are: Senator Ernest F. Hollings (D); Wayne Sawyer, general manager, WCCD (AM) Chester; Vincent T. Wasilewski, president of the National Association of Broadcasters; Representative Tom S. Gettys (D), and Lamar Clifton, general manager of WIS (AM) Columbia. Other South Carolina broadcasters who

were present were: H. S. Bowden, president and Tom Richards, general manager of WACA (AM) Camden; Franklin McClure, general manager of WKCR (AM) Pickens; Joseph Foster, station manager of WBTW (TV) Florence; Otto McDonald of WELP (AM) Easley; John Rivers, president of WCSC-AM-FM-TV Charleston; Walter Brown, president of WSPA-AM-FM-TV Spartanburg and Dr. Richard M. Uray, executive manager of SCBA. Other members of the congressional delegation who attended the luncheon were: Senator Strom Thurmond (R), Representative Albert W. Watson (R) and Representative James R. Mann (D).

enue annually. Some of this amount, however, would be paid to stations for carrying the program.

WBC said if it were to sell the additional time made available to its KYW-TV Philadelphia and WBZ-TV Boston, by NBC, or to its KDKA-TV Pittsburgh and KPX (TV) San Francisco, by CBS, it would be earning \$420,250 more annually, after adjusting for the 6.5% reduction in network compensation.

But the WBC affiliates are not selling the additional one-minute spots in the *Tonight Show*, and WBC has directed them not to increase the number of commercials they sell in the expanded station breaks. However, they are free to sell longer spots in the time available.

Broadcaster's daughter sought in bomb mystery

Police were searching last week for the daughter of James P. (Joe) Wilkerson, president of the Star Stations, for questioning about a bomb explosion that wrecked his New York home and killed at least two persons.

Mr. Wilkerson was a high-ranking

executive at Young & Rubicam, New York, before moving to the Star group. The Star Stations, WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha and KISN (AM) Vancouver, Wash., are principally owned by Don Burden.

Police said a militant left-wing group was making bombs in the basement of the four-story townhouse when the blast occurred March 6. Two women, one identified as Cathlyn Wilkerson, 25, stumbled from the house but disappeared after being given aid by a neighbor. Miss Wilkerson was subsequently reported to be in Canada. Her companion was not immediately identified.

Miss Wilkerson, described by police as a member of the revolutionary Weathermen faction of Students For a Democratic Society, was said to be free on \$40,000 bail for appearance today (March 16) at a Chicago court hearing for alleged participation in a violent demonstration in Chicago's Grant Park last Dec. 9.

Mr. Wilkerson was on vacation in the Caribbean when the explosion occurred. He was quoted as saying last week that he knew his daughter was staying in the house while he was away but did not know that other young people were there.

Bribes in network affiliations?

ABC's shakedown case in Dayton sparks FCC to order investigation that could go anywhere

The FCC has armed itself for a wide-ranging investigation into the question of whether licensees have bribed employees or principals of networks to obtain affiliations for their stations.

The investigation reportedly was sparked by the disclosure that ABC has accused one of its station-relationships men of accepting a bribe in connection with the award of an affiliation to WKTR-TV Dayton, Ohio (BROADCASTING, March 2).

However, the order instituting the investigation was couched in language broad enough to permit the commission to pursue any leads that might develop. And there were indications that the commission was concerned about the facts surrounding affiliation agreements in cities other than Dayton.

Commission officials declined to provide additional details. But it was understood that ABC, which has been conducting an investigation of its own, has filed at least two reports with the commission and that more are expected.

The commission, in an order adopted

by a unanimous vote of all seven members, did not refer specifically to the WKTR-TV case. It said only that the commission has under consideration information indicating that "certain broadcast licensees or permittees have made payments to employees or principals of networks" to obtain affiliations.

Such payments, the commission said, may be in violation of the law and, "in any event, raise serious questions" about the qualifications as licensees of anyone engaging in such practices. The commission noted that its policy is to maintain competition among network organizations for station outlets and among stations for network affiliations.

The inquiry will be conducted before a hearing examiner and will be closed unless the commission decides that public sessions would be in the public interest.

The commission order delegates to the chief hearing examiner the authority to subpoena records and witnesses, and to compel witnesses to appear and to testify. The Communications Act per-

mits such compulsion, but the testimony of those who claim the Fifth Amendment protection against self-incrimination may not be used against them.

The WKTR-TV case involves a charge by Robert Kaufman, ABC vice president and general attorney, that Thomas G. Sullivan, an ABC station-relationships regional manager, had taken a \$20,000 bribe for recommending that WKTR-TV get the ABC affiliation.

John A. Kemper Jr., then chairman and 30.6% owner of Kittyhawk Television, licensee of WKTR-TV, informed the commission in February that on two occasions an "officer of this company," who was not identified, was obliged to pay Mr. Sullivan to insure "fair consideration" of Kittyhawk's application for affiliation. Mr. Kemper resigned as chairman on Feb. 27.

Mr. Sullivan is scheduled to appear in Manhattan criminal court on the bribery complaint on March 25.

Indications of wrongdoing came to ABC's attention while network attorneys were preparing a defense against an antitrust suit brought by WKEF(TV) Dayton. WKEF sued after its bid for an ABC affiliation was turned down in favor of WKTR-TV's.

ABC has since announced it was terminating its affiliation with WKTR-TV.

What Johnson sees as FCC's failures

FCC Commissioner Nicholas Johnson, whose speeches usually are taken up with criticism of broadcasters, turned to an old target of his last week—the FCC. After discussing its performance in handling technological policy questions, he suggested a new nickname for the FCC—"the Fumbling Communications Commission."

Commissioner Johnson discussed the commission's performance in guiding and promoting the technological revolution in communications in a speech on the commission's role in developing national policy for computer communications that he delivered at the Johns Hopkins School of Advanced International Studies, in Washington.

In Commissioner Johnson's view, the commission's handling of many matters generated by the rapidly changing communications technology constitute a catalogue of failures. The catalogue included allocations of frequencies, CATV, color television, UHF-television development, and domestic-communications satellites.

The commission's principal problem

in dealing with these matters, he said, is its lack of policy planning. Such planning at the commission, he said, "is essentially a part-time job for people whose main responsibilities are line operations in trying cases and processing applications."

He said the commission needs a central policy-planning staff, which can present the commission with alternatives which permit commission members to make a "real and informed choice." That function, he added, has been performed "sporadically at the commission, often by the intervention of executive agencies such as the White House recommendations on domestic satellites."

A second problem, he said, is the commission's dependence on outside sources of information. The commission, he said, knows little more than "what those with an economic interest want it to know." He said there is "almost no research at the commission."

He also said that delay, "usually an ally to some party," marks commission handling of difficult problems and that matters which the commission should initiate and decide "are even decided outside the commission."

He said the commission is frequently

left with "little alternative but to accept what has been worked out," then added: "A majority of the commissioners seem actually to prefer it that way." He said the commission encourages contending parties to reach an agreement that will eliminate its need to act.

"One is compelled to wonder why the FCC was not long ago dubbed the Fumbling Communications Commission."

However, the record, he feels, is not entirely bleak. The commission's handling of the computer inquiry—aimed at developing policy for regulating computer communications—"stands in marked contrast to past commission inability to anticipate policy questions."

He noted that it represented an effort on the part of the commission to act in anticipation of regulatory problems rather than after it was overwhelmed with problems and forced to react to a crisis.

But even here he did not give credit to the presidentially appointed FCC members.

The praise showered on the commission for initiating the inquiry in 1966, though "fully justified," he said, "ought to go to the Common Carrier Bureau," which drafted the inquiry.

Privacy suits may tie to KRON renewal issue

There will be at least two related court suits pending this week when the FCC opens hearings in San Francisco on renewal of the *San Francisco Chronicle's* license for KRON-TV San Francisco. Two invasion-of-privacy suits against the *Chronicle* were filed last week by former employes who say they were damaged when *Chronicle*-hired detectives pried into their private lives.

TV cameraman Albert C. Kihn has asked \$200,000 in a Marin county (Calif.) suit—\$100,000 general damages and a similar amount in punitive and exemplary damages. Mrs. Blanche Streeter has filed in San Francisco county asking \$50,000 general damages and \$100,000 exemplary and punitive damages.

Both are opposing the renewal of KRON-TV's license.

The FCC will start its hearings on March 17 and indications are they will be lengthy. The *San Francisco Bay Guardian*, a tabloid newspaper which also opposes renewal of the KRON-TV license and has run long stories about alleged harassment of Mr. Kihn and Mrs. Streeter, has listed by name 198 witnesses it says will be called in the case. They run all the way from former Senator William F. Knowland (R-Calif.) and San Francisco Mayor Joseph Alioto to the publicity director for San Francisco's St. Francis hotel.

New twist at the FCC: a three-in-one hearing

The mutually exclusive applications of Seaboard Broadcasting Inc. for renewal of license of WLAS(AM) Jacksonville, N.C., and Sencland Broadcasting Systems Inc. for a construction permit using the same 910-kc frequency were designated for consolidated hearing by the FCC last week, along with a revocation proceeding ordered for Seaboard last May.

The commission had ordered a hearing to determine whether Seaboard's license for the station should be revoked because of allegedly fraudulent billing practices. Sencland filed for the facility last October (BROADCASTING, Oct. 6, 1969).

Seaboard had opposed a consolidated hearing, arguing that the issues in the revocation proceeding are different from those involved in a renewal-CP comparative hearing. The licensee also contended that if its license were revoked, the 910 kc spot should be opened for additional applications.

The commission held that although consolidation of the revocation hearing,

renewal hearing and comparative hearing is "not required at this juncture and although substantially the same issues are not involved, administrative convenience compels us to consolidate."

Also, the commission pointed out that since Sencland was the only applicant to file an application prior to the prescribed cut-off date, it was entitled to protected status.

In the event that Seaboard is not disqualified as a result of the revocation hearing, the commission said, the matters raised therein may be considered by the hearing examiner in his evaluation of the licensee's performance.

FCC asked not to probe into quiz shows

An issue added by the FCC's Review Board to the comparative proceeding in which Voice of Los Angeles Inc. was seeking to supplant NBC as licensee of KNBC(TV) Los Angeles should not be considered by the commission when it decides whether or not to approve a mutual agreement to end the proceeding, both parties told the commission last week.

The commission's Broadcast Bureau had suggested that the "character" issue—involving alleged deceptive practices

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in connection with three quiz shows—should be resolved before the commission approved the agreement, under which Voice would withdraw its application in return for reimbursement of its expenses by NBC (BROADCASTING, March 2).

NBC asked the commission to review and delete the issue, holding that the review board's action "raises questions concerning the scope of [the board's] authority to modify issues which have been specified by the commission." However, the network promised to proceed with the burden of meeting the issue, which had been requested by Voice, and said it would shortly file an "extensive showing" regarding its conduct in the matter.

Voice said the facts underlying the qualifying issue had been obtained either directly from NBC or from the results of the commission's own investigation. The existence of the issue should "present no obstacle" to approval of the Voice-NBC agreement, Voice told the commission.

Giannetti holdings now in Detroit, L.A.

Boston attorney John Giannetti has acquired another major-market radio outlet following FCC approval of the pur-

chase of KRKD(AM) Los Angeles for \$4,525,000.

Mr. Giannetti is controlling stockholder of 46 Beacon Corp., which owns the buying company — Eleven-Fifty Corp. He also controls WKNR-AM-FM Dearborn (Detroit), Mich., which he bought last year for \$5.5 million. His other interests include real-estate trusts and Capehart Corp., an electronics manufacturer.

Principals of 46 Beacon have interest in CATV systems in Del Rio, Kerrville and Uvalde, all Texas. One stockholder, John Bradley, is with the Los Angeles office of Avco Radio TV Sales and has 20% interest in KBVB(AM) Lancaster, Calif. He is to relinquish that holding after the KRKD sale is consummated.

The sale of KRKD also includes an option for Eleven-Fifty to buy KRKD (FM) if the owner, the International Church of the Foursquare Gospel, decides to sell it.

The church group is headed by Dr. Rolf K. McPherson, son of the late evangelist, Aimee Semple McPherson. The church operated noncommercial KFSG(AM) Los Angeles as a share-time operation on the same 1500-kc frequency with KRKD. It bought KRKD in March 1961 for \$1.5 million and then combined the daytime KRKD with the KFSG nighttime operation, dropped the

KFSG call letters and operated as a commercial outlet. KRKD is full time on 1150 kc with 5 kw day and 1 kw night.

Vote on the KRKD sale was 5-to-2 with Commissioners Robert T. Bartley and H. Rex Lee dissenting.

Starr Omaha outlets sold to black group

A group of young blacks, predominantly local Omaha residents, have formed Reconciliation Inc., which is buying Starr Broadcasting's Omaha stations—KOZN(AM) and KOWH-FM—for about \$400,000, subject to FCC approval.

Prominent stockholders of the buying group include Bob Gibson of the National Baseball League's St. Louis Cardinals and Bob Boozer of the National Basketball League's Seattle Sonics. Other principals include Dr. Claude Organ, an Omaha surgeon and heart specialist, and Dr. Marion Jones, a Kansas City urologist. Another stockholder, Rodney Wead, director of the United Methodist Community Center in Omaha, is founder and acting president of Reconciliation Inc.

There are a total of 21 black stockholders. Three white investors will eventually relinquish their interest.

Starr Broadcasting, a New Orleans-based group owner, announced two weeks ago it was buying KEIR(FM) Dallas from William Robert Elkins for \$300,000 (BROADCASTING, March 2) and three weeks before that revealed it would buy its first TV station—WCYB-TV (ch. 5) Bristol, Va.—Johnson City-Kingsport, Tenn.—for \$5 million. Both sales are pending FCC approval.

In addition to the Omaha properties, Starr owns KISD(AM) Sioux Falls, S.D.; KUDL(AM) Fairway and KCJC(FM) Kansas City, both Kansas; KXLR(AM) North Little Rock, Ark.; WBOK(AM) New Orleans; KYOK(AM) Houston, and WLOK(AM) Memphis. William F. Buckley Jr., columnist, TV commentator and owner of the *National Review*, is board chairman; Peter H. Starr is president, and Michael F. Starr is vice president. Starr Broadcasting stock is traded over the counter.

KOZN(AM) is a daytimer on 660 kc with 1 kw; KOWH-FM is on 94.1 mc with 100 kw and an antenna height of 510 feet above average terrain.

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70-8

Changing Hands

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

■ KOZN(AM) and KOWH-FM, both Omaha: Sold by Starr Broadcasting Group Inc. to Rodney Wead, Bob Gibson, Bob Boozer, Dr. Claude Organ, Dr. Marion

Jones and others for about \$400,000 (see page 46).

■ **KGHM(AM)** Brookfield, Mo.: Sold by George Williams to Joe Bankhead, William B. Tanner, Frank Waltrip and Gary Hogan for \$115,000. Mr. Tanner is president of Pepper and Tanner Inc., Memphis-based producer and distributor of radio programs and jingles. Mr. Bankhead is vice president of that company. Messrs. Waltrip and Hogan are associated with the Addison-Wesley Publishing Co. KGHM is a daytimer on 1470 kc with 500 w. Broker: Chapman Associates.

■ **WBMP(FM)** Ellwood, Ind.: Sold by Dallas Montgomery to Stanley Barton and Scott Ridener for \$110,000. Mr. Barton was formerly an account executive with **WATI(AM)** Indianapolis and Mr. Ridener is general manager of **WBMP**. **WBMP** is on 101.7 mc with 3 kw and an antenna 140 feet above average terrain. Broker: Chapman Associates.

■ **WBME(AM)** Belfast, Me.: Sold by David F. Milligan to A. W. Spence for \$110,000. Mr. Spence, a brokerage consultant to insurance companies in Newton, Mass., was previously with station representatives Robert E. Eastman & Co. and McGavren-Guild-PGW Radio Inc. **WBME** is full time on 1230 kc with 250 w. Broker: Blackburn & Co.

■ **WIPC(AM)** Lake Wales, Fla.: Sold by Charles D. Bishop to George Oliva Jr. for \$109,000. Mr. Oliva owns **WPAX(AM)** Thomasville, Ga. **WIPC** is a daytimer on 1280 kc with 1 kw. Broker: Blackburn & Co.

Approved:

The following transfers of station ownership were approved by the FCC last week (for other FCC activities see "For the Record," page 70).

■ **WRIK-TV** Ponce, P.R.: 80.1% sold by Alfredo Ramirez de Arellano III to United Artists Broadcasting Inc. for \$6.1 million (see above).

■ **KRKD(AM)** Los Angeles: Sold by the International Church of the Foursquare Gospel to John Giannetti and others for \$4,525,000 (see page 46).

Cable television

■ Sarasota and Venice, Fla.—Sarasota Central Antenna Network Inc. and Venice Central Antenna Network Inc. sold by Philadelphia Bulletin, International Equity Corp. Daniel Aaron and others to Storer Broadcasting Co., group broadcaster and multiple CATV owner. Price was undisclosed. Two systems serve about 9,000 subscribers. Purchase brings to 36,000 number of customers of Storer CATV systems, mainly in Florida and California.

United Artists adds its third TV outlet

United Artists Broadcasting last week received FCC approval to purchase controlling interest in **WRIK-TV** Ponce, P.R., from Alfredo Ramirez de Arellano for \$6.1 million.

The purchase of 80.1% of the channel-7 independent gives UA Broadcasting its third TV station. It also owns **WUAB(TV)** (ch. 43) Lorain (Cleveland), Ohio, and **KUAB(TV)** (ch. 20) Houston. Its parent, United Artists Corp., is primarily engaged in motion-picture distribution for theaters and TV, and in the music publishing and recording fields. United Artists Corp. is entirely owned by publicly held and widely diversified Transamerica Corp.

Mr. de Arellano will retain 19.9% stock interest in **WRIK-TV** and will be employed by licensee Ponce Television Corp. as its president and chief administrative officer for two years at a salary of \$30,000 per year. In addition, he has a noncompetition agreement and an agreement not to sell his 19.9% except to United Artists. Under that agreement, when United Artists has operated **WRIK-TV** for four years, Mr. de Arellano can require UA to purchase his stock for a minimum of \$1.5 million

during a 10-year period.

Mr. de Arellano's father and family have controlling interest in **WQBS(AM)** and **WKYN-FM** San Juan, and **WORA-AM-FM-TV** Mayaguez, all Puerto Rico. They also control **wsvi(TV)** Christened, Virgin Islands, and own 49.8% of **WPRF(AM)** Ponce. Mr. de Arellano III, however, has no stock interest in those stations. There is a two-year affiliation agreement between **WRIK-TV** and **WORA-TV** under which **WORA-TV** may rebroadcast **WRIK-TV**'s programs.

The vote on the sale was 4-to-2 with Commissioners Robert T. Bartley and Nicholas Johnson dissenting and Commissioner H. Rex Lee abstaining.

CATV sale talks end

Negotiations for the acquisition of **KBTN** Cable TV Inc. of Neosho, Mo., by Downe Communications Inc., New York, have been broken off.

Discussions had been under way for some weeks. Following the decision to cancel the talks, present stockholders agreed to continue operation of the Neosho cable system that now serves nearly 1,000 customers. Besides Mr. Gilbert, other stockholders are Jim A. Egan and W. R. Bentley. All have interests in **KBTN(AM)** Neosho as well as **KSWM-AM-FM** Aurora, both Missouri, and **KCLR(AM)** Ralls, Tex.

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Crossownership ban finds its boosters

FCC gets more advice to arrest or break up multimedia combinations in same market

The FCC, which has been poised for action for months in a rulemaking proceeding aimed at barring CATV-TV crossownership in the same market, is being urged in a soon-to-be published law-review article to adopt it. Indeed, the author, Professor Stephen R. Barnett, goes farther and recommends extension of the ban, at least in a limited form, to radio as well.

And in the process, he nudges the commission toward adoption of another proposal aimed at increasing diversity of media ownership—the so-called one-to-a-customer rule. He not only asserts that the parallel policies of the Communications Act, the First Amendment, and the antitrust laws all support the program of media diversification that the commission has pursued; he also attacks as biased a study broadcasters have used to oppose the one-to-a-customer proposal.

Professor Barnett, who teaches at the University of California law school at Berkeley, served as a consultant two years ago to President Johnson's Task Force on Telecommunications Policy. His article is the first of two he is writing for the *Stanford Law Review* on the subject of cable television and media concentration.

Professor Barnett cites studies he says indicate that media concentration—multiple-broadcast combinations and broadcast-newspaper combinations—within numerous cities “have already gone too far,” and notes actions taken by the commission and the Justice Department's antitrust division, which suggest they have reached the same conclusion.

But whether or not the government should undo existing concentration, he says, it “should at least act to prevent the new medium [CATV] from increasing the concentration. It should accept the opportunity to assure that the new medium contributes new and different voices to the local marketplace of ideas, rather than additional channels for the voices already dominant.”

He recommends also a ban on CATV-radio crossownership within the same market, and would require existing crossowners to sell off one property or the other. If the flat ban on radio-CATV crossownership is impracticable, he suggests that the ban be limited to areas where the licensee owns an AM-FM combination or the local newspaper, or where he has the only radio station in the community.

Professor Barnett's next article will deal with control of cable systems by newspapers serving the same market,

by television networks and by multiple owners of CATV systems. All of these crossownership questions are very much on the commission's mind. Not only did the commission's rulemaking—issued in December 1968—propose the co-located CATV-TV crossownership ban, it also asked for comments on the desirability of applying the same policy to radio.

What's more, the commission staff is understood to have prepared a draft order that would bar crossownership of CATV with television, radio or newspapers in the same localities, and would prevent television networks from owning CATV systems anywhere. The staff has also drafted a notice of rulemaking that would set limits on a number of systems an individual can own, and on the number of subscribers he could serve. Both documents, though prepared months ago, have yet to surface.

However, they are expected to be considered when the commission takes up, in a special meeting on March 25, its proposal aimed at barring the owner of one full-time station from acquiring another in the same market. The commission is also believed to be pondering a further notice of rulemaking that

Firm drops cable plan but can't get a refund

The chief of the FCC's Common Carrier Bureau last week agreed to dismiss 69 applications for construction authorization (Section 214) certificates filed last year by United Utilities System to provide channel facilities to CATV systems in 10 states.

The company had sought the dismissals and a refund of filing fees following sale of the facilities to Harriscope Broadcasting Corp. or Mansfield Journal Co. The refund request was denied.

The commission emphasized, however, that “dismissal does not constitute a resolution of the question of whether United Utilities System companies are in violation of any provision of the [Communications] Act or other applicable law in providing or offering to provide pole attachments to the purchasers of the facilities while apparently denying them to others.”

The applications were dismissed “without prejudice” to possible further action on the question initiated either by the commission itself or upon complaint or petition.

would break up existing multimedia combinations, including those involving newspapers, in the same market. “It's natural to discuss the CATV-TV and one-to-a-customer” matters at the same time,” one commission official said last week.

Professor Barnett gave proponents of the one-to-a-customer proposal additional ammunition in his article in sharply criticizing the objectivity of a study prepared by George H. Litwin, assistant professor at the Harvard Business School, and William H. Wroth, of the Intermedia Systems Corp., for the National Association of Broadcasters (BROADCASTING, Aug. 11, 1969). The so-called Litwin study said government policy makers pursuing a plan of media diversification are being victimized by a 20th-century myth—“that the media have a direct and immediate effect in influencing public attitudes.” It also said that multiple ownership provides a number of public-interest benefits.

But Professor Barnett said that the “research methods employed by Litwin were so biased in favor of common ownership, and the premises so arbitrarily contrived to the same end, as to vitiate all the findings and conclusions opposed to diversification.”

Regional CATV planned for Central Florida

American Television & Communications Corp. has taken the first step in a plan to develop a master CATV complex in Central Florida; last week it announced it had received a franchise to serve Orlando, central city of the area and fifth largest in the state.

ATC, a multiple-CATV owner, said the Orlando operation will involve more than 300 miles of cable with a total capacity of 20 channels. Orlando is now served by three commercial and one educational stations (WBDO-TV [ch. 6], WESH-TV [ch. 2], WFTV(TV) [ch. 9] and noncommercial WMFE-TV [ch. 24]).

ATC, which now serves 120,000 subscribers through owned systems, and 39,000 more through partially owned systems, already holds a franchise for Kissimmee, Fla., 18 miles from Orlando. With the Orlando area, plus recent franchises granted for Jackson, Miss., and Bartlesville, Okla., ATC said that its total potential throughout the country is 425,000.

New book by Ellis

Elmo Ellis, WSB-AM-FM Atlanta vice president and general manager, is the author of *Happiness is Worth the Effort*, published by Hewitt House. The new book, containing many of Ellis' most requested *Pro and Con* daily commentaries, offers a series of “chats” on day-to-day living.

Fast Hill action expected on CPB funds

The Nixon administration's proposal to authorize funds for the Corp. for Public Broadcasting over a three-year period has been formally introduced in both houses of Congress.

On the House side, Commerce Committee Chairman Harley O. Staggers (D-W.Va.) introduced the bill (H. R. 16338) for himself and the committee's ranking minority member, Representative William Springer (R-Ill.). Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) introduced the Senate bill (S. 3558) for himself, Communications Subcommittee Chairman John O. Pastore (D-R.I.) and Senator Hugh Scott (R-Pa.), the subcommittee's ranking minority member.

The administration proposal was sent to Congress as part of a presidential message on education reform and later transmitted to the Hill as draft legislation by Health, Education and Welfare Secretary Robert Finch (BROADCASTING, March 9). It called for no specific dollar amount, but rather for "such sums as may be necessary" for the fiscal years 1971 to 1973. Congress traditionally translates that language into specific sums.

Under the administration bill, appropriations for CPB would be authorized in two parts. One would be a definite annual appropriation; the other would be an amount equal to the money contributed to CPB by non-federal sources. In his message to Congress, President Nixon justified the latter proposal with this comment:

"The Congress did not intend that the corporation derive its funds solely from the federal government. Therefore, increased contributions from private sources should be stimulated during the early years through the incentive offered in the matching process."

No dates for hearings have been set, but the bills have fairly high priority in both houses.

NAB outlines varied convention features

Something old and something new were inserted last week into the agenda for the National Association of Broadcasters' convention in Chicago April 5-8. In the first category: Lowell Thomas, veteran news commentator who was given the NAB's Distinguished Service Award in 1968, and long-time entertainer Dinah Shore. In the latter category: Dean Burch, who assumed the chairmanship of the FCC last fall.

Chairman Burch will speak at the final management-engineering luncheon

at 1 p.m. Wednesday in the International Ballroom of the convention hotel, the Conrad Hilton, Vincent T. Wasilewski, NAB president said. In addition to Mr. Burch, FCC Commissioners Robert E. Lee, Robert Wells and Robert Bartley will participate in or be guests at NAB sessions or related meetings in Chicago. Former FCC Chairman Rosel H. Hyde will be honored with broadcasting's Distinguished Service Award at the assembly Monday (April 6) in the Grand Ballroom of the Conrad Hilton.

Stars at the traditional banquet of the Broadcast Pioneers Tuesday, April 7, will be Mr. Thomas and Miss Shore. Roy Danish, director of the Television Information Office and president of the Pioneers, announced the program.

Despite reports some organizations are cutting back on the personnel they customarily send to the convention ("Closed Circuit," March 9), NAB headquarters reported registrations running ahead of the same time last year. Everett E. Revercomb, secretary-treasurer and convention manager for NAB, last week predicted attendance will reach an all-time high. He based his prediction on a pre-registration figure of 3,735 compared with 3,617 at the same time last year. Exhibit space has

been sold out for days although some firms are still trying to get places, NAB reported.

Audio news reports of convention activities will be provided for radio and television stations again this year by NAB. The service was introduced in 1968's Chicago convention. News departments will be able to telephone the convention headquarters and receive automatic news reports of convention developments. The service will be available with Spotmaster equipment installed on telephone lines.

Another state takes up cable-TV regulation

Massachusetts Governor Francis Sargent asked the legislature last week to adopt public-utility regulation of cable television.

"CATV," the governor said, "is growing rapidly in Massachusetts but it is growing virtually unregulated."

He noted that his recommendation would still leave the franchising of cable TV systems to local municipalities.

Over the years there have been various attempts in the Massachusetts legislature to regulate CATV; none was adopted.

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KCST(TV) disavows any ex-parte intent

San Diego UHF says it actually took measures to avoid brush with rules

Western Telecasters Inc., which has been accused of violating the FCC's ex-parte rules, says any violation that occurred was the result of error for which it cannot be held responsible.

The charge was made by XETV(TV) Tijuana, Mexico, in connection with the commission hearing on ABC's application for renewal of authority to transmit network programming to the Mexican station (BROADCASTING, March 9). Western Telecasters has opposed the application in the hope that ABC will affiliate with Western's KCST(TV) San Diego.

Western last week asked the commission for a four-day extension of time in which to respond to XETV's charge. The reply was due Thursday. But in a separate pleading opposing XETV's motion for a stay of the hearing, Western recited the basic facts it will present in its response.

