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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

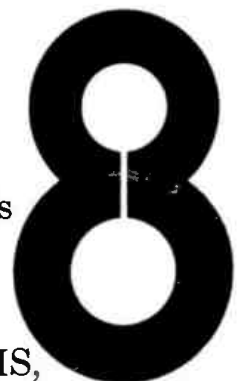
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click
click!

Viewers watching a first-run movie on WVUE in New Orleans on Channel 12, will switch their dials four clicks at 8 pm, on June 8 and continue watch the movie. That's when WVUE, Channel 12 becomes WVUE, Channel 8.

WVUE's new antenna, increased power output, and greater reach will add to improved WVUE service. According

to projections, based on WVUE's Channel 12 audience delivery pattern, it is estimated, WVUE on Channel 8, will increase by 20% the number of homes reached in the average quarter hour in the station's survey area.



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The Chotiner touch

Is Murray Chotiner, long-time Nixon associate, masterminding Republican strategy again? Recently appointed as White House liaison with Republican National Committee, California attorney is said to have figured in offer of FCC appointment to Indiana politician whom GOP leaders want to remove from key primary race. Successorship to Democrat FCC Commissioner Kenneth A. Cox, whose term ends June 30, reportedly was extended to John Snyder, 48, Indiana state treasurer, who is avowed candidate for Republican nomination for seat now occupied by U.S. Senator Vance Hartke, Democrat. GOP high command is said to favor Congressman Richard L. Roudebush as Republican opponent to Mr. Hartke.

Mr. Snyder denied to BROADCASTING that he had been offered FCC post and said he wanted no federal appointment. He asserted unswerving interest in running for Senate. Reports from Indiana put Mr. Snyder somewhat to right of Vice President Agnew in attitudes toward broadcasting. In his case normal White House procedures on federal appointments are said to have given way to political expediency. It's still possible that Republican Commissioner Robert Wells will take Cox seven-year vacancy, with interim appointee selected for remaining year of Mr. Wells' present term.

Political family

With his term on FCC running out (see above), Kenneth A. Cox has begun exploring post-June 30 job opportunities. Commissioner, who has practiced law (in Seattle, where family made home before moving to Washington suburbs) and taught it (at University of Michigan) is expected to remain in Washington area, where family has put down deep roots. Indication of how deep those roots are is what some Bethesda, Md., school children refer to as "Cox dynasty"—middle son, Jeff, and youngest son, Doug, this spring were elected presidents of their respective senior and junior high-school student bodies. Oldest son, Greg, is no political slouch either: He was elected student president at Eastman School of Music, Rochester, N.Y.

Getting ready

In first meeting to negotiate new music-license contract, Broadcast Music Inc. and All-Industry TV Stations Music License Committee reached agreement last week—to keep negotiations out of news by leaking nothing. It's under-

stood, however, they also agreed next step should be meeting between smaller groups, chiefly lawyers, to explore various contract possibilities, learn positions each side is likely to take on different terms and issues and in general lay groundwork for real negotiations. One basic possibility that almost necessarily must be considered—since it is cornerstone of stations' new deal with American Society of Composers, Authors and Publishers—is "stair-step" formula under which stations would pay BMI at one rate on revenues up to certain level and at lower rate on revenues above that.

Aside from negotiation meeting—in which committee was led by chairman, Robert H. Smith, WCYB-TV Bristol, Va., and BMI delegation by president, Edward M. Cramer—committee had separate session to develop its own organization on permanent basis to deal with music-copyright issues generally (BROADCASTING, April 13). John McCoy of Storer, Joseph Liss of WGN-TV Chicago, Paul Goldman of KNOE-TV Monroe, La., and John McClay of Taft were named subcommittee — with Messrs. McCoy and Liss co-chairmen—to draft tentative plan of organization, including recommendation as to whether or not to incorporate. Full committee hopes to have all such details worked out in time for submission, along with membership offering, to all commercial TV stations prior to regional meetings of National Association of Broadcasters next fall. That way, sidebar sessions could be held for further discussions during NAB regionals.

Lean days

All-Industry Committee for All-Channel Radio (which wants to get federal law requiring all radio sets to contain AM and FM tuners) has lost its executive director and is having some problems raising money. Paid executive, Roger Hoeck, has resigned. Abe Voron, general manager of WQAL(FM) Philadelphia and veteran FM promoter, will take over direction of committee. Some \$50,000 reportedly has been raised and another \$50,000 pledged toward war chest of \$250,000. All-channel radio bills are now dormant in Congress, but committee hopes for revival and hearings next year.

SRO

As further evidence of growing advertiser and agency interest in radio (see page 17), latest word is that overflow

rooms may be needed to accommodate audience at Association of National Advertisers/Radio Advertising Bureau radio workshop in New York tomorrow (June 2). At last year's workshop, estimated 750 registrants poured into Plaza Hotel's grand ballroom. For this year's, in same location, registration last week was said to have already reached 900, or 20% increase. Unless adjacency of long Memorial Day weekend causes unusual number of no-shows, organizers expect that extra tables for late registrants may have to be set up in ballroom foyer for luncheon if not for other sessions.

Big start

Rocky Mountain Association of Broadcasters, which holds its first convention at Jackson Lake Lodge in Wyoming June 21-24, will make its premiere with at least two headliners: FCC Chairman Dean Burch and NBC President Julian Goodman. Chairman Burch is expected to cover regulatory waterfront; Mr. Goodman is certain to dwell on FCC proposal to cut prime-time programming to three hours and disastrous result he foresees (with which view Chairman Burch won't disagree). If convention succeeds, it could be forerunner of other super-regional conferences. Sidney King, convention chairman, expects attendance of some 400 from Wyoming, Utah, Idaho and Montana.

Discrimination?

Educational broadcasters are beginning to express displeasure at provision in Senate funding authorization for Corp. for Public Broadcasting to require educational radio and TV stations to retain audio tapes of news and public-affairs programs as record in case of complaints (BROADCASTING, May 25). They see injustice in imposition of such record-keeping on them but not on commercial broadcasters. National Association of Educational Broadcasters is surveying member stations and may submit objections this week to House committee which has similar three-year CPB authorization under consideration.

Old shows never die

West Coast distributor is planning color comeback of *You Asked For It* TV series, original version of which saw eight years network play and is still in syndication. Victor Corp., Los Angeles, owner of off-network program, is talking with producers and talent about 39 new half-hours for syndication.

Who do you talk to if you're a junkie?

When an addict calls the Narcotics Hot Line,
he knows he can talk.
The line isn't tapped and nobody asks him his name.
It's just a man with a problem on one end,
and a man who's kicked his on the other.
It's simple, and it works.
It's because of projects like this that there's more
to WPRO than meets the ear.



Spot radio is holding its own in soft economy and sales for 1970 first half may show slight gain due to recent upturn in business. Station reps are cautiously optimistic about second half. See . . .

Radio bright spot in general gloom . . . 17

NAB's Television Code Review Board, in move aimed at easing alleged commercial 'clutter,' proposes code language change to discourage 'piggy-back' practices. Change is subject to approval of full television board. See . . .

Fuzzy curtain parted on clutter . . . 19

Mood at annual convention of National Cable Television Association in Chicago next week should be jubilant in wake of FCC's plan to 'liberate' CATV, rise of cable's status in government circles. See . . .

Happiness is CATV's trip to Chicago . . . 26

Sarkes Tarzian Inc., broadcast equipment maker and station operator, unwraps plans to enter computer program services 'software' market on major scale with system for all seasons. See . . .

A giant step forward in automation . . . 29

Broadcasters mull over three options offered by AT&T to reduce by some \$2 million almost \$4 million increase proposed for radio interconnection rates. Minor adjustments in TV tariff also offered. See . . .

AT&T sets lower radio increases . . . 37

Merger of Harrisclope Cable Corp. into Cypress Communications—valued at \$19 million—is completed, making Cypress third largest CATV operator behind Teleprompter and Cox Cablevision. See . . .

Cypress, Harrisclope tie the knot . . . 39

Chicago's VHF stations exemplify new stage of maturity in television editorials. SPECIAL REPORT reveals that their daily output of hard-hitting positions on vital issues is commanding attention—and response. See . . .

In Chicago they slug it out editorially . . . 42

Yale professors, black coalition petition FCC to require broadcasters to afford spokesmen with opposing viewpoints air time to balance that extended to President for reaching public. See . . .

Another fairness expansion sought . . . 50

Top-100 national radio advertisers in Canada invested \$31.3 million in time last year—12.7% increase over 1968. Third of them put over 50% of their total media budgets into radio. See . . .

Canadians step up radio time-buying . . . 55

Cable television now reaches 6% of all American homes. This month's "Telestatus" is data prepared by A. C. Nielsen Co.'s statistical research department showing CATV penetration by market as of November 1969. See . . .

Pinpointing 3.7-million CATV homes . . . 57

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Broadcasting

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ABRAHAM, MARTIN AND JOHN
Rozniqne Music, Inc.
Dick Holler

AND WHEN I DIE
Laura Nyro

BAD MOON RISING
Jondora Music
John Fogerty

BORN FREE
Screen Gems-Columbia Music, Inc.
John Berry
Don Black

BOTH SIDES NOW
Siquomb Publishing Corp.
Joni Mitchell

THE BOXER
Charing Cross Music
Paul Simon

A BOY NAMED SUE
Evil Eye Publishing Co., Inc.
Shel Silverstein

BUT YOU KNOW I LOVE YOU
First Edition Productions, Inc.
Mike Settle

BY THE TIME I GET TO PHOENIX
Rivers Music Co.
Jimmy Webb

CAN'T TAKE MY EYES OFF OF YOU
Seasons Four Music Corp.
Saturday Music, Inc.
Bob Crewe
Robert Gaudio

CHITTY CHITTY, BANG BANG
Unart Music Corp.
Richard Sherman
Robert Sherman

CLOUD NINE
Jobete Music Co., Inc.
Norman Whitfield
Barrett Strong

COLOR HIM FATHER
Holly Bee Music
Richard Spencer

CRIMSON AND CLOVER
Big Seven Music Corp.
Peter Lucia, Jr.
Tommy James

CRYSTAL BLUE PERSUASION
Big Seven Music Corp.
Tommy James
Mike Vale
Ed J. Gray

CYCLES
Irving Music, Inc.
Gayle Caldwell

DADDY SANG BASS
Cedarwood Publishing Co., Inc.
House of Cash, Inc.
Carl Perkins

THE DAYS OF SAND AND SHOVELS
Lair Music
Doyle Marsh
George Reneau

DIZZY
Low-Twi Music, Inc.
Fred Weller
Tommy Roe

(SITTIN' ON) THE DOCK OF THE BAY
Time Music Co., Inc.
Redwal Music Co., Inc.
East/Memphis Music Corp.
Otis Redding, Jr.
Steve Cropper

DON'T GIVE IN TO HIM
4 Star Music Co., Inc.
Gary Usher

DON'T IT MAKE YOU WANT TO GO HOME
Lowery Music Co., Inc.
Joe South

EVERYBODY'S TALKIN'
Fred Neil

EVERYDAY PEOPLE
Daly City Music
Sylvester Stewart

EVERYDAY WITH YOU, GIRL
Low-Sai Music Co.
Perry Bulie
James B. Cobb, Jr.

GAMES PEOPLE PLAY
Lowery Music Co., Inc.
Joe South

GENTLE ON MY MIND
Glaser Publications, Inc.
John Hartford

GET BACK
Maclen Music, Inc.
John Lennon
Paul McCartney

GET TOGETHER
Irving Music, Inc.
Chester Powers, Jr.