XETV's charge was based on a letter a California state senator wrote to the commission. Attached to the copy of the letter that Western made available to XETV for copying was a reproduction of a memorandum from the senator's office, stating the letter had been sent to the commission as "you requested".

Western last week said it had requested statements from a number of elected community leaders on their view as to whether an ABC affiliation with KCST would better serve the community than would an ABC affiliation with XETV.

The letters were for possible use in the proceeding, and for hearing or exhibit use. Western said the officials were asked to address them to the FCC. But, Western added, the officials "were instructed not to mail these letters to the commission but to forward them to representatives of KCST."

Nevertheless, Western added, "several of the 16 officials disregarded or did not understand the instructions and, contrary to the instructions given, mailed the letters directly to the commission." The officials subsequently were notified by the commission's executive director that, in accordance with the ex-parte rules, their letters would be placed in a special file associated with but not a part of the record in the proceeding.

"Thus," Western said, "KCST did not intentionally solicit any ex-parte presentation to the commission, and, indeed, KCST took what it believed to be reasonable precautions including specific instructions to the elected officials, to guard against such a possibility."

What the top brass gets at CBS

Chairman William S. Paley, President Frank Stanton and Executive Vice President John A. Schneider were the three highest-paid executives of CBS Inc. in 1969, according to proxy statements that was mailed to stockholders last week.

Messrs. Paley and Stanton each received \$200,000 in salary and \$194,250 in additional compensation and had another \$15,750 in additional compensation deferred.

Mr. Schneider received \$147,308 in salary and \$106,375 in additional compensation and had \$8,625 in additional compensation deferred.

Richard W. Jencks, president of the CBS/Broadcast Group, was paid \$77,885 in salary and \$56,250 in additional compensation, and had \$18,750 in extra compensation deferred.

Goddard Lieberman, president of the CBS/Columbia Group, received \$101,269 in salary and \$25,000 in additional compensation, and had \$75,000 in additional compensation deferred. Comparable figures for Ralph O. Briscoe, president of the CBS/Comtec Group since last September, were \$72,500, \$19,250 and \$15,750.

Felix A. Kalinski, who resigned as president of the CBS/Comtec Group last September, received \$45,000 in salary, and Alfred C. Edwards, who retired as president of the CBS/Holt Group at the end of the year, received \$95,833 in salary and had \$4,000 in additional compensation deferred.

Estimated annual benefits under the CBS pension plan for key executives, upon retirement, were reported as follows: President Stanton \$88,341 (Dr. Stanton also has a contract to serve as a consultant for 16 years after Dec. 31, 1971, at \$100,000 a year adjusted for increases in the cost-of-living); Mr. Jencks \$24,776, and Mr. Briscoe \$34,504.

The retirement estimates assume the executives will remain with CBS at their present salaries until age 65 and will elect to receive their retirement benefits in the form of a 10-year certain and continuous annuity. Mr. Paley is serving past normal retirement and will not receive pension benefits until actual retirement.

The report was mailed to shareholders in soliciting proxies for the annual meeting, to be held at 10 a.m. Wednesday, April 15, at the Insurance Securities Inc. building in San Francisco.



The donation of WFMT(FM) Chicago, worth over \$1.5 million, by WGN Continental Broadcasting Co. to the Chicago Educational Television Association has been completed. Following FCC approval, all the shares of WFMT Inc., licensee of WFMT, were donated to the association, licensee of noncommercial stations WTTW(TV) ch. 11 and WXXW(TV) ch. 20, both Chicago (BROADCASTING, Feb. 16).

Present at the signing were (l to r) Dr. John W. Taylor, executive director of the association; Ward L. Quaak, president of WGN; Raymond Nordstrand, president and general manager of WFMT Inc., and Newton Minow, chairman of the association. WTTW, as owner of the stock of WFMT Inc., will operate the station under separate management.

Easing of radio-operator rules asked

NAB cites shortage of skilled personnel; says change would permit greater use of employes from minorities

The National Association of Broadcasters, pointing to "severe shortages of adequately trained technical personnel in all job categories," has asked the FCC to liberalize its rules concerning operator requirements for AM and FM stations.

NAB said it felt the commission's present requirements could be relaxed without adversely affecting a station's technical operation, arguing that the proposed changes would "establish by rule what is a predominant mode of operation in today's industry."

Adoption of its recommendations would also permit a greater number of minority applicants to qualify for broadcast employment, NAB told the commission.

NAB recommended amending present rules to provide that:

- Nondirectional stations utilizing powers up to and including 50 kw shall employ one first-class radiotelephone license holder either full time, on-call, or on a contractual basis. All other personnel responsible for the routine operation of the transmitting facility shall hold a third-class radiotelephone license with broadcast endorsement.

- Directional stations utilizing power up to and including 500 kw shall employ one first-class radiotelephone license holder on a full-time basis. All other personnel responsible for the routine operation of the transmitting facility shall hold a third-class radiotelephone license with broadcast endorsement.

- FM broadcast stations utilizing transmitter powers up to and including 50 kw shall employ one first-class radiotelephone license holder either full time, on-call, or on a contractual basis. All other personnel responsible for the routine operation of the transmitting facility shall hold a third-class radiotelephone license with broadcast endorsement.

Present rules require AM stations using directional antennas to have a first-class radiotelephone operator on duty at all times the station is radiating power. The rules require stations using nondirectional antennas with powers of 10 kw or less (25 kw for FM's) to have first-class license holders on duty at their transmitters, but they may be employed on a part-time or contractual

basis. All other personnel responsible for transmitter operation must hold third-class operator licenses.

NAB said it felt that the operation and supervision of a 50 kw transmitter is no more difficult than one employing powers of 10 kw, and held that a third-class operator with broadcast endorsement has the capability of determining the proper operation of a 50 kw transmitter as easily and competently as a 10 kw unit.

In the case of directional stations, NAB said one full-time first-class license holder with responsibility for proper operation of the antenna system would be sufficient, with meter-reading functions assigned to third-class operators with broadcast endorsements.

Compliance with the present rules, NAB added, is achieved in most cases by the hiring of nontechnical employes holding first-class licenses who are relied upon solely for meter reading and other routine technical duties which could be performed by third-class operators with broadcast endorsements.

Whitehead on getting bogged down at the FCC

One thing the White House domestic-satellite committee did not mean when it set out policy recommendations earlier this year is for long, drawn-out comparative hearings before the FCC.

Authority for that statement is Dr. Clay T. Whitehead, White House assistant who was chairman of committee that drafted recommendations (BROADCASTING, Jan. 26).

Dr. Whitehead made this comment in a speech to the Electronic Industries Association conference in Washington last week (see page 53).

Grants should be made to anyone who can show that he is filling a need and has the resources, Dr. Whitehead said. The FCC, he said, should resolve any conflicts involving spectrum interference.

Dr. Whitehead also stressed that the committee felt no great concern about overcrowding in this field. He said that he didn't think a great number of applications would be filed, especially since each system will cost a \$100 million or more. But, he added,

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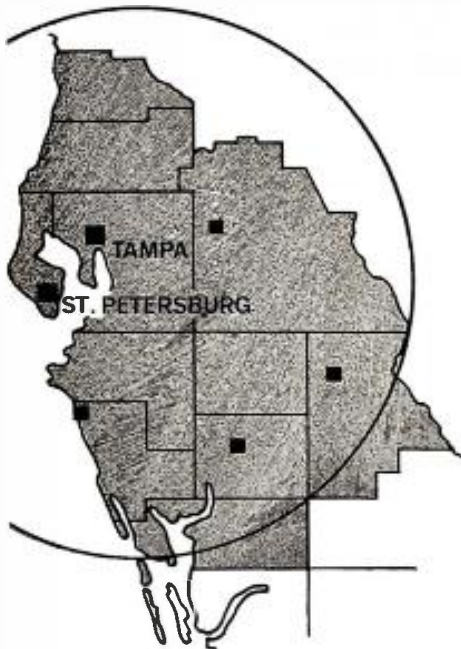
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the committee felt that in three to five years, another look should take place to determine problems and to resolve them.

He emphasized, however, that the antitrust laws should be called into play where it is found that any system operator is freezing out others who have the right to join in joint ventures or specialized systems.

United front against UHF-tuner rules

TV-set makers, here and abroad, say they can't comply with 1971 deadline

Television-set manufacturers told the FCC last week that its order requiring VHF and UHF tuner comparability by May 1, 1971, for receivers with screens nine inches or larger is impossible to meet.

They asserted that if the commission insists on the deadline, many production lines will have to be closed down.

The opposition to the FCC's action was led by the Electronic Industries Association, whose Consumer Products Division asked the commission to cancel the order or, in the alternative, change the compliance date to July 1, 1974. Major U.S. manufacturers as well as Electronic Industries of Japan filed separate oppositions in their own names.

Included in the objections by more than two dozen manufacturers were two by broadcast entities: Kaiser Broadcasting Corp., group broadcaster owning six UHF stations, and the National Association of Educational Broadcasters. Both protested the commission's seeming acceptance of a six-position detent UHF tuner as comparable to the 12-position VHF detent tuner. In many areas, they pointed out, there are more than six receivable UHF stations. Kaiser suggested that manufacturers be required to add a continuous tuner so viewers can tune to other UHF stations not receivable with the detent tuners.

The FCC order was issued last January. It told TV-set makers to make both VHF and UHF tuners alike by May 1971 for TV sets having nine-inch or larger screens, and by the same date in 1973 for those sets with screens smaller than nine inches (BROADCASTING, Feb. 2).

At the present time, most TV sets have a 13-position mechanical detent tuner for the 12 VHF channels plus one for UHF. The specific UHF channel must be located by means of the

vernier-tuning method.

In its statement, the commission said that a six-position detent tuner for UHF would be acceptable as meeting the equivalency criterion.

The FCC jurisdiction to impose conditions on TV-set manufacturing is based on the All-Channel Television Receiver Law, passed by Congress in 1962. This required that all TV receivers made in 1964 or thereafter be capable of receiving UHF as well as VHF stations.

UHF broadcasters, who had been campaigning for tuner "comparability" for years, generally hailed the FCC move.

In its filing last week, EIA made these points:

- The FCC order requiring tuner equalization exceeds the authority given to the commission in the all-channel law.

- The 1971 deadline is "unrealistic" and "impracticable." TV manufacturers historically take three years to make significant changes in their set designs; to force this type of change in less time could shut down all production lines.

- Enforcement of the 1971 deadline would result in the installation of the six-position, mechanical detent UHF tuner, which is "less than an optimum device" and whose reliability and performance has not yet been proved. EIA also noted that some UHF broadcasters have objected to acceptance of six channels on the ground that there are more than six UHF signals available in some areas.

- If the deadline is moved forward to 1974, some TV sets would be in compliance in 1972, more in 1973 and all in 1974.

- There should be no distinction in applying the deadlines among TV sets on grounds of screen size or whatever; all should have the same target date.

In separate filings, set makers included engineering affidavits testifying to the inability to meet the 1971 deadline, and listing technical difficulties that would be encountered if the firms attempted to comply.

Several echoed the belief expressed by General Electric that "compulsory use of mechanical devices now available would be only an interim expedient that would curtail the development and delay the introduction of more desirable electronic tuning devices."

Electronic Industries of Japan stated that compliance with the deadline would result in "irreparable injury" to Japanese manufacturers who export sets to the United States. The association said, however, that Japanese firms would be able to "comply generally" with a new requirement some time in 1974.

A bigger voice for EIA divisions

That's the compromise that settles dispute with Consumers Products

The Electronic Industries Association ironed out its difficulties with its Consumer Products Division last week.

The EIA's board of governors, at the association's spring conference in Washington, achieved a compromise by clipping the power of President George Butler somewhat, particularly in hiring and firing executives. The board did not, however, give CPD staff vice president Jack Wayman all that he sought for a virtually autonomous operation.

Essentially, the EIA board reworked its operational policy and procedures by restricting Mr. Butler's powers slightly: He may, but with the concurrence of division and department chairmen, hire and fire staff vice presidents and department heads. Appraisals and reviews of performance and salaries must be made together by the president and division chairmen and department executive committees. Assignment of staff, their duties and extent of services to be provided may be made by the president but only after appropriate industry executive committees agree.

On the other side, however, common services including engineering, marketing, legal-legislative and industrial relations remain the prerogative of the president. The new policies call for agreement among affected divisions when an EIA position must be publicly stated. And, it added, each division may engage in special projects with the approval of the board.

The internal EIA revolt came to a head late last year when Mr. Butler relieved Mr. Wayman of his duties. The dispute centered on the desire of Mr. Wayman and Consumer Products Division members, for more autonomy, particularly in the area of legal-legislative, engineering and marketing services. Mr. Butler rehired Mr. Wayman in January, following the intercession of executive members of the CPD.

This was followed by the appointment of a special committee headed by L. Berkley Davis of GE, a former EIA chairman. It was this committee's recommendations that were adopted by the board last week.

In other actions at the spring conference the EIA:

▪ Elected J. Frank Leach, vice president and group executive, Amphenol Components Group, Bunker-Ramo Corp., chairman, to take office following the association's convention in Chi-

cago June 8-11. Mr. Leach will succeed Mark Shepherd Jr., Texas Instruments Inc., who has been chairman since June 1968.

▪ Named its first executive committee, comprising 15 members, seven representing EIA's divisions, an equal number at large and the chairman. Representing divisions are Glen R. Solomon, IBM Corp.; Charles N. Hoffman, Admiral Corp.; Robert W. Galvin, Motorola Inc.; Hartley Bond, Cornell-Dubilier Electronics; H. G. Riggs, Delco Radio Division, GM; George J. Janoff, RCA. Mr. Leach had been named to represent the parts division, but since his election to the chairmanship, another representative will be designated.

At-large members are Mr. Davis; Glenn A. Evans, Warwick Electronics Inc.; Ralph Van Voorn, ITT; Robert C. Sprague, Sprague Electric Co.; Warren Stuart, Belden Corp.; Mr. Shepherd, and George Konkol, Sylvania Electric Products Inc.

▪ Heard Irving Kahn, president and chairman of Teleprompter Corp., multiple CATV owner, predict that in five years there should be 4,000 to 5,000 cable systems serving from 25 million to 40 million homes.

▪ Heard Jack Mayer, FCC lawyer, speculate that the commission's order requiring CATV systems with 3,500 or more subscribers to begin program origination next year may lead the commission to decide that it had better license cable systems.

FCC defers cable-line order

The effective date of the FCC's Jan. 30 order prohibiting telephone companies from providing channel service to CATV systems in areas they serve was temporarily stayed by the commission last week. The order (BROADCASTING, Feb. 2) was to have become effective March 16, but several companies, including the General Systems, United Utilities Inc. and the United States Independent Telephone Association, requested a stay pending an appeal before the U.S. Court of Appeals for the Fifth Circuit (BROADCASTING, March 9).

Technical topics:

Medal for depth development ▪ Dennis Gabor, staff scientist for CBS Laboratories, has been designated to receive the Institute of Electrical and Electronics Engineers' medal of honor for 1970. Dr. Gabor, who will be given the medal at the IEEE international convention in New York on March 25.

New locale for consultant ▪ Lowell Wright, aeronautical consultant on broadcast towers, has moved to Suite 300, Fairfax Building, 10533 Main Street, Fairfax, Va. 22030 (Washington area). Phone is (703) 273-8326.



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Goldwater backs Agnew on media

And at same GOP seminar Herb Klein comes out against 'instant analysis'

Senator Barry Goldwater stood on a Republican platform last week to issue some very Republican comments about the media—and got involved in a long-distance running argument with NBC President Julian Goodman.

Senator Goldwater told a Young Republican Leadership Training School conference in Washington that Mr. Goodman had issued "one of the most dishonest and ridiculous statements of the new decade" when he characterized recent criticism of the media as the greatest threat to press freedom since the Sedition Acts of 1798, when newsmen were jailed for running afoul of the government. The reference was to a speech Mr. Goodman made last week in Austin, Tex. (see this page).

"For a responsible industry executive to expect the American people who watch a steady stream of criticism aimed at the Republican administration on TV newscasts every day to believe a great threat exists to freedom of the press is downright ludicrous," Senator Goldwater said.

The senator also criticized Mr. Goodman for urging that the government stop serving subpoenas on newsmen. "I think it's time to ask just who these news people think they are," he said. "If one of their employes has information or material that would be useful to a grand jury or a district attorney in legal proceedings, why shouldn't he be asked to produce the items required?" Are we to take Mr. Goodman's word for the fact that the news media is beyond the law?"

Senator Goldwater said he believed strongly in freedom of the press, but also believed that this freedom implies a "heavy responsibility for members of the press to be civic minded and helpful to law-enforcement agencies."

He also charged that the media have been finding censorship "spooks" behind every tree since Vice President Agnew delivered his "well-reasoned" attacks on the media.

If the media are seriously worried about press freedom, he said, they should look to their own performance—"because I believe the most serious threat to freedom of the press is the

media's own biased attitude. . . ."

Mr. Goodman late Thursday sent Senator Goldwater a letter in which he noted that his comments on the Sedition Act were "my own judgment, based on more than 20 years in journalism and my knowledge of the history of the profession. I believe it was a fair statement, and not a ridiculous one, as you chose to characterize it."

Mr. Goodman explained that "I was referring to subpoenas that compromise news sources. I base this view on the constitutional guarantee of press freedom . . . and I suggested that constitutional self-restraint should discourage government from the 'broad use of subpoena powers.'"

"I did not suggest that the news media should be above the law. On the contrary, I have been emphasizing the constitutional protection of press freedom."

"Throughout the speech," Mr. Goodman added, "I believe I made clear that my position was based upon a desire to preserve the ability of the news media to keep the public informed."

"You may be interested in seeing the full text of my talk," Mr. Goodman concluded, "and I am enclosing a copy in the event you haven't seen it."

During the same conference at which Senator Goldwater spoke, administration communications director Herbert Klein said he thought the Agnew attacks were having a salutary effect on the media because they had led to greater self-examination. He said he did not find the media consistently biased, but that he did object strongly to the practice of "instant analysis."

KWIX takes policy from Spiro Agnew

KWIX(AM) Moberly, Mo., is now editing entirely out of its newscasts any stories concerning what both it and Vice President Spiro Agnew term "radicals and kooks." According to the station, KWIX refuses to join others in "glorifying" in the news those responsible for riots, demonstrations, protest marches and sit-ins.

Kwix explained its policy during several newscasts in response to questions about the absence of what was termed "so-called" news stories. Kwix claimed there has been overwhelming endorsement of its new practice.

NBC adds its voice to subpoena issue

Goodman in SDX address says news sources need protection from reprisals

Until last week, NBC had escaped direct involvement in the out-take subpoena issue (BROADCASTING, Feb. 2 et seq.) and had kept a discreet distance from the raging controversy.

But all that changed in Austin, Tex., Wednesday (March 11) when NBC President Julian Goodman took off the gloves and joined the fray. He assailed government attempts "to compel newsmen to act as agents of the government or as witnesses for the state" and demanded that use of subpoenas by government on the news media "be abandoned as a matter of constitutional self-restraint."

Delivering the Sigma Delta Chi Foundation Lecture at the University of Texas, Mr. Goodman also urged legal protection of news sources from damaging exposure or reprisal. "Such a law was once before Congress," he noted, "and I think it needs urgent consideration today."

"Not since 1798—when newsmen were sentenced to prison under the Sedition Act for statements displeasing to the government—has American journalism been under greater attack," declared Mr. Goodman. "It began with television news. . . ."

He warned that "if the pressures continue, they create a clear and growing danger to the freedom of information secured by the First Amendment—freedom secured to the journalist as a means but guaranteed to the people as an end."

He referred to the "series of dragnet subpoenas directed at the confidential materials and memories of newsmen," observing that they are "bad in principle, bad in practice and bad in experience, because their effect is to dry up and drive away the diversity of information the public must have." And, Mr. Goodman added: "The government must be just as zealous as the press in securing constitutional freedoms. . . . The government must stand back from the press. . . ."

Mr. Goodman urged that all broadcasting organizations—and he specifically named the National Association of Broadcasters and the Radio-Television

News Directors Association—stand up to this government attack and “join any action to quash a subpoena demanding raw news files. The intent of the attackers doesn’t matter, but the effect does,” Mr. Goodman said.

On the matter of network response and rebuttal to presidential statements, Mr. Goodman dissociated himself from those who would automatically put on camera opponents of a presidential viewpoint. “Because a President’s speech is one link in a chain of news,” observed Mr. Goodman, “we (NBC) believe such a message calls for analysis to give background and perspective to what he has said. This means presenting the President’s speech in a framework of journalism, rather than simply contributing air time to it.

“But,” he added, “that does not justify automatic and predetermined scheduling of political opponents immediately after the President, to rebut what he has said. Such a course might serve partisan ends, but it is not called for by good journalism or any other standard of public interest.”

Salant urges stand for newsmen’s rights

Calls Agnew attacks signs of government threats to broadcast journalism

CBS News President Richard S. Salant warned last Monday (March 9) that, in the relationship of government and press, the “first signs of a threat to liberty have appeared.”

Mr. Salant, addressing a Kiwanis-Rotary meeting in Columbus, Ohio, emphasized the importance of protecting the First Amendment.

“It really isn’t my right that is at stake,” Mr. Salant noted. “It isn’t the First Amendment of the chairman of the board of CBS or the publisher of a newspaper or of an editor or reporter. Rather it is your First Amendment. The rights of free speech and free press are yours . . . it is nothing more and nothing less than the right of each of you to listen . . . to see . . . to be informed . . . to make up your own mind. We in journalism just happen to be your surrogates. . . .

“There comes a time when all of us are involved,” Mr. Salant observed. “There comes a time when . . . we must speak out. And now, I think, is such a time,” he said.

Recalling Vice President Spiro T. Agnew’s speeches last fall (BROADCASTING, Nov. 17, 1969 et seq.) that stirred up the TV news cauldron, Mr. Salant recited several “circumstances” or

Reporters strike back at subpoenas

D.C. group will serve as information post and conduct study of problem

A group of 13 broadcast and print newsmen has formed a committee to study the problem of the government’s use of subpoena powers to obtain confidential information. The newsmen met March 8 at Georgetown University in Washington to examine the subpoena issue, which they consider a serious threat to their freedom to seek and report news events, particularly those of a controversial nature. The committee issued no immediate recommendations to reporters currently facing subpoenas. Its first concern is with raising funds to finance a study possibly to be conducted through the Georgetown University law school.

One particular service the committee hopes to provide is information on legal aid that will be available to reporters whose notes or film out-takes are subpoenaed. Also planned is a clearing house for information and assistance to reporters at the Institute of Criminal Law and Procedure at Georgetown.

The committee, named the Reporters Committee on Freedom of the Press, in a statement, issued last week, said: “As state and federal prosecutors move with increasing vigor against dissident groups, a serious question has arisen concerning the relationship between newsmen and the courts. A number of subpoenas seeking the disclosure of confidential information and sources have been served on newsmen recently, endangering the delicate process through which news is often gathered and disseminated to the public.”

Members of the committee, who stressed they were acting as individuals

“items” which, he said, indicated that Mr. Agnew was not “speaking just as a citizen, exercising a citizen’s undeniable and inalienable right to criticize the press.”

Among his examples were the phone calls made by government officials to stations following President Nixon’s No. 3, 1969, speech asking what editorializing plans they had, and other calls to station officials for transcripts.

“Consider that it is now no longer debatable that the White House was deeply involved in these (Mr. Agnew’s) speeches,” Mr. Salant added, recalling Mr. Agnew’s “explicit reminder that we are licensed. . . .”

“If your right to know is to be pro-

and not for their employers, are: Murray Fromson, CBS News, Chicago bureau; Bill Stout, CBS News, Los Angeles bureau; Charles Quinn and Lem Tucker, NBC News, Washington bureau; James S. Dyle and Barry Kalb, *The Washington Evening Star*; Fred P. Graham, John Kifner and J. Anthony Lukas, *The New York Times*; Don Johnson of *Newsweek* magazine; Robert Maynard of *The Washington Post*; Jack Nelson of *The Los Angeles Times*, and Marvin Zim of *Time* magazine.

The controversy over the use of subpoenas to obtain notes and film out-takes erupted early in February with the disclosure that the Justice Department had asked for all personal notes, recollections and unused film of CBS News reporter Mike Wallace pertaining to an interview he did with Black Panther leader Eldridge Cleaver (BROADCASTING, Feb. 9 et seq.). Newsmen generally have been incensed by the subpoena threat, but have privately admitted they have been unable to find much legal basis for refusing such a court order. Yet reporters at the Georgetown meeting vowed they would never disclose private sources despite court orders to that effect.

The committee’s statement said of the subpoena: “The practical effect of such court-ordered testimony is to destroy whatever trust newsmen have developed among sources who can provide information not otherwise available to the general public. This has been particularly true in stories dealing with radical political organizations—such as the Black Panther Party, whose suspicion of the courts and law enforcement agencies makes their confidence particularly difficult to develop.

The committee noted that the broad use of the subpoena power had been criticized by broadcast organizations and publishers, but said “ultimately a stand must be taken by the men and women directly involved in the gathering of news—the reporters.”

“It really isn’t my right that is at stake,” Mr. Salant noted, “then all of us must think long and hard about how best to disentangle broadcast journalism from (the ramifications of) licensing so as to give the fullest possible meaning to the First Amendment.”

“If an accommodation between licensing and freedom cannot be worked out,” Mr. Salant warned, “it is not we in journalism, not reporters, who will be in trouble. Rather it is democracy itself with its underpinnings of the right to know that will be in trouble.”

On the subpoena issue, Mr. Salant said he feared Mr. Agnew’s comments were “interpreted by subordinate federal bureaucrats as hunting licenses against the press.”

Burch cites defects in copyright bill

Cable-television measures to be opposed before two Senate subcommittees

Broadcasters, film suppliers and even a few CATV operators have groaned quietly for three months over the cable-television provisions of the copyright bill reported out late last year by the Senate Subcommittee on Patents, Trademarks and Copyrights. Last week, a new voice joined the chorus: the FCC.

In a letter to Senate Communications Subcommittee Chairman John O. Pastore (D-R.I.), FCC Chairman Dean Burch spoke for himself and five of his colleagues in criticizing the bill on two major counts. He said it is too detailed to be effective in dealing with a "dynamic, changing field" such as CATV. And, in a corollary argument, he said the bill ranges beyond copyright into specific questions of communications policy that are better left to the FCC.

The commission plans to give Congress an example of what it wants in the way of legislative guidance. The Communications Subcommittee is now waiting for the commission to send it a set of proposed legislative guidelines—perhaps this week. Afterwards, the subcommittee will present its views, and may hold hearings.

So, as expected, the cable-copyright debate will now take place on two fronts. The Communications Subcommittee will turn its attention to the question of broad legislative guidelines, and the Senate Judiciary Committee—parent of the Copyright Subcommittee—will proceed with consideration of the complete copyright bill (S. 543).

The Judiciary Committee is still occupied with voting-rights legislation and the nomination of G. Harold Carswell to the Supreme Court, but copyright is

next on its list. Copyright Subcommittee Chairman John L. McClellan (D-Ark.) has reportedly asked full-committee Chairman James Eastland (D-Miss.) for immediate consideration of the copyright bill after present business is completed.

That bill would impose copyright liability on all CATV systems and would automatically give them compulsory copyright licenses. The cable operators would pay fees based upon their gross revenues; payment would be made to the register of copyrights, which would distribute the money to copyright holders.

The bill also specifies that "adequate service" in the top-50 markets consists of carriage of all network affiliates, three independents and one educational-television outlet. In lower markets, one less independent station would be permitted. It proposes equally specific requirements on exclusivity, sports blackouts, and leapfrogging. All present FCC provisions that conflict with the bill would be eliminated.

It was this detailed consideration of matters normally left to the commission that prompted the reservations expressed in last week's letter. For example, Chairman Burch said, the concept of "adequate television service" was defined too precisely. He also questioned the use of a fixed-mileage definition of "TV market" in the section on program exclusivity (the bill proposes a 35-mile radius).

In place of this approach, the chairman said, "the approach which has been taken in the Communications Act seems preferable to us—namely, the congressional guide—determination of general guidelines, with the commission left to develop and, most important, revise detailed policies to implement those guidelines in the light of rapidly changing communications technologies, and with Congress overseeing such commission activities, particularly through the legislative hearing process."

Specifically, Chairman Burch said, Congress could require copyright-li-

cence fees, and procedures for collection of distribution of fees, while leaving the remaining communications policy matters for the commission to decide.

The Burch letter was fully endorsed by all commissioners except Robert T. Bartley, who was said to believe that S. 543 has sufficient merit that Congress should adopt it rather than fail to enact copyright legislation.

But while Chairman Burch indicated that the commission opposes the bill because it limits flexibility, some commissioners oppose it because they feel it prevents the FCC from giving television the kind of protection they feel it needs. As one example, the bill would eliminate the FCC's so-called footnote-69 provision, which governs CATV's located in one market but within grade-B signals of stations in a neighboring market. The commission customarily holds that such a system must protect the stations in its market against more distant ones within its grade-B contour, and some at the commission feel this protection should be retained.

Meanwhile, a subcommittee of the American Bar Association Committee on Copyright has said in a statement that it finds the copyright bill's CATV provisions generally unacceptable. The subcommittee described itself as "opposed in principle to compulsory licensing except in extraordinary cases," and also felt that the establishment of specific royalty rates should be left to an independent agency.

It did not issue a specific resolution of disapproval because of the Communications Subcommittee's separate consideration of the CATV section.

New syndication firm formed in Chicago

Formation of Talco Inc., Chicago, to create and syndicate new television and radio program properties, has been announced by Arthur E. Pickens Jr. and Laurence Goldberg, who have resigned from the television-syndication division of Bing Crosby Productions Inc. Mr. Pickens had been president and Mr. Goldberg, vice president of the division.

Other partners in Talco are Mort Small, former radio syndicator, and Jack Russell, head of his talent-management firm in Chicago. Talco initially offers two new color-TV series, *Bridge Tips with Charles Goren*, a five-minute format now in production, and the *Bonnie Prudden Show*, a half-hour exercise and women's service show produced by the Canadian Broadcasting Corp. One hundred-and-thirty episodes of the *Prudden* show have already been filmed. Talco is at 166 East Superior, Chicago; phone (312) 944-3700.

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Crutchfield asks greater NAB role on TV obscenity

The National Association of Broadcasters has come under fire from one of its members for what he believes is complacency and inaction regarding the use of obscenity on radio and television. NAB has responded with a review of its existing code standards, particularly with regard to the showing of films, and reiterated its position that self-regulation on a case-by-case basis is preferable to a blanket ban on certain types of movies.

Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co., Charlotte, N.C., in February urged the NAB to adopt "a positive program that will leave no doubt in anybody's mind that broadcasting is interested in, and responsive to, the problems which are concerning most of our citizens."

Mr. Crutchfield, in a letter to NAB President Vincent T. Wasilewski, which was also sent to the heads of the three television networks and all NAB board members, criticized the association for not taking an early and firm stand against X-rated (adults only) motion pictures being shown on television. He was inspired, he said, by the comments of FCC Chairman Dean Burch before the Senate Communications Subcommittee last year (BROADCASTING, Dec. 8, 1969).

Chairman Burch said at that time that he was ready to draw the line against obscenity in broadcasting, even if it meant a court fight.

Mr. Crutchfield said: "What concerns me, and probably a lot of other broadcasters, is that Chairman Burch found it necessary in the first place to come out against X-rated movies on TV.

"Why should he or anybody else have to tell us that such [enlightened] programming must be kept off the air? Beyond this, if we do leave this and future broadcast decisions up to any government agency, how long will it be before somebody else will be programming our stations for us . . . all under the guise of public service, of course."

Mr. Crutchfield asked: "Why couldn't we . . . have done what Commissioner Burch did? He is absolutely right in what he hopes to attain, and I think most of our industry is with him 100%."

Mr. Wasilewski replied, referring to his October letter to Senator John L. McClellan (D-Ark.), (BROADCASTING, Oct. 27, 1969). In it he said the issue of X-rated films was within the purview of the NAB Code Authority. He said he believed the films should be evaluated by broadcasters on a case-by-case basis. Senator McClellan is chairman



Mr. Crutchfield

of the Senate Subcommittee on Copyrights.

Mr. Wasilewski, in his letter to Mr. Crutchfield, said: "Your concern about the rise in obscenity in our society is one which I share. However, the setting issue in this connection seems fallacious to me. From my observation, the principal offenders are to be found elsewhere. Compared to magazines, books and movies, television is very clean and is kept so by the responsible actions of individual broadcasters and networks and their collective instrument, the NAB Code of Good Practice."

Regarding Mr. Crutchfield's suggestion of a blue-ribbon committee to study the problem, Mr. Wasilewski noted that he had recommended—and the NAB board had approved—formation of a committee to study the problems facing the industry, including those of obscenity and censorship, and also to determine what should be done to revise NAB's public-relations image (BROADCASTING, March 9).

But Mr. Crutchfield was not satisfied—and in another letter last week, said Mr. Wasilewski had missed the point. Mr. Crutchfield stressed that he wanted NAB to take the lead in fighting the

problems of obscenity, rebellion and dissent that affect society, not just those issues that affect the industry.

He said, in part; "I think we have to depart, just this once, from what has been our primary premise, [that is] looking mainly at the problems as they relate to our own industry, and become responsive—genuinely and aggressively responsive—to the greater problems which are threatening to tear our country apart. You know, we boast about the impact we have and the influence we wield . . . but are we really using this influence as we could and should? . . . Why can't we sell citizenship and decency and responsibility?" he said.

"We must advance our thinking beyond industry problems and industry image and begin to exercise our influence in positive and productive ways," he declared.

Black-drama experiment trips on own production

Noncommercial educational WTTW(TV) Chicago put its partially completed black-drama series on the open market last week now that the Ford Foundation has indicated that its \$600,000 grant of last year for the programs will be all, at least for the present.

Originally conceived as a five-a-week vehicle with a total of 100 low-budget episodes to come out of the grant, the half-hour program, *Bird of the Iron Feather*, ran into production problems at the outset last fall and the project now has been terminated with 21 programs costing nearly \$30,000 each in the can.

The difficulties came in part from attempting to meet demands of Committee of the Coalition for United Community Action, a black activist group. CUCA pressed for more behind-camera blacks in the show and at higher rates even though the station already had a comparatively large proportion of Negroes throughout its staff and involved in the series, the station

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maintained last week.

WTTW's initial estimates of the low production costs were based on its own previous experience and that of educational KCET(TV) Los Angeles which had turned out a similar Mexican-American drama series at \$6,000 per show. WTTW said it is proud of the quality of the *Bird* shows completed and has offered them for ETV network use soon. Since it owns production rights, it also is offering the series to any interested broadcasting entity.

There is a ready script in the real-life drama of what happened to WTTW's good intentions when it ventured into the black-drama experiment. WTTW has a six-page detailed scenerio ready to dispatch to anyone interested.

Black producers group outlines its goals

The National Association of Black Media Producers, formed 10 days ago (BROADCASTING, March 9), planned to meet in executive session in New York yesterday (Sunday) to map strategy in this latest effort to deal with the problem of minorities in the media.

Tony Brown, president of the new organization, termed the coalition of about 100 black producers "unique," pointing out that "we're already part

of this industry and know its ins and outs as producers. We've formed this group from the inside and know who handles what and what has to be changed." Mr. Brown said he hopes for "significant change in the mass media."

The association, he said, will get together with other groups pursuing the same objective—particularly for the purpose of securing more employment for minorities in television.

William Greaves, Greaves Production Co., New York, credited with being the prime mover in formation of the association, said the unit would "encourage all training programs now in force." He said that "not as much training is needed at all levels of employment" in broadcasting. The organization wants to "develop expertise among black production personnel," he said, and "refine capabilities."

Other aims of the association, according to Mr. Greaves, are expansion of programming for blacks and other minorities and development of archival material on black experiences.

Meanwhile, a three-month Ford Foundation-sponsored \$25,000 research project to evaluate employment trends and possibilities for minorities in broadcasting, particularly as TV news cameramen, was announced last week.

According to Elbert Sampson, of the Community Film Workshop Council, conductors of the poll, subjects being studied include the impact of cutbacks in Hollywood film production on broadcasting, and the growth of CATV as it relates to future employment needs.

New Susquehanna news bureau

Group owner Susquehanna Broadcasting Corp., York, Pa., has opened a Washington news bureau, headed by Jeffrey S. Lubar, formerly Washington correspondent for a number of stations in the South. Susquehanna stations include WSBA-AM-FM-TV York, WARM(AM) Scranton, both Pennsylvania; WHLO(AM) Akron, Ohio; WICE(AM) Providence, R.I.; WGBB(AM) Freeport, N.Y., and WQBA(AM) Miami. The address is 4801 Kenmore Avenue, Alexandria, Va. 22304. (703) 751-7247.

ABC News shifts posts

ABC News last Thursday (March 12) announced several assignments and reassignments: George Watson will leave the ABC News London bureau for a six-month tour in Vietnam. Howard Tucker, now in Chicago, will be in London during Mr. Watson's absence, and then be reassigned to Vietnam. Peter Jennings, former ABC News national correspondent and anchorman of the nightly network-TV news show, will be assigned to the Rome bureau as roving foreign correspondent; and Bill Word-

ham, formerly with NBC News and the Canadian Broadcasting Corp., will be an ABC News correspondent based in the West Coast bureau, Los Angeles.

More children's shows

ABC-TV last week announced scheduling of five new Saturday and Sunday daytime programs, while NBC-TV announced another addition to its weekend morning line-up.

The new NBC-TV show will be *The Further Adventures of Dr. Dolittle*, a half-hour animated series. No time slot was indicated.

ABC-TV's new shows are *The Reluctant Dragon and Mr. Toad*, *Lancelot Link*, *Secret Chimp Hour*, *Will the Real Jerry Lewis Please Sit Down?* *Scooper and the Doubledeckers*, and *Jonny Quest*. Here's the planned schedule.

Saturday—*Dragon*, 8-8:30 a.m.; *Motor Mouse*, 8:30-9; *Lancelot Link*, 9-10; *Jerry Lewis*, 10-10:30; *Scooper*, 10:30-11; *Hot Wheels*, 11-11:30 a.m.; *Sky Hawks*, 11:30-noon; *The Hardy Boys*, 12-12:30 p.m.; *American Bandstand*, 12:30-1:30.

Sunday—*The Smokey Bear Show*, 9:30-10 a.m.; *Jonny Quest*, 10-10:30; *Cattanooga Cats*, 10:30-11; *Bullwinkle*, 11-11:30, and *Discovery*, 11:30-noon.

WCBS-TV monopolizes newsfilm awards

The men behind the cameras were honored last week at the annual newsfilm competition of the National Press Photographers Association in Norman, Okla. Robin Still of wcbs-tv New York was named "Newsfilm Cameraman of the Year."

The winners by category:

Spot pictures: first place, Robert Peterson, Metromedia, Washington, "Madison Street Incident"; second, Robin Still, wcbs-TV, "Men From The Moon"; third, (tied) J. Godfrey, ABC, New York, "Turmoil In North Ireland", and Fred Edison, KPRC-TV Houston, "Gas Blast."

General: first, Leigh Wilson, WKYC-TV Cleveland, "Black Lung Investigation"; second, Ed Winkle, KNBC(TV) Los Angeles, "MacArthur Park"; third, Peter Bellandorf, NBC, New York, "Capture of Hill 891".

Feature: first, Ron Van Nostrand, NBC, New York, "Hide And Go Seek"; second, Ed Winkle, KNBC(TV) Los Angeles, "Hippie"; third, Glen Plumleigh, KWGN-TV Denver, "Memorial Day".

Documentary: first, Tom Priestley, NBC, New York, "Sahara"; second, Robin Still, wcbs-TV New York, "Flying"; third, (tie) Ralph Mayher, ABC, New York, "Comrade Soldiers", and Clifford Feldman, WEWS(TV) Cleveland,

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News Special: first, Frank Dobbs, KPRC-TV Houston, "Passage to Purdue"; second, Richard Norling, NBC, New York, "The Orange And The Green"; third, Ed Winkle, KNBC-TV Los Angeles, "Lemaze Natural Childbirth".

Team Filming: first, WCBs-TV "Guess Who's Coming to Great Neck."

Program notes:

Stunt men's special ■ NBC-TV and Universal TV are jointly developing a one-hour special for the 1970-71 season that will concentrate on the movie industry's stunt men and women. The program, *The Thrill of the Fall*, is to be produced with authorization of the Stuntmen's Association of Motion Pictures Inc.

Broadcasters back newsmen ■ New York State Broadcasters Association, meeting last week in Albany, endorsed New York state assembly and senate bills that would protect all newsmen from disclosing their sources of information. The group re-elected as president, C. Glover DeLaney, VP-general manager, WHEC(AM) Rochester and head of the Gannett News-Broadcast division.

Sing with Mitch ■ Showcorporation, New York, reports it will begin broad distribution of six, one-hour *Mitch Miller Sing Along* seasonal and holiday specials. Distributor said the positive response to the first special at Christmas time prompted the decision to market the five other programs (all carried previously on NBC-TV) that are keyed to other holidays and seasons of the year.

Big and mini ■ Cine-Vox Productions Inc., New York, has been named national distributor of two comedy programming packages, *Big Mouths of 1970* and *The Mini-People*, both produced by Chicago Radio Syndicate Inc. *Big Mouths* consists of a stock company of comic voices and *Mini-People* features a panel of moppets in a off-beat quiz.

The national pastime ■ "The Glory of Their Times," a baseball document of

America from the turn of the century to the first World War, will be telecast the week of April 6 as part of Westinghouse Broadcasting Co.'s *Spectrum 52* group of specials. The one-hour program was written, produced and directed by Bud Greespan and adapted from Lawrence Ritter's book and record album, "The Glory of Their Times."

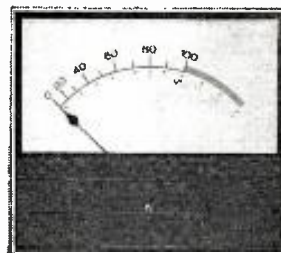
U.S. TV debut ■ Des O'Connor, British television nightclub and recording star, will make his U.S. television debut as host of 13 *Kraft Music Hall* programs on NBC-TV starting Wednesday, May 20 (9-10 p.m. NYT). Programs will be taped in London.

Baseball package ■ *Inside Baseball*, a news interview show featuring Jerry Grote of the New York Mets, and Phil Pepe of the New York *Daily News* with Bill Bartenshaw as host, is being offered free to radio stations on a first come, first served basis by Radio & TV Roundup Productions, 111 Maplewood Ave., Maplewood, N.J. 07040. The program is offered on a 10-minute and 3½-minute basis.

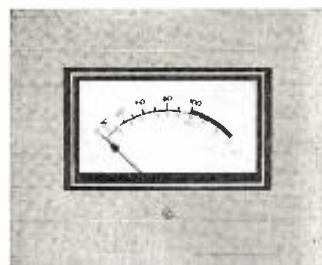
Junior Olympics film ■ Quaker Oats Co., sponsor of the AAU Junior Olympics, has also sponsored a 16-mm color film, *Junior Olympics, U.S.A.*, which is being offered to TV stations at no charge. The film presents, in 13½ minutes highlights of the 1969 competitions held in San Diego. Requests should be addressed to Modern TV, 1212 Avenue of the Americas, New York 10036.

Trial coverage ■ The Public Television Network program, *The Advocates*, will telecast March 22 from 10-11 p.m. (EST) a debate on whether a state should give every criminal defendant the right to allow television to cover his trial. Speaking in favor of TV trial coverage on the noncommercial KCET(TV) Los Angeles-produced program will be author Marshall McLuhan, CBS News commentator Walter Cronkite and CBS/Broadcast Group President Richard W. Jencks. Joseph Ball, a member of the American Bar Association legal advisory committee on TV and motion pictures, will serve as arbiter.

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Changing Formats

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

■ KOSI(AM) Aurora, Colo.—Armstrong Broadcasting Corp., effective March 2, began operating 24 hours per day with addition of easy listening, middle-of-the-road music programed from midnight to 5:30 a.m. KOSI-FM simulcasts

new midnight-to-dawn music programming.

■ WATR-FM Waterbury, Conn.—WATR Inc., effective Feb. 26, expanded Spanish-language programming from 39% to 64%. Executive Vice President Preston Gilmore said figures show 150,000 to 200,000 Spanish-speaking people in his coverage area.

Final solution near on sale of CKLW-TV

CBC eventually to own Canadian Border TV outlet after it, Baton pool funds

The Canadian Broadcasting Corp. will become sole owner of CKLW-TV Windsor, Ont.-Detroit, if an arrangement currently under consideration is approved by the Canadian Radio-Television Commission.

Last year S. Campbell Ritchie, president of RKO General-owned CKLW-AM-FM-TV, announced the stations would be sold to comply with the CRTC's foreign-ownership rules (BROADCASTING, July 28, 1969). But the CBC said last September it could not afford to buy CKLW-TV.

Then Baton Broadcasting Ltd. and

Maclean-Hunter Ltd. offered to buy CKLW-TV, with the purchase price reported to be \$5.4 million. The CRTC rejected the joint application, however, saying that Baton and Maclean-Hunter, both with strong interests in Canadian broadcasting, should not have joint ownership interests in the channel 9 outlet. Baton Broadcasting Ltd. owns CFTO-TV Toronto. Maclean-Hunter Ltd. owns CFCN-AM-TV Calgary, Alberta; CKEY-AM Toronto; 50% of CFOR(AM) Orillia, CFCO(AM) Chatham, and CHYM-AM-FM Kitchener, all Ontario; and Maclean-Hunter Cable TV Ltd., Toronto.

Instead the CRTC said it was important that the "national broadcasting service" operated by the CBC should have a TV outlet in Windsor. As a result the CRTC has granted permission to Baton and the CBC to purchase CKLW-TV.

The CRTC said a five-year license would be granted to St. Clair Broadcasting Ltd., with the condition that shares of capital stock be issued only to Baton and the CBC. The CBC must own at least 25% of the new licensee, the CRTC said, and must have adequate representation on the board of directors. And the final ratio of CBC shares to the total issued shares is subject to the approval of the CRTC.

The entire arrangement is conditional on the CBC agreeing to become the full owner of the station within five years.

The CRTC expects all arrangements to be completed by April 30 with a full report on the progress of the arrangements by April 15. When the conditions are fulfilled, the CRTC will approve the sale and grant the five-year license.

One of the conditions of the license is that CKLW-TV remain a CBC affiliate. But the station will be permitted to carry CTV network programs as well under a special arrangement between the networks.

that would internationalize the five-year-old International Telecommunications Satellite Consortium, including the management of the Intelsat system that now provides service around the world. The management question, however, is expected to be phased over a six-year period, with the U.S.-founded Communications Satellite Corp. continuing its manager role during that period, although with some diminution of its powers.

The compromise was suggested last week by delegations from Australia and Japan. The two nations were instructed by the conference delegates to rephrase their joint recommendations into treaty language for submission to the plenary sessions of the conference. The conference is scheduled to complete its work Friday (March 20), although there are indications that it will not be able to finish every detail of the new Intelsat organization by then. The present conference began last month, following a recess from the first sessions that were held, also in Washington, a year ago (BROADCASTING, Feb. 23).

The Australian-Japanese proposals, which have the tentative blessings of the U.S. delegation, provide for the establishment of a general assembly, where each nation would have one vote; a board of governors, where the voting would be based on use, but where no one nation could vote more than 40% (the U. S. at present has a 53% voice in decision-making); and a director general to be the chief executive officer of the consortium, to be chosen by the board.

In order to meet various objections to the present organization, the Australian-Japanese joint proposal would continue Comsat in its present managerial role for six years, with the board instituting an "intensive" survey, presumably by outside consultants, to determine just how the management should be organized. During this period, an interim secretary general would begin the process of "internationalization" by contracting out specified elements of procurement and operations to Comsat as well as to other entities. In the sixth year, the board would appoint the director general who would take over as chief officer on Jan. 1, 1977.

Eric Hager, deputy chief of the U. S. delegation, called the Australian-Japanese proposal "a very significant step." He warned, however, that the U. S. considered the recommendations a package deal and stressed that they must be passed as a single program.

Intelsat devises a six-year plan

Nations other than U.S. will play bigger role in group's management

The international conference on space communications is expected to wind up its month-long Washington deliberations this week on a compromise note.

Anticipated is a general agreement

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Programing stocks lead February gains

Broadcasting stocks posted healthy gains during the month of February despite a general market downswing of 1.9% charted by the Standard and Poor Industrial Average. Over-all the BROADCASTING index of 96 selected stocks gained 6%. The sole losing categories were broadcasting-with-other-major-interests and CATV issues.

Programing stocks paced the advances last month with an 8.7% increase, and broadcasting-only issues moved up 7.5%, while issues in the manufacturing and service categories were up 5.2% and 5.1%, respectively. CATV stocks suffered the greater losses with an 8.8% decline; broadcasting-with-other-major-interests issues dipped by 4.4%.

Among the most active issues in February was Capital Cities Broadcasting, up a hefty 24.2% and attributable to its record \$110-million acquisition of nine Triangle Publications stations (BROADCASTING, Feb. 16 et seq.). Capacities began the month at \$28 a share and moved into March at nearly \$36. Other high gainers during February were Storer Broadcasting at 30.3%, Zenith Radio at 20% and Kinney National and Metromedia, each at 19.8%. Heavy losses were scored by Starr Broadcasting, down 32.3%; Ameco, down 29.5%; Music Makers Group, down 25%; Vikoa, down 21.5%; Fuqua, down 21.4%, and Communications Properties, down 20.6%.

Most issues in the broadcasting group posted gains. Cox was up 12.4%, Corinthian, an 11.3% increase, and Sonderling, up 10.6%. Reeves Telecom dropped 17.4% and Pacific & Southern, down 5%.

Issues in the broadcasting-with-other-major-interests and CATV groups were mixed. Time Inc. was up 14.8%; Liberty Corp. had a 13.3% increase. Cypress Communications rose 17.2%; American TV & Communications was up 10.3%. Elsewhere, Lamb Communications and Rollins dropped 11.2% and 10%, respectively, while Cablecom-General declined 12.3%.

Among the gainers in the programing and service categories were Walter Reade, up 13.4%; National General, registering a 12.8% increase; Ogilvy & Mather, a 16.8% rise, and Doyle Dane Bernbach, up 15.4%. Marginal losses were posted by Trans-Lux (.7%) and

MCA Corp. (2.3%).

Most manufacturing stocks were up with Magnavox at 17.1% and Westinghouse at 13.7%. Motorola was down fractionally at 0.2%; Conrac, down heavier at 17%.

The percentage of monthly change in the BROADCASTING selected-stock index (see pages 62 and 63) is determined by comparing the closing stock price of the first Thursday of the earlier month (February) with the closing stock price of the first Thursday of the later month (March).

Two new additions to the stock index, bringing it to a total 98 companies, are Telemation Inc. and Telecommunications Inc. Telemation is a manufacturer of cable-origination equipment and trades over the counter. Telecommunications engages in cable and microwave operation and trades over the counter.

Company reports:

Ogilvy & Mather International Inc., New York advertising agency, in announcing its most profitable year in history has reported increases of 12% in billings, 12% in income (fees and commissions) and 15% in net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$2.08	\$1.86
Billings	229,564,903	205,254,489
Income	35,799,986	32,041,509
Net Income	2,026,092	2,330,384

Television Communications Corp., New York-based major CATV-systems owner-operator, reported close to a 20% increase in revenues for the first half of its fiscal year. It noted that increases in earnings may not carry through on a full-year basis because of its large capital investment in its Akron, Ohio sys-

tem, and recording studios (Record Plant) in Los Angeles.

For the six months ended Jan. 31:

	1970	1969
Earned per share	\$0.07*	\$0.04
Revenues	2,677,642	2,208,272
Cash flow	1,056,000	835,000
Net earnings	200,487*	89,568
Shares outstanding	2,697,994	2,074,111

*Includes special credit of \$96,000 or 3 cents per share, representing reduction in income taxes from loss carry-overs.

Westinghouse Electric Corp., Pittsburgh diversified company and parent of group-station-owner Westinghouse Broadcasting Co., reported increases in both sales and net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$3.76	\$3.49
Sales	3,509,153,000	3,296,147,000
Net income	149,888,000	135,013,000
Average shares outstanding	39,503,000	38,296,000

CCA Electronics Corp., Gloucester City, N.J., broadcast-equipment manufacturer, reported an increase in sales and net income for the year ended Oct. 31:

	1969	1968
Earned per share	\$0.30	\$0.23
Sales	3,000,845	1,995,056
Net income	172,331	129,190

Meredith Corp., Des Moines, Iowa, publisher and group broadcaster, reported an 11.2% increase in revenues but a 10.3% decline in net income for the six months ended Dec. 31:

	1969	1968
Earned per share	\$1.56	\$1.76
Revenues	72,361,551	65,091,581
Net income	4,340,076	4,837,417

MCA Inc., Universal City, Calif., motion-picture company, announced record revenues but a sharp decrease in net income for year ended Dec. 31:

	1969	1968
Earned per share	\$0.31	\$1.70
Revenues	305,736,000	250,982,000
Net income	2,514,000	13,456,000
Shares outstanding	8,089,095	7,726,914

Twentieth Century-Fox Film Corp., New York, suffered a loss of over \$25

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million during 1969, with income for television declining substantially from 1968. Fox's statement showed that income from its features shown on TV and series specifically produced for TV fell from \$63.8 million in 1968 to \$44.7 million in 1969.

For the year ended Dec. 27:

	1969	1968
Earned per share	\$(3.07)	\$1.95
Revenues	139,164,000	196,049,000
Net income	(25,249,000)	13,752,000

Creative Management Associates Inc., Los Angeles agency for performers and TV series, reported a record 38% increase in net income for the year ended Dec. 31:

	1969	1968
Earned per share	\$0.88	\$0.64
Revenues	11,234,479	10,127,859
Net income	833,787	604,092

Financial notes:

Wells, Rich, Greene, New York advertising agency, has filed for listing on the American Stock Exchange. The company estimates that it is billing at an annual rate of \$100 million.

General Telephone & Electronics Corp., New York, reported its Sylvia Electric Products Inc. subsidiary had net income of \$28,614,000 on revenues of \$874,532,000 for the year ended Dec. 31, compared to net income of \$27,706,000 on revenues of \$846,625,-

000 in 1968. GT&E said gains were limited by unusually intense price competition in the areas of lighting products and color TV picture tubes.

LIN Broadcasting Corp., New York, group owner, has sold its art gallery business—Schertle Galleries—to Charles Schertle, founder of the company, for an aggregate \$500,000. In addition to broadcasting, LIN owns a telephone answering service, Starday-King recording and publishing companies and operates a mail order company servicing Disneyland Records.

United Artists Theatre Circuit Inc.,

The Broadcasting stock index

A weekly summary of market activity in the shares of 98 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing Mar. 12	Closing Mar. 5	% change Month of Feb.	1969-70		Approx. Shares Out ('000)	Total Market Capitalization ('000)
						High	Low		
Broadcasting									
ABC	ABC	N	33½	34½	+ 1.1	39½	31½	7,074	234,133
Atlantic States Ind.	O	N	5½	5½	—	15½	5½	1,789	9,839
Capital Cities	CCB	N	33½	35½	+24.2	37½	26	5,804	208,189
CBS	CBS	N	44½	44½	+ 1.9	59½	41½	26,259	1,178,241
Corinthian	CRB	N	29½	32	+11.3	37½	20	3,384	108,288
Cox	COX	N	22½	23½	+12.4	24½	19½	5,786	136,665
Gross Telecasting	GGG	A	16½	16½	+ 2.3	24½	14½	805	13,178
Metromedia	MET	N	18½	20½	+19.8	53½	15½	5,603	114,133
Pacific & Southern	O	N	15	19	— 5	16½	13½	1,627	30,913
Reeves Telecom	RBT	A	6½	7½	-17.4	35½	6½	2,163	15,401
Scripps-Howard	O	O	20½	21	+ 2.4	31½	20½	2,589	54,369
Sonderling	SDB	A	28½	28½	+10.6	47½	25	985	28,073
Starr Broadcasting	O	O	15½	14	-32.3	18½	6½	338	4,732
Taft	TFB	N	25½	27½	+ 8	43½	24½	3,585	97,961
							Total	67,791	\$ 2,242,845
Broadcasting with other major interests									
Avco	AV	N	24	25	+ 8.7	49½	21½	11,328	283,200
Bartell Media	BMC	A	13½	12½	+ 5.1	22½	8½	2,292	29,498
Boston Herald-Traveler	O	O	39	40	— 7	71	27	574	22,960
Chris-Craft	CCN	N	9½	9½	+ 1.3	24½	8½	3,500	31,920
Combined Communications	O	O	11	14	+ 3.7	16	8½	1,798	25,172
Cowles Communications	CWL	N	9½	8½	+ 4.4	17½	7½	3,969	35,205
Fuqua	FQA	N	19	18½	-21.4	47	17½	5,219	96,552
Gannett	GCI	N	27½	28½	+ 4.6	29½	24½	7,117	202,835
General Tire	GY	N	19½	19½	+ 9.7	34½	17½	17,914	353,802
Gray Communications	O	O	6½	6½	- 1.8	12½	6½	475	3,145
Lamb Communications	O	O	4	4	-11.2	10	3½	2,650	10,600
Lee Enterprises	O	O	21	21	+ 5	25	15½	1,957	41,097
Liberty Corp.	LC	N	19½	20½	+13.3	24½	14	6,743	136,546
LIN	O	O	8½	9½	+ 2.7	32½	7½	2,174	20,370
Meredith Corp.	MDP	N	30	32	- 3	59½	31½	2,779	88,928
Outlet Co.	OTU	N	16½	16	- 3	30½	15	1,336	21,376
Plough Inc.	PLO	N	78	81½	+ 6	85	57½	6,788	551,525
Post Corp.	O	O	13½	14½	- 6.5	40	13½	713	10,339
Rollins	ROL	N	31½	30½	-10	42½	28½	8,016	244,488
Rust Craft	RUS	A	26½	26½	- 0.5	38½	24½	1,168	30,660
Storer	SBK	N	26½	27½	+30.3	62	19	4,221	115,529
Time Inc.	TL	N	34	35½	+14.8	100½	27½	7,241	259,735
Trans-National Comm.	O	O	3½	2½	+ 6	11½	2	1,000	2,120
Wometco	WOM	N		19	+ 5.5	23½	16½	5,812	110,428
							Total	106,784	\$ 2,728,030
CATV									
Ameco	ACO	A	9½	10½	-29.5	16½	7½	1,200	12,444
American TV & Comm.	O	O	21½	21½	+10.3	22½	9½	1,775	38,163
Cablecom-General	CCG	A	12½	12½	-12.3	27½	8½	1,605	20,062
Cable Information Systems	O	O	2½	2½	- 5	5	2	955	2,149
Citizens Finance Corp.	CPN	A	14½	14½	- 4.1	26½	11½	1,904	27,608
Columbia Cable	O	O	14½	14½	- 4.1	17½	9½	900	13,158
Communications Properties	O	O	8½	7½	-20.6	17½	4½	644	4,991
Cox Cable Communications	O	O	21½	22	+ 3.5	24½	11½	5,786	127,292
Cypress Communications	O	O	15	17	+17.2	23	10½	854	14,518
Entron	A	A	6½	6½	+ 8.3	16½	5½	1,320	8,580
General Instrument Corp.	GRL	N	20½	21½	- 4.4	51½	20½	6,111	132,914
H & B American	HBA	A	20½	23½	- 4.1	30½	11½	4,973	118,109
Sterling Communications	O	O	16½	6½	+ 2	16½	4½	500	3,200
Tele-Communications	O	O	13½	15	*	16	13½	2,704	40,560
Teleprompter	TP	A	84½	104½	+ 5.2	133½	46	1,007	104,849
Television Communications	O	O	13½	14½	+ 5.4	20½	10	2,816	41,536
Vikos	VIK	A	14½	13½	+21.5	35½	10½	1,815	24,049
							Total	36,869	\$ 734,182

New York, CATV owner and theater exhibitor, has filed with the Securities and Exchange Commission for registration of 65,050 common shares which may be offered for sale by nine stockholders at \$28.50 per share maximum. Firm has 1,581,264 shares outstanding.