GDIN' OUT OF MY HEAD
Vogue Music, Inc.
Teddy Randazzo
Bobby Weinstein

GOODBYE
Maclen Music, Inc.
John Lennon
Paul McCartney

GRAZIN' IN THE GRASS
Cherio Corp.
Philemon Hou
Harry Elston

GROOVY GRUBWORM
Shelby Singleton Music, Inc.
Harlow Gene Wilcox
Bobby Lee Warren

HEY JUDE
Maclen Music, Inc.
John Lennon
Paul McCartney

HONKY TONK WOMEN
Gideon Music, Inc.
Mick Jagger
Keith Richards

HOOKED ON A FEELING
Press Publishing Co., Inc.
Mark James

HURT SO BAD
Vogue Music, Inc.
Teddy Randazzo
Robert L. Harshman
Bobby Weinstein

I LOVE HOW YOU LOVE ME
Screen Gems-Columbia Music, Inc.
Barry Mann
Larry Kolber

I TAKE A LOT OF PRIDE IN WHAT I AM
Blue Book Music
Merle Haggard

IM A DRIFTER
Detail Music, Inc.
Bobby Goldsboro

IN THE GHETTO
B-n-B Music, Inc.
Elvis Presley Music, Inc.
Mac Davis

IN THE YEAR 2525
Zeriad Music Enterprises Ltd.
Richard S. Evans

IT'S GETTING BETTER
Screen Gems-Columbia Music, Inc.
Barry Mann
Cynthia Weil

JOHNNY ONE TIME
Blue Crest Music, Inc.
Hill and Range Songs, Inc.
Dallas Frazier
Arthur Leo Owens

THE LETTER
Earl Barton Music, Inc.
Wayne Carson Thompson

LITTLE ARROWS
Duchess Music Corp.
Albert Hammond
Mike Hazewood

LITTLE WOMAN
Green Apple Music Co.
Daniel William Jensen

LO MUCHO QUE TE QUIERO
Pecos Music
Samuel Ibarra
Rene Ornelas
Rene Herrera

LOVE (CAN MAKE YOU HAPPY)
Dandelion Music Co.
Rendezvous Tobac Music
Jack Sigler, Jr.

RUBY, DON'T TAKE YOUR LOVE
TO TOWN
Cedarwood Publishing Co., Inc.
Mel Tillis

RUNNING BEAR
Big Bopper Music Co.
J. P. Richardson

SCARBOROUGH FAIR
Charing Cross Music
Paul Simon
Arthur Garfunkel

SINCE I MET YOU, BABY
Progressive Music Publishing Co., Inc.
Ivory Joe Hunter

SMILE A LITTLE SMILE FOR ME
January Music Corp.
Tony Macaulay
Geoff Stephens

SOMEDAY WE'LL BE TOGETHER
Fuqua Publishing Co.
Harvey Juqua
Johnny Bristol
Robert L. Beavers

SON OF A PREACHER MAN
Tree Publishing Co., Inc.
John Hurley
Ronnie Wilkins

SOULFUL STRUT
Daker Productions, Inc.
BRC Music Corp.
Eugene Record
William Sanders

SPINNING WHEEL
Blackwood Music, Inc.
Bay Music Co., Ltd.
David Clayton-Thomas

STAND BY YOUR MAN
Al Gallico Music Corp.
Tammy Wynette
Billy Sherrill

STORMY
Low-Sai Music Co.
Perry Bulie
James B. Cobb, Jr.

STRANGERS IN THE NIGHT
Champion Music Corp.
Roosevelt Music Co., Inc.
Bert Kaempfert
Eddie Snyder
Charles Singleton

SUGAR, SUGAR
Don Kirshner Music, Inc.
Jeff Barry
Andy Kim

SUNNY
MRC Music, Inc.
Portable Music Co., Inc.
Bobby Hebb

SUSPICIOUS MINDS
Press Publishing Co., Inc.
Mark James

TAKE A LETTER, MARIA
Stellar Music Co.
R. B. Greaves

THESE ARE NOT MY PEOPLE
Lowery Music Co., Inc.
Joe South

THESE EYES
Dunbar Music, Inc.
Cirrus Music
Friends of Mine, Ltd.
Randy Bachman
Burton Cummings

THINGS I'D LIKE TO SAY
New Colony Publishing Co.
Ronnie Rice
Leslie Stewart Kummel

THIS MAGIC MOMENT
Rumbalero Music, Inc.
Tiger Music, Inc.
Tredlew Music, Inc.
Jerome Pomus
Mort Shuman

TIME IS TIGHT
East/Memphis Music Corp.
Booker T. Jones
Donald V. Dunn
Steve Cropper
Al Jackson

TIME OF THE SEASONS
Mainstay Music, Inc.
Rod Argent

TRACES
Low-Sai Music Co.
James B. Cobb, Jr.
Perry Bulie
Emory Lee Gordy, Jr.

TRY A LITTLE KINDNESS
Airefield Music
Glen Campbell Music
Bobby Austin
Curt Sabaugh

UP, UP AND AWAY
Rivers Music Co.
Jimmy Webb

WEDDING BELL BLUES
Laura Nyro

WITH PEN IN HAND
Unart Music Corp.
Bobby Goldsboro

WORKIN' ON A GROOVY THING
Screen Gems-Columbia Music, Inc.
Neil Sedaka
Roger Atkins

THE WORST THAT COULD HAPPEN
Rivers Music Co.
Jimmy Webb

YESTERDAY
Maclen Music, Inc.
John Lennon
Paul McCartney

YOU GAVE ME A MOUNTAIN
Noma Music, Inc.
Elvis Presley Music, Inc.
Mojave Music, Inc.
Marty Robbins

YOU SHOWED ME
Tickson Music Co.
Harold Clark
Roger McGuinn

YOU'VE LOST THAT LOVIN' FEELIN'
Screen Gems-Columbia Music, Inc.
Barry Mann
Cynthia Weil
Phil Spector

YOU'VE MADE ME SO VERY HAPPY
Jobete Music Co., Inc.
Berry Gordy, Jr.
Frank Wilson
Patrice Holloway
Brenda Holloway

APPLAUSE
TO THE WRITERS
AND PUBLISHERS
WHO CREATED
THE 94 MOST
PERFORMED
SONGS
IN THE
BMI REPERTOIRE
DURING 1969

ALL THE WORLDS OF MUSIC
FOR ALL OF TODAY'S AUDIENCE



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Riz Ortolani
Nino Oliviero
Norman Newell
M. Cioccolini

MRS. ROBINSON
Charing Cross Music
Paul Simon

MUDDY MISSISSIPPI LINE
Detail Music, Inc.
Bobby Goldsboro

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Henry Cosby
Sylvia Moy
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MY WAY
Spanka Music Corp.
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NA, NA, HEY, HEY, KISS HIM GOODBYE
MRC Music, Inc.
Little Heather Music Co.
Gary Richard De Carlo
Paul Lika
Arthur Freshner

OB-LA-DI-OB-LA-DA
Maclen Music, Inc.
John Lennon
Paul McCartney

PROUD MARY
Jondora Music
John Fogerty

PUT A LITTLE LOVE IN YOUR HEART
Unart Music Corp.
Randy James Myers
Jackie De Shannon
Jimmy Holiday

PUT YOUR HEAD ON MY SHOULDER
Spanka Music Corp.
Paul Anka

Shut nets down: ASCAP

Battle over network television music-license rights reached new high pitch Thursday (May 28) as ASCAP asked federal court in New York to put CBS-TV and NBC-TV all but out of network business and to order their owned TV station licenses revoked.

In counter claims answering CBS suit, American Society of Composers, Authors and Publishers charged that CBS-TV and NBC-TV "individually and collectively if not always collusively" have achieved "monopoly power" over program materials and access to air time of some 200 stations constituting their respective networks. And, countersuit continued, they have "used their monopoly power" to deny music writers and publishers access to free and unrestrained market in performance of their music, contrary to antitrust laws.

Countersuit asks court to hold that CBS-TV and NBC-TV individually and jointly constitute illegal combination to restrain and monopolize interstate commerce in broadcasting of copyrighted music. In bid that would seem designed to put them out of network business for anything but news and public affairs, ASCAP also asked court to enjoin each "from hereafter producing, selling, purchasing, distributing, licensing, syndicating or otherwise having any interest in or control over any television program other than news and public affairs programs in connection with the operation of its television network."

ASCAP also asked for order revoking licenses of each network's five owned TV stations, which it claims were used in furtherance of alleged monopoly.

ASCAP counterclaims were part of 27-page answer, filed late Thursday, to CBS-TV suit seeking music licenses from both ASCAP and Broadcast Music Inc. under which network would pay on per-use rather than traditional percentage-of-time-sales basis (BROADCASTING, Jan. 5, et seq.).

NBC-TV was named as counter-defendant because it is seeking still another form of ASCAP (and BMI) license not tied to revenues—one initially covering only about 2,200 ASCAP compositions (about 500-plus in case of BMI) (BROADCASTING, April 6, et seq.).

ABC-TV presumably was not named in countersuit because it is negotiating with ASCAP for new license on conventional percentage-of-time-sales basis.

ASCAP renewed its traditional charges that broadcasters formed and use BMI to depress music prices but

asked for no specific judgments against its chief rival. It did say that through BMI music, broadcasters had put BMI in "a position of dominance" in the charts of current hit songs, reaching point in 1969 where BMI tunes represented more than 80% of recordings on "hot 100" list and "even higher" percentages of "soul singles" and "country singles" lists.

Asks rule stay

MCA Inc. has asked FCC to stay effective date of its new prime-time access rule until 18 months after it acts on petitions for reconsideration.

Rule, which would bar major-market television stations from taking more than three hours of network programming between 7 and 11 p.m., is scheduled to be effective Sept. 1, 1971.

But MCA, major supplier of television programming, says this lead time will be fatally deficient" in view of uncertainty that will exist for "three or four months" he says it will take commission to act on petitions for reconsideration. Rule was adopted May 7.

MCA, in petition filed with commission Thursday (May 28), says it does

Address dropper

Gene Autry's Golden West Broadcasters has right address for its White House news office: 1600 Pennsylvania Avenue. Address is shared by President Nixon.

In Thursday (May 28) story, *Washington Daily News* revealed Golden West's White House correspondent, Alan Lidow, is only network or publication correspondent sporting prestigious mailing address.

Mr. Lidow said he arranged with White House press office to get phone and desk, as have all accredited White House reporters. He then called telephone company, asked for number and gave office address as 1600 Pennsylvania Avenue, where he now receives calls and mail. Mr. Lidow said he never asked White House for permission to use address but has not been questioned about it.

"It's a great office to have, wouldn't you say?" Mr. Lidow was reported as saying. "I expect I'll be getting some flak from other reporters when this gets out."

not believe rule will achieve stated objective of stimulating product of syndicated programming. But whatever chance rule has for success is substantially reduced or rendered nonexistent by scheduled Sept. 1, 1971, effective date, MCA says.

It notes there is now virtually no first-run syndication in prime time. And to have programming ready by start of 1971-72 season, work on programming should start now. But, it adds, so long as there is uncertainty as to final shape of rule—and independent production industry faces possible loss of "from one-eighth to one-quarter" of its market (it notes reports that many stations may fill some or all of freed time with local news shows)—such necessary planning and commitment of funds to new programming will be restricted, if not eliminated.