■ Teleprompter Corp., New York, will redeem on April 9 its 5½% convertible subordinated debentures due 1989. Payments to holders will aggregate \$1,079.14 for each \$1,000 debenture. Holders also have the option of converting their debentures to Teleprompter stock at the rate of 15.87 Teleprompter shares for each \$1,000 debenture held. By converting, holders

will receive stock currently worth \$1,474. The debentures were sold in a \$10 million package last year (BROADCASTING, April 28, 1969).

■ Kinney National Service Inc., New York, has declared a regular quarterly cash dividend of 6½ cents on common stock, 22½ cents on series A preferred stock and \$1.06 on \$4.25 series B preferred stock. Also declared was a 25 cent dividend on Kinney's \$1.25 series D preferred and \$0.0385 cash on new five-cent series C preferred. All dividends are payable May 15 to shareholders of record April 15. The dividend on series C preferred stock is a pro-rated dividend covering period

from July 8, 1969, closing date of Kinney's acquisition of Warner Bros.-Seven Arts Ltd., to record date.

■ Memorex Corp., Santa Clara, Calif., has filed a registration statement with Securities and Exchange Commission for \$75-million public offering of convertible subordinated debentures due 1990. The company produces magnetic media products for information handling systems and peripheral equipment for computers.

■ J. Walter Thompson Co., New York, has declared a quarterly dividend of 20 cents per share, payable May 22 to stockholders of record April 24.

	Stock symbol	Ex-change	Closing Mar. 12	Closing Mar. 5	% change Month of Feb.	1969-70		Approx. Shares Out (000)	Total Market Capitalization (000)
						High	Low		
Programming									
Columbia Pictures	CPS	N	25	24½	+ 2.1	42	21½	5,942	144,807
Disney	DIS	N	136¾	138¾	- 3.8	158	69½	5,015	693,324
Filmways	FWY	A	12½	13½	+ 3.8	38½	11½	1,700	22,950
Four Star International	O		2½	3	+ 9.1	10	2½	666	1,998
Gulf and Western	GW	N	17½	18½	+ 7.3	50½	16½	16,310	299,615
Kinney National	KNS	N	31½	33½	+19.8	39½	19	7,738	257,289
MCA	MCA	N	21½	21½	- 2.3	44½	18½	8,297	178,385
MGM	MGM	N	23	27	+16.1	44½	20½	5,843	157,761
Music Makers Group	O		7½	6	-25	15½	6½	589	3,534
National General	NGC	N	16	17½	+12.8	46½	13	4,515	78,426
Transamerica	TA	N	20½	22½	+ 5.9	38½	19½	61,869	1,392,053
Trans-Lux	TLX	A	16½	17½	- 0.7	58½	16½	1,020	36,200
20th Century-Fox	TF	N	16½	17½	+10.3	41½	14½	8,169	141,896
Walter Reade Organization	O		7½	7½	+13.4	15½	6½	2,342	17,602
Wrather Corp.	WCO	A	8½	8½	+ 1.4	10½	7½	2,161	19,168
								Total	132,176
									\$ 3,445,008
Service									
John Blair	BJ	N	22½	22½	+ 7.1	28½	17½	3,006	66,884
Comsat	CQ	N	35½	39½	- 6.4	60½	36½	10,000	397,500
Creative Management	O		12½	12½	- 9.1	20½	8½	918	11,475
Doyle Dane Bernbach	O		22	22½	+15.4	33	17½	2,104	47,340
Foote, Cone & Belding	FCB	N	10½	10½	- 3.5	15½	10½	2,147	22,264
Grey Advertising	O		11½	11½	- 3.2	18½	11½	1,140	13,395
MovieLab	MOV	A	5½	6	-	14½	5½	1,407	8,442
MPO Videotronics	MPO	A	9½	9½	+ 4.1	22½	7½	548	5,135
Nielsen	O		37½	40½	+ 7.2	42	28½	5,299	215,934
Ogilvy & Mather	O		21½	21½	+16.8	35	15½	1,090	23,697
PKL Co.	PKL	A	8½	8½	-12.3	30½	8½	739	6,555
J. Walter Thompson	JWT	N	29½	30½	+ 1.2	36	28½	2,778	84,368
Wells, Rich, Greene	O		12½	13½	+ 0.9	18½	7½	1,601	21,405
								Total	32,777
									\$ 924,394
Manufacturing									
Admiral	ADL	N	12½	13	+ 7.3	22½	10½	5,150	66,950
Ampex	APX	N	35	36½	- 8.8	49½	32½	10,825	392,406
CCA Electronics	O		4½	4½	-	6½	4½	800	3,496
Conrac	CAX	N	23½	20½	-17	59½	20½	1,249	25,917
General Electric	GE	N	71½	74½	+ 7	98½	67½	91,025	6,804,119
Harris-Intertype	HI	N	68½	68½	+11.2	80½	61½	6,351	435,044
Magnavox	MAG	N	33½	36	+17.1	56½	29½	16,485	593,460
3M	MMM	N	106	107	+ 6.5	118½	94	54,550	5,836,850
Motorola	MOT	N	115½	121	- 0.2	166	102½	6,649	804,529
RCA	RCA	N	30½	32½	+ 7.4	48½	29½	62,773	2,055,816
Reeves Industries	RSC	A	4	4	- 2.9	10½	3½	3,443	13,772
Telemation	O		16½	22	*	24	16½	1,080	23,760
Visual Electronics	VIS	A	7½	7½	+ 3.4	37	7	1,357	10,178
Westinghouse	WX	N	66	65½	+13.7	71½	53½	39,304	2,568,909
Zenith Radio	ZE	N	33½	36½	+20	58	29½	19,020	687,002
								Total	320,061
									\$20,322,208
								Grand total	696,458
									\$30,396,667
Standard & Poor Industrial Average			88.33	90.02	- 1.9				

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

Shares outstanding and capitalization as of Mar. 5.
*New addition to the Broadcasting stock index.
Over-the-Counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.

Breaking the UHF profit barrier

It's still a long time coming but Kaiser wants to prove upper band's viability is not a pipe dream by keeping the faith

There's a hint of fulfillment in the long-heralded viability of UHF broadcasting. For the first time since 1964 Kaiser Broadcasting Corp. has reported a profit: During last November the aggregate profit-and-loss statements of the Kaiser stations (including the FM outlets) were written in black ink. It was an epochal moment for the company—and a benchmark of importance for the entire UHF industry. For Kaiser Broadcasting is widely recognized as being closely identified with the fates and fortunes of UHF broadcasting as a whole.

A wholly owned subsidiary of Kaiser Industries Corp., Oakland, Calif. (with 1969 sales of \$225.5 million), Kaiser Broadcasting is part of the largest organization ever to be so totally committed for such a long period of time to the establishment of so many UHF stations. The company owns and operates nonnetwork affiliated UHF's in Detroit (WKBD-TV), Burlington, N.J.-Philadelphia (WKBS-TV), Corona-Los Angeles (KBSC-TV), and San Francisco (KVBC-TV). It also has a 90% interest in WKBG-TV Cambridge-Boston, and a 50% interest in WKBF-TV Cleveland.

Like other operators of major-market UHF's, Kaiser Broadcasting has invested a huge amount of capital into the medium before seeing a return of dollars. Since 1964 it has shown an aggregate operating loss of \$19,887,000 from total aggregate sales and operating revenues of \$31,623,000 (see page 65).

The investment in UHF becomes more staggering when it's realized that the company's two FM properties—KFOG San Francisco and WJTB Boston—are both considered highly successful. And the newly established Kaiser FM division is a profitable operation. The almost total weight of losses, then, is attributable to UHF operations.

New start-ups in San Francisco and Cleveland gave Kaiser Broadcasting its worst year in 1968 with a deficit of \$6.9 million despite revenues of about \$9.8 million. With all nine properties in operation (including a Boston AM outlet), last year saw the losses narrowed to \$5.6 million as sales and operating revenues rose to \$12.8 million.

But Richard C. Block, Kaiser Broadcasting's vice president and general manager, looks beyond the year-to-year P/L statements. "There are other aspects to UHF; it's a growth industry. It's growing faster than any other part of the television business. That's a key to why and what we're doing."

He cites an expected five-year payout in expenses for Kaiser's WKBS-TV. "By that time the station should be cash generating and profitable or we're not doing our job," he says. Independent sources project that by 1972 WKBS-TV will have turned the profit corner (a full two years behind Mr. Block's five-year prediction). But, at least one Kaiser U property—WKBD-TV—already has shown its first profits, during the last quarter of 1969. And this single profit could signal the turning point in a long, tough five-year struggle Kaiser Broadcasting has waged to prove UHF's can really work as independent TV stations in major markets.

There's no way to understand Kaiser Broadcasting and the deep financial losses it has suffered with UHF, if the basic philosophy of Kaiser as a corporate entity is not spelled out. Kaiser Industries, through 100 divisions and subsidiaries, also engages in worldwide engineering and construction activities, produces and sells component parts and systems for the aerospace and electronics industries (including cable-TV equipment), produces and distributes sand, gravel and concrete products, is



Kaiser's Block

involved in ship construction and repair, and holds controlling interests in Kaiser Steel Corp. (10th largest producer of iron and steel products in the U.S.), Kaiser Aluminum & Chemical Corp. (third largest domestic producer of aluminum and aluminum products), and Kaiser Cement & Gypsum Corp. (largest producer of portland cement used in the Pacific Coast area).

For the most part, Kaiser has been a company that goes into markets where the general opinion is that there is very little feasible opportunity—and Kaiser builds. Of course, the enterprise has to measure up to return on investment and all other criteria of good business but, too, there is the special flavor of a company that is guided by the lofty precepts of the late Henry J. Kaiser Sr. and is run by people who have been learning these lessons for 30 or 40 years.

One who was taught and has not forgotten is Kaiser Broadcasting boss Dick Block. "I remember," he recalls, "one of the first times I met and talked with Edgar Kaiser [elder son of Henry J. and now chairman of the board of the company]. He said: 'You've got to have a dream. You've got to be going somewhere.'" Mr. Block adds: "Our dream certainly isn't in greenbacks. That's part of what comes along with fulfillment of the dream."

Essentially, the Kaiser dream in broadcasting is formation of a television network with the Kaiser UHF stations as a base. This is in keeping with the company's compulsive desire to do things big, to have an impact on society.

A 1961 interoffice memo from Mr. Block to E. E. Trefethen Jr. (now Kaiser Industries president) gave wings to the network dream. The memo was headed "UHF Project" and it read, in part:

"I recommend that the Broadcasting Division [it's now a wholly owned subsidiary] take immediate steps to apply for UHF television stations in San Francisco, Los Angeles, New York, Chicago, and Philadelphia. Channels are available for primary service in these markets.

"I recommend taking this action for

the following reasons:

▪ "While we have a bona-fide intent to expand in television broadcasting, we are faced with the fact that VHF properties in major markets are scarce and, if available, extremely costly. (For example, independent KTVU-TV Oakland, Calif., is asking in excess of \$8 million.) [Less than two years later this station actually sold for \$12,360,000.]

▪ "The growth of this country has used up the available spectrums at a rate which practically no one foresaw. There are virtually no AM, FM, or VHF channels available in any of the top-100 markets. While the UHF channels in most markets have remained unused, my strong feeling is that the demand for them will be felt within the next two to three years. Television must have new outlets, and the only place to go is UHF.

▪ "I believe that this will be a solid business investment in that the intention will be to use every available technological aid in order to operate the stations at the lowest possible cost. Additionally, I would look to specialized programming at the outset, such as services for ethnic and language groups in order to generate revenues. In other words, the goal will be to sustain the operation at a break-even or small-profit basis in the initial phase.

▪ "I believe that there will be a law passed in 1962 which will require that all television sets manufactured after a certain date be able to receive channels 2 through 83. [Precisely such a law—the all-channel bill—was effected seven months later.]

▪ "Lastly, and most important, I believe that this is the sort of breakthrough and bold step that symbolizes Kaiser Industries and its founders. In one move we will go from a minor Pacific frontier state broadcasting operator to the largest group operator of television stations in the country."

There probably wouldn't be a Kaiser UHF story to tell if Dick Block wasn't part of the action. The most telling descriptions of Mr. Block are the same ones used to describe Henry J.: quickness, acumen, boundless vitality, benign despotism. Dick Block looks surprised when he is asked if Kaiser Broadcasting is a one-man shop. "Oh, no," he says in tones that suggest this is the first time the idea ever had been broached. "It's not all pegged to Dick Block. We have a plan of who goes where."

But when this reply is related to a former company executive, the man smiles and explains: "It's difficult to get a thought in edgewise when you're in a session with Dick. He's so quick, and knows so much and is so domineering. You're overwhelmed and just listen."

The people at Kaiser listened as Dick Block, starting in 1961, charted

Kaiser's six-year radio-TV balance sheet

Kaiser Broadcasting hasn't enjoyed a profitable year since 1964 when it sold its VHF properties in Hawaii and prepared to move into UHF in a big way. Start-ups for six UHF stations in the top-10 markets brought ever-increasing losses, but the first nine months of 1969 showed a slight curtailment in those deficits. In fact, Kaiser's outlets actually showed a one-month profit last November. As a company, it's expected to turn the profit corner by 1973. But here's how Kaiser has struggled for six years with its outlets in Detroit, Burlington, N.J.-Philadelphia, Corona-Los Angeles, San Francisco, Cambridge-Boston and Cleveland:

	Sales and Operating Revenues	Operating Profit (Loss) Before Interest Expense
1969	\$12,801,000	(\$5,601,000)
1968	9,767,000	(5,883,000)
1967	3,962,000	(3,581,000)
1966	2,210,000	(2,305,000)
1965	1,008,000	(1,529,000)
1964	1,875,000*	12,000
Total	31,623,000	(19,887,000)

* Principally revenues of KHVH-TV Honolulu sold in December 1964.

a course in UHF broadcasting that has and is still running into unforeseen shoals of difficulty and whose destination apparently is yet a long voyage away. Mr. Block didn't start out looking for UHF stations. He had one striking experience with a Stockton, Calif., outlet (now defunct channel 36, operated under the call letters of KTVU until 1955) and despite witnessing phenomenal problems in coverage, he was convinced that there was nothing unique about UHF.

"I knew that despite all the problems I had seen, a UHF station is a television station," he points out. "It has this extraordinary impact that the television medium has. I had a certain faith in it."

Mr. Block had been brought into the Kaiser organization in 1957 to run KHVH-AM-TV Honolulu. As Kaiser's first station properties, they hardly seemed promising. KHVH-TV, then channel 13, was a nonnetwork affiliated station—the fourth station, with low power, in a market that had fewer than 100,000 households. Still Mr. Block, with John A. Serrao as first lieutenant (he's now president of United Artists Broadcasting), turned the situation around.

Kaiser purchased KULA-TV (ch. 4), the ABC-TV affiliate for the islands, in June 1958 for \$685,000. The acquired station's call letters were changed to KHVH-TV, the permit for channel 13 was returned, and Mr. Block and asso-

ciates hustled to make further changes. New advertisers were pursued aggressively, news was programed between *Bugs Bunny* and *Popeye* in the early afternoon, network programming was pushed back an hour to start at 6:30 p.m., local movies were thrown in at 10 a.m. By most accounts, the station was number one in the market within a year and was sold in 1964 for \$4.25 million, representing a profit of some 700% over the company's purchase price.

It really was the only solid, unqualified success Kaiser has enjoyed in broadcasting to this time. After the Hawaii stations had built momentum, Mr. Block, in early 1961, was brought back to the mainland to look for further station acquisitions. Reportedly, he had a chance to pick up a UHF station in Bakersfield, Calif., and a VHF station in Seattle. But he passed them by. He explains why:

"There wouldn't have been a great deal of relationship with each entity to the other," Mr. Block points out. "Yet it was one way we could have gone and I think everyone would have been delighted with the results. It would have been good business.

"But," he continues, "we said we could go a lot further if we go into major markets and have the opportunity, perhaps, if the stations work, to have them some day as the basis for a network. Remember," he reminds, "this is always a very much important part of what we're doing. Sure, if we'd gone the other way we would have had a return on our dollars much quicker. But we did say even without the network, in major markets, independents seem to be doing OK. And couldn't we do that well even if there wasn't a network?"

At first Kaiser chose to go after UHF construction permits in Chicago, Detroit, San Francisco, Los Angeles and Philadelphia. But in November 1964, Kaiser withdrew its application for Chicago's channel 38, indicating "that everyone and his brother is filing" and that it would be two or three years before a permit was granted. Instead, stations in Boston and Cleveland were added to take the place of Chicago.

From January 1965 through January 1968, in one of the industry's more impressive start-up performances, Kaiser put six UHF stations on the air. And the truly startling thing is that these six stations came under Kaiser's control for a total of about \$3.2 million or roughly the same profit Kaiser realized from sale of its Hawaiian broadcast properties. In other words, it cost Kaiser Broadcasting virtually nothing to obtain construction permits or licenses to six television stations in the top-10 markets in the U.S. But, Kaiser has spent nearly \$52 million trying to gen-

erate a profit from that initial investment.

Kaiser stations in Los Angeles, San Francisco, Detroit and Philadelphia were acquired through application to the FCC for construction permits. Kaiser purchased existing CP's in Boston and Cleveland. All but the Boston station were activated for the first time by Kaiser. Channel 56 in Boston had operated as WXHR-TV between January 1953 and March 1956 by Harvey Radio Laboratories, but then was dark for 10 years until signed on by Kaiser (in partnership with the *Boston Globe*) as WKBG-TV in December 1966.

The Cleveland CP was held by Superior Broadcasting. Kaiser entered into partnership with Superior, built the station from the ground up and signed on in January 1968. Kaiser has the option to acquire full ownership of the station some time in the future.

Detroit was the first market for Kaiser UHF and it was carefully selected. Why Detroit? Again Dick Block explains: "We felt that someone should go out and build a UHF station to keep the all-channel bill going—and do it right. If we hadn't gone ahead and [announced intentions to build] in Detroit, it could well have been that there would have been a stall in the all-channel bill—manufacturers were saying: 'Nobody is putting any money into this thing, so why do it?'"

And WKBD-TV Detroit has become the dominant station in the Kaiser group. It is the only UHF showing a profit. From a consensus around the Kaiser organization it would appear that KBHK-TV San Francisco and KBSC-TV Los Angeles will be the last of the stations in the group to get into the black. They figure to be the tough ones, not profitable until at least 1975.

Yet San Francisco and Los Angeles are important to Kaiser for another reason—they're vital to the Kaiser dream of some day operating a television network. The Kaiser organization knows there can't be a viable network without a large complement of network-owned stations. This is what provides a hard core of station clearances of network product. The importance of San Francisco and Los Angeles will be amplified with the coming of the Kaiser network. This projected network ("It's not pie in the sky," insists Dick Block) must be embodied in a New York or New York area station.

The contention of the company is that New York is needed for its market size. The thrust of this strategy is that New York is the largest market and a network without it won't work.

Long before the New York situation jells, however, the Los Angeles situation has to be resolved. KBSC-TV is not fully programed. On the air for more than three years and programing essen-

tially free films and public-service shows, the station hopes to greatly expand its programing effort by this fall. Currently, KBSC-TV is meeting only the minimum FCC requirements for operation, broadcasting from 5 p.m. to 9 p.m., seven nights a week.

The network concept is why the Kaiser group already has started to become surprisingly active (for newly established stations) in news coverage and presentations. Kaiser feels that it must have a background in news—that a network is not effective without strong news and public-affairs output. A central news operation plays a large role in Kaiser's projections about the future. Already four of the six Kaiser UHF stations are programing a half-hour, full-blown (no rip-and-read and show slides) news program at 10 each evening. In all, there are now about 80 people at the various Kaiser TV stations working in news and developing some of the background and technique that may some day provide the nucleus for a network's central news operation.

But there have been some mistakes in planning. Kaiser Broadcasting has been forced to scale down its news operations in San Francisco. Reportedly, a commitment of about \$2 million a year was made in 1967 to build fully competitive news operations at each of the Kaiser stations.

An 18-man staff and some \$100,000 in news-gathering equipment was invested in KBHK-TV San Francisco in early 1968. Within months, a drastic cutback took place. The station was too new; UHF hadn't made an impact in the market yet.

Engineering is another area. Equipment for WKBD-TV Detroit was purchased in 1964, all of it monochrome. Color didn't seem to be important at the time because it was something that only the NBC-owned stations and a few other brave souls did. Also in 1964, a 30 kw transmitter apparently was thought to provide sufficient power for a UHF station. Now that there has been a change in the state of the art, Kaiser is in the process of upgrading power at all of its stations, hoping to double power over the next 18 months, with an additional investment of \$2.7 million.

One area, where lessons were learned quickly, was programing. From the first days of WKBD-TV, Kaiser quickly found that children's shows and top-notch sports events were two of the best ways to break long-established VHF tuning habits and get new UHF stations turned on in TV households.

All of these lessons were not learned without paying a price. From the beginning, when a Kaiser station went on the air, it was given a bank account from which the station was expected to draw to sustain its operation from de-

velopmental years until turn-around time. The major investments, effort and development already have been made in engineering, people, programing and promotion. A general manager is put in the position of being able to say to his staff: "Look, these are our resources for the next five years. We have to make the station a financial success before we go through all of this money."

The size of each kitty is considered privileged information by Kaiser. No figures have been revealed. But when a company official was asked if \$30 million represented the total bankroll for all six stations, he indicated that such an estimate "is on the low side." Seemingly, more accurate estimates have \$5 million earmarked and being used by each Kaiser station in Cleveland and Philadelphia, while more than \$6 million each is in the bank accounts in San Francisco, Boston and Detroit. The Los Angeles station is still largely a cipher, but at least \$6 million has to be figured as its development money.

Whatever the costs, whatever the mistakes in the past, Kaiser Broadcasting seems to be on target now. From independent sources, it's possible to discern a shape of things to come at Kaiser Broadcasting (based on an assumption that the television industry will grow at an average annual rate of 10% during the first half of the next decade and taper to 6% or 7% during the second five years):

- The Detroit, Philadelphia, Cleveland and Boston stations, as a group, are expected to be profitable by 1973 along with Kaiser Broadcasting, as a company.

- Three additional FM and two AM stations in the top-20 markets should be acquired from 1970-1973.

- Kaiser Broadcasting should enter the New York market by 1973 and begin networking by 1975.

Apparently, there is serious consideration being given at Kaiser Industries to change Kaiser Broadcasting from a wholly owned subsidiary to a company that is owned at least in part by the public and is separately listed on a stock exchange (precedents for this within Kaiser Industries are Kaiser Aluminum & Chemical Corp. and Kaiser Steel Corp.). No such move, of course, could be made until the Kaiser TV stations become economically viable.

"We continue to learn," Dick Block is fond of saying. "There are no immutable precepts." On one recent occasion Mr. Block looked back on Kaiser's five years in UHF broadcasting and commented: "We've had to learn to crawl before we could walk." Then, looking ahead, he added a twist to the cliché: "I just hope we don't crawl too long." (*The foregoing special report was researched and written by Morris Gelman, senior editor, Hollywood.*)

Broadcast advertising

C. J. Villante, Richard B. White and Robert H. Ellis, management supervisors, **William B. Palmer**, associate creative director, all New York office, and **John H. Wilson Jr.**, regional manager in Detroit office, BBDO, named senior VP's of agency.

Arthur Menadier, VP and account supervisor, Young & Rubicam, New York, appointed management supervisor and named senior VP. **Arthur R. Klein, Lewis M. Mithun and Lawrence Shapiro**, account supervisors with Y&R, New York, all named VP's.

Sylvester Cleary, management supervisor, SSC&B, New York, named senior VP.

Jack Levy with **Albert Jay Rosenthal & Co.**, Chicago, named senior VP. **Ronald L. Chez**, account executive, named VP.



Mr. Conrad

Mr. Flynn

Robert F. Conrad, director of participating program sales, NBC-TV, New York, named VP, participating program sales. **Stephen A. Flynn**, director sales services, NBC-TV, named VP, sales services.

Leo Fassler, associate creative director, Benton & Bowles, New York, named VP.

Robert Cohen and William Quigley Jr., account supervisors, Needham, Harper & Steers, Chicago, elected VP's. **Robert J. Hoover**, manager of management information systems at agency, also named VP. **Mort Scharfman**, partner with Spade & Archer, New York, joins NH&S there as associate creative director.

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Edward A. Haymes, director of cash management, Harper Row Publishers, New York, joins corporate division of Needham, Harper & Steers there as director of planning and development.

Peter Fitzpatrick, with SSC&B, New York, joins Clinton E. Frank Inc. there as VP and management supervisor.

John Hoag Jr., account supervisor, N.W. Ayer & Son, Boston office, elected VP.

Peter Cohen, manager, radio-TV business affairs department, Norman, Craig & Kummel, New York, appointed VP.

Carol A. Stephenson, associate director of broadcast activities, Klau-Van Pietersom-Dunlap, Milwaukee agency, named VP.

Sterling C. Quinlan, former president of Field Communications Corp. and general manager of WFLD-TV Chicago, named VP and director of all broadcast activities in International Digisonics Corp., New York, firm specializing in TV monitoring services.

J. Don Ferguson, general manager, WSOK(AM) Savannah, Ga., joins Pidcock & Co., agency there, as principal and VP-business development. He will also serve as consultant to WMGA(AM) Moultrie, Ga., partly owned by Pidcock.

Jerry W. Reece, PR counselor, John Harden Associates, Greensboro, N.C., named VP and general manager of Cochran, Harden & Stuart agency there. He will continue to serve as PR counselor on limited basis while he also directs agency's affairs. John Harden is president of both firms.

Oscar J. Nickel, director of corporate advertising and PR, Thomas J. Lipton Co., Englewood, N.J., producer and marketer of food products, named VP-marketing services.

Charles A. Piper, with Ayres and Associates, Lincoln, Neb., agency, appointed creative director.

Al Price, former manager and principal, Dora-Clayton Agency, Atlanta regional representatives, joins Atlanta office of Bernard Howard & Co., as office manager. Mr. Price succeeds **Grady Berry**, who resigns to enter private business.

Warren L. Maurer, sales manager, KDKA-AM-FM Pittsburgh, appointed general sales manager.

Bill Kaletta, general sales manager, WDAF-AM-FM Kansas City, Mo., also assumes responsibility for all local AM

sales. **Cliff Atkinson**, local sales manager, WDAF-AM-FM, appointed to newly created position of director of sales development.



Mr. Okun

Thomas Cosgrove Jr., who joins CBS-owned WBBM-FM Chicago as station manager (BROADCASTING, March 2).

Jim Ford and Jules Huber, members of WMAL-TV Washington sales department, appointed to newly created positions of national sales manager and regional sales manager, respectively, for WMAL-TV.

Arthur Okun, eastern sales manager, MBS, New York, appointed general sales manager.

Ron Kempff, with Chicago office of CBS Radio Spot Sales, appointed sales manager there, succeeding

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Joseph H. Girard Jr., with WBZ-AM-TV Boston, joins WKBG-TV Cambridge, Mass., as local sales manager.

Gene Reilly, national sales manager, WFGA-TV Jacksonville, Fla., appointed local sales manager. He will also handle regional Florida sales and will coordinate all political-advertising requests.

Donald S. Greenberg, production manager, Tape-Films, New York, joins Sponsors Film Service there as general manager. Both firms provide post-production commercial services.

Robert Schlotfeldt, formerly with Robert Ebey Co., Palo Alto, Calif., agency, joins Hoefer, Dieterich & Brown, San Francisco, as account manager.

Irena Steckiv, group head in creative department of Norman, Craig & Kummel, New York, joins MacManus, John & Adams there as creative group supervisor.

Kirk E. Beauregard, VP and manager, Motion Associates, Chicago, joins Campbell-Ewald, Detroit, as executive producer in multi-products creative department.

David Dryer, director, The Haboush Co., Hollywood commercial production company, joins EUE/Screen Gems, West Coast, in similar capacity.

Harry A. Elstermann, former program director and operations manager, WXON-TV Detroit, joins W. M. Zemp and Associates, St. Petersburg, Fla., agency, as broadcast producer.

Media

Howard Jernigan, assistant general manager, WGH-AM-FM Newport News, Va., joins WNOR-AM-FM Norfolk, Va., as executive VP and general manager and principal of station.

Lynn F. Avery, sales manager, WTVM-TV Columbus, Ga., named VP of Martin Theatres of Georgia, licensee of WTVM and WTVG-TV Chattanooga. Firm, which also owns theater chain in southeastern states, is wholly owned subsidiary of Fuqua Industries, diversified company and group owner (BROADCASTING, March 9).

Ruth V. Reel, FCC assistant chief of administrative law and treaties division, office of General Counsel, appointed special assistant to Bernard Strassburg, chief of commission's Common Carrier Bureau. Mrs. Reel will be concerned with domestic satellite, CATV and other matters of special interest.

William C. Chadwick III, formerly with WTID-AM-FM Norfolk, Va., joins KBNO-FM Houston as VP and general manager.

Knowles Hall, local sales manager, KABL(AM) Oakland, Calif., and KABL-FM San Francisco, appointed general

manager. He succeeds Heber Smith, who joins KNBR-AM-FM there as general manager.

George Milner, program director, WFAA-TV Dallas-Fort Worth, appointed station manager of KFDM-TV Beaumont, Tex. Both are A. H. Belo Corp. stations.

E. D. Steele Jr., station manager, WATU-TV Augusta, Ga., joins WJCL-TV Savannah, Ga., in same capacity.

Martin Conn, sales manager, WMAL-FM Washington, appointed to newly created position of FM station manager. **Paul Widitz**, music director, WMAL(AM) Washington, appointed AM operations manager.

Joseph Cicero, manager, accounting and financial planning, NBC-TV, Burbank, Calif., appointed West Coast manager, business affairs, network programs and production.

Arnold Marfoglia, manager of station planning, business analysis and planning department, ABC-TV, New York, appointed financial manager of affiliation contracts in network's station-relations department.

Clifford A. Frohn, budget director of LIN Broadcasting Corp., Nashville-based group owner, appointed business manager of group's TV properties, WAVY-TV Norfolk-Portsmouth, Va., and WAND-TV Decatur, Ill.

James P. Miller, VP-treasurer, Official Films, New York, joins WNEW-TV there as business manager.

Porter F. Hulett, member of staff of Park Broadcasting Inc., Ithaca, N.Y., group owner, appointed to newly created position of business manager of Park Broadcasting's WLSL-AM-FM-TV Roanoke, Va.

Programing

Lee Moselle, vice chairman and president, Filmways Inc., Hollywood, joins Western Video Industries there as senior VP. Mr. Moselle will be responsible for development of new network and syndicated programs.

Mrs. Shirley Stahnke, with contract administrative department, Paramount Television, Hollywood, named director of contract administration.

Alan E. Perris, assistant manager, WKBF-TV Cleveland, joins WHTN-TV Huntington, W. Va., as program director.

Mick Hodges, with WCIT(AM) Lima, Ohio, appointed program director.

Don Shafer, program director, WTAE-AM-FM Pittsburgh, joins WNBC-AM-FM New York as program manager.

Jay Cook, with WFIL-AM-FM Philadelphia, appointed program manager. He succeeds Lee Sherwood, who joins WKNR-AM-FM Dearborn, Mich., as pro-

gram consultant.

Warren Denker, supervisor of nighttime programs, and **Ronald Rosenberg**, account representative, both ABC-TV station-clearance department, New York, appointed regional managers.

Wesley G. Arseth, formerly with WCCO-TV Minneapolis-St. Paul, joins Northwest Teleproduction in Minneapolis as studio manager.

Merle Ellis, director, KRON-TV San Francisco, appointed executive producer.

Gordon Waldear, assistant program director, KGO-TV San Francisco, appointed producer-special projects. **Thomas W. Rose**, production manager, WKBS-TV Philadelphia, joins KGO-TV as assistant program director.

Elizabeth Ann Bernard, formerly with WMAL-AM-FM-TV Washington, joins Logos Teleproduction Center, Arlington, Va., as associate producer.

Promotion

William D. Strubbe, director of advertising and promotion, WXYZ-TV Detroit, joins KPFX-TV San Francisco as audience promotion director.

Ameila D. La Moreaux, formerly with The Marschalk Co., Cleveland, joins Axelband & Brown & Associates, advertising firm there, as PR director.

Gale Thompson, promotion supervisor, KBHK-TV San Francisco, joins ABC Radio, New York, as PR manager. She succeeds **Jeffrey Sprung**, who became network program manager in January (BROADCASTING, Dec. 29).

Dale B. Coleman, with WIBW-AM-FM-TV Topeka, Kan., appointed promotion manager for WIBW-TV.

News

Steve Bell, correspondent with ABC News, New York, assigned to ABC Saigon bureau.

Ronald Townsend, senior analyst, CBS News finance department, New York, appointed to newly created position of manager, program services, CBS News. He will assist in handling of sales liaison with CBS-TV and other CBS divisions and clients and program administration.

Joe O'Neill, former director of radio and TV department for Democratic National Committee and radio director for Hubert Humphrey campaign in 1968, joins staff of National Farmers Union in Washington as head of new radio news service. Mr. O'Neill will produce news features for distribution to radio stations throughout nation in expansion of organization's public-affairs department. Service will emphasize hard news developments in Washington affecting agriculture. Farmers Union address: 1012 14th Street, N.W., Suite 1200, Washington.

Bob Harris, with CBS-owned WBBM-TV Chicago, joins CBS News there as reporter/producer.

Fred Young, writer/producer and assignments manager, WTAE-TV Pittsburgh, appointed news director.

John Petrie, producer/director, WNAC-TV Boston, joins KGO-TV San Francisco in created position of executive producer-news.

Frank Evans, reporter with KFI(AM) Los Angeles, appointed feature reporter.

Steve Edwards, newscaster, KTRH(AM) Houston, joins KHOU-TV Houston-Galveston, Tex., as newscaster-reporter. **Jerry Levias**, with the Houston Oilers professional football team, appointed sports reporter for KHOU-TV.

Bill Nelsen, quarterback for Cleveland Browns professional football team, appointed sports commentator for WKYC-TV there.

Dick Stockton, sports director, KDKA-TV Pittsburgh, also appointed sportscaster for KDKA-AM-FM there.

Equipment & engineering

Frank Genochio, member of board of directors, The Catel Corp., Belmont, Calif., named president. **Robert H. Hamilton**, engineering manager, and **Donald Lolli**, both with Hewlett-Packard, Delcon, Calif., join The Catel Corp. as VP-engineering and engineering manager respectively.

Herbert Zlotnick, VP of Chromalloy American Corp., New York, and supervisor of company's quasi-laser link division, cableless CATV project, named executive VP of corporation.

Stanley Gerendasy, former acting director of Israeli TV, joins TNT electronics division, TNT Communications, Woodside, N.Y. as director of engineering.

Richard O. Ware, with 3M Co., Detroit, joins Superscope Inc. Sun Valley, Calif., as general sales manager of recorded tape division.

John R. Coleman, marketing manager, Shibaden Corp. of America, Woodside, N.Y., equipment manufacturer, joins Matsushita Electric Corp. of America, New York, as eastern sales manager of Panasonic's video-tape recording/closed-circuit TV products.

Kenneth J. Burkhard, chief engineer and sales engineer, Ogden Technology Labs, research and development firm in Farmingdale, N.Y., joins Trygon Electronics, Roosevelt, N.Y.

Allied fields

Florence Lowe, coordinator of special projects and producer, WTTG(TV) Washington, granted indefinite leave of absence to become full-time consultant to National Endowment of the Arts.

William Malone, associate with Covington & Burling, Washington law firm, joins General Telephone & Electronics Corp. as resident attorney in Washington.

William Jan Gay, president of Connie B. Gay Stations, group owner located in Silver Spring, Md., suburb of Washington, joins Bilger, Blair & Glaser, Washington law firm, as associate. Mr. Gay is son of group owner Connie B. Gay.

Deaths



Mr. Rines

William H. Rines, 52, president of Maine Broadcasting System, group owner, died March 6 at his summer home in South Casco, Me., of heart attack. Group includes WRDO(AM) Augusta, WLBZ-AM-TV Bangor, and WCSH-AM-TV Portland, all Maine. He was founder and first president of Maine Association of Broadcasters. He is survived by his wife, Anne, three sons and three daughters.

Ralston H. Coffin, 59, staff VP, advertising and sales promotion, RCA, from 1954 until his retirement in 1968, died of heart attack at his home in Old Greenwich, Conn., on March 3. For past two years Mr. Coffin had been president of Joint Venture Franchises Inc., Old Greenwich. He joined RCA in 1949. He is survived by his wife, Eva, two sons and two daughters.

Marcellus Murdock, 87, former VP and general manager of KFH(AM) Wichita, Kan., and Kansas newspaper executive, died March 11 in Pittsburgh.

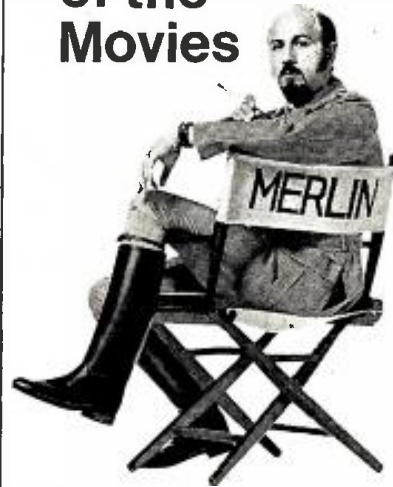
Erle Stanley Gardner, 80, mystery writer whose Perry Mason books are basis for *Perry Mason* TV series, died March 11 at his Riverside, Calif., ranch. Mr. Gardner, one-time practicing lawyer, had been writing since 1923.

William Hopper, 55, actor in motion pictures and television and son of late Hedda Hopper, died March 6 in Palm Springs (Calif.) hospital of pneumonia. Mr. Hopper starred as Paul Drake in *Perry Mason* TV series until series ended in 1955. He is survived by his wife, Jan, and one daughter.

Harold A. Zogg, 44, local sales manager of KUTV(TV) Salt Lake City, died March 4 in that city. He had been with station since it went on air in 1954. He is survived by his wife, Joanne Dunn, one son and one daughter.

Ted Leitzell, 65, retired PR director of Zenith Radio Corp., Chicago, died March 10 in Evanston (Ill.) hospital.

Ask Merlin of the Movies



Grand Seer of TV Programming ...

brought to you as a service of Metro-Goldwyn-Mayer Television.

A publicity director at a station in Texas asks:

"How many pictures did Judy Garland make for MGM?"

Answer:

Quite a number. That's all the clue we'll give because it's contest-time for this column. There is a handsome Judy Garland record album in a pure white cover that we thought many readers might like to have, if. The if is a simple list of the titles of Judy's MGM movies sent to me anytime before April 1st.

Winners will be posted in the MGM Lion's Den at the Executive House at NAB/Chicago beginning April 4th. If you can't make it to Chicago, look for your album at whatever address you gave us with the list of titles. (Less than 20 titles and you should save the postage).

Merlin will answer all reasonable questions. Write to him at MGM-TV, 1350 Avenue of the Americas, N.Y., N.Y. 10019.

As compiled by BROADCASTING, March 3 through March 10 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

Other action

■ Review board in Baton Rouge, TV proceeding, Doc. 18555, granted joint request for termination of proceeding, filed Dec. 31, 1969, by Louisiana Television Broadcasting Corp. and Southwestern Louisiana Communications Inc.; agreement approved; petition to enlarge issues filed June 18, 1969, by Louisiana Television Broadcasting Corp. dismissed; petition to enlarge issues filed June 27, 1969, by Southwestern Louisiana Communications Inc. dismissed to extent indicated and denied in all other respects; application of Louisiana Television Broadcasting Corporation granted; proceeding terminated subject to condition. Action March 5.

Existing TV stations

Final actions

■ *WNIN(TV) Evansville, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 5. Action March 5.

■ KMSP-TV Minneapolis—Broadcast Bureau granted mod. of CP to change type trans. and ant.; make changes in ant. structure; ant. height 1,430 ft.; ERP 209 kw vis., 41.7 kw aur.; conditions. Action March 5.

■ WUTV(TV) Buffalo, N. Y.—Broadcast Bureau granted mod. of CP to change ERP to 1,050 kw vis., 105 kw aur.; trans-studio location to north of intersection of Harvey and White Haven Roads, Grand Island, N. Y.; change type trans. and ant., ant. height 920 ft.; condition; granted mod. of CP to extend completion date to Aug. 26. Action Feb. 26.

■ *WMHT(TV) Schenectady, N. Y.—Broadcast Bureau granted license covering changes. Action Feb. 26.

■ *WGTE-TV Toledo, Ohio—Broadcast Bureau granted license covering changes. Ac-

tion Feb. 26.

■ *WKNO-TV Memphis — Broadcast Bureau granted mod. of CP to extend completion date to Aug. 26. Action Feb. 26.

■ KSL-TV Salt Lake City—Broadcast Bureau granted CP's to replace expired permits for changes. Action Feb. 26.

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 through March 6 time to file application for review of review board's memorandum opinion and order released Jan. 9, enlarging hearing issues (Docs. 18602-3). Action March 2.

■ Chief Hearing Examiner Arthur A. Gladstone in Cheyenne, Wyo. (Frontier Broadcasting Co.), renewal of license KFBC-TV, designated Hearing Examiner Isadore A. Honig as presiding officer; scheduled pre-hearing conference for March 31 in Washington and hearing for April 27 in Cheyenne (Doc. 18797). Action Feb. 13.

■ Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, granted petition by Forum Communications Inc. for leave to amend application to reflect changes in information required in table II of section II (Docs. 18711-2). Action Feb. 25.

■ Hearing Examiner James F. Tierney in Charleston, S. C. (South Carolina Educational Television Commission [*WITV(TV)]), TV proceeding, set certain procedural dates and scheduled hearing for March 31; granted petition by Reeves Telecom Corp. for leave to amend application to reflect changes respecting interests in Bennettsville Cablevision and information concerning two principals (Docs. 18569-72). Actions Feb. 26-27.

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.

■ KATV(TV) Little Rock, Ark. (Leake Television Inc.). Contract dated Feb. 26, 1970, replaces one dated Oct. 9, 1969; effective Jan. 1, 1970, to Oct. 1, 1970. First call right. Programs delivered to main control board. Network rate, \$750; compensation paid at 30% prime time.

■ KRGV-TV Weslaco, Tex. (Mobile Video Tapes Inc.). Contract dated Oct. 31, 1969, replaces one dated Nov. 29, 1967; effective Nov. 1, 1969, to Oct. 1, 1970. No first call right. Programs delivered to station at its expense. Network rate, \$500; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ WCTV(TV) Thomasville, Ga. (John H. Phipps Broadcasting Stations Inc.). Contract dated Oct. 22, 1966; effective Oct. 2, 1966, to Sept. 20, 1967, and self renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$538; compensation paid at 32% prime time. Deduction is 60% network rate.

■ WMBD-TV Peoria, Ill. (Midwest Television Inc.). Contract dated May 9, 1967; effective Sept. 11, 1966, to Jan. 10, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$538; compensation paid at 32% prime time.

■ WAGM-TV Presque Isle, Me. (Aroostook Broadcasting Corp.). Contract dated Nov. 9, 1966; effective Nov. 9, 1966, to Feb. 8, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$169; compensation paid at 32% prime time. Deduction is 60% network rate.

■ KRCG(TV) Jefferson City, Mo. (Mid-America Television Co.). Amendment dated Dec. 30, 1969, amends current contract by reducing network rate to \$44 as of Feb. 1, 1970.

■ WBTW(TV) Florence, S. C. (Daily Telegraph Printing Co.). Contract dated March 8, 1967; effective Jan. 29, 1967, to July 31, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$581; compensation paid at 32% prime time. Deduction is 60% network rate.

■ KGNC-TV Amarillo, Tex. (Stauffer Publications Inc.). Contract dated Oct. 10, 1969; effective Oct. 12, 1969, to Aug. 31, 1970. First call right. Programs delivered to station. Network rate, \$450; compensation paid at 30% prime time.

■ KRLD-TV Dallas (Times Herald Printing Co.). Contract dated Nov. 7, 1966; effective Sept. 11, 1966, to June 30, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$1,823; compensation paid at 32% prime time.


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.

■ WLEX-TV Lexington, Ky. (WLEX-TV Inc.). Contract dated Jan. 15, 1968; effective March 1, 1968, to Feb. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs picked up from WLWT(TV) Cincinnati and delivered to WLEX-TV at its expense. NBC will contribute maximum \$3,000 monthly towards delivery expenses. Network rate, \$468; compensation paid at 30% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ WPBN-TV Traverse City, Mich. (Midwestern Broadcasting Co.). Contract dated Dec. 15, 1967; effective Jan. 1, 1968, to Jan. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs picked up from WOOD-TV Grand Rapids, Mich., and WNEM-TV Bay City-Saginaw-Flint, Mich., and delivered to WPBN-TV at its expense. Midwestern's WTOM-TV Cheboygan, Mich., permitted to rebroadcast WPBN-TV. Network rate, \$328; compensation paid

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at 30% of all equivalent hours, multiplied by prime-time rate.

■ **KYW-TV Philadelphia** (Westinghouse Broadcasting Co.). Contract dated Feb. 15, 1968; effective April 1, 1968; to June 19, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$4,250 (\$4,074 as of July 1, 1970); compensation paid at 33½% of all equivalent hours, multiplied by prime-time rate.

■ **KGNC-TV Amarillo, Tex.** (Stauffer Publications Inc.). Contract dated Dec. 1, 1967; effective Dec. 1, 1967, to Jan. 1, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$421; compensation paid at 30% of all equivalent hours over 28 hours monthly, multiplied by prime-time rate.

■ **KFDX-TV Wichita Falls, Tex.** (Wichtex Radio and Television Co.). Contract dated Jan. 15, 1968; effective Jan. 15, 1968, to Aug. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$445; compensation paid at 33½% of all equivalent hours over 24 hours monthly, multiplied by prime-time rate.

■ **WBOY-TV Clarksburg, W. Va.** (Northern West Virginia Television Broadcasting Co.). Contract dated Dec. 15, 1967; effective Jan. 1, 1968, to Feb. 15, 1969, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$234; compensation paid at 25% of all equivalent hours, multiplied by prime-time rate.

New AM stations

Starts authorized

■ **WAAN Waynesboro, Tenn.** — Authorized program operation on 1480 kc, 1 kw-D. Action Jan. 29.

■ **WFIC Collinsville, Va.**—Authorized program operation on 1530 kc, 1 kw-DA-D. Action Feb. 26.

Actions on motions

■ **Hearing Examiner Basil P. Cooper** in Alexander City and Clanton, both Alabama (Martin Lake Broadcasting Co. and Clanton Broadcasting Corp), AM proceeding, ordered no depositions to be taken and no other discovery procedures to be carried out until merits of several pleadings have been discussed at prehearing conference scheduled for March 2 (Docs. 18732-3). Action Feb. 26.

■ **Hearing Examiner Basil P. Cooper** in Hartsville and Florence, both South Carolina (Community Broadcasting Co. of Hartsville and Eastern Carolina Broadcasters Inc.), AM proceeding, scheduled further hearing conference for March 20 when applicants will show that respective community surveys and exhibits and testimony offered at evidentiary hearing did comply with commission's standards for such surveys as they existed prior to release on June 13, 1969, of commission's decision in City of Camden and release of proposed commission's primer adopted and released Dec. 19, 1969 (Docs. 18198-9). Action March 3.

■ **Chief Hearing Examiner Arthur A. Gladstone** in Stirling and Freedhold, both New Jersey (K & M Broadcasters Inc. and Molly Pitcher Broadcasting Inc.), AM proceeding, ordered record in proceeding closed and ordered transcript corrected to show that designation of referenced exhibit is Molly Pitcher exhibit 28 in lieu of Molly Pitcher exhibit 18 (Docs. 18292 and 18593). Action Feb. 19.

■ **Hearing Examiner Jay A. Kyle** in Greenwood and Saluda, both South Carolina (United Community Enterprises Inc. and Saluda Broadcasting Inc.), AM proceeding, granted petition of Saluda Broadcasting Inc. and dismissed with prejudice its application; retained application of United Community Enterprises Inc. (Docs. 18503-4). Action Feb. 27.

■ **Hearing Examiner Herbert Sharfman** in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, scheduled oral argument for March 16 on question of adequacy of Mace's record suburban-survey showing within terms of commission's memorandum opinion and order released Feb. 20 (Doc. 18225). Action Feb. 26.

Other actions

■ **Review board in Louisa, Ky.**, AM proceeding, Docs. 18235-36, granted request for extension of time filed March 3 by Lawrence County Broadcasting Corp. Action March 5.

■ **Review board in Springfield, Mo.**, AM proceeding, Docs. 17921-17923, scheduled oral argument March 31 in Washington. Action March 9.

■ **Review board in Alamogordo, N. M.**, AM proceeding, Docs. 17624-25, granted request for extension of time, filed Feb. 27 by Fred Kaysbler. Action March 5.

■ **Review board in Youngstown, Ohio**, AM proceeding, Docs. 18768-69, granted petition for extension of time, filed March 2 by Media Inc., extended to March 6 time to file reply to Jud Inc.'s opposition to petition to enlarge issues; granted petition for extension of time, filed March 2 by Jud Inc., extended to March 31 time to file responses to Media's petition to enlarge issues. Action March 4.

Existing AM stations

Applications

■ **WLTN Littleton, N. H.**—Seeks CP to change frequency from 1400kc, 250w-U. to 1260kc, 5kw-D., amended to change frequency to 1400kc, 250w, 1kw-LS-U. and install new trans. Ann. March 5.

■ **KGRO Pampa, Tex.**—Seeks CP to increase daytime power from 250w to 1kw and install new trans. Ann. March 5.

Initial decision

■ **KBMI Henderson, Nev.**—Hearing Examiner Isadore A. Honig in initial decision proposed one-year renewal of license for 1400 Corp. Examiner recommended denial of application of Joseph Julian Marandola for new AM at Henderson as being in default for failure to prosecute application (Docs. 16813-4). Marandola had sought same facilities as KBMI (1400 kc, 250 w, U.). Action March 10.

Final actions

■ **WRAG Carrolton, Ala.**—Broadcast Bureau granted license covering changes. Action March 6.

■ **KFPW Fort Smith, Ark.**—Broadcast Bureau granted CP to increase height of ant. and install resistor circuit to limit radiation to present value; conditions. Action Feb. 26.

■ **KWAK Stuttgart, Ark.**—Broadcast Bureau granted license covering changes. Action March 6.

■ **KOMS Redding, Calif.**—Broadcast Bureau granted license covering changes. Action March 6.

■ **KCBQ San Diego** — Broadcast Bureau granted license covering change of nighttime dir. ant. pattern. Action March 3.

■ **WGCH Greenwich, Conn.**—Broadcast Bureau granted license covering permit for changes; WGCH (alt. main), granted license covering permit to install alternate main trans. Action March 6.

■ **WPUL Bartow, Fla.** — Broadcast Bureau granted license covering new AM. Action March 6.

■ **WKLS Atlanta**—Broadcast Bureau granted license covering changes; ant. height 820 ft. Action March 6.

■ **KHVH Honolulu** — Broadcast Bureau granted license covering changes. Action March 6.

■ **KYET Payette, Idaho**—Broadcast Bureau granted CP to change main studio location southwest 4th Ave., Ontario, Ore., and operate by remote control from main studio location; rules waived to permit relocation of main studio beyond corporate limits of Payette; Payette station identification continued. Action Feb. 24.

■ **KVGB Great Bend, Kan.**—Broadcast Bureau granted CP to change power from 250w, DA-N to 500w, 1 kw, DA-N and install new auxiliary trans. Action March 6.

■ **KCKN Kansas City, Kan.**—Broadcast Bureau granted CP to replace expired permit for changes. Action Feb. 24.

■ **WKOA Hopkinsville, Ky.**—Broadcast Bureau granted license for new trans. Action March 6.

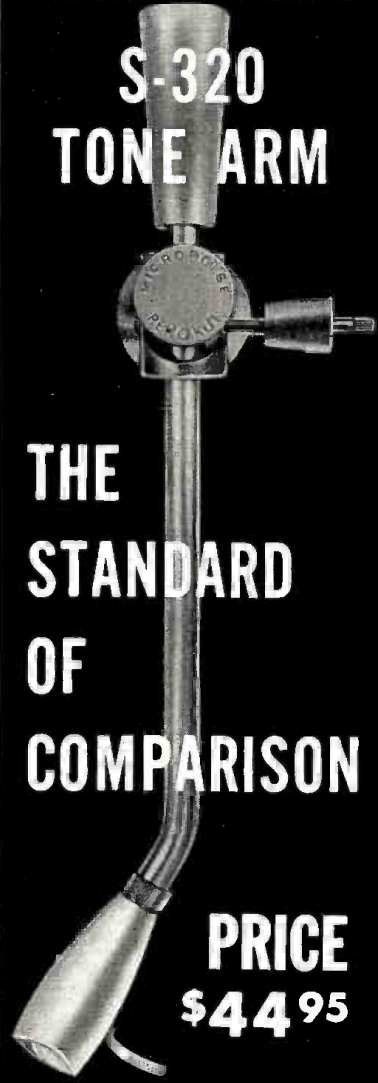
■ **WNEB Worcester, Mass.**—Broadcast Bureau granted licenses covering changes. Action March 6.

■ **KDMO Carthage, Mo.**—Broadcast Bureau granted license covering permit for changes; change type trans.; granted license to use former main trans. for auxiliary purposes only. Action March 6.

■ **WPRJ Parsippany-Troy Hills, N. J.** — Broadcast Bureau granted mod. of CP to change type trans. and change ant. height

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Summary of broadcasting

Compiled by FCC, March 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,258	2	19	4,279	70	4,349 ¹
Commercial FM	2,039	0	60	2,099	125	2,224
Commercial TV-VHF	493	2	15	509	15	524
Commercial TV-UHF	131	0	50	181	122 ²	303
Total commercial TV	624	2	65	690	137	827
Educational FM	379	0	24	403	46	449
Educational TV-VHF	74	0	5	79	7	86
Educational TV-UHF	94	0	13	107	12	119
Total educational TV	168	0	18	186	19	205

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

to 199 ft.; granted mod. of CP to extend completion date to July 18. Action March 2.

■ **WOR** New York — Broadcast Bureau granted license covering changes. Action March 6.

■ **WIRY** Plattsburgh, N. Y.—Broadcast Bureau granted license covering changes. Action March 6.

■ **WHAZ** Troy, N. Y. — Broadcast Bureau granted mod. of CP to extend completion date to June 1. Action Feb. 24.

■ **WHAZ** Troy, N. Y. — Broadcast Bureau granted remote control. Action Feb. 26.

■ **WMNC** Morgantown, N. C.—Broadcast Bureau granted CP to install new auxiliary trans. Action March 6.

■ **KFGO** Fargo, N. D.—Broadcast Bureau granted license covering changes. Action March 6.

■ **WASP** Brownsville, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to July 31. Action Feb. 24.

■ **KRME** Hondo, Tex.—Broadcast Bureau granted remote control. Action Feb. 19.

■ **KNBO** New Boston, Tex.—Broadcast Bureau granted license covering new station. Action March 6.

■ **WNVA** Norton, Va. — Broadcast Bureau granted CP to remove top hat loading device on present AM tower. Action Feb. 26.

■ **WKAZ** Charleston, W. Va.—Broadcast Bureau granted license covering permit to install alternate main trans. Action March 6.

■ **WSAU** Wausau, Wis.—Broadcast Bureau granted mod. of CP to change tower height. Action March 5.

■ **KVVO** Cheyenne, Wyo.—Broadcast Bureau granted renewal of license. Action March 5.