Broadcast stocks hurting

Broadcasting stocks have not escaped downward pull of over-all market decline. Percentage drop of entire market from May 22, 1969, to May 27, 1970, was 31% (Standard & Poor Industrial Average) while broadcasting issues generally suffered greater losses.

Following are some selected stocks and their percentage decrease in market price during last 12 months: ABC, 67%; ASI Communications, 65%; CBS, 54%; Capital Cities, 70%; Corinthian, 28%; Cox, 73%; Gross Telecasting, 41%; Metromedia, 69%; Pacific & Southern, 58%; Reeves Telecom, 80%; Taft, 60%; RCA, 64%; Avco, 43%; Cowles, 78%; Post, 60%; Storer, 40%; Scripps-Howard, 43%. (Note: Cox, ABC and Capital Cities all underwent 2-for-1 stock splits during this time.)

Votes to buy own stock

CBS Inc. announced Thursday (May 28) that its board of directors has approved plan to buy company shares on open market to be used for conversion of preference shares, employee benefit programs, future stock option grants, future acquisitions and other corporate purposes.

Number of shares to be bought and timing of purchases will be reviewed from time to time by CBS board. Decision presumably was made because it was felt price of CBS common shares—traded on New York Stock Exchange—at this time represented "good investment." CBS closed on Monday at 25½ and on Thursday (May 28) at 26%.

Week's Headliners



Mr. Miller



Mr. McDermott

Allen H. Neuharth, executive VP, Gannett Co., Rochester, N.Y., named president and chief operating officer. He succeeds **Paul Miller**, president since 1957, who becomes chairman, position previously vacant. Mr. Miller remains chief executive officer. Gannett is owner of broadcasting and newspaper properties.

Thomas J. McDermott, formerly president of Four Star International, Holly-

wood, named staff VP for SelectaVision, RCA's new color TV home playback system. Mr. McDermott will be responsible for developing program material for SelectaVision library. He joined Four Star in 1959 and earlier was with Benton & Bowles, New York for 20 years, becoming senior VP in charge of broadcasting. Mr. McDermott will operate out of both Los Angeles and New York.

Delbert L. Mills, 62, senior executive VP, consumer products and components, retires July 1, citing personal reasons but agreeing to continue as consultant and member of RCA's board. He is credited by RCA with key role in development and growth of color TV into multi-billion dollar commercial industry. He was with RCA for 10 years, holding position of executive VP, consumer products, before becoming senior VP in January 1968.

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

Rate plan chosen

National Association of Broadcasters and networks have tentatively agreed on one of three choices AT&T has offered them for reducing by some \$2 million proposed increases in station-interconnection charges for radio (see page 37).

If tentative agreement, reached in meeting Thursday (May 28) in Washington, is confirmed by NAB executive committee and by network officials, as expected, need for hearing on new tariff for radio charges would be eliminated. New rates would go into effect Sept. 1.

Plan on which NAB and networks settled is so-called E1, under which stations would pay \$35 station-connection charge monthly; charge would be \$45 under each of other two modification choices offered. Tariff that will go into effect July 1 unless broadcasters agree on one of proposed modifications provides for \$75 monthly charge.

However, basis for decision was "topping" provision AT&T agreed to add to occasional-use section of each of its proposed modifications. Under topping, station buying occasional service, for which it pays on per-connection, per-hour, per-occasion basis, would be given monthly rate if its monthly charges would otherwise exceed that amount.

On occasional-use basis, most stations would pay \$2.25 under E2, compared with \$2.95 under E1 and \$1.50 under E3. However, NAB officials esti-

mated that, with topping, E2 would be most economical for majority of stations. Network representatives reportedly favored E1 initially, but did not press point.

Topping, which is in television tariff that has been effective since fall, was added to radio tariff modification plans at request of NAB special counsel Douglas Anello. It was not part of prepared plans distributed to broadcast industry representatives early in week.

Broadcast industry counsel are expected to give reaction to tariff modifications in meeting with AT&T officials scheduled for June 5.

Denies investigating CBS

Clark Mollenhoff, special counsel to President Nixon, has prepared form letter denying CBS assertions that he is investigating CBS News and that he acknowledged such investigation was underway.

"CBS was in error," he says of extraordinary *CBS Evening News* program May 21 responding to what it said was White House "undercover campaign to discredit CBS News by alleging" story of Vietnam war atrocity "was faked" (BROADCASTING, May 25).

CBS News Washington bureau manager, Bill Small, didn't back off. He called Mr. Mollenhoff's statement "clever cop out."

"We know he has talked to reporters [about CBS stories] because we have talked to reporters here and elsewhere,"

Mr. Small said. "He has accumulated material on CBS and written a memo on it. . . . If that isn't an investigation, it's awfully close to it."

He also stood by CBS charge that White House was engaged in "sub rosa" effort to discredit CBS. "Having failed in that effort," he added, those involved are now "trying to walk away from it."

Mr. Mollenhoff presented his side of controversy Thursday (May 28) in letter his office said had been prepared as response to questions about CBS News allegations. In days following program, White House News Secretary Ronald Ziegler and Herbert Klien, Nixon administration director of communications, denied White House involvement in investigation of CBS.

In his letter, Mr. Mollenhoff acknowledged that Defense Department investigated CBS atrocity story, but said that was in line with its responsibility under Geneva Convention to determine whether American servicemen bore any responsibility in filmed incident showing South Vietnamese soldier stabbing North Vietnamese prisoner. But he said Pentagon, which, he noted was denied cooperation by CBS, was acting on own initiative and was not investigating CBS.

Mr. Mollenhoff, noting fresh detail CBS News added to atrocity story on May 21 program—soldier's assertion that Viet Cong had murdered one of his children and his claim that he acted in self-defense—said "second showing by CBS gave the public a much better balanced picture" of soldier's actions.

Mr. Small said Mr. Mollenhoff was trying to shift ground in pointing up soldier's self-defense claim. That question had never been raised by government before, he said. "We raised it ourselves." Previously, he said, Pentagon had suggested CBS faked incident. But, he added, CBS proved otherwise.

Buying Orlando AM

Group owner Susquehanna Broadcasting Co. is buying WKIS(AM) Orlando, Fla., for \$1,475,000, subject to FCC approval.

Selling group comprises Thompson K. Cassel, J. McCarthy Miller and Boris Mitchell, who have interests in WCOA-AM-FM Pensacola, Fla. Mr. Cassel also has interest in WUWU(AM) Gainesville, Fla., and in TV-9 Inc.—applicant for WFTV(TV) (ch. 9) Orlando and one of interim operators of station.

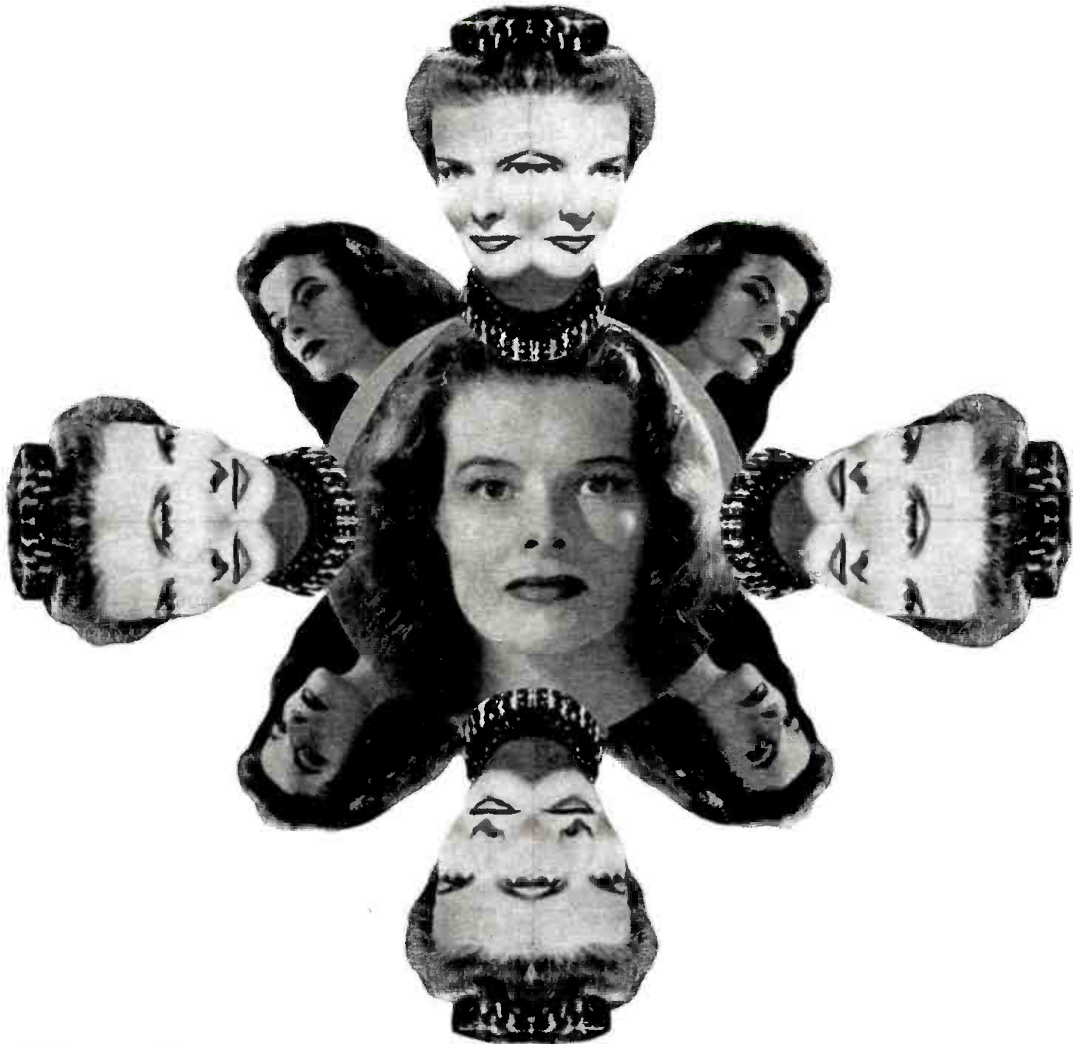
Susquehanna last month agreed to buy Storer Broadcasting Co.'s WSPD-FM Toledo, Ohio, for \$275,000, subject to commission approval (BROADCASTING, May 11).

WKIS, on air since 1947, is full time on 740 kc with 5 kw days and 1 kw nights.

HEPBURN

Her Philadelphia Story made it a town to remember. She was the Dragon Seed lady and Woman of the Year. Always the actress with winning ways.

Eight Hepburns are again available for imaginative programming. For the best combination of titles from MGM's library of film greats, check your MGM-TV representative. He has 710 in all.



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WHAT NEXT YEAR'S
RATINGS WILL BE LIKE"**

We didn't say that, but one of our clients did and several others confirmed it. The truth is that facts accumulated in our depth studies, are usually strong indicators of rating trends as far as a year away.

Ratings lag behind actual behavior when a market is in transition. Even though audiences are in the process of changing attitudes, when faced with a diary, they often tend to "vote" the way they used to behave, or still usually behave.

This phenomenon is much more evident in attitudes toward programs under the station's control, i.e., news, weather, sports, children's and women's programs, than toward network programs.

If you want to learn more about next year's ratings, or why this year's ratings turned out the way they did, give us a call for a no obligation presentation.

By the way, we still work with you for a whole year beyond a study—because we are more than just a research company. There is a lot more to making successful improvements than just having a research document handy. Don't write—call!