Actions on motions

■ Hearing Examiner Charles J. Frederick in Thurmont, Md. (Lelsner Broadcasting Corp. [WTHU]). AM proceeding, set certain procedural dates and rescheduled hearing for March 24 (Doc. 18780). Action Feb. 26.

■ Chief Hearing Examiner Arthur A. Gladstone in Smyrna, Ga. (Laurence N. Polk Jr. [transferor] and Times Journal Inc. and M. W. Kinney Jr. [transferees]). transfer of control of WYNK, denied petition by Broadcast Bureau requesting hearing be moved from Washington to Smyrna (Doc. 18784). Action March 2.

■ Chief Hearing Examiner Arthur A. Gladstone in Vancouver, Wash. (Cathryn C. Murphy). renewal of license of KVAN, denied petition by Broadcast Bureau requesting that site of hearing be changed from Washington to Vancouver, Wash. (Doc. 18672). Action March 2.

■ Hearing Examiner Jay A. Kyle in Charlottesville, Va. (Charles W. Hurt, WELK Inc. [WELK] and WUVA). AM proceeding, ordered WUVA exhibit 17 received in evidence and closed record of evidentiary hearing (Docs. 18585-7). Action Feb. 27.

■ Hearing Examiner Forest L. McClintock in Jacksonville, N. C. (Seaboard Broadcasting Inc.). revocation of license of WLAS, scheduled prehearing conference for March 3 (Doc. 18549). Action Feb. 27.

Fines

■ **WDXR** Paducah, Ky.—FCC notified of apparent liability forfeiture of \$10,000 for failing to observe provisions of the station license and or violation of the rules including operation of station at time, modes and

power other than specified in license by failing to reduce power at sunset, and failure to have first-class radiotelephone operator on duty at trans., for permitting falsification of trans. logs to indicate erroneously that operator was in attendance at trans. and failure to have operating and maintenance logs available. Action March 4.

■ **KHEN** Henrietta, Okla.—FCC denied request for further reduction of forfeiture for violations. On December 17, 1969, liability was reduced from \$1,000 to \$600 on basis of station's explanation of one violation and plea of financial hardship. Action March 4.

■ **WUNO** Rio Piedras, P. R.—FCC ordered to pay \$3,000 forfeiture for failure to install remote control equipment to provide means for positive on and off control of trans. and to raise and lower station's operating power, and for making false log entries or failure to keep operating power within permissible limits. Action March 4.

New FM stations

Starts authorized

■ **WRCJ**(FM) Reading, Ohio — Authorized program operation on 89.3 mc, TPO 10 w. Action Feb. 18.

■ **KPNW**(FM) Eugene, Ore.—Authorized program operation on 99.1 mc, ERP 97 kw, ant. height above average terrain 1,490 ft. Action March 3.

■ **KWFM**(FM) Tucson, Ariz. — Authorized program operation on 92.9 mc, ERP 29 kw, ant. height above average terrain 86 ft. Action Feb. 26.

■ **WHGM**(FM) Bellwood, Pa. — Authorized program operation on 103.9 mc, ERP 250 w, ant. height above average terrain 870 ft. Action March 4.

Applications

■ **Helena, Ark.**—Superior Broadcasting Co. seeks 107.5 mc, 28.03 kw. Ant. height above average terrain 278 ft. P.O. address: 5663 Beechwood Drive, Jackson, Miss. 39206. Estimated construction cost \$12,400; first-year operating cost \$24,000; revenue \$38,650. Principal: J. Boyd Ingram, sole owner. Mr. Ingram is chief engineer for WWUN(AM) Jackson, Miss., and owns radio and TV station maintenance service. Ann. March 5.

■ **Denver, Colo.** — University of Denver (Colorado Seminary) seeks 90.1 mc, 10 w. Ant. height above average terrain 145 ft. P.O. address: 2056 South York Street, Denver 80210. Estimated construction cost \$18,953.15; first-year operating cost \$6,200; revenue none. Principals: Aksel Nielsen, president of nonprofit, private educational institution, et al. Ann. March 5.

■ **Douglas, Ga.**—Coffee County Broadcasters Inc. seeks 99.5 mc, 34.2 kw. Ant. height above average terrain 267 ft. P.O. address: 105 Peterson Street, N. Douglas 31533. Estimated construction cost \$52,853.90; first-year operating cost \$36,000; revenue \$40,000. Principals: F. D. Wade (32.5%), David H. Bailey, president, Thomas H. Frier, secretary-treasurer, and Charles W. Anderson, vice president (each 22.5%). Principals own respective interests in WOKA(AM) Douglas. Mr. Bailey owns 20% of soft drink bottling and distribution firm. Mr. Frier owns and is editor of publishing firm, *Douglas* (Ga.) *Enterprise*. Mr. Anderson has interest in farm and finance operations. Ann. March 5.

■ **Scobey, Mont.** — Prairie Communications Inc. seek 95.7 mc, 60.334 kw. Ant. height

above average terrain 657 ft. P.O. address: Second Floor, N.W. Corner Main St., First Avenue, Scobey 59263. Estimated construction cost \$32,189; first-year operating cost \$46,848; revenue \$74,250. Principals: Larry C. Bowler, president-chairman (83.6%), Marvin E. Vels, treasurer, Milton Gunderson, secretary (each 2.73%), et al. Mr. Bowler owns real estate, weekly *Daniels County Leader* and 25% of livestock pens, scales and 5 acres on Canadian border. Mr. Vels controls banking, insurance and real estate firm. Mr. Gunderson has interests in cleaners, ranching, health facilities and rental properties. Ann. March 4.

Final actions

■ ***Yuma, Ariz.**—Yuma Union High School District. Broadcast Bureau granted 91.5 mc, TPO 10 w. Ant. height above average terrain 150 ft. P.O. address: 400 6th Avenue, Yuma 85364. Estimated construction cost \$2,179.50; first-year operating cost \$1,500; revenue none. Principals: Union High School District Board of Education; W. A. Canode, superintendent, et al. Action March 6.

■ **Lancaster, Calif.** — Albert S. Medlinsky. Broadcast Bureau granted 106.3 mc, 3 kw. Ant. height above average terrain 134.25 ft. P.O. address: 621 West Avenue J-11, Lancaster 93534. Estimated construction cost \$51,970, first-year operating cost \$36,000; revenue \$36,000. Principals: Albert S. Medlinsky, sole owner. Mr. Medlinsky has real estate partnership with wife. Action March 6.

■ **Lyons, Kan.**—Rice County Broadcasting Co. Broadcast Bureau granted 105.5 mc, 3 kw. Ant. height above average terrain 175 ft. P.O. address: c/o Rolan Cobb, 109 South 7th Street, Sterling, Kan. 67579. Estimated construction cost \$37,385; first-year operating cost \$36,000; revenue \$40,000. Principal: Rolan Cobb, sole owner. Mr. Cobb owns real estate and is engineer for Garvey Communications Systems Inc., Colorado Springs. Action Feb. 26.

■ ***East Stroudsburg, Pa.**—Student Activity Association of East Stroudsburg State College. Broadcast Bureau granted 88.7 mc, 10 w. Ant. height above average terrain minus 160 ft. P.O. address: WESS Radio, Box 198, East Stroudsburg 18301. Estimated construction cost \$4,160; first-year operating cost \$2,800; revenue none. Principals: Board of Trustees; Dr. Frank D. Sills, president of college, et al. Action Feb. 26.

■ **Hampton, S.C.**—Hampton County Broadcasters Inc. FCC granted 103.1 mc, 3 kw. Ant. height above average terrain 142 ft. P.O. address: Highway 601, West, Hampton 29924. Estimated construction cost \$7,250; first-year operating cost \$10,850; revenue \$3,000. Principals: Joseph B. and Gwen P. Wilder, president (99.4%) and vice president-secretary (0.6%), respectively. Principals own WBAW-AM-FM Barnwell, S.C., and WBHC(AM) Hampton, S.C. Action March 4.

■ **New Boston, Tex.**—Bowie County Broadcasting Inc. Broadcast Bureau granted 95.9 mc, 3 kw. Ant. height above average terrain 300 ft. P.O. address: Box 366, New Boston 75570. Estimated construction cost \$29,995; first-year operating cost \$12,000; revenue \$15,000. Principals: Andrew Bonham, president (20%), Tip F. Jones, secretary (15%), Richard E. Knox, treasurer (30%), Ellis B. McGee (15%), John H. McCoy and Hiram Shute (each 10%). Mr. Bonham owns radio and TV repair firm. Mr. Jones is cattle raiser. Mr. Knox owns real-estate investment firm. Mr. McCoy owns 50% of pharmacy and gift shop. Dr. McGee is physician and owns clinic, hospital and nursing home. Mr. Shute owns 66% of bowling alley, and 50% each of grocery store and car wash. Applicant owns KNBO(AM) New Boston. Action March 6.

■ ***La Crosse, Wis.**—Wisconsin State University. Broadcast Bureau granted 89.9 mc, 69.22 kw. Ant. height above average terrain 492.875 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. Action March 6.

Actions on motions

■ Hearing Examiner Frederick W. Denniston in Birmingham, Ala. (Voice of Dixie Inc. and First Security and Exchange Co.), FM proceeding, ordered certain procedural dates changed and rescheduled further hearing for March 18; cancelled hearing scheduled for March 12 (Docs. 18664 and 18666). Action March 2.

■ Hearing Examiner Charles J. Frederick in Raytown, Mo. (Brinsfield Broadcasting Co.),

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FM proceeding, scheduled prehearing conference for March 11 (Doc. 18529). Action Feb. 27.

■ Hearing Examiner Charles J. Frederick in Hendersonville, Tenn. (Hendersonville Broadcasting Corp.). FM proceeding, ordered findings and reply findings due March 9 and March 23, respectively (Doc. 18518). Action Feb. 26.

■ Hearing Examiner Jay A. Kyle in Corydon and New Albany, both Indiana, and Louisville, Ky. (Harrison Radio Inc. et al.). FM proceeding, granted petition of Harrison Radio Inc. for leave to amend financial portion of application (Docs. 18636-8). Action Feb. 27.

■ Hearing Examiner Ernest Nash in Wichita, Kan. (JACO Inc. and KAKE-TV and Radio Inc.). FM proceeding, ordered proposed findings filed by March 3 and reply findings by March 16 (Docs. 18515-6). Action Feb. 25.

■ Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Co. and Salem Broadcasting Co.). FM proceeding, rescheduled further hearing for March 23 (Docs. 18288, 18290). Action Feb. 27.

■ Hearing Examiner James F. Tierney in Middlesboro, Ky. (Cumberland Gap Broadcasting Co.). FM proceeding, granted motion by applicant and ordered transcript corrected (Doc. 18520). Action Feb. 20.

Other actions

■ Vero Beach, Fla.—Review board made effective initial decision by Hearing Examiner Charles J. Frederick, released Jan. 7, 1970, proposing grant of application of Seaborn Rudolph Hubbard for new Class A FM at Vero Beach, and denial of competing application of Tropics Inc. for the same facility (Docs. 18399-400). Action March 2.

■ Review board in Gahanna, Ohio, FM proceeding, Docs. 18308-09, 18793, granted joint petition for approval of agreement and supplementary petition for approval of agreement of dismissal and for other relief, filed Jan. 23 and Jan. 28, 1969, respectively by Christian Voice of Central Ohio, and Delaware-Marysville Broadcasting Service Inc.; agreement approved to extent that application of Delaware-Marysville Broadcasting Service Inc. is dismissed and application of Christian Voice of Central Ohio is retained in hearing; Broadcast Bureau's petition for special relief, filed Nov. 17, 1969, is granted and petition to enlarge issues, filed Oct. 24, 1968, by Ohio State University is dismissed. Action March 5.

■ Review board in San Antonio, Tex., FM proceeding, Docs. 18238-39, granted motion for further extension of time to file exceptions to initial decision, filed March 5 by Bexar Broadcasting Inc. Action March 5.

Rulemaking petitions

■ William R. Gaston, Southern Pines, N. C.—Requests rulemaking to assign ch. 296A at Southern Pines, N. C. Action March 6.

■ Dennis M. Henderson, J. P. Bowen Jr. and C. Franklin Rowe, all Caddo Mills, Tex.—Request amendment of FM table of assignments to add ch. 228A Greenville, Tex. Ann. March 6.

Existing FM stations

Final actions

■ *WACG-FM Augusta, Ga.—Broadcast Bureau granted mod. of CP to extend completion date to May 29. Action Feb. 18.

■ WIAI(FM) Danville, Ill.—Broadcast Bureau granted request for SCA on sub-carrier 67 kc. Action Feb. 26.

■ WLBK(FM) Dekalb, Ill.—Broadcast Bureau granted license covering changes; WLBK granted license covering use of former main trans. for auxiliary purposes only; ant. height 155 ft.; ERP 1.9 kw. Action March 6.

■ KEWI-FM Topeka, Kan.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 1. Action March 3.

■ WVCA-FM Gloucester, Mass.—Broadcast Bureau granted CP to change trans. and studio location to Rockport Rd., West of Blackburn Circle; make changes in ant. system; ERP to 1.30 kw and ant. height to 165 ft. Action Feb. 26.

■ *WMEH-FM Bangor, Me.—Broadcast Bureau granted mod. of CP to change studio and remote control location to Alumni Hall, Orono, Me.; granted mod. of CP to extend completion date to June 30. Action Feb. 26.

■ WBCM-FM Bay City, Mich.—Broadcast Bureau granted CP to make changes in transmission line; ERP 85 kw, ant. height 420 ft.; grant of application does not preclude WHTC-FM Holland, Mich., being granted authority to operate with ERP of 50 kw. Action Feb. 26.

■ WGER-FM Bay City, Mich.—Broadcast Bureau granted CP to change trans. location to 5710 Becker Road, Buena Vista, Saginaw, Mich.; change type trans. Action March 6.

■ WJR-FM Detroit — Broadcast Bureau granted CP to change type trans.; make changes in ant. system; ant. height 480 ft., ERP 50 kw, remote control permitted; grant of application does not preclude WBCM-FM Bay City and WHTC-FM Holland, both Michigan, being granted authority to operate with ERP's of 100 kw and 50 kw, respectively. Action Feb. 26.

■ WHTC-FM Holland, Mich.—Broadcast Bureau granted CP to install trans.; ERP 41 kw, ant. height 295 ft.; grant of application does not preclude WGER-FM Bay City, Mich., being granted authority to operate with ERP of 100 kw. Action Feb. 26.

■ *WGGL-FM Houghton, Mich.—Broadcast Bureau granted license covering changes. Action March 6.

■ WALM-FM Marshall, Mich.—Broadcast Bureau granted mod. of CP to change frequency to 104.9 mc, change ant.-trans. location to Rt. 4, Marshall; ant. height 300 ft.; remote control permitted. Action March 6.

■ WDSK-FM Cleveland, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to May 1. Action March 4.

■ KAWL-FM York, Neb.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to 1.2 miles south on Highway 81, York, Neb.; change type trans. and ant.; make changes in ant. system; ant. height 300 ft.; ERP 3 kw. Action March 5.

■ WOBM(FM) Toms River, N. J.—Broadcast Bureau granted request for SCA on

sub-carrier 67 kc. Action Feb. 26.

■ WRCM(FM) Jacksonville, N. C.—Broadcast Bureau granted mod. of CP to change ant.; ERP 3 kw; ant. height 220 ft. Action March 3.

■ WAAV(FM) Wilmington, N. C.—Broadcast Bureau granted mod. of CP to extend completion date to April 15. Action March 4.

■ KSLM-FM Salem, Ore.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 26. Action Feb. 26.

■ KSLM-FM Salem, Ore.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to Bald Hill, 6.4 miles northwest of Salem; operate by remote control from studio location West Hill Way, Salem; change type ant. and make changes in ant. system; ERP 100 kw; ant. height 850 ft. Action Feb. 26.

■ WEYA(FM) Bayamon, P. R.—Broadcast Bureau granted request for SCA on sub-carrier 67 kc. Action Feb. 26.

■ WKVM-FM San Juan, P. R.—Broadcast Bureau granted request for SCA on 67 kc. Action March 3.

■ WWON-FM Woonsocket, R. I.—Broadcast Bureau granted remote control. Action Feb. 11.

■ KSET-FM El Paso—Broadcast Bureau granted CP for new trans. and ant.; ERP 100 kw; ant. height 730 ft.; remote control permitted. Action Feb. 26.

■ WVEC-FM Hampton, Va.—Broadcast Bureau granted request for SCA on sub-carrier 67 kc. Action Feb. 26.

■ WCMS-FM Norfolk, Va.—Broadcast Bureau granted mod. of CP to change trans. location; make changes in transmission line; ERP 50 kw; ant. height 380 ft.; conditions. Action Feb. 26.

■ WKZN(FM) Kenosha, Wis.—Broadcast Bureau granted CP to change trans. location to Tobin Rd. & Hwy. 31, Kenosha, Wis.; change type ant. and trans.; make changes in ant. system; ERP 10 kw, hor.; 8.1 kw vert.; ant. height 500 ft.; remote control permitted; condition. Action Feb. 26.

Actions on motions

■ Chief Hearing Examiner Arthur A. Gladstone in Hartford and Berlin, both Connecticut (WHCN Inc. [WHCN(FM)] and Kenneth W. Sasso, W. Francis Pingree and Lawrence H. Buck), FM proceeding, designated Hearing Examiner Lenore G. Ehrig as presiding officer and scheduled prehearing conference for April 17 and hearing for May 18 (Docs. 18805-6). Action March 4.

■ Hearing Examiner Jay A. Kyle in Sacramento, Calif. (Town and Country Broadcasters Inc.), renewal of license of KJML (FM), scheduled evidentiary hearing for April 20 in Sacramento, at place to be specified; by separate action granted petition of KULA Broadcasting Corp. and ordered petitioner party to proceeding (Doc. 18773). Action Feb. 27.

Other action

■ WBNB-FM Charlotte Amelle, V. I.—Review board authorized six-month time extension for construction of WBNB-FM with grant of application of Island Teleradio Service Inc. Action March 4.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following VHF translators: K02EK Applegate Valley, Ore.; K10AJ Howard, Mont. Actions Feb. 20.

■ Broadcast Bureau granted renewal of licenses for following and their co-pending auxiliaries: K10A Des Moines, Iowa; KSFM (FM) Sacramento, Calif.; WAMR Venice, Fla.; WDKD Klingtree, S. C.; WFNC Fayetteville, N. C.; WRK West Palm Beach, Fla.; WKAQ-AM-FM-TV San Juan, P. R.; WKFE Yauco, P. R.; WLBE-AM-FM Leesburg-Eustis, Fla.; WLYN-FM Lynn, Mass.; WMBM Miami Beach; WNUW Fort Walton Beach, Fla.; WPRV Wauchula, Fla.; WRFK-FM Richmond, Va.; WRHI Rock Hill, S. C.; WTMP Tampa, Fla.; WVFM (FM) Lakeland, Fla.; WPBF (FM) West Palm Beach, Fla. Action March 6.

■ Broadcast Bureau granted renewal of licenses for following UHF and VHF translators: K11BH and K13BF both Diamond Valley, Harney county, K05DA Kaskela Ranch, K08FU and K13HM Myrtle Creek, K71BY Bend, K72AY, K75AU and K78AU all Maupin; all Oregon. Actions March 6.

■ KRON-FM-TV San Francisco — Hearing Examiner Chester F. Naumowicz granted

(Continued on page 81)

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James Rivers Stations has opening for experienced salesman. Potential unlimited for a dynamic up & comer. WMJM, Cordele, Georgia.

Local salesman for WSPD-Radio. Application and qualifications required in first letter. 125 South Superior, Toledo, Ohio 43602.

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Experienced DJ-announcer. Contemporary format. Play-by-play football, basketball necessary. Good pay, hospitalization, other benefits. Virginia City. Tape with disc show, news, play-by-play. Box C-266, BROADCASTING.

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100,000 market, midwest station looking for bright sign-on announcer/production combination. Prefer someone from the midwest. Send tape, photo, resume and salary requirements. Mr. Jim Miller, Program Director, KCRG, Cedar Rapids, Iowa.

KTHT, Houston is looking for jocks. Fast paced, bright, MOR operation needs communicators. All small market jocks considered. Owned by Southern Broadcasting Co. chain. An equal opportunity employer. Send tape and resume or contact Nat Stevens (713) 224-6226.

Announcer-operator. Kilowatt daytimer adding FM. Prefer family man who can do local sports and top 100. Bill Bigley, KVMA, Magnolia, Arkansas.

Announcer. 1-3 years experience. Combo. MOR. Mature voice. Midwest background. WBKV, West Bend, Wis.

Tropical radio, needs hard-working MOR jock w/ production flair. The living is easy but the job isn't. Tape, resume, and references to Bill Gray, WBNB, Box 5170, St. Thomas, Virgin Islands 00301.

Announcer/salesman, mostly sales, mature, no circus troopers. Contact Dick Williams, WGRI, P.O. Box 156, Griffin, Georgia. 278-8496. No collect calls.

Announcers continued

Good music announcer. Authoritative 3-10 p.m. shift. First ticket preferred, third endorsed considered. WJBM, Jerseyville, Illinois.

Announcer with first class (no maintenance) requirements, good voice and ability to do copy and production. No experience necessary but helpful. Replies to WLKR, Norwalk, Ohio with resume and salary requirements.

Modern approach. Need top airman with 1st. Entertaining, friendly, fast, smooth, contemporary, community-minded. Top money for quality and dedication. WMRI, Marion, Indiana. 219-664-7396. (No collect).

Immediate opening for versatile, experienced announcer for up-tempo MOR format. TV work also involved. Send picture, full resume, salary requirements and audition tape to WSVA, Harrisonburg, Virginia 22801.

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Immediate opening for first or second class engineer. No experience necessary. Must have technical experience to learn to maintain AM and help build FM, announcing optional. Contact Oscar Wein, WDLC, Port Jervis, New York.

Immediate opening for chief engineer. Limited air work, WSYB, Rutland, Vermont.

Chief engineer AM/FM Princeton-Trenton, N.J., midway N.Y.-Philadelphia. 5,000 watt full-time DA-2, 50,000 horizontal-vertical stereo, SCA. 4 man engineering staff, excellent growth opportunity, benefits, no air work. Call Dan Shields, 609-924-3600. Immediate opening. Salary open.

Experienced combination engineer, maintenance, and CGW announcer. Pay open-benefits. Call Dwain Pearson, 515-682-8711.

Chief engineer's position available immediately. \$kw, DA-N. Grow with young, aggressive company. Good starting salary and fringe benefits. Station 1½ years old. Contact G.M., (207) 582-3303. New Englander preferred.

NEWS

News Director leading Philadelphia suburban station. Must have mature voice and delivery combined with experience, intelligence, good news judgment, and desire to dig for local news. Send tape, all info first letter. Box C-9, BROADCASTING.

News director for news oriented New York State regional station adjacent to major market. Send tape, resume and photo to Box C-287, BROADCASTING.

Young aggressive news director. News comes first on this station. 3 mobile units. Medium midwest market. #1 station. Send tape . . . resume . . . picture . . . present salary. Box C-323, BROADCASTING.

Houston, Texas, top rated station, immediate opening. Send tape and complete resume. Experience necessary, but we might consider some beginners in training capacities. Contact Dick Oppenheimer, KYOK, 613 Preston, Houston, Texas 77002.

Experienced news and air-man needed. Night music is Broadway and show type. Send tape and resume to WALE, P.O. Box 208, Fall River, Mass. 02722.

Help Wanted

News continued

Experienced newsmen and air-man needed in Abilene, Kansas. Must have experience gathering local news stories. Send tape and resume to Gary Houser, KABI Radio, Box 237, Abilene, Kansas 67410.

News director wanted. Immediate opening WDUZ, Green Bay, for news director. Experienced, aggressive, creative, news-gathering ability. Man must dig, write, deliver principal newscasts. Contact station manager collect 414-435-5331.

An aggressive, experienced, enterprising news director is needed now. Must be able to assign work and direct people well plus handling his share of the night work. He will be called upon to write news specials, documentaries and also assist management in the preparation of editorials. Sounds challenging and is. Station management is dedicated to news. Top salary for this 60,000 population market. Many fringe benefits. Looking for a man who will dedicate himself to this community and looking for a place to raise his family in a wholesome upper Mid-west area. Please, professionals only. Send picture, tape, resume, or call Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

Wanted immediately an experienced newsmen for an afternoon shift on one of the top stations in the northeast. The man we hire at five figure salary will be equally professional in his air work, outside and writing ability. Rush air check, resume with references, writing samples and a recent photo to: Paul Lockwood, News Director, WPOP Radio, Hartford, Conn.

Situations Wanted Management

No place to grow: Management and performing experience in multi communications operation. Experienced in radio, TV and CATV. Full details on request. Box C-136, BROADCASTING.

Station manager: Dependable, imaginative, progressive worker. Interest in markets outside top 20. Knowledge, experience and key contacts include RAB, FCC, markets and audience research, reps, spot clients, agencies retailing, D.C. law firms, etc. Record stands close inspection. No R&R. Box C-141, BROADCASTING.

All around manager. Programing, first phone, strong in sales and accounting. Box C-247, BROADCASTING.

General-manager Midwest. Program executive for major group in top 10 market wants to manage station. Fully qualified administrator and leader. Excellent references and background. Can do it all. Any size market considered, as well as promising FM opportunities. Box C-272, BROADCASTING.

Beat WCCO? In Minneapolis-St. Paul, leadership, brains, second effort and aggressive radio is the only combination that will challenge WCCO and surpass the rest. Program director/operations manager seeking general management position. Extensive top 10 and other major market and group experience and command of all program formats. Strong administrative ability. I know why WCCO dominates the Twin Cities, and what's wrong with the other stations. Let's get your station together. Tell me who you are . . . and I'll tell you what I can do for you. Confidential. Box C-273, BROADCASTING.

Fantastic sales record in top 15. Enthusiastic and creative pro seeking management or sales management opportunity. Outstanding administrative and accounting background Under 35, degree, family. Desire real challenge. Box C-280, BROADCASTING.

Top calibre sales mgr. wants larger market. Excellent track record. Goals include station management with growth company. Experience all phases. References. Box C-313, BROADCASTING.

Sales

Broadcast executive (30), eleven years experience with college degree wants sales/management position with opportunity for advancement. Presently employed by outstanding radio station, but limited potential. Box B-330, BROADCASTING.

Creative all around broadcaster. 12 years experience (32). Solid background sales, programing, FCC procedure. First phone. Seek relationship with owner leading to management and/or part ownership. Prefer small western market to grow with. Presently based in Denver. Box C-279, BROADCASTING.

Announcers

Telephone Talk program host. Top quality. Presently major CBS affiliate. Box A-210, BROADCASTING.

DJ, first phone, seeking position with rocker or upbeat MOR. Box C-57, BROADCASTING.

Announcers continued

Strong, experienced rock or MOR personality, with 3rd phone and endorsement. Recent college grad, 22 years old & draft exempt. Available in June. Reply Box C-101, BROADCASTING.

Talk show host: Heavy experience in all talk formats, radio and television. Seek larger market on east coast. Tape, resume, photo supplied. Box C-135, BROADCASTING.

Announcer, first phone, some top 40 experience; Northeast preferred. Box C-248, BROADCASTING.

Jack Armstrong/Wild Child type screamer. Two years in top ten market. BBA in Marketing. Production-oriented. No draft problem. Prefer AFTRA. No sales or first phone. C-249, BROADCASTING.

Top Radio-TV talk personality. We're hard to find! Literate talkmasters. Pro Versatile, humorous, hilarious or controversial. Always listenable, entertaining, hard worker, much preparation. Top ratings, MOR, R&R, and Talk Hollywood-New York City-Pittsburgh-now Tampa (3 yrs.) with amicable arrangement to move larger cosmo. mkt. and challenge. Tapes-brochure, etc. call: (813) 988-4983 morn or eve, or write Box C-251, BROADCASTING.

Top DJ with 4 1/2 years experience, sports included. Man with future who can do! Young, vet., 3rd. Box C-252, BROADCASTING.

Available. . . experienced disc jockey, copywriter, and production man is searching. Third, some college and good voice. Consider all offers. Box C-253, BROADCASTING.

Top 40 personality or R&B . . . three years success/experience. Box C-255, BROADCASTING.

Experienced baseball play-by-play announcer, public relations director desires 1970 connection. Tape, photo available. Box C-260, BROADCASTING.

Wide-awake, mature, tight board, 3rd endorsed. Wants lively contemporary or rock. Box C-262, BROADCASTING.

Negro professionally trained, soul preferred but will consider any format. Will consider some sales, 3rd. Anywhere. Box C-265, BROADCASTING.

Professionally trained female announcer. Specialty; continuity writing. Good worker. Will re-locate. Three year musical background. Box C-267, BROADCASTING.

Experienced, reliable announcer/technician, first phone, married, no children, seeks permanent position. Prefer Southern California. Box C-268, BROADCASTING.

Northeast, southeast, midwest MOR/Top 40, 5 years experience, \$135, min. May be best investment you've ever made . . . 212-896-5159. Box C-278, BROADCASTING.

Ex-con, first phone, college, management, some TV technician, scriptwriting experience. Desire MOR DJ, TV news, eager. Box C-281, BROADCASTING.