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

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

Datebook

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

■ Indicates first or revised listing.

June

June 1-26—Second annual National Institute for Religious Communication conducted by the *United States Catholic Conference and Loyola University*. Loyola University, New Orleans.

■ June 2—Hearings begin before *House Communications Subcommittee* on Senate-passed political-broadcasting bill. Room 2123, Rayburn House Office building, Washington.

June 2—Annual stockholders meeting, *MCA Inc.* Sheraton-Blackstone hotel, Chicago.

June 2-4—Annual convention, *Armed Forces Communications and Electronics Association*. Sheraton-Park hotel, Washington.

■ June 5—Meeting of *Vermont Association of Broadcasters*. The Tavern, Montpelier.

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

June 7 — Telecast of 22d annual *Emmy* awards presentation of National Academy of Arts and Sciences.

June 7-9—*Florida Broadcasters Association* convention, Key Biscayne hotel, Miami.

June 7-10—Annual convention of *National Cable Television Association*. Palmer House, Chicago. (See separate story elsewhere this issue; also, complete agenda of the convention and description of exhibits that are scheduled will be fully reported in next issue of BROADCASTING).

■ June 8-9—Meeting of *Alabama Broadcasters Association*. Governor's House, Montgomery.

■ June 8-12—World Advertising Week sponsored by *The International Advertising Association* and *The International Institute of Advertising* with advertising, marketing and management associations worldwide participating. Week features world advertising forum with theme "World Business—World Advertising—in the Public Interest, in the Public Service." Events also include presentation of international award winning TV commercials followed on June 9 by international television awards luncheon sponsored by IAA and American television commercials festival at Philharmonic hall, Lincoln Center. Registration and forum will be held at New York Hilton hotel. For registration for week write International Advertising Association 475 Fifth Avenue, New York, 10017

June 8-19 — Communications workshop sponsored by *National Religious Broadcasters*. Campus center of Nyack Missionary college, Nyack, N.Y.

June 8-11—Convention of *Electronic Industries Association*. Ambassador hotels, Chicago.

June 9—*Radio Advertising Bureau* regional sales clinic. Sheraton hotel, Philadelphia.

June 9—Annual stockholders meeting, *National General Corp.* Fox Wilshire Theatre, Beverly Hills, Calif.

June 10—*Radio Advertising Bureau* regional sales clinic. Sheraton hotel, Rochester, N.Y.

June 11—*Radio Advertising Bureau* regional sales clinic. Sheraton-Boston, Boston.

June 11-13—*Montana Broadcasters Association* meeting, Many Glacier National Park, Many Glacier hotel.

■ June 11-14—Meeting of *Mississippi Broad-*

casters Association. Edgewater Gulf hotel, Biloxi.

■ June 12-13—Meeting of *South Dakota Broadcasters Association*. Holiday Inn, Mitchell.

June 13-16—*Georgia Association of Broadcasters* convention. Callaway Gardens, Pine Mountain.

■ June 14-16—Meeting of *Television Program Conference*. Agenda includes network affiliation and independent meetings and presentation on "Changing Attitudes—the Viewers," a study of impact of demographics on TV programming. Conference will also include presentation on use of computers in programming, logging, traffic and accounting and "show and tell" sessions featuring video tapes of stations' individual approaches to programming. Pre-register with Charles Roundtree, TVPC treasurer, WBMG(TV) Birmingham, Ala. Hilton Inn, Oklahoma City.

June 15-20—International Advertising Film Festival in Venice, Italy. Festival information may be obtained by writing to festival director, 17th International Advertising Film Festival, 35 Piccadilly, London W1V 9PB, England or cabling Festival London W.I.

June 16—Public hearing of the *Canadian Radio-Television Commission*. Skyline hotel, Ottawa.

June 17-20—First gathering of *Alternative Media Project*. Goddard College, Plainfield, Vt.

June 16—Annual stockholders meeting, *Rust Craft Greeting Cards Inc.* Rust Craft Park, Dedham, Mass.

June 17-19—Meeting of *Virginia Association of Broadcasters*. The Mariner, Virginia Beach.

June 18-19—Meeting of *Indiana Broadcasters Association*. Indianapolis Hilton.

■ June 18-20—Meeting of *Oklahoma Broadcasters Association*. Western Hills Lodge, Wagoner.

June 21-24—Convention of *Rocky Mountain Association of Broadcasters*. Featured speakers include FCC Chairman Dean Burch and NAB President Vincent T. Waslewski. RCA will present seminar dealing with "Broadcasting and Electronics in the 70's." Jackson Lake lodge, Wyoming.

■ June 21-24—Annual convention of American Advertising Federation. Speakers include Arthur M. Wood, president of Sears, Roebuck & Co., Chicago; Sam Thurm, advertising VP, Lever Bros., and Henry M. Schachte, chairman of executive committee of J. Walter Thompson. Program will include four advertising workshops devoted to creative, media, production (broadcast and print) and sales promotion. Pfister hotel, Milwaukee.

June 23-26—Meeting of *National Association of Broadcasters* boards of directors in

Regional seminars of Radio-TV News Directors Association

June 6—AP, New York.

June 6—KXL-AM-FM Portland, Ore.

June 6—WIBW-AM-FM Topeka, Kan.

June 13—WFAA-AM-FM-TV Dallas.

Meetings will begin at 9 a.m. in all locations.

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For years we've been offering a 30-day free trial, a full year's warranty on parts and labor, an increase in effective coverage, a guarantee of protection against overmodulation without distortion — but there are still a few of you who haven't tried AUDIMAX and VOLUMAX.

Audimax reacts to any given program situation in exactly the same way as your best audio man would — only a lot faster and more efficiently. It eliminates distortion, thumping, pumping, audio "holes," and bridges through program pauses to eliminate the "swish-up" of background noise. It even returns the gain to normal during standby conditions. Big claims? You bet. But we're willing to back them up with a 30-day free trial in your own studio. After that, send us \$625 if you like it. If not, send it back — freight charges collect. What can you lose? By keeping average modulation up, everybody wins. Volumax for AM broadcasters costs the same as Audimax and limits peaks without side effects. Its action may be gentle or microsecond fast. That depends on the program waveform but the end result of the Audimax-Volumax team is always a more even and pleasant sounding program that may be

transmitted safely at much higher effective power levels. That's another big claim we'll back up with a free trial. We've even got a claim for FM and TV broadcasters. FM Volumax is absolutely guaranteed to prevent FM overmodulation and SCA crosstalk without distortion. This one costs \$725. Audimax Stereo, \$1,250. FM Volumax Stereo, \$1,445.

Fill out and send us the coupon below. Let us back these claims with a 30-day free trial. Or better yet — call us collect at (203) 327-2000.

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*Reg. U.S. Patent Office.

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Washington.

June 25—Eighth annual Canadian Television Commercials Festival sponsored by the Broadcast Executives' Society and the Television Bureau of Canada, Inn on the Park, Toronto.

June 25-28 — Annual spring meeting of Maryland-District of Columbia-Delaware Association of Broadcasters. Henlopen hotel and motor lodge, Rehoboth Beach, Del.

June 26-28—Meeting of North Dakota Broadcasters Association. Turtle Mountain Lodge, Bottineau.

June 28-July 1—Summer meeting of National Association of Farm Broadcasters. Speakers include Secretary of Agriculture Clifford M. Hardin and FCC Commissioner Robert Wells. Panels will be presented on environment and rural development. Shoreham hotel, Washington.

June 29—State Department's National Foreign Policy Conference for editors and broadcasters, Hilton hotel, San Francisco. Request invitations by writing Director, Office of Media Services, Department of State, Washington 20520.

July

July 7—Deadline for commercial UHF-VHF's to file new Grade A and B field contour maps with FCC.

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

July 12-24—Annual management development seminar of National Association of Broadcasters, Harvard University, Cambridge, Mass.

July 13-14—Meeting of New York State Broadcasters Association. Otesaga hotel, Cooperstown.

July 20—FCC evidentiary hearing in competitive proceeding for WPIX(TV) New York, previously scheduled for May 4. Location to be announced.

Aug.

Aug. 20-23—Meeting of West Virginia

Broadcasters Association. The Greenbrier, White Sulphur Springs.

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

Sept.

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

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

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

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

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

Oct.

Oct. 4-6—Meeting of North Carolina Association of Broadcasters. Holiday Inn, Charlotte.

Oct. 4-9—Technical conference and equipment exhibit, Society of Motion Picture and Television Engineers. Joseph A. Flaherty, CBS-TV Network, conference chairman. Sessions include two-day symposium on cable TV, under chairmanship of G. Norman Penwell, director of engineering, National Cable TV Association. Hilton hotel, New York.

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

■ Indicates first or revised listing.

OpenMike®

Not opposed to service

EDITOR: Your May 18 story, "FCC Upholds Microwave Relay of CATV Programs," correctly reflected the commission's release on the subject, but that release did not accurately reflect the pleading that this company had filed in that proceeding.

Although the National Association of Educational Broadcasters and the Association of Maximum Service Telecasters had filed petitions for reconsideration that attacked various aspects of the rules, adopted in November 1969, that would allow stations licensed in the community antenna relay service to transmit program material originated by CATV systems, Laser Link Corp. had supported those rules.

The pleading filed by Laser Link was entitled "Petition for reconsideration in part." It endorsed the policy decisions behind the adoption of the rules, supported the rules as adopted and asked only that those rules be enlarged to in-

clude standards under which its equipment could provide the contemplated service.

The commission last month instituted a new rulemaking proceeding to consider the adoption of such standards. That rulemaking is still pending. The action reported in your May 18 story involved merely the commission's tying up some loose ends left hanging from the earlier proceeding. . . —Ira Kamen, president, Laser Link Corp., New York.

Putting the record right

EDITOR: In your May 11 "Changing Formats" you state that KOQT(AM) Bellingham, Wash., is owned by Top-Dial Inc. It is not. It is owned by Bellingham Broadcasting Co. with Ruth Waters as president. Also, KOQT signed on with its new format of up-tempo music April 1, not April 8.—Les Cole, program director, KOQT(AM) Bellingham, Wash.

TV syndication can mean 'something else' to advertisers

Can an advertising agency help its clients overcome some of the problems of message dilution that occur in the television industry—lack of program control, commercial clutter, limited or non-existent product protection, incompatible program environment, no opportunity for billboards, no advertiser-program identification and rub-off, and rising television prices?

Compton Advertising thinks there is a way—there is "something else" to be tried and tested.

Last year, one of Compton's clients, the American Dairy Association, was unhappy about the existing television potentialities for reaching its target audience (12-34 years old) in the 70 markets in which its membership is concentrated.

This year, the association is as content as the proverbial cow because of a new television direction taken by the agency and client. ADA, through Compton, is producing and syndicating its own half-hour, youth-oriented musical program called *Something Else*.

Something Else is shot entirely on location—San Francisco, New Orleans, Hollywood, San Diego, Washington, Cape Cod, Williamsburg, Va., and other sites.

Each show features, in addition to regular host-comedian John Byner and the Action Faction Dancers, four or five top groups currently making it in folk, rock, country-western and blues. Talent to date reads like a "Top 40" chart: Three Dog Night, Guess Who, Mother Lode, Beach Boys, Grass Roots, Lou Rawls, Lou Christie, to mention a few.

Compton's television programming department developed the show's concept and format with film-maker Bob Dellinger of Robert E. Petersen Productions. A third and key member was Bill Rehmann, director of advertising and sales promotion for ADA. Mr. Rehmann's extensive background and experience in broadcasting and advertising added extra depth and dimension to the project. He was instrumental in obtaining the approval of ADA membership to embark upon the \$2,200,000 outlay necessary for the series.

The agency felt that to achieve acceptance by the stations, the show must have a totally new format. It must break out of the four walls of the studio

for a fresh and exciting look.

San Francisco was chosen for the location of the pilot, and to shoot it Mr. Dellinger brought together a team of top talent: cinematographer Laszlo Kovacs ("Easy Rider") to head the camera crew; Bob Abel ("Sophia Loren in Rome" and "The Making of a President 1968") for the directorial chores, and Don Cambern ("Easy Rider") as editor. Choreographer Bob Banas (who did both the Jonathan Winters and Nancy Sinatra specials) was enlisted to put the Action Faction dancers through their exuberant routines. As host they wanted a man who could interject both humor and pace. The unanimous selection was comedian-mimic John Byner. His youth and his instant rapport with the idea for the show made him a natural choice.

Starring in the pilot were Jim Webb, Merrilee Rush and Three Dog Night. Upon completion, it met with unanimous approval. ADA agreed to underwrite 34 original programs.

Production was but a part of the total syndication effort. Station sales were assigned to Media Syndication Services, an organization set up originally to service syndicated shows for Compton's program department. Owner-President Larry O'Daly and his staff began a round of meetings with station managers and program directors around the country.

The proposition offered to stations was that the ADA would retain two commercials plus the opening and closing billboards and would give the local

station the option of up to four spots, depending on time period, for local sale. In this way the station could acquire high-quality programming at no out-of-pocket expense while ADA obtained efficiencies at least equal to local spot rates.

A prerequisite of the package offer was that the program be placed in good time periods. Approximately 25% of the markets placed the series in prime time; the remaining stations placed it in highly acceptable fringe time.

Apparently stations recognized that *Something Else* filled a serious programming gap—a gap which called for a contemporary youth-oriented show with a "different" look. The networks were not providing them with this caliber of show and the stations could not afford to produce one of comparable quality and scope. The popularity of *Something Else* is growing and the show is building audience each week.

ADA's Bill Rehmann says: "*Something Else* is just that. It's worth all the work we put into it. Its natural ingredients, its blend of creative and performing talents, its ability to fill a need at the local level, and its natural appeal to the largest segment of milk drinkers, just has to make it one of the most unusual programs in television today. It really is 'something else' for our dairy farmer members."

Client-syndication is not new. It has increased significantly over the past few years and undoubtedly will continue to do so as long as it remains an efficient way of reaching a television audience.



Richard M. Mumma has held the title of senior vice president and director of programming and broadcast affairs at Compton Advertising, New York, since 1965. He joined the agency in 1961 as executive radio-TV producer. Previously he was a unit manager, news and program department, ABC-TV. Mr. Mumma is a member of the International Radio and Television Society and a member of the broadcast administration committee of the American Association of Advertising Agencies.

how soon the first R?

"Dear Mr. Shevlin," the woman's letter began, "this is the first time I have written a letter . . . I am grateful that you have taken the time to teach us more unfortunate people how to read and write."

Thousands of similar "first" letters have been received by Dr. Alexander Shevlin as teacher/host of Triangle Stations' educational series for illiterate adults, "Operation Alphabet."

It was early—1943 to be exact—when Triangle Stations led the way in accepting the challenge and the responsibility of providing meaningful educational programming. "Studio Schoolhouse," a pioneering effort which originated that year, brought song, stories, scientific experiments and fine literature into Philadelphia classrooms on WFIL Radio. Five years later WFIL Television introduced the video version and "Wifil Schoolhouse," as it was popularly known, went on to establish a record for longevity (25 years).

For Triangle, it was the beginning of a commitment to educational broadcasting which has been responsible for a long list of pioneering efforts.

"University of the Air," for example, began back in 1951 on WFIL-TV. It gained the participation of 20 colleges to bring, for the first time anywhere, degree credit courses to television. It ran successfully for 15 years.

Some of the others to follow would be: "TV High School of the Air"—designed to prepare dropouts, lagging students and young adults for state high school diploma requirements; "Frontiers of Knowledge," six award-winning adult education specials produced on film in 1960; and "Operation Alphabet," which won more than a dozen awards and was provided free by Triangle to stations in over 100 markets and throughout the world.

"Wordland Workshop," one of Triangle's most interesting educational projects had its beginnings in 1962. Long-time staffer and educator, Neil

Harvey, was assigned to investigate a critical reading problem among Philadelphia school children. As a result, one hundred and fifty-two "Wordland Workshop" children in Binghamton, New York (WNBK-TV) and in Philadelphia (WFIL-TV) became part of a unique, controlled television experiment in pre-school reading. It was the basis of Neil Harvey's Ph.D. thesis from the University of Pennsylvania. His follow-through research is due this fall, and early indications are that all the students in his control group, now in first grade, are reading well above their grade levels—some as many as five years above.

A Triangle-published handbook on the series, which details Harvey's research, has been well-received by educators and broadcasters alike. Interestingly, the highly acclaimed "Sesame Street" series employs many of Dr. Harvey's innovative methods in teaching pre-schoolers. "Dropouts Anonymous," a continuing campaign offering aid and moral support to potential and recent school dropouts, was developed by the KFRE Stations, Fresno, in 1966.

During the first year alone, more than a thousand individuals were motivated to stay in school or resume their education. Similar results were also achieved by WNHC AM-FM-TV, the Triangle Stations in Hartford/New Haven, when they picked up "Dropouts Anonymous" a year later. And, as with "Wordland Workshop," Triangle published a complete "how to" handbook on "Dropouts Anonymous" as a guide to broadcasters and educators.

The serious question of smoking and health prompted another recent Triangle educational effort, "Why Not Quit?". The 20 five-minute programs, narrated by E. G. Marshall, and produced in cooperation with both the University of Pennsylvania and the National Clearinghouse on Smoking and Health, uses non-scare, low-key techniques to inform smokers of the dangers of cigarette smoking.

Following its presentation on all six Triangle television stations, the series was offered nationally last September. A number of stations, including Washington's WMAL-TV, have already aired it. Currently, it is also being seen on the 47 world-wide facili-

ties of the Armed Forces Television Service. Proceeds from its sale go to the University of Pennsylvania for medical research.

A unique Triangle service, Educating, utilizes FM multiplex sub-channels to broadcast courses on everything from the management of time to better golf. The information is received over special, inexpensive portable units. The courses were produced by Triangle at the request of the developer, Educational Systems, Inc., and we are making them available on a world-wide basis for home, school, government and industry. Corollary video services for programmed instruction have also been developed, as well as a number of audio tape systems for use in areas where no FM exists.

Educational broadcasting goes on today at a great pace all around the world. Indeed emerging societies in Asia, Africa and Latin America are finding American-style educational broadcasting critical to their continued progress.

America's needs, of course, are much more sophisticated, but no less urgent. That's why the work goes on at Triangle. Television and radio documentaries on education are produced frequently by all our stations. The WNHC stations in New Haven offer minority group seminars on effective use of broadcasting. KFRE's Vernon Slider, a former heroin addict, reaches thousands of high school kids a week with his "like-it-is" talks on drug abuse. Boy scout training classes in radio and television production are held in three of our six markets. A WFBG radio personality serves on the Altoona school board. Lancaster and Lebanon area students learn to write television copy in the WLYH-TV studios. Through efforts like these the Triangle Stations meet their obligation to serve the public interest, convenience, necessity.

George A. Koehler
General Manager
Triangle Stations

Radio bright spot in general gloom

Good sales in recent weeks make reps optimistic about first half as compared to last year's figures

Despite a soft economy with unclear prospects, spot radio is holding its own at a level well above widely held expectations.

It may even be up a percentage point or so in total sales for the first six months of 1970. And the dominant though cautious and by no means unanimous projection is on the side of optimism for the rest of the year.

These conclusions were drawn last week from a BROADCASTING canvass of leading radio-station representation firms and leaders of the Radio Advertising Bureau and the Station Representatives Association.

The canvass showed that as always—but more than usual—sales vary, sometimes dramatically, from station to station, market to market and rep to rep, but that as a whole the first-half total should at least equal last year's and perhaps exceed it slightly.

"Considering how far the economy has gone down," one observer concluded, "just holding an even keel has to be rated quite an accomplishment." Spot radio sales for the first half of 1969, it was noted, ran approximately 7% higher than those for the same period of 1968.

The relative stability thus far has not been maintained without some hurdles being overcome.

Advertiser caution has been reflected in generally shorter market and station lists and shorter flights (see this page). To make up for these cutbacks, salesmen have had to find new customers and persuade others to expand.

There also has been greater pressure on rates, attributed partly to the general economy and partly to the independent media-buying services and their impact on the negotiating styles of agencies. Some reps acknowledge privately that rates at a number of stations had begun to cave. Others maintained that the rate line is being held with few exceptions.

Much of the optimism about first-

half results stemmed from a steady pick-up in spot-radio business in recent weeks. The first few months of 1970 were slow, according to most accounts, although some reps said they managed to hold even and others reported gains ranging from a few percentage points to many. The slow early pace, some noted, seemed even slower because it had to stand comparison with a first quarter that was spot radio's fastest-growing three-month period of 1969.

The increased activity in recent weeks was reported to be most general in New York, but offices in Chicago, on the West Coast and in the South and Southwest were variously reported as doing a growing volume of business.

Except for Detroit, hurting from the auto slowdown, sales performance in offices outside of New York tended to vary among reps, with some turning in diametrically opposed reports on the same branch cities.

The reps also were feeling the impact of diminished automobile spending, though many said it remained one of their key sales sources and felt it would

increase significantly at new-car introduction time (depending on the outcome of the anticipated strike).

Airline advertising was said to have remained generally strong, though held back by the protracted but now-ended strike at National. Tobacco business was said to be better than expected, considering the slow-down in recent years and the total ban on radio-TV advertising of cigarettes that goes into effect Jan. 2.

Leisure-time products and services—travel, cameras, resorts, restaurant chains and the like—were also singled out as a seemingly growing advertiser category.

Colgate-Palmolive, General Foods, Arco Oil and Getty Oil were among major companies reported to have stepped up their spot-radio spending, while Bristol-Myers, Trans World Airlines, American Airlines, Johnson & Johnson and Wrigley's were others said to be spending at least as much as in the past, and in some cases more. The Glass Container Institute, Union Carbide's new Prestone motor coolant and the new "Story of Life" weekly magazine

Radio spot campaigns are shorter, reps agree

Tendency to short flights in spot-radio campaigns—plus implicitly, the flexibility that enables radio to handle short flights on short notice—is shown in the table below, compiled by Alan Torbet Associates, radio station representatives.

ATA's study concentrated on the lengths of 584 new breaking schedules reported during the preceding 20 weeks. Note that 38% were for four weeks or less, 69.3% were for less than nine weeks and 80.6% were for less than 13 weeks. Though it is not shown in the table, ATA said over half were for less than six weeks.

ATA had no comparable figures for prior years, but President Alan Torbet said—and other reps agree—that "we know from experience that the average length of campaign is shorter today." Radio's ability to accommodate advertisers needing immediate sales promotions but wishing to avoid long-term commitments was seen as an important factor in radio's relative stability in the soft general economy (story this page).