Announcer, 5 years experience, all phases of radio, strong voice, top production, Southern New England preferred. Box C-282, BROADCASTING.

Announcer, first phone, some top 40 experience; Northeast preferred. Box C-284, BROADCASTING.

Disc Jockey, Newscaster, 3rd endorsed, single, willing to relocate, and age 22. Write to Box C-285, BROADCASTING.

Interested in country, rock or contemporary in a small market. Have third phone and three years experience. Interested in Maryland, Virginia, Delaware, New Jersey and Pennsylvania markets. Box C-290, BROADCASTING.

FM rock and jazz. 25. college, 3rd phone, personable, articulate. Box C-293, BROADCASTING.

Announcer with sharp newwriting abilities. Columbia Univ. journalism grad 1963. recent broadcast school grad. Good voice. Third phone. Box C-295, BROADCASTING.

Beginner/3rd endorsed, B.A., young married, some experience at college station. Want jock show at small north of southeast station. Special interest and knowledge of early jazz and Blues. But will be happy with any type format. Box C-301, BROADCASTING.

Let me entertain for you! Creative professional looking for major market challenge. Box C-303, BROADCASTING.

Versatile/experienced/normal/intelligent/good sound. Seek betterment at rock or contemporary MOR. Box C-324, BROADCASTING.

Announcers continued

D.J., announcer, three years experience, third phone, college. Box C-325, BROADCASTING.

Mid-west, Southwest. Sixteen years—solid references. Strong on news and production. Veteran with college. Finest background. Salary open. Box C-326, BROADCASTING.

1st phone dj, electronic engineer, salesman. I've been around this whole country but I've never heard a station better than WNEW-FM. Would love to make your station compare with theirs. Chris Kidd, 55 Arrowhead Way, Darien, Conn. 06820.

First class ticket majoring in radio-television at Boston University seeks non-technical summer employment. Ned Kandel, 1305 Commonwealth Avenue, #4, Brighton, Mass. 02134.

1st phone broadcasting school graduate, three years college, dependable, good voice. Up-tempo MOR, rock. Peter Hansen, 333 J St. Apt. B, Chula Vista, Calif. 714-422-5731.

First phone, 8 years experience with smooth professional delivery. Versatile. Available now. Bill J. Melton, 1127 Washington Apt. #1, Lincoln, Nebraska. 402-432-2080 after 7 p.m.

West coast, Rockies or southwest. Announcer/newsman, 15 years experience, third, available now. Let's talk. 406-252-3956.

Young experienced announcer—first—sales—programing—Thomas F. Price, 78 Cheryl Lane, Pittsburgh, Pa. 15236.

Ohio bound, first ticket announcer seeking permanent employment in middle Ohio market. Excellent references. Versatile. Married. Must have \$150.00. Contact jim, 812-663-3000, mornings.

All phases and formats. Bob Melton, 12886 Fremont, Yucaipa, California. 714-797-7666.

Dick LaDonna top 40 jock. Five years ratings. Available northern market. 205-845-4158.

3rd endorsed beginner, married, will work free for experience in any station in the Baltimore area. Robert Brown, 1630 Burnwood Rd., Baltimore, Md. 21212, 435-7450.

First phone, draft exempt, 1 year college, 1 year experience as announcer, deejay, news. Desires N.E.-Boston area, MOR, prefer top 40. Bruce Adler, 24 St. Francis St., Medford, Me. 02155: 617-396-0731.

Innovative young DJ/PD holds B.A. Telecommunications. 3rd endorsed, 24, draft exempt. 2 yrs. music, news copywriting, production, plus some TV. Currently with FM progressive-rock station in metro So/Cal market. Will relocate-what have you? Edd Whetmore, Box 5513, Buena Park, Calif. 90620.

Young announcer wants first job. Professionally trained. Third endorsed. Mike Johnston, 330 Elm Ave., Woodlynne, N.J.

Experienced. Chicago, have first class ticket, seek disc jockey work, western states, any hours, instant reply, phone (813) NA5-2724, James Leonard, 187 N.W. Glenridge, Port Charlotte, Florida 33950.

Available now for stations in the southeast, men and women with thorough and professional training in the fundamentals of radio. For auditions and resumes, write to Announcers, Box 1056, Lumberton, N.C. 28358.

Technical

Chief engineer with years of high power AM, directional, FM and manufacturing, desires to head-up the technical department of station or group. Box C-90, BROADCASTING.

Stereo-FM/SCA engineering specialist available in July for permanent position on California coast. Nine years experience in all phases of installation, operation and maintenance of high-quality broadcast equipment, especially solid state. Low-key, professional voice for progressive rock or classical music board work and production. Looking for an innovator with an active staff. Family, young. Box C-257, BROADCASTING.

1st phone engineer/maintenance. 1st class announcer, eight years metro experience, top 40, MOR, 27. USAF vet, deep voice, production expert. Wants home now. 1-318-949-3885.

SoCal MOR FM. Need both technical and announcing personnel but can only afford one? This experienced 1st phone technician/announcer needs work. Am permanent—want to stay in FM. Veteran Navy ET. Can install, repair, modify, maintain, operate and announce too! Good voice and know music. Patrick Conolly, 5906 1/2 California Ave., Long Beach, California 90805. 213-423-0830.

Technical continued

1st phone—electronic engineer, dj, salesman wants to work in area where I can continue my education in electronics. Chris Kidd, 55 Arrowhead Way, Darien, Conn. 06820.

NEWS

Graduate prestige college, two years commercial experience, including 50,000 AM top 60 market, seeks challenging position in news as part of progressive, professional operation, top 100 market. Box C-116, BROADCASTING.

Young man experienced in DJ work wants to get into news, preferably in or near a state capital. News experience limited, but willingness to learn isn't. College grad, vet, married. Box C-121, BROADCASTING.

Experienced newsmen for large market radio. Box C-145, BROADCASTING.

News director 50kw station, 12 years TV-Radio. Seeks challenging position as number one or two man. Box C-288, BROADCASTING.

Newsman, broadcast school graduate, third endorsed, draft fulfilled, authoritative, versatile, married, will relocate. Box C-291, BROADCASTING.

Journalist, national prize-winning writer seeks combo newswriting-announcing job. Top rewrite man. Recent broadcast grad. Good voice. Third phone. Box C-296, BROADCASTING.

Experienced Newsmen . . . TV; news director, photographer and film editor . . . Radio; director . . . broadcast school; author and instructor . . . available mid-April. Mike McKay, Box 794, Beloit, Wisconsin 53511. 608-365-9047.

Programing, Production, Others

Ready to move up to PD small or medium "Good Music" station. 17 years business, 2 1/2 programing experience. Stable family man. Box C-86, BROADCASTING.

Promotion/public relations . . . 4 years experience major market radio, host two public affairs programs, 1 year experience as director of publicity for agency, master of education degree, author of trade articles, absolute top references, salary open, will relocate. Box C-275, BROADCASTING.

Wants New England—10 years experience—PD—creative writing—promotion—good voice—talk show—endorsed 3rd class. Box C-321, BROADCASTING.

Professional meteorologist, 23 years experience, seeks entry into broadcast field. Personable professional and practical. Let me give you the professional approach to weather. Lou McNicoll, (916) 487-6968 or write 4488 Mary Lynn A93B, Carmichael, Calif. 95608.

Television

Help Wanted

Sales

Rep salesman for Chicago office of major television representative. Minimum 2 years station or Rep experience necessary. \$25,000.00. Rush resume to Box C-42, BROADCASTING.

Announcers

Experienced female general assignment TV reporter for 8th market, group owned UHF. Must know film and ability to put filmed story together. Send full resume, VTR, or filmed stories done in field, salary desired. Equal opportunity employer. Box C-292, BROADCASTING.

KOMU-5 Columbia, Missouri needs morning booth announcer. Will consider radio man wanting to make the big jump into TV. Prefer midwest applicants as personal interview necessary. Send audio or video tape and full details in writing to Program Director.

Technical

Engineering supervisor positions now open at established Southwest area network VHF station. Must be strong on maintenance of studio and transmitter equipment. Excellent company benefits. Must have first class FCC license. Send complete resume, references, salary requirements, and recent photo in first letter. Box C-302, BROADCASTING.

Wanted engineers with FCC first class license. Only experienced need apply. Fully colorized station operation. Ampex, GE and Norelco color equipment. Excellent pay and benefits. Please send resume to C. Iannucci, C.E., WNHC, 135 College Street, New Haven, Connecticut 06510.

Television

Help Wanted

Technical continued

Be first to install, operate new-generation solid-state VHF transmitter. New ETV needs first-class transmitter/VTR operations personnel June 1. Contact WSWP-TV, 2239 South Kanawha St., Beckley, W. Virginia 25801.

Permanent position for maintenance technician for full color Chicago ETV station. Contact chief engineer. WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625. Tel: 312-583-5000.

Summer relief positions for technicians available now for full color Chicago ETV station. Contact Chief Engineer, WTTW, 5400 N. St. Louis Ave., Chicago, Illinois 60625. Tel: 312-583-5000.

Tired of the rat-race? Interested in University life? The University of Michigan seeks high band VTR and NTSC camera experienced technical director to design, install, and supervise the technical operations of a new first class color system in the Dental School. Salary regionally competitive with full fringe benefits and opportunities to further education. Resumes to: Stuart White, Executive Producer in Television Communications, University of Michigan School of Dentistry, Ann Arbor, Michigan 48104. An equal opportunity employer.

Excellent opportunity for responsible TV engineer. Experience in educational or commercial studio practices preferable. Work with orth and vidicon cameras; high band—low band, helical, VTR's; color equipment and remote van. Salary based on experience, liberal fringes. Contact University of Michigan Personnel, 1020 L.S. & A. Building, Ann Arbor, Michigan. Phone 764-7280. An equal opportunity employer.

First phone, maintenance engineer for expanding CC-ITV system located 1 1/2 hours from New York City in Catskill recreation area. Must be familiar with broadcast quality video, audio, I.O. cameras and Ampex VR 1200. Helical scan tape experience helpful. Some operations duties. New facility and equipment. Contact Kenneth Knecht, State University College, New Paltz, New York, 12561. An equal opportunity employer.

NEWS

Experienced documentary writer/researcher for WCKT, Miami. Must have journalism degree or comparable background. Contact Gene Strul, PLaza 1-6692. An equal opportunity employer

Leading Radio-TV operation has opening for newsman equally adept gathering, writing and performing news. Journalism grad preferred. Some television if qualified. WSAV Radio and Television, Savannah, Georgia.

Programing, Production, Others

Chief Writer—Communications subsidiary has realized the need for a highly qualified Chief Writer. Primary duties will be directing the activities of free lance writers. Will require the keen ability to select and hire good people for writing T.V. commercials, movie scripts, ads, and still photography. Must have ability to recognize smart and exciting ways of doing things. Midwest based. Box C-309, BROADCASTING.

CATV Director of Operations. Growing MSO headquartered in Northeast needs a dynamic, experienced executive with strong administrative background to assume operational responsibility for several systems and development of new properties. This is a new position with salary open and dependent upon qualifications. Send resume and salary requirements to Box C-311, BROADCASTING.

Director/producer—minimum 3 years experience, college graduate, send resume and salary requirements to J. Jaworski, Production Manager, WNHC-TV, 135 College St., New Haven, Conn.

Situations Wanted Management

General Manager—small to medium market. Success oriented. Strong background in small to major independent and net VHF's. Box C-319, BROADCASTING.

Sales

Need some young blood on your sales staff? Ambitious small market sales manager seeks move into television in sales or promotion. College grad, four years broadcast experience, six months plus as sales manager. Box C-138, BROADCASTING.

Salesman . . . seek full time sales position. Understands production problems. Ten years television announcing. Fifteen years radio announcing and sales. College. Box C-261, BROADCASTING.

Situations Wanted

Announcers

Presently located major CBS-TV affiliate. Host, outstanding feature interview programs, anchorman; radio talk-telephone. Highest quality. Box A-209, BROADCASTING.

Children's show host . . . assistant host . . . production . . . young, experienced. Box C-256, BROADCASTING.

Ex-Armed Forces TV announcer. Negro, with first phone, wants position in television or radio (MOR). Family man. Area; Central to Northern Calif. Box C-276, BROADCASTING.

Technical

Engineering manager, 21 years all phases of engineering. Heavy construction experience, and operations. Well known in industry, excellent references, proven record. Available for interview at N.A.B. or wherever. Presently with good operation, seeking advancement in large market of group. Box C-73, BROADCASTING.

First phone experienced studio operator. Video tape, film, slide, switching, directing, camera. Full character references furnished. Refined. Welcome opportunity to learn maintenance. Metropolitan markets! Box C-131, BROADCASTING.

Looking for a real chief to head your technical department? Former director of engineering and operations seeks change. Presently design engineer with major equipment supplier (current salary) 15M. Box C-250, BROADCASTING.

News

Newsman, 27, with radio, TV, newspaper experience, seeks move from small market to professional operation where pride in product is foremost. Reporter or anchorman, TV or TV-Radio. Top references. Box C-55, BROADCASTING.

Newscaster, BA, young. Presently at NBC affiliate. Producer, SOF-stand-up, photog., silent-sound editor, heavy sports. Do you need any of these talents? Far West, Southwest. Box C-64, BROADCASTING.

Newscaster, reporter, interviewer, BA, female, single, presently at NBC affiliate, SOF's man-on-streets-stand-ups, film experience, wish Chicago area. Box C-74, BROADCASTING.

News reporter, writer, producer. 10 years radio and TV background. Presently employed. Prefer Midwest or Southeast. Box C-80, BROADCASTING.

Senate investigator with five years TV news background seeks challenge of heading news operation with forward looking management in medium or large metro market. Details on request. Box C-102, BROADCASTING.

39 year old staff announcer, news/talk/writing experience, seeks bigger challenge. Presently in top market, but little opportunity for airwork or growth. Have 11 years radio, 4 years TV. Box C-277, BROADCASTING.

News director 50kw station, 12 years TV-Radio. Seeks challenging position a number one or two man. Box C-289, BROADCASTING.

Major market news producer desires stable position as news director medium market. North Central Midwest preferred, not mandatory. Box C-294, BROADCASTING.

Need a TV news director or assistant? 13th market reporter, 10 years in broadcasting can meet the challenge! Box C-297, BROADCASTING.

Network newsman seeks news director, documentary producer-reporter, or investigative reporter job. Twenty years experience all media. Now on West Coast. Also have worked D.C., Southwest to Southeast. Covered everything from Capitol Hill to Space shots to UC riots. Top references. Box C-317, BROADCASTING.

Executive news producer in top east coast TV market seeks challenging position with committed, creative, aggressive news operation. Wide range of news experience. Have much to offer, but require same in return. Box C-318, BROADCASTING.

Please see McKay ad in radio situations wanted news classification of this issue.

Programing, Production, Others

Technical director/production director, ETV or commercial. B.S. TV production, first phone, one year commercial maintenance experience. Under 30, married, veteran. Available June 1st. Resume and references upon request. Box C-96, BROADCASTING.

Programing, Production, Others

continued

Operations/Program director. Need shirt-sleeve management that can back up decisions with first-hand television experience? Then contact me! Presently employed with UHF station in top 10 market; proven background in production, organization and administration. Ready for a move up or a group on the move. Box C-142, BROADCASTING.

1969 Dartmouth graduate wants employment with small station anywhere to learn TV from scratch. College newspaper editor, competent photographer. Draft deferred. Box C-263, BROADCASTING.

Desire bright lead into TV—10 years broadcast experience—talented in speech, drama, direction, programing, writing, interviews—New England Area. Box C-322, 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.

Complete FM equipment for new station; transmitter, monitors, antenna etc. Contact O. B. Borgen, KFLL Radio, Preston, Minnesota 55965—Phone 765-3856.

Need portable microwave links in good operating condition. Prefer Raytheon or RCA. Call C. Alton (312) 664-5077.

Would like to purchase a mobile unit to be used for remote radio broadcasts. Prefer van or truck completely equipped. Send full details. Box C-264, BROADCASTING.

Want used RCA low-band 25 kw aural power amplifier. Is yours idle, now that FCC prohibits 50% aural power? Box C-271, BROADCASTING.

Need 500 to 800 foot guyed tower adequate to support five-ton television antenna. Box C-270, BROADCASTING.

One AM RCA-BTA-1M transmitter in working order. Contact WIXN, Rockville, Maryland. Phone 301-424-9292.

FOR SALE—Equipment

Coaxial-cable—Heliac, Styroflex, Spirolene, etc. and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Co., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

For Sale: 2 RCA TK-41C Studio Color cameras. These cameras (ser. #1078 & 1080) are in excellent condition having been manufactured in 1966 and are extensively up-dated with solid state power supplies, preamplifiers, and color bar generator. Accessories included are 50, 90, 135 mm lenses plus TV-88 single lens turret, 500 feet cable, 2 sets image orthicons and spare parts. Director of Engineering—H. Berger, P.O. Box 9, Toronto 375, Canada. 416-362-2811.

RCA BC6 audio console, TV37 camera cable, 4-500 ft. reels with connectors, can be used with dual cable PC 70's. 3-Marconi MK IV 4 1/2 camera. The above equipment is used but in good condition. Priced for quick sale. Box C-11, BROADCASTING.

Gates FM-1B, 1000 watt FM with stereo. \$2500 call Paul Gregg, Bauer Division Granger Associates (415) 321-4175.

RCA BTA-10F-DA-2-phaser, 5000 feet 1 1/2" coax. monitors. Must move off site by March 12. call Paul Gregg, Bauer Division Granger Associates (415) 321-4175.

One Gates 425 25 kw FM-AM tower isolation transformer, factory will convert to your frequency. 290 ft. of H-8-50A cable. Save one half on each one of these items. Frank C. Carman, KLUW, Salt Lake City.

AMPEX AC-100 cue-matic magnetic disc record/playbacks \$300, AC-105 playback \$250. Brand new in cartons, limited quantity. Broadcast Products Co., Inc., 12330 Wilkins Ave., Rockville, Md. 20852. (301) 933-3400.

12 kw UHF television transmitter. General Electric, type TT-25-A. Just removed from service. Al Ruch, Chief Engineer, KBAK-TV, Bakersfield, Calif. 805-327-7955.

C.A.T.V. Origination package—sell/lease Ampex 660B Video tape recorder, some tapes. Marconi Ampex vidicon camera, zoom lens, sync generator, cables, tripod, etc., 219-874-5245.

FOR SALE

Equipment continued

Like new, ea. R. F. Bridge, C.R. 916A \$450.00 and G.R. 916 AL \$600.00. Box C-274, BROADCASTING.

For sale one Gates SA-39 audio limiting amplifier. Latest modifications, instruction book. Certified check for \$95.00 gets it. Frank B. Wood, 1608 8th St., Rosenberg, Texas 77471.

Gates Yard console, 7 years old, \$700. Gates RDC-10 remote control system \$320. Gates BC-1T 1-97kc plug-in crystal. \$25. Tuning house, \$25. KOZE, Box 936, Lewistown, Idaho.

Raytheon parts for transmitters, phasers and all audio equipment. Consists of Daven attenuators, transformers, chokes, coils, meters, resistors, switches, mica and oil capacitors, tuning motors, crystals, sockets, tubes, relays, hardware, wire and instruction manuals. For any part or information, write C. A. Service, 14 Lewis St., Springfield, Vt. 05156, Att: Raytheon Service-Parts.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Games, gimmicks, intros, breaks, one liners, brain storming, all in one package! Monthly. \$2 sample. News-features Associates, 1312 Beverly, St. Louis, Mo.

Get your "ticket!" Memorize, study—Commands "1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

Voice Drop-ins. Comedy "Wild Tracks" from movies, programs. Tape of 100 only \$7.50. Running in major markets. Command, Box 26348, San Francisco 94126.

D.J. one liners! Write for "free" samples. Command, Box 26348, San Francisco 94126.

Aircheck tapes . . . California's top stations. "Free" brochures, Command, Box 26348, San Francisco 94126.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programing. No barter, or trade . . . better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, 312-944-3700.

Deejay lines by top comedy writers. 3 recent samples—\$5.00. Yearly—\$25. Humo Originals, Box 868, East Meadow, N.Y. 11554.

Voice Drop-ins, "Cornpone Comedy" (Hee-Haw!) They're corny, but good. Tape of 100 only \$15.00 outright buy. Hayden Huddlestone Productions, 305 Shenandoah Building, Roanoke, Virginia 24011.

Recorded character voices, set #1. 150 different recorded lines on 7" tape . . . plus printed script and DJ come-back for each. \$10.00. Sent immediately from: The Chicago Broadcast Circle, 111 E. Ontario, Chicago, Ill. 60611.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

The nationally known six-week Elkins Training for an FCC first class license. Conveniently located on the Loop in Chicago. Fully GI approved. Elkins Institute in Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

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Our 18 top-notch instructors don't teach students en masse—we do it individually, one at a time. Word by word, phrase by phrase, newscast by newscast, program by program until everything is professionally perfect.

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has excellent opportunity for an editorial-minded broadcaster with conservative political beliefs, who would like to speak out for the "silent majority". Must be mature, have college and a news background. The right person could become a powerful voice and enjoy a fine association. Salary open. Send all information and tape. Strictly confidential.

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Programing, Production, Others

METEOROLOGIST

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If you have a UHF station and want an experienced team, we are available for a piece of the action.

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Box C-146, Broadcasting.

Programing, Production, Others

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CATV

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Box C-300, Broadcasting.

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CATV

Growing communications group wishes to
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(Continued from page 74)

requests by Floyd L. Sparks and J. Hart Clinton, witnesses in Chronicle Broadcasting Co. proceeding, to quash portions of subpoenas which directed them to produce certain financial records (Doc. 18500). Action Feb. 17.

■ Broadcast Bureau rescinded action of Jan. '9 which granted renewal of license to WINQ(AM) Tampa, Fla. Action Feb. 26.

■ WKOV(AM) Wellston, WCHO-AM-FM Washington Court House and WCHI(AM) Chillicothe, all Ohio—FCC denied application of Family Broadcasting Inc. for renewal of license of WKOV and applications of Court House Broadcasting Co. for renewal of licenses of WCHO and WCHI were granted for license period ending Oct. 1. Family is wholly owned subsidiary of Court House (Docs. 17977-9). Action March 4.

■ Broadcast Bureau rescinded action of Feb. 19 which granted renewal of license to WISA-AM-FM Isabella, P. R. Action Feb. 27.

■ Chief, Office of Opinions and Review in San Antonio, Tex. (Walmac Co.), renewal of licenses of KMAC(AM) and KISS-FM, granted request by applicant and extended through March 2 time to file exceptions to initial decision released Dec. 10, 1969 (Docs. 18223-4). Action March 2.

Other actions, all services

■ FCC Informed American Conservative Union, Washington, that National Education Television Network did not violate fairness doctrine in broadcast of *Hunger: A National Disgrace*. Action Feb. 27.

■ Hearing Examiner James F. Tierney in matter of ABC renewal of authority to deliver network radio and television programs to stations in Canada and Mexico, on motion by Western Telecasters Inc., rescheduled hearing for March 10 (Doc. 18606). Action Feb. 27.

■ FCC denied petition of ABC for reconsideration of memorandum opinion and order designating for hearing ABC's application for renewal of authority to deliver radio and TV programs to XETV(TV) Tijuana, Mexico (Doc. 18606). Action March 4.

■ WMAL-AM-TV Washington—FCC stated Evening Star Broadcasting Co., licensee, has apparently fulfilled responsibility under fairness doctrine to present contrasting views on Vietnam Moratorium. Action March 4.

■ FCC, in response to complaint that CBS refused to give equal time to reply to program on Communist China, informed Lee Edwards, Secretary of Committee of One Million, that it did not appear that CBS has failed on an overall basis to afford reasonable opportunities for presentation of conflicting views regarding issues discussed in program. Action March 4.

■ FCC ordered inquiry into operations of Star Broadcasting Inc.'s KISN Vancouver, Wash.; Central States Broadcasting Inc.'s KOIL-AM-FM Omaha, Neb.; Star Stations of Indiana Inc.'s WIFE-AM-FM Indianapolis, all part of Star Stations Inc. (Doc. 18807). Inquiry is to determine whether licensees, their principals or employees or those of the parent company have violated various sections of Communications Act and various rules and policies; whether misrepresentations were made to commission by licensees and others involved in earlier inquiries into operations of stations; and whether licensees or their principals have otherwise so conducted themselves as to raise questions as to their qualifications to remain licensees. Action Feb. 26.

■ FCC Informed Sarkes Tarzian Inc., licensee of WTTV(TV) WTTS(AM) and WTTV-FM Bloomington, Ind., that package-rate advertising plan involving wholly-owned subsidiary, Lu-Mar Newspapers Inc., and stations is contrary to FCC policies. Action Feb. 18.

Translator actions

■ Broadcast Bureau granted CP's to extend completion dates for following VHF translators: K10GD Park Rapids, Minn., to Sept. 6; K12HG, K06GA, K02FL, all Searchlight, Nev., to Sept. 6; K02FN Mesquite, Nev., to Sept. 6; K02FM Goodsprings, Nev., to Sept. 6; K02FK, Indian Springs, Nev., to Sept. 6. Actions March 6.

■ K03AM Canon City, Colo.—Broadcast Bureau granted CP to change frequency from ch. 3 to ch. 4; change trans. location to grounds of Colorado State Penitentiary Pre-

Parole Center about 5 miles east southeast of center of Canon City, Colo.; make changes in ant. system; change call letters of VHF translator to K04FZ. Action March 5.

■ K08BS Canon City, Colo.—Broadcast Bureau granted CP to change name to Capitol of Colorado Corp., change frequency of VHF translator from ch. 8 to ch. 2, change trans. location to grounds of Colorado State Penitentiary Pre-Parole Center about 5 miles east southeast of center of Canon City, Colo., change type trans.; make changes in ant. system; change call letters to K02GD. Action March 5.

■ Gunnison County Chamber of Commerce TV Division, Sargents, Colo.—Broadcast Bureau granted CP for new UHF translator to serve Sargents on ch. 81 by rebroadcasting KGGM-TV Albuquerque, N. M. Action Feb. 26.

■ Southern Minnesota Broadcasting Co., Blue Earth, Minn.—Broadcast Bureau granted CP for new UHF translator to serve Blue Earth on ch. 70 by rebroadcasting KROC-TV Rochester, Minn. Action Feb. 26.

■ Southern Minnesota Broadcasting Co., Winona, Minn.—Broadcast Bureau granted CP for new UHF translator to serve Winona on ch. 74 by rebroadcasting KMMT Austin, Minn. Action Feb. 26.

■ City of Burwell, Neb.—Broadcast Bureau granted CP's for new VHF translators on ch. 2 by rebroadcasting KGIN-TV Grand Island, Neb. and ch. 9 by rebroadcasting KHAS-TV Hastings, Neb. Action Feb. 26.

■ Burlington, N. J. (General CATV Inc.), CATV proceeding, granted motion by U.S. Communications Corp. and substituted U. S. Communications of Philadelphia Inc. (Doc. 18756). Action March 2.

■ W04BA Robbinsville, N. C.—Broadcast Bureau granted license covering new VHF translator. Action Feb. 20.

■ K80CO Gold Beach, Ore.—Broadcast Bureau granted CP to change type trans. of UHF translator. Action March 6.

■ American Colonial Broadcasting Corp., Aguadilla, P. R.—Broadcast Bureau granted CP for new VHF translator to serve Aguadilla on ch. 10 by rebroadcasting WSUR-TV Ponce, P. R. Action March 3.

■ K04FR and K05DV Escalante, Utah — Broadcast Bureau granted CP's to replace expired permits for new VHF translator. Action Feb. 26.

■ K27AB Wenatchee, Wash.—Broadcast Bureau granted mod. of CP to extend completion date of UHF translator to Aug. 27. Action Feb. 27.

■ Evanston Non-Profit T.V. Inc., Evanston, Wyo.—Broadcast Bureau granted CP for new UHF translator to serve Evanston on ch. 82 by rebroadcasting KUED(TV) Salt Lake City. Action Feb. 26.

CATV

Application

■ Jackson County Cable Service Inc.—Requests distant signals of WLWT(TV) and WXIX(TV) both Cincinnati to Coalition, Hamden, Jackson, McArthur, and Wellston, all Ohio (Charleston-Huntington, W. Va. ARB 48). Ann. March 5.

Final actions

■ Venice, Fla.—FCC granted unopposed request by Venice Central Antenna Network Inc., CATV system, for waiver of hearing requirement to permit carriage of distant signal of WBBH-TV Fort Myers. Action March 4.

■ Frankfort, Ky.—FCC denied requests by Community Service Inc. and Consolidated Television Cable Co., CATV operators, for waiver of program exclusivity requirements. CATV systems are not required to provide program exclusivity until WLEX-TV and WKYT-TV both Lexington, Ky., have provided translator facilities in Frankfort area. Stations are required to file applications for 100-w trans. facilities to serve Frankfort and operator, to carry WLWC(TV) Columbus, Ohio. Action March 4.