Schedule length	No. of schedules	% of schedules
Less than one week	6	1.0
One to four weeks	216	37.0
Five to eight weeks	183	31.3
Nine to 12 weeks	66	11.3
13 to 25 weeks	72	12.3
26 to 39 weeks	16	2.8
40 to 51 weeks	5	0.8
52 weeks	20	3.5

series (BROADCASTING, March 30) were among new spot-radio users singled out.

Not all reps gave upbeat reports, by any means.

One representing stations in large and medium-sized markets said his business is down from last year by about five percent and that about one-fourth of his stations are sharing the decline.

Another, with a short list of major-market stations, said his first quarter was off eight percent and regarded the first-half outlook as bleak, though in part because his 1969 first half had been especially good.

A medium-market representative said his business was off 10%-15%, partly because of "a screeching halt" in sales since early May. Another called the first quarter "a nightmare" but said an "excellent" May and June would make the first half "respectable."

On the other hand, officials of many firms gave more upbeat reports: The radio division of Avco Radio Television Sales reported business up 22%.

Henry I. Christal Co. reported a definite improvement in the second quarter and a bullish regard for the third, despite a disappointing first.

Robert E. Eastman Co. said volume to date was at least even with last year's, and that sales for June were running 25% ahead, for July 29%.

H-R Representatives said business for the first quarter was slightly up from a year ago or at least as good, and regarded the summer outlook as promising.

Katz Radio reported business at least equal to last year's through May, with a promising outlook for June and July.

Major Market Radio said business

to this point was at least up to 1969 pace and that June and July looked promising.

Edward Petry & Co.'s radio division reported first-quarter sales approximately equal to last year's period and was optimistic that the first half would show a rise.

Radio Advertising Representatives said it was three to five percent ahead thus far and expected business to remain healthy.

Alan Torbet Associates reported "substantial" gains this year.

In addition, among firms that asked not to be identified three leading companies said their first quarters were slightly higher or about even with the same 1969 period, and they were confident, on the heels of stepped-up activity in the last six weeks, that their respective first-half totals would be four to five percent above the first six months of 1969.

They were also hopeful for a full-year improvement but, like many others, tempered their projections with the caution that the tenor of the general economy will be a pivotal factor.

Another leading firm reported a "flat" first quarter followed by a satisfactory bounce-back for May and June that generated optimism for a good third as well as second quarter.

One thing all agreed on, regardless of present sales or future outlook, was that the spot business is a mixed bag with some markets and stations up and others down for no apparent reason to account for the difference and no discernible pattern of ups and downs. Though it is generally held that stations in bigger markets tend to do better than those in smaller ones, reps noted instances where the reverse was true.

They also showed a keen awareness

rector of the American Television and Radio Commercials Festival.

The media panel will be moderated by Herbert D. Maneloveg, of SFM Media Services and formerly with BBDO. Panelists are Joseph Champion, Ogilvy & Mather; Harry Kay, Norman, Craig & Kummel; William H. Kennedy, Campbell-Ewald; Roger Waldbaum, Doyle Dane Bernbach.

Joyce Reed of RAB will be moderator of the retail radio panel, consisting of Leonard Daloia, F & R Lazarus & Co. (a Federated department store); Lawrence Dobrow, Lawrence Debrow Associates, Washington, and Morris L. Rosenblum, Macy's New York.

Panelists on radio creativity are Dick Clorfene, Mel Blanc Audiomedica; Warren Pfaff, J. Walter Thompson Co. and Mike Slosberg, Young & Rubicam, Los Angeles.

One view of youth market

The potential of today's youth market was emphasized by David A. Grimm, director of station relations, ABC Radio, for businessmen, advertising-agency personnel and faculty at Michigan State University, Lansing, on May 22. Mr. Grimm chided some advertisers for "not going after this market with enthusiasm" and being "lukewarm" about it. He also looked to the future, commenting, "if all of us, as we claim, have the means and the facilities to promote the movement of merchandise, we also have the means and the obligation to promote positive, not negative ideas; ideas and movements that appeal to our noblest desires instead of our lowest instincts."

of costs, both their own and at the stations they represent.

Among factors cited as pushing rep costs sharply up were more sophisticated and expensive research and sales presentations, special-service projects and analyses, more travel, higher rents and payrolls, the growing use of short flights by advertisers (in effect requiring salesmen to sell the same account two, three or more times) and the extra negotiating time required to justify rates in the face of mounting efforts to grind them down.

To offset rising costs as much as possible reps said they were taking a variety of measures ranging from curtailment of entertainment and travel to the more general "closer management scrutiny" of all costs.

The reps also appeared to agree generally that in the current unsettled economy spot radio is doing—and stands to do—relatively as well as any of the competing media and may do better than most.

It was also felt that some of radio's so-called problems—the trend to shorter flights, for instance—would in fact prove to radio's advantage if they had not already done so, by attracting new money from advertisers who want to avoid long-term commitments but make maximum impact with minimum dollars.

M. S. Kellner, managing director of Station Representatives Association, noted that he had "seen many more smiling faces lately" than had been in evidence a few months ago. He felt one important factor in the change of countenance was the sales efforts being made by reps and also by the Radio Advertising Bureau in particular, as well as through SRA.

Miles David, RAB president, called attention to radio's built-in opportunities as well as RAB's major promotional efforts and also reported that a new

Trends in radio ANA theme

The quest for creativity, the trends in media buying and the latest developments in the retail field in radio will form the dominant themes at the Association of National Advertisers/Radio Advertising Bureau radio workshop to be held tomorrow (June 2) at the Hotel Plaza in New York.

The morning session will focus on such topics in radio as creativity at the agency level, writing and producing advertising, commercial research, case histories of the medium's effectiveness, media characteristics and creative trends. The afternoon panels will deal with the buying of radio and its use by retailers.

The luncheon program will be devoted to the announcement and presentation of winners in this year's American Radio Commercials Festival of radio Clio's by Wallace A. Ross, di-

sales tool—a research study showing that “radio’s impact is comparable to television’s”—would be revealed this week at the radio workshop sponsored by the Association of National Advertisers and RAB (story page 18).

“Radio,” Mr. David said, “has the potential of going against the trend in much of the rest of the advertising business and closing out this year with growth. I believe we have to sell very aggressively to do it, but the opportunity is really there.

“Why do we say this when budgets are holding even or being cut back and when the economy is very uncertain? Look at it from the point of view of an advertiser (and very many we’re calling on agree). If the future is uncertain, why not use a medium which can change rapidly. You can buy radio and change your advertising much faster than in magazines or television with

their built-in delay to get high-quality production. If a competitor shifts to a promotion which you must counter, you can do it almost instantly in radio. If you decide to start emphasizing lower-priced lines, you can do it overnight in radio.

“Even more important, with radio a frozen advertising budget can act like one that’s still growing. If last year you were buying a certain number of impressions, you can expand your use of radio while holding total advertising dollars constant and still get more impressions. And now there is new evidence about how effective those radio impressions are.

“At the ANA/RAB radio workshop this week we’ll be breaking results of new research which adds to the documentation that radio’s impact is comparable to television’s. In fact what seems to be developing is a pattern

which indicates it’s not so much the question of whether it’s a TV commercial or a radio commercial but how good a commercial. We’ll be telling advertisers and agencies about these new developments very intensively all year long.

“A major presentation we’re using a RAB in 1970 is called ‘radio and your bottom line.’ It is addressed specifically to business executives concerned about the profit squeeze and shows how radio’s economical delivery of impact can allow an advertiser to achieve jumps in selling power while holding costs even or making budget cuts. This has to be reflected in the bottom line, the presentation concludes.

“In addition, we’re doing many printed reports and bulletins for distribution to advertisers and agencies all over the country stressing radio’s natural advantages in a tight-money period.”

Code board acts to cut clutter

It proposes stiffer standards for counting multiproduct spots, sharpens toy-ad rules

The Television Code Review Board of the National Association of Broadcasters has moved gently to ease the much-criticized “clutter” of commercials (BROADCASTING, April 20), by trying to avoid the appearance of increased commercial time in programing. The board has recommended a change in the TV code provision regarding the advertising of more than one product within the framework of a single announcement.

The action came during a day-and-a-half meeting in Washington last week during which a wide range of subjects was discussed. Stockton Helffrich, director of the NAB Code Authority had said earlier that much of the criticism of “clutter” is due to piggyback practices or the technique of splitting commercial spots to advertise different products. This gives the appearance of more commercial time while the actual minutes for commercial use have not been increased, he said.

The proposed new code language declares: “A multiple-product announcement shall be counted as a single announcement provided the same voice(s), setting, background, and continuity are used throughout so that the announcement appears to be the viewer as one single unit.” Previous code language had merely stated that a multiple-product announcement shall be counted as a single announcement provided the products “are so treated in audio and video throughout the announcement. . . .”

The change is subject to approval of the full NAB television board, which meets in Washington June 25. If approved, it will be effective Feb. 1, 1971.

The review board said it hopes that the new provision will encourage better integration of multiple-product announcements. “Where such integration is not achieved, the announcement appears to be more than one and contributes to charges that there is commercial clutter or an excessive number of commercial spots,” the board said.

The review board also voted a major change in toy-advertising practices, commended broadcasters’ efforts to discourage the use of illegal drugs, and set up a subcommittee to work with the NAB Code Authority staff on a review of sedative and stimulant advertising.

On the continual nagging problem of personal-product advertising, the board rejected commercials for a sanitary napkin and a hemorrhoidal remedy. It was learned from other sources that a proposed commercial advertising Pristeen, a feminine-hygiene product of Warner-Lambert, would not be acceptable under code standards, but would be produced and tested on non-code stations. It was reported that the agency, Doyle Dane Bernbach, planned an audience survey to determine reaction and NAB indicated it would review the design of the survey and the results. However, NAB officials denied they would underwrite such a survey.

Regarding the advertising of toys on television, the code review board took

steps to curb a tendency to promote some toys as superior to others the child already may own. The board voted to disallow competitive superiority claims in broadcast advertisements. This new interpretation of the NAB Code Authority’s toy-advertising guidelines becomes effective as soon as possible but no later than Feb. 1, 1971.

Regarding the use of illegal drugs, the TV code board said, in part:

“The Television Code Review Board commends the contributions made by broadcasters to discourage the use of illegal drugs and to help educate the public on the destructive, far reaching effects of the illegal drug problem.”

The board directed the appointment of a subcommittee of the board to work with the authority staff on a review of the content of pertinent advertising.

Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of the TV Code Review Board, named the committee, in addition to himself, as: Charles A. Batson, Cosmos Broadcasting Corp., Columbia, S. C.; Alfred R. Schneider, ABC; William H. Tankersley, CBS; and Herminio Traviesas, NBC.

The review board said it would study the findings of the subcommittee with members of the TV Code Authority’s medical and science advisory panel and take appropriate follow-up action, including guidelines, if necessary.

The review board also upheld the code authority in its rejection of documentation offered by U. S. Automotive Inc. for “Powr” battery additive. The board offered the firm the services of the NAB research department to help establish research procedures necessary to substantiate its claims.

It was reported that the firm contended it was being discriminated against by the code authority.

A move to cut commercial costs

Jefferson Productions sets new TV pricing and services for agencies, advertisers

Jefferson Productions, Charlotte, N. C., said last week it is the first "major" independent [video-tape] production company to offer advertisers and agencies a "flat daily rate" for their TV commercial assignments.

Details of the new pricing, which goes into effect today (June 1), were announced at a news conference in New York. Jefferson said clients will be charged \$2,950 a day for facilities and crews. This rate was said to be between 25% and 30% under Jefferson's previous comparable charges.

The announcement of Jefferson's new pricing was made by Charles H. Crutchfield, president of Jefferson Standard Broadcasting Co. (Jefferson-Pilot Corp. is a multiple-station owner, and Jefferson Productions has been operated as a separate division for the past eight years).

Jefferson officials explained at the conference that the production company's commercial pricing was from "one-half to two-thirds" that of other production companies. They said this was made possible principally because Charlotte is away from the "high-rental" centers, such as New York. The new rates, Mr. Crutchfield said, would be available for program production as well as in the making of commercials.

Mr. Crutchfield cited "a dangerous, alarming trend among major clients to produce commercials outside the U. S."

He said a few of these "are for scenic values, but most are produced strictly for economic reasons." In the U.S., he said, "everyone is talking about the ridiculously high cost of commercial production."

Mr. Crutchfield and other officials with Jefferson Productions said that high costs in commercial production were eating away advertiser budgets and posed a threat to TV in that some advertisers might be inclined to either cut back drastically in the medium or pull out altogether. The new pricing by Jefferson, Mr. Crutchfield said, "will enable the producer to very accurately determine in advance the cost of his commercials or programs."

Jefferson will provide complete service from pre-production to completed commercials, said Mr. Crutchfield, who explained that facilities include three color cameras, studio or remote shooting, a staff director, lighting director, full production and technical staff, three video-tape machines, editing and mixing facilities, stock set and props. He also said that the company has in operation a Central Dynamics Ltd. CDL-101 computerized electronic editing system costing over \$100,000. The system allows for automatic aborting of any splice that is not perfect, edits frame-by-frame and can be programed for dissolve or wipe of any duration.

The company also has a price of \$2,150 a day for editing and mixing only. Half-day prices will be \$1,750 for shooting and \$1,200 for editing and mixing.

Business briefly:

3M Co., Minneapolis-St. Paul, through BBDO, New York, will sponsor two one-hour specials on ABC-TV in 1970-71

that will measure and analyze American public opinion. Results of nation-wide polls conducted by the Louis Harris organization up to 24 hours before air time will be tabulated and posted live in the studio during the show. Mr. Harris and a panel of ABC News correspondents will analyze results.

Mrs. Paul's Kitchen, Philadelphia, through J. M. Korn & Son, Philadelphia, will sponsor either one-half or all of America, one-hour special, on TV network to be selected this fall. Program, with Glenn Ford as host and featuring top musical talent, will examine country's mood, developments and history through music. It will be taped on location around U.S. by Talent Associates, Studio City, Calif., with Mrs. Paul's underwriting half (\$450,000) of the production cost.

Kemper Insurance Group, through Clinton E. Frank, both Chicago, will sponsor the Kemper Open Invitational Golf Tournament, to be covered on 155 stations June 6-7 by Hughes Sports Network.

The Toni Co., through North Advertising, both Chicago; Frigidaire Division of General Motors Corp., Detroit, through Dancer-Fitzgerald-Sample, New York; Kellogg Co., Battle Creek, Mich., through Leo Burnett Co., New York, and Oldsmobile Division of General Motors Corp., through D. P. Brother & Co., both Detroit, will join in sponsorship of the Miss America Pageant on NBC-TV, Saturday, Sept. 12 (10-12 p.m. NYT).

Purchases on ABC Radio include Chevrolet Division of General Motors, through Campbell-Ewald, both Detroit, or ABC's American Contemporary and Information Networks, and S. C. Johnson & Son, Racine, Wis., through Foote,

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended May 17, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 17	Total dollars week ended May 17	1970 total minutes	1970 total dollars
	Week ended May 17	Cume Jan. 1-May 17	Week ended May 17	Cume Jan. 1-May 17	Week ended May 17	Cume Jan. 1-May 17				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ —	\$ 119.3	\$ 2,514.3	\$ 328.0	\$ 6,454.2	86	\$ 447.3	1,681	\$ 8,968.5
Monday-Friday 10 a.m.-6 p.m.	1,738.7	34,923.9	2,973.6	63,153.0	1,909.6	36,772.1	970	6,621.9	16,688	134,849.0
Saturday-Sunday Sign-on-6 p.m.	945.3	22,822.2	1,245.8	29,973.3	745.9	14,369.3	324	2,937.0	5,831	67,164.8
Monday-Saturday 6 p.m.-7:30 p.m.	217.2	4,646.0	731.8	16,690.7	556.5	12,366.7	87	1,505.5	1,526	33,703.4
Sunday 6 p.m.-7:30 p.m.	87.5	2,632.0	200.4	5,804.2	187.9	5,162.8	23	475.8	433	13,599.0
Monday-Sunday 7:30-11 p.m.	5,107.5	100,017.7	6,368.1	144,467.4	6,468.5	143,880.5	453	17,944.1	8,510	398,349.6
Monday-Sunday 11 p.m.-Sign-off	178.4	6,032.1	571.9	7,586.2	602.6	13,369.1	129	1,352.9	2,149	26,987.4
Total	\$8,274.6	\$181,057.9	\$12,210.9	\$270,189.1	\$10,799.0	\$232,374.7	2,022	\$31,284.5	36,818	\$ 683,621.7

Media buyers treated to TV demonstration

A TV-station representative in New York covered nine leading advertising agencies at their offices simultaneously last Tuesday (May 26) to circulate a special report by the American Research Bureau on a market area served by a client station.

Harrington, Righter & Parsons Inc., New York, claimed an unusual if not a "first" broadcast sales presentation in using closed-circuit TV to announce to agency media buyers, planners and supervisors a special ARB report prepared for WTIC-TV Hartford, Conn., detailing the confluence of the Hartford/New Haven, Conn.-Springfield/Holyoke, Mass. areas as a "single television market." The station urged the agencies to buy what it termed "a city called Southern New England" when considering that region of the country in a TV campaign.

A taped 16-minute presentation in color was sent simultaneously to four agencies—J. Walter Thompson Co., Young & Rubicam, Dancer-Fitzgerald-Sample and McCann-Erickson—using the facilities of the Hughes Television Network. Hughes fed the telecast to a switching center at the New York Telephone Co. and the four agencies, each equipped to receive a feed sent by closed circuit, were patched in. They all received the telecast at 9:30 a.m. (A



Media planners, buyers and supervisors at Young & Rubicam engage in a question-and-answer session with Stephen H. Raffel (extreme left), HR&P account executive, and G. Woodruff Sloan (extreme right), WTIC-TV gen-

eral sales manager. Y&R personnel between them are (front row, l-r): John Twiddy, Patt Korr, Judi Koppelman, (back row) Barbara Ames, Frank Truglio, Lenore Panoff, Theresa Chico and Eleanor Feitzer.

fifth agency, Grey Advertising, encountered technical difficulty in the TV transmission and was shown the presentation at a later time.)

Another five agencies, which were unable to receive the simulcast, rolled film by projector or tape on playback machines at the same time as the simulcast was fed. These agencies were Foote, Cone & Belding; Benton & Bowles; Ted Bates & Co.; BBDO, and Ogilvy & Mather. Still another major agency, Doyle Dane Bernbach, was covered by an earlier showing of the pre-

sentation.

This stepped-up use of facilities for a presentation was put into motion because the rep considered the report to have an immediate impact for buyers. Any delay in its presentation, officials believed, would have served to dilute the "freshness" of the report. At least two representatives of HR&P were present at each agency to answer questions or discuss the report. The rep firm said a total of 152 agency personnel saw the presentation in nine agency offices that Tuesday morning.

Cone & Belding, Chicago, for Johnson Car Wax, on the American FM Network.

Purchases on CBS Radio include Pfizer Inc., through DKG Inc., both New York, for Hai Karate and Unburn; PepsiCo Inc., Frito Lay division, through Young & Rubicam, both New York, and Monroe Auto Equipment Co., Monroe, Mich., through Aitkin-Kynett, Philadelphia, all on news and feature programs. Also, Ashland Oil & Refining Co., Valvoline Oil division, Ashland, Ky., through the Ralph H. Jones Co., Cincinnati, on *Correspondent's Report* and the *5 PM News*; Cameo Inc., Toledo, Ohio, through Shaller-Rubin Co., New York, for Pearl Drops tooth polish on *Morning Report* and the *9 AM* and *5 PM News*, and Buick division of General Motors, Detroit, through McCann-Erickson, New York, on weekend news and sports programs.

Purchases on NBC Radio include Philip Morris Inc., New York, through Leo Burnett Co., Chicago, and duPont Inc., Wilmington, Del., through N. W. Ayer & Son, Philadelphia, both on *News On The Hour*, *Emphasis*, *Chet Huntley's Perspective On The News*, *Edwin New-*

man Reports and Monitor; The Mennen Co., Morristown, N.J., through Grey Advertising, New York, for Quinsana foot powder, and McDonald's Corp., through Needham, Harper & Steers, both Chicago, for its drive-in restaurants, both on various programs; STP Corp., through Media Buyers Inc., both Des Plaines, Ill., for STP oil treatment on *Joe Garagiola Sports Show* and *Monitor*.

Also on NBC Radio; Frito-Lay Inc., through Young & Rubicam, both New York, for its potato chips; Colgate Palmolive Co., through Ted Bates & Co., both New York for Ultra-Brite toothpaste and Fab detergent, both on *Monitor*, *Emphasis*, and *News On The Hour*; National Association of Home Builders, through William Magnes Advertising, both Washington, on *News On The Hour*; General Foods Corp., White Plains, N.Y., through Young & Rubicam, New York, for Jell-O and Birds Eye frozen vegetables, on *The Galloping Gourmet*; the State of Georgia (Department of Industry and Trade), through Cargill, Wilson & Acree Inc., both Atlanta, to promote tourism on *Monitor* and R. J. Reynolds Tobacco

Co., Winston-Salem, N.C., through William Esty Co., New York, on *News On The Hour*.