■ Jackson and Wellston, both Ohio—FCC waived hearing requirement of CATV rules for carriage of distant signals to allow Jackson County Cable Service Inc., CATV operator, to carry WLWC(TV) Columbus, Ohio. Action March 4.

Ownership changes

Applications

■ **KRAA(FM)** Little Rock, Ark.—Seeks assignment of license from J. C. Stallings to Little Rock Broadcasting Inc. for purpose of corporate reorganization. No consideration involved. Principal: J. C. Stallings, sole owner. Mr. Stallings owns KEE(AM) and has majority interest in KEFM(FM) both Nacogdoches, Tex. Ann. Feb. 25.

■ **KPOF(AM)** and **KPIF(FM)** both Roseville, Calif.—Seek sale of stock from Donnelly C. Reeves (85% before, 81% after) to Henry Gonzales (4% before, 8% after) for \$3,400. Principals: Mr. Reeves owns KAH(AM) and KAFI(FM) both Auburn, Calif. Ann. March 4.

■ **WKKO(AM)** Cocoa, Fla.—Seeks transfer of control of WKKO Radio Inc. from Jesse Freed and Anna, Marvin and Marilyn Rothschild (as a group, 100% before, none after) to Cocoa One Inc. (none before, 100% after). Consideration: \$255,000. Principals of Cocoa One: Stephen A. Marks (45%), Theodore A. Elland, president-treasurer, and Lillian J. Elland, vice president-secretary (each 27½%). Mr. Marks owns less than 5% of Delaware Television Service, CATV systems, Dover, Del. Mr. Elland is general manager of WAKR-TV Akron, Ohio. Ann. March 2.

■ **KWDM(FM)** Des Moines, Iowa.—Seeks assignment of license from SEQ Inc. (100% before, none after) to Jack Zohn, receiver, due to insolvency (none before, 100% after). No consideration involved. Ann. Feb. 25.

■ **WAXU(AM)** Georgetown, Ky.—Seeks assignment of license from Robert E. Johnson to Central Kentucky Broadcasters Corp. for purpose of corporate reorganization. No consideration involved. Principal: Robert E. Johnson, sole owner. Ann. Feb. 27.

■ **KDLA-AM-FM** DeRidder, La.—Seek assignment of license from Sabine Broadcasting Co. to Century Broadcasting Co. Principals: Cyril W. Reddoch (51% before, none after) and C. Winsett Reddoch (24% before, none after) to Ralph L. Hooks (25% before, 100% after). Consideration: exchange of holdings in partnership dissolution and assumption by R. L. Hooks of \$2,000 bank note and \$57,468 note. See KREH(AM) and WSTV(AM) and KWWM(FM) below. Ann. March 4.

■ **KREH(AM)** Oakdale, La., and **KSTV(AM)** and **KWWM(FM)** Stephenville, Tex.—Seek assignment of licenses from Ralph L. Hooks (33½% each before, none after) to Cyril W. Reddoch (50.67% and 66.67%, respectively, before, 50.67% each after) and C. Winsett Reddoch (16% and none, respectively, before, 49.33% each after). Consideration: see KDLA above. Ann. March 4.

■ **WATS(AM)** Sayre, Pa.—Seeks assignment of license from WATS Inc. to WATS Broadcasting Inc. for \$174,000 plus \$50,000 covenant not to compete to Harlan G. Murelle. Sellers: Harlan G. Murelle, president, et al. Mr. Murelle owns 20% of WOND-AM-TV Pleasantville and Atlantic City, respectively, both New Jersey. Buyers: Robert E. and Virginia C. Kloss, president-treasurer and vice president-secretary, respectively (jointly 100%). Mr. Kloss is general manager of WNBK-AM-FM Binghamton, N. Y. Ann. Feb. 27.

■ **WMNT-AM-FM** Manati, P. R. — Seeks transfer of control of Arebico Broadcasting Corp. Inc. from Efrain Archilla-Roig and Carmen E. Diaz de Archilla (jointly 60% before, none after) to Jesus M. Soto and Jose A. Ribas (each none before, 30% after). Consideration: \$120,000. Principals: Mr. Ribas is account executive for WKBM-TV Caguas, P. R. Mr. Soto is studio engineer for WKAQ-TV San Juan, P. R. Ann. March 2.

■ **KIRT(AM)** Mission, Tex.—Seeks assignment of license from KIRT Inc. to Rio Broadcasting Co. for \$225,000. Sellers: Ray V. Jensen, president, et al. Buyers: Edward L. Gomez, president (10%), David Garcia, vice president (13%), Eduardo Izaguirre, secretary-treasurer (19%), et al. Buyers own KQXX(FM) McAllen, Tex. Ann. Feb. 25.

■ **WGOE(AM)** Richmond, Va.—Seeks Transfer of control of Dixie Broadcasting Corp. from Stanley H. Fox, Seymour L. Dworsky and Irwin L. Fox (as a group, 100% before, none after) to Academic Development Corp. (none before, 100% after). Consideration: exchange of \$126,000 worth of Academic stock and assumption of \$130,500 note. Principals of Academic: James W. Feeney, president (16.3%), Hyman Temkin (11.1%), Xanadu Properties (16.3%), et al.

Academic owns graphic arts business, personnel training and sub-contracting firm, private business schools, radio-tape production firm, movie-bubbling company and various other enterprises. Mr. Feeney owns 50% of military academy. Mr. Temkin owns leather-goods manufacturing firm. Ann. March 4.

Actions

■ **WBLO(AM)** Evergreen, Ala.—Broadcast Bureau granted assignment of license from Haskew Radio Inc. to Vogel-Moody Corp. for \$30,000. Sellers: George B. Haskew and Carl E. Jones (each 50%). Sellers own WTCB(AM) Flomont, Ala. Buyers: William R. Vogel, president (67.98%), John D. Swartzbaugh, secretary (15.99%), John R. Rucker, Kenneth P. Pilkerton (each 8%) and Billy J. Moody, vice president (0.3%). Mr. Vogel owns 65% of WGNB(AM) Murfreesboro, Tenn. Messrs. Swartzbaugh, Vogel, Rucker and Pilkerton own 16%, 70%, .08% and .08%, respectively, of WHOD-AM-FM Jackson, Ala. Messrs. Swartzbaugh and Vogel own 32% and 72%, respectively, of WAMA(AM) Selma, Ala. Mr. Pilkerton owns auto-supply store. Mr. Rucker is attorney. Mr. Moody is WBLO station manager. Action March 3.

■ **KTAO(FM)** Los Gatos, Calif.—Broadcast Bureau granted transfer of control of Tomentose Broadcasting Co. from William H. Ryan (25% before, none after) to Lorenzo W. Milam (50% before, 75% after). Consideration: \$12,500. Action Feb. 27.

■ **WSBP(AM)** Chattahoochee, Fla.—Broadcast Bureau granted transfer of control of Chattahoochee Broadcasting Co. from Emory L. Pope (64% before, none after) to Roscoe Fleetwood (26% before, 90% after). Consideration: \$36,665. Principal: Mr. Fleetwood is general manager of WSBP. Action March 5.

■ **WRBD-AM-FM** Pompano Beach, Fla. Broadcast Bureau granted transfers of control of Almond Inc. from Albert J. Owler (69.17% before, none after) to Donald J. Owler, executor, designee of estate of Albert J. Owler, deceased (none before, 69.17% after). No consideration involved. Action Feb. 27.

■ **WISK(AM)** Americus, Ga.—Broadcast Bureau granted transfer of control of Sumter Broadcasting Co. from Peter Rhyne (13% before, none after) to L. E. Gradick and R. E. Lashley (each 43.5% before, 50% after). Consideration: \$10,000. Action Feb. 26.

■ **KWIK(AM)** Pocatello, Idaho.—Broadcast Bureau granted transfer of control of KWIK Broadcasting Inc. from Carl S. Goodwin (40% before, none after) to Frances B. Goodwin (40% before, 80% after). No consideration involved. Settlement in divorce proceeding. Action Feb. 27.

■ **WCCR(AM)** Urbana and **WLRW(FM)** Champaign, both Illinois.—Broadcast Bureau granted assignment of licenses from Stewart Electronics to Champaign National Bank, executor of estate of I. Frank Stewart, deceased (100% before, none after). No consideration involved. Action Feb. 27.

■ **WLLH-AM-FM** Lowell, Mass.—Broadcast Bureau granted assignment of licenses from Arnold S. and Daniel Lerner and Myer Feldman to WLLH Inc. for purpose of incorporation. No consideration involved. Action Feb. 27.

■ **KAMI(AM)** Cozad, Neb.—Broadcast Bureau granted assignment of license from Dawson County Broadcasting Corp. to George E. Powers for \$62,500. Sellers: Wayman E. May, president, et al. Buyer: George E. Powers, sole owner. Mr. Powers has interest in KGMT(AM) Fairbury, Neb. Action Feb. 27.

■ **WERE-AM-FM** Cleveland and **KFAC-AM-FM** Los Angeles.—Broadcast Bureau granted transfer of control of Cleveland Broadcasting Inc. from Atlantic States Industries Inc. (New York) to Atlantic States Industries Inc. (Delaware). No consideration involved. Both ASI's are wholly owned by Cleveland. Action March 3.

■ **KOBH-AM-FM** Hot Springs, S. D.—Broadcast Bureau granted assignments of licenses from Major C. Short to Ponderosa Broadcast House Inc. for \$107,000. Principals: Major C. Short, president (51%), and William A. Goodhope, secretary-treasurer (49%). Mr. Goodhope is manager of KOBH. Action Feb. 27.

■ **KDET** Center, Tex.—Broadcast Bureau granted transfer of control of Center Broadcasting Co. from Tom E. Foster (51% before, none after) to Tolbert Foster, trustee of Thomas M. Foster trust (none before, 85% after). No consideration involved. Action March 3.

■ **KTEM(AM)** Temple, Tex.—Broadcast Bureau granted transfer of control of Bell Broadcasting Co. from Frank W. Mayborn and C. A. Schulz (as a group, 100% before, none after) to Clint Formby and Marshall Formby (each none before, 50% after) and assignment of license from Bell Broadcasting Co. to KTEM Radio Inc. (contingent on grant of transfer of control). Consideration: \$350,000. Sellers own KCEM-TV Temple-Waco, Tex. Buyers: Messrs. Formby each own 50% of KPAN-AM-FM Hereford and KLVT(AM) Levelland, both Texas. Marshall Formby is attorney and owns 40% of KFLD (AM) Floydada, Tex. Action Feb. 27.

■ **WRVC(FM)** Norfolk, Va.—Broadcast Bureau granted assignment of license from Virginia Good Music Corp. to Brinsfield Broadcasting Co. for \$80,000. Sellers: Daniel H. Payne, president, et al. Buyers: J. Stewart Brinsfield Sr. and Jr. (each 50%). Buyers own WOUR-FM Utica, N.Y., WHRN (AM) Herndon, Va., 22.2% each of WCIR (AM) Beckley, W. Va., and 50% each of applicants for new FM's at Raytown, Miss., Peoria, Ill., and Oil City, Pa., and new AM's at Oil City and Corry, both Pennsylvania. Buyers also own 50% of applicant to purchase WSMD-FM La Plata, Md. Action March 4.

■ **KULE(AM)** Ephrata, Wash.—Broadcast Bureau granted assignment of license from Walter Bednard and David Sand to D & W Broadcasting Corp. No consideration involved. Principals: Walter Bednard and David Sand, each 50%. Action Feb. 27.

■ **WJIM-AM-FM-TV** Lansing and **WKBT (TV)** La Crosse, both Wisconsin.—Broadcast Bureau granted transfer of control of Gross Telecasting Inc. from Harold F. (each 50%) and Charlotte I. Gross, (10.5%) voting trustees, to James H. Gross, individually (6.1%) and as trustee (6.8%) and as custodian for Jonathan Gross (2.5%); and Gary F. Gross, individually (4.7%) and as trustee (6.8%). No consideration involved. Action March 6.

■ **KVVO-AM-FM** Cheyenne, Wyo.—Broadcast Bureau granted assignment of licenses from Cheyenne Broadcasting Inc. to KVVO Inc. for \$115,000. Sellers: Leo R. Morris, president and general manager, et al. Buyer: John W. Hough, sole owner. Mr. Hough owns 50% of WMLK(TV) Janesville, Wis., 19.58% of KBOA-AM-FM Kennett, Mo., and 6¼% of KTHS(AM) Berryville, Ark., and is partner in law firm. Action March 5.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through March 10. 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*.

■ **Coal City, Ill.**—Community Electronics, Wilmington, Ill., has applied for a franchise.

■ **Russellville, Ind.**—C&H Video Corp. has applied for a franchise. Installation fee is estimated to be \$10.

■ **Dudley, Mass.**—Quinebaug Cablevision Co. has applied for a franchise.

■ **Amherst, N. Y.**—Amherst Cablevision Inc. has been awarded a franchise.

■ **Carey, Ohio**—Continental Cablevision Inc., Fostoria, Ohio (multiple-CATV owner) has applied for a franchise.

■ **Peri Lion, Pa.**—Two firms have applied for a franchise: Susquehanna Broadcasting Co., York, Pa. (multiple-CATV owner), and Garden Spot CATV, Lancaster, Pa. (multiple-CATV owner).

■ **Wawnesboro, Pa.**—Alleman Cable Co., Greencastle, Pa. (multiple-CATV owner) has been awarded a franchise. The service will cost \$15 for installation plus \$4.95 per month for service. Additional sets will cost another \$1.25 per month.

■ **Danville, Va.**—Danville Cablevision has been awarded a franchise. The company will pay the municipality 5½% of its first \$100,000 gross annual revenue and 6½% of all gross revenues in excess of that amount.

■ **Tacoma, Wash.**—Two firms have applied for a franchise: Hamlin International Corp., Seattle, in partnership with Time-Life Broadcast Inc., New York, (multiple-CATV owner), and Gold N Gamble Inc., Tacoma,

A key is required to open the door leading from the Johnny Carson studio to the NBC executive suite where Aaron Rubin's office is located; hence an air of the inner sanctum prevails.

This soft-spoken, almost secretive financial executive vice president looks at home in his sober, plushly carpeted surroundings. Despite the coziness of the senior network's lived-in offices, the sixth-floor executive enclave, with its strings of outer offices, intimidates.

Aaron Rubin intimidates, too, on first meeting, which is only appropriate in a man who holds the purse strings of a \$750-million organization. He has adopted a formal business style and insists on given names, calling network vice president Bud Rukeyser, by the correct "Merryle". Yet there are incongruities in his character: A friend reveals that, away from the office, he is the life-of-the-party and addicted to practical jokes.

He is a sports enthusiast and an avid golfer, shooting in the low 80's. Mr. Rubin may regard sports as an alternative to work, but in many instances, it is his work. He still wears a slight tan from a winter vacation in Dorado Beach, Puerto Rico, where he says with exaggerated modesty: "I played a little golf." In fact, he played golf daily with noted golf pro Chi Chi Rodriguez.

With characteristic understatement, Mr. Rubin says he occasionally conducts business on the golf course. Arnold Palmer has been both a personal friend and a golfing partner, and Mr. Rubin is said to have played a central role in signing that sports figure and acquiring Arnold Palmer Enterprises for NBC.

Indeed, Aaron Rubin, who supervises every major capital outlay NBC is committed to, has been especially active in sports deals. He was a key figure in NBC football bids last month and another close friend of Mr. Rubin's, Sandy Koufax, is also an NBC property.

Golfing friends say he plays in dead earnest. When he is playing for nickels and dimes, says one associate, he takes as much time with each hole as he might give to a \$5-million deal.

Mr. Rubin has been concerned with NBC financial matters since 1937, a fiscally simpler era but in many ways the same. There was no television then, and no computer and maybe 100 fewer people in his division, but, Mr. Rubin remarks, "you still need a tax department, and you always did; still need a budget department and you always did; still need an accounting department, and you always did."

He talks optimistically about NBC, hinting that the company might reach its \$1 billion mark ahead of its 1975 goal. He considers himself a good

Aaron Rubin serves as NBC's pro in money matters

barometer of the state of business in general—"especially if you've seen various stages of the national economy over the years as I have"—and his optimism fades slightly as he notes "something of a slowdown."

He describes his job as "to make sure that NBC gets value for every dollar it spends." In that respect NBC is no different from every other large corporation. One of his noted successes was the transformation of RCA Records into a money-making operation. When

Week's Profile



Aaron Rubin — financial executive vice president and member of board, NBC; b. Aug. 29, 1915, Brooklyn, N. Y.; attended City College of New York night school; joined RCA as a page, and was later assigned clerical duties, 1934-37; moved over to Blue Network, 1942; served in U.S. Air Force, 1942-45; re-joined ABC accounting department, rising to post of assistant treasurer and assistant secretary, 1945-1954; returned to NBC as chief accountant, 1954; appointed manager of budgets and financial evaluation, 1955; named assistant controller, 1956; named to post of controller, 1958; elected vice president and treasurer, 1960; named executive vice president and treasurer, 1961; given title of executive vice president in charge of financial division, 1963; appointed to present position 1965; elected to board of directors, 1970; m. Mary Pehr of Brooklyn, Jan. 18, 1942; children—Stephen, 26, and Deborah, 16.

NBC took in that company last year, the record firm's financial picture was conceded to be less than rosy as it was straining under some crippling contracts with performers. Mr. Rubin is credited with playing a large part in renegotiating those contracts, making the contracts realistic and putting the company back into the black.

Another of his responsibilities, says Mr. Rubin, "is to keep our management informed of not only what is happening in this company, but in other companies." These duties relate to his function as chairman of the president's council, a committee of the NBC executive vice presidents which carries out special projects. Mr. Rubin regards the council's activities as confidential, and is almost mysterious in his reluctance to discuss this aspect of his work. "We meet periodically to help prepare recommendations for the president to make decisions on," is about as much as he will say. He describes the council's recommendations as involving "an acquisition, a decision that goes one way or another, matters that don't just relate to one division."

Like many men who have been broadcast professionals as long as Aaron Rubin has, he entered the field almost by accident: "I just happened to be looking for a job at the heart of the depression." He began as one of the RCA pages whose duties were "to stand on the 53d floor on both sides of that girl and open that door." After that "it wasn't a meteoric rise," says Mr. Rubin, but he did study accounting at night school and ultimately joined the network accounting department.

With the separation in 1942 of the Red Network and the Blue Network, with the latter destined to evolve into ABC, Mr. Rubin decided to move "over with the Blue because there was better opportunity there." World War II broke out, and Mr. Rubin's career was suspended for the duration. He served with the 15th Air Force in Italy as a technical sergeant involved with automatic-pilot development.

During the war, management had changed at the Blue Network, by then ABC, and "I didn't know after three years if I had a job when I came back," says Mr. Rubin. But his fears were groundless, he recalls, as there was a job for him. On his return, Mr. Rubin remembers, a former associate "put his arms around me, called some body else and told him he was fired."

NBC lured him back in 1954, and he progressed through the ranks in the financial division. He was elected a vice president and named treasurer in 1960, appointed to his present post a year later, and elected to the NBC board of directors in January of this year.

Harbinger

It is too late now for broadcasters to lament the loss of cigarette advertising. They can consider it gone as of Jan. 2, 1971. It is not too late, however, for broadcasters to begin working on their defense against the next round of legislative discrimination.

For surely there will be a next round. If Congress can adopt a bill that specifically prohibits radio and television from accepting cigarette commercials while leaving such advertising undisturbed in other media, the precedent has been set for the use of broadcasting as a fall-guy in any situation that Congress is unwilling to meet head-on.

In the cigarette legislation, broadcasters have been the victims of a coalition of cynicism and utopianism. The cynics chose to legislate against broadcasting in the knowledge that they could get away with it politically, that the basic industry of cigarette manufacturing and marketing and basic agricultural bloc of tobacco growers would be untouched by their legislative act and that credit could be claimed for performing a public service. The utopians witlessly believed their votes against broadcast advertising would somehow affect cigarette consumption.

The same kind of coalition often comes together on Capitol Hill. It is up to broadcasters themselves to avoid the role of the coalition's all-purpose patsy.

Hope springs eternal

What tomorrow may bring is conjectural, but today there's some sunshine radiating from the FCC.

Neither Chairman Dean Burch nor Commissioner Robert Wells, the new Republican members, has shown an inclination to regard all broadcast ownership as bad, per se, as have some of their longer tenured colleagues. Mr. Burch has confounded eager observers by proving himself a diligent, bright and compassionate person who doesn't wear a political label on his shirt front.

For years broadcasters have talked about having a practical broadcaster on the FCC, but most of them had inward qualms. Bob Wells, a radio broadcaster from the Middle West, has made his supporters look good. He is no rubber stamp for Chairman Burch either.

Chairman Burch's term runs until 1976. Mr. Wells accepted a short term—until June 30, 1971. It would be comforting to see Mr. Wells nominated for a full seven-year term this June 30, rather than next, to succeed Democrat Kenneth Cox.

Protect the ethic

Legislation has been introduced in the House and Senate that urgently needs the support of all broadcasters, not only for their own good but, more importantly, for the nation's. If enacted, the identical bills would provide a substantial measure of protection for all news media against the mounting use of subpoenas by government agencies seeking access to newsmen's notes, tapes, films and similar confidential information (BROADCASTING, March 2, 9).

As we and countless others have said in recent months, the subpoena when directed against confidential information gathered by the news media is a fearful threat not only to journalism but much more to the public's right to know. Once news sources realize, or even suspect, that their confidence may be exposed, their anonymity destroyed, their information turned over to agencies that may, indeed, use

it against them, they will cease to become news sources.

The pending legislation—H.R. 16328, introduced by Representative Richard L. Ottinger (D-N.Y.), and S3552 by Senator Thomas J. McIntyre (D-N.H.), both titled "newsmen's privilege act"—has already picked up considerable support in Congress. Most of the backing thus far is from the Democratic side. We would hope it will become a bipartisan effort, but reality requires the recognition that the subpoenas that brought the controversy to a head originated in administration quarters.

The pending bills will not take all the pressures off the First Amendment, or off broadcasters especially, but they will remove some of the heat—if enacted. They should be supported by broadcasters and publishers alike. As Julian Goodman, president of NBC, said last week in urging legislation not only at the national but also at the state level—where, as he noted, the pressures on news media can be equally great—"the freedom of the press is indivisible. It should call for common action in a common cause."

Broadcasters will be derelict if they fail to act promptly to urge their congressmen and senators to vote for H.R. 16328 and S 3552.

Cash and credit


Those who say that television viewers have a lot more appetite for "quality" programing than they receive credit for will draw small comfort from the fate of the Anne Bancroft special on CBS-TV a few weeks ago. In pre-reviews in newspapers, the program drew rave notices the likes of which we cannot recall. Readers were urged, implored, warned not to miss it.

So what happened?

In the national Nielsen ratings Miss Bancroft took a not-very-strong second place in the time period. The *Johnny Cash Show* scored a 23.5 to her 18.2. We do not mean to belittle either the *Johnny Cash Show* or the audience represented by Miss Bancroft's 18.2 rating. We thought she was superb. But the Cash rating cannot be ignored, either, for it points up once again one of the seemingly eternal problems facing television as a mass medium.



DRAWN FOR BROADCASTING BY Sid Hix
"Send in your entry to our new contest today. And remember . . . neatness counts!"



WMAL-TV thinks a little sex education never hurt anybody

But it has to be the right kind. When it is, it can go a long way. Toward richer fulfillment as an adult. Toward a greater understanding of life itself.

WMAL-TV doesn't see any need to keep children in the dark about sex. Or lie to them. Or chance the sad complications of naive experimentation. WMAL-TV says so.

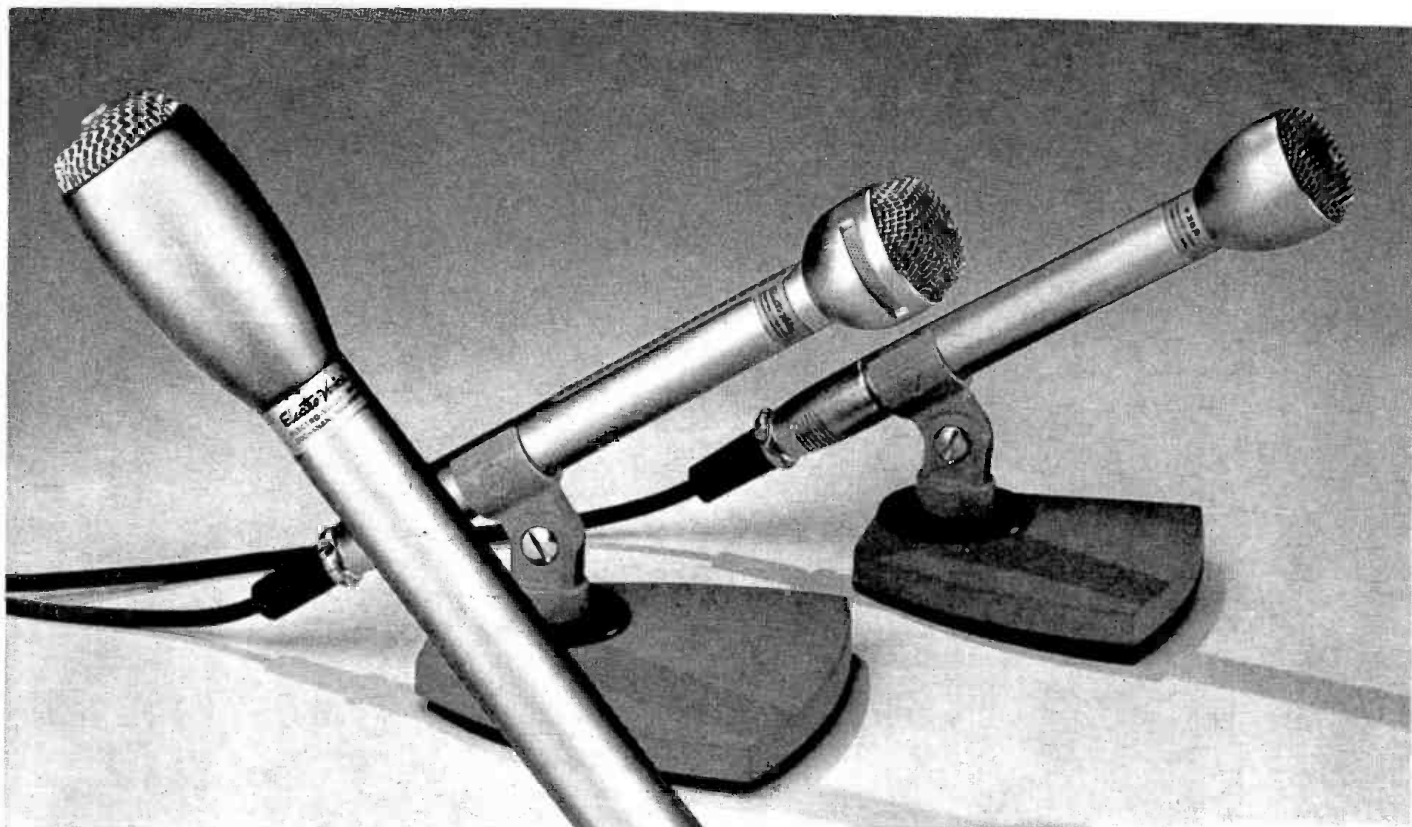
WMAL-TV editorials favoring sex education in Washington area schools were aired at a time when sex was being linked with communism. Which led WMAL-TV to comment, "If communism has a monopoly on sex, capitalism is doomed."

WMAL-TV editorials never mince words about touchy subjects just because they're touchy. And people listen because WMAL is talking about what they're talking about.

Which keeps people talking about WMAL-TV.

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RE55 OMNIDIRECTIONAL
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E-V There are plenty of good, functional reasons behind the new look of Electro-Voice professional microphones. Reasons dramatically proved by the rapid success of the Model 635A and the RE15. Now we've added the RE55 to this handsome group.

The RE55, like its predecessor the 655C, is an extremely wide-range omnidirectional dynamic. And in most electrical particulars it is not greatly different. RE55 frequency response is a bit wider, and perhaps a trifle flatter. An impressive achievement when you consider that the 655C has been extensively used as a secondary frequency response standard. Output level is 2 db hotter, and the exclusive E-V Acoustalloy® diaphragm of the RE55 can provide undistorted output in sound fields so intense as to cause ear damage.

The biggest changes in the RE55 are mechanical. For this microphone is even more rugged than the 655... long known as one of the toughest in the business. There's a solid steel case and new, improved internal shock mounting for the RE55. Plus a satin nickel finish that looks great on TV long after most microphones have been scarred and scratched almost beyond recognition.

For convenience we've made the barrel of the RE55 just 3/4" in diameter. It fits modern 3/4" accessories. It also fits the hand (and its length makes the RE55 perfect for hand-held interviews). We also provide XLR-3 Cannon-type connectors to help you standardize your audio wiring. Detail refinements that make the RE55 more dependable, easier to use.

Finally, the RE55 has the exclusive Electro-Voice 2-year *unconditional* guarantee. No matter what happens, if an RE55 fails to perform during the first two years — for any reason — we'll repair it at no charge.

Try the Electro-Voice RE55 today. The more you listen, the better it looks!

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