Tootsie Roll finds spokesman, daytime slot

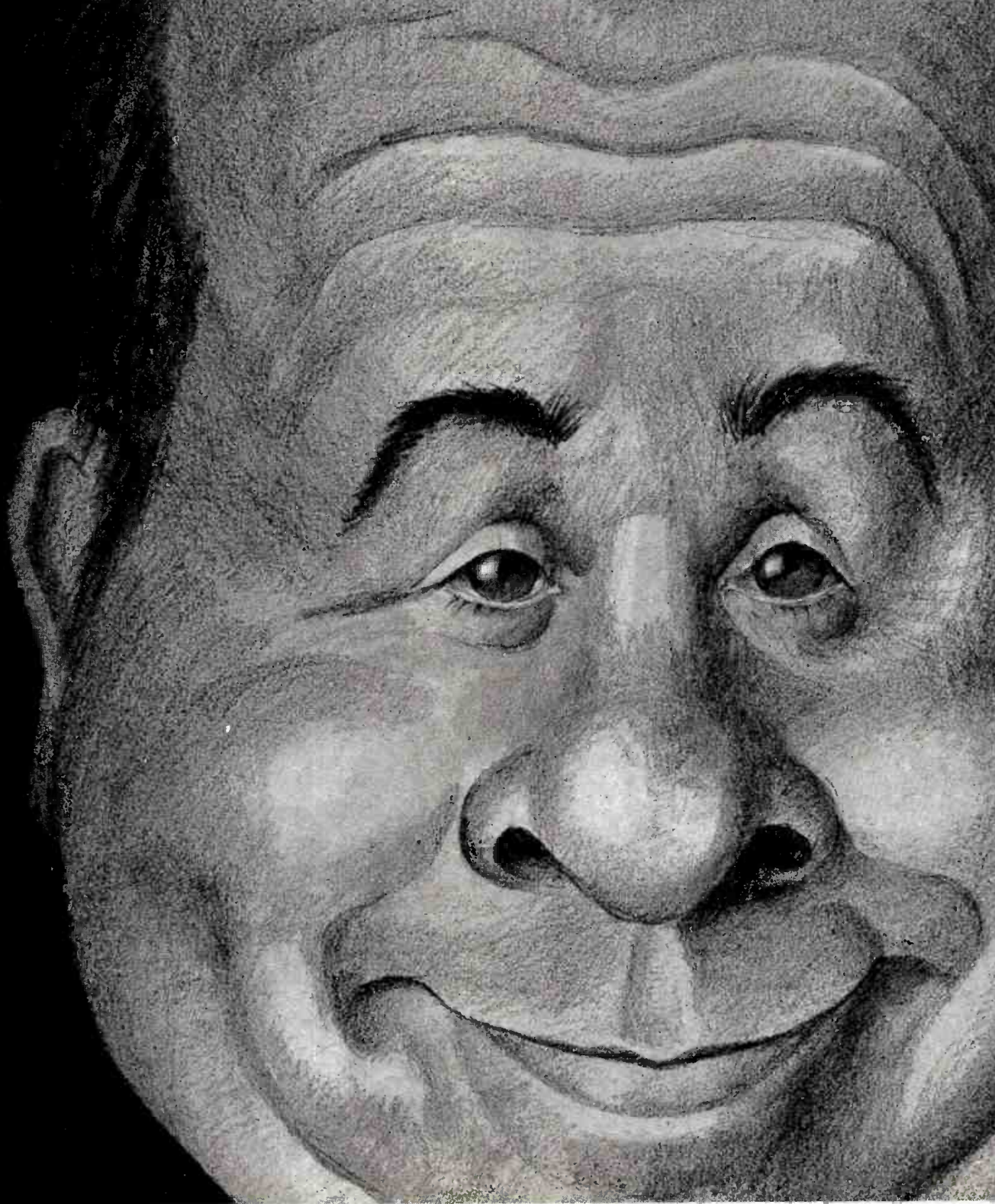
Tootsie Roll Industries, Englewood Cliffs, N. J., is adding daytime TV to its network schedule in hopes of adding new customers—teen-agers, young adults and parents.

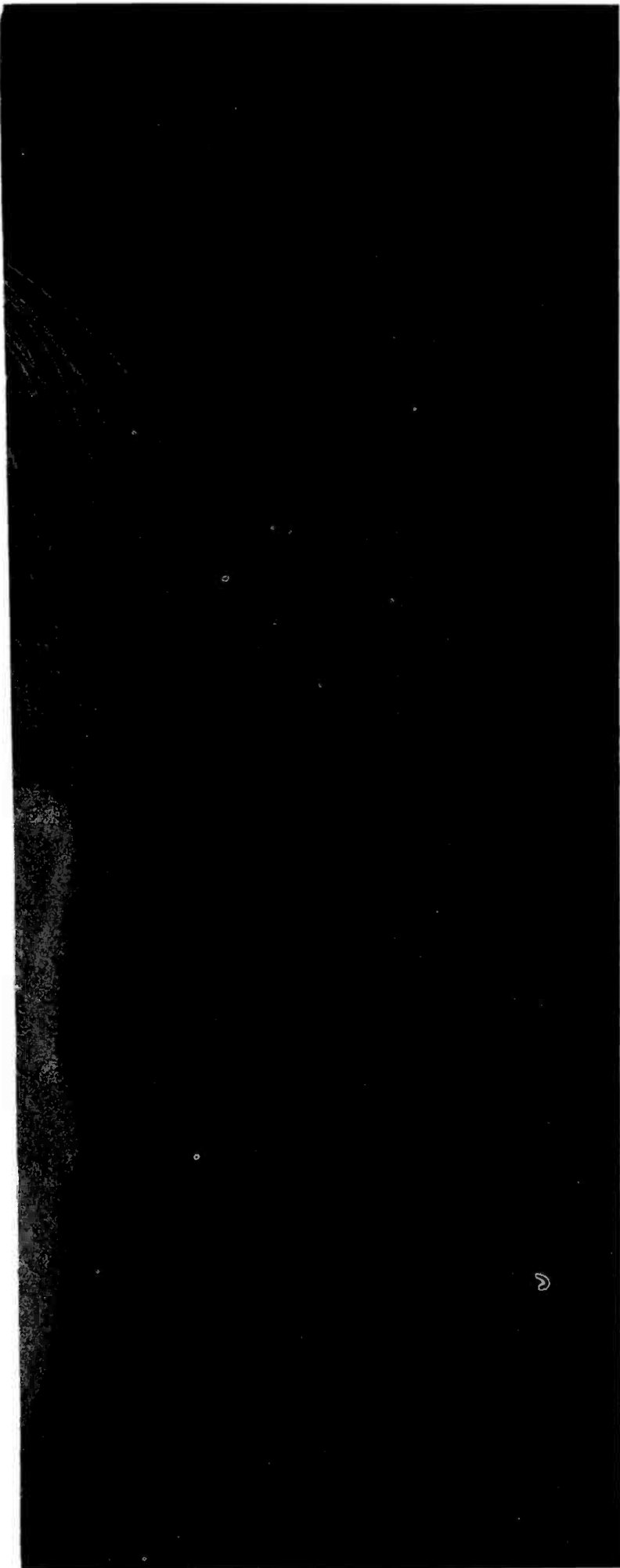
A long-time advertiser on children's TV, Tootsie Roll will add 10 ABC-TV daytime programs to its customary children's show line-up, also on ABC-TV. New 30- and 60-second spots feature actor Sir Cyril Ritchard as a "Tootsie inspector." He will inform that every large-size Tootsie Roll candy offers "exac-a-tack-ally 700 chews."

Tootsie Roll's new daytime line-up includes: *One Life to Live*, *Dating Game*, *Bewitched*, *Best of Everything*, *A World Apart*, *Dark Shadows*, *All My Children*, *Let's Make a Deal*, *That Girl* and *General Hospital*.

Tootsie Roll has allotted over \$1 million for the advertising of all its candy products in 1970. Agency is W. B. Doner and Co., Detroit and Baltimore.


**SOMETHING
VERY FUNNY IS
GOING ON.**





Most people start smiling as soon as Tim Conway lopes onto the screen and just stands there, sort of swaying. Then all those smiles broaden into laughter when he wipes his hand in the air and says "Hi." Now how many comedians have you seen get a laugh out of a line like "Hi"?

Tim Conway can because he is one of the great physical comedians of our time. For him the very, very ordinary becomes very, very funny. As a matter of fact, most people find it difficult to keep a straight face when he makes one. Consequently, there'll be a lot of straight faces disappearing, for an hour every Sunday night on the CBS Television Network, starting in September.

In the meantime, if you want to see something funny, close your eyes and try to imagine him just swaying there saying "Welcome to The Tim Conway Comedy Hour." You see, you're laughing already. **CBS** 

Petry expands TV-sales groups

Reorganization of its television-sales department was announced last week by Edward Petry & Co. The move includes the creation of a fifth TV sales group and the promotion of two salesmen to positions of TV group sales manager.

Martin J. Nierman, president of Petry, told station clients in a letter that there will be a rearrangement of client TV stations by sales groups and the reorganization takes effect today (June 1).

Michael J. Corken, vice president and national sales manager of Petry Television, said the company has hired additional salesmen and is seeking to employ others. Reporting to Mr. Corken as group sales managers are Roger La Reau and Bill Bee, both vice presidents; Art Scott, and Bill Coldwell and George Blinn. Messrs Coldwell and Blinn have been promoted from salesmen to group sales managers.

Mr. Nierman stated that Mike James, who has been a vice president and group sales manager, has been assigned to the Petry marketing department, reporting to William Rohn, vice president and marketing director.

Political broadcast bill fate in House uncertain

Hearings on the Senate-passed political-broadcasting bill begin tomorrow (June 2) before the House Communications Subcommittee.

The bill, which cleared the Senate several weeks ago (BROADCASTING, April 20) and has been dormant ever since, gained new steam late last month after the House Democratic caucus got behind the bill and urged subcommittee hearings as soon as possible ("Closed Circuit," May 25).

Opposition to the measure is expected to come primarily from Republicans, as

in the Senate. However, the Democratic wall of support that prevailed in the Senate may be less secure in the House. Some Democrats reportedly are still not well-informed on the sweeping changes that were written into the bill on the other side of Capitol Hill, and some are said to have reservations about the provision that would limit campaign spending for television and radio.

In its present form, the bill would permanently suspend Section 315 for presidential and vice presidential campaigns; it would permit any legally qualified candidate for public office to buy time at a station's lowest unit rate for a particular time period; and it would limit the amount candidates for national office could spend on broadcast time. They would be prohibited from spending more than an amount equal to seven cents for every popular vote cast in the preceding election for the office they seek (or \$20,000, whichever is greater).

Moss still expects his pound of flesh

Senator Frank E. Moss (D-Utah), the principal architect of the law that will ban broadcast cigarette advertising after next Jan. 1, last week said broadcasters will still be expected to air antismoking announcements.

"In payment for decades of broadcast advertising," Senator Moss said, "I believe that broadcasters still have a moral, and legal, obligation to air health announcements until the residual effects of more than a billion dollars of commercial advertising have been dissipated."

Presently, the FCC holds that broadcasters who air cigarette commercials have a corresponding obligation under the fairness doctrine to air a "significant" number of antismoking messages.

Senator Moss, who spoke before the National Tuberculosis and Respiratory

Diseases Association in Cleveland, also said he expects a noticeable increase in nonbroadcast cigarette advertising after the commercials leave television and radio on Jan. 2, 1971. If the increase becomes a flood, he said, the government will move again.

"I can see no way to stop this activity," he said. "But if the tobacco interests plan to flood the country with their outrageous ads, whether it be in print, on billboards or on the sides of racing cars, or by whatever means, I will not hesitate to call upon the Federal Trade Commission, at the earliest possible date, to put into effect its trade regulation requiring a health warning in each piece of such advertising," Senator Moss said.

Full-service agency's demise is predicted

During the next decade advertising agencies are likely to evolve into facilities that will offer clients marketing and creative services but no execution, according to Robert W. Castle, chairman of the executive committee, Ted Bates & Co. division, New York.

He told an American Association of Advertising Agencies management development seminar in New York on May 22 that two other possible directions that agencies might take are to continue as full-service organizations providing all basic services or to offer creative services only. He rejected both of these approaches.

The full-service agency, Mr. Castle maintained, cannot survive because the traditional 15% commission cannot support the proliferation of services. In addition, he said the more sophisticated client now has expertise in a number of fields, such as consumer research and merchandising, that once were the responsibility of the agency.

He disposed of creative service agencies by saying that "sheer inspirational creativity in most product categories has limited opportunity for success" because it is "developed in a vacuum and seldom is oriented toward sound, pre-defined objectives."

The agency of the future, he said, will be staffed by people who are totally creative in art, copywriting and production and they will work together with a marketing service force, consisting of men who will not be specialists but possess professionalism in all areas relating to marketing, merchandising, research and media planning.

Florida reps formed

MTM Communications, Miami, has formed a new firm, Florida Media Representatives, to serve both broadcast and print media based in Florida. The company, which will represent clients

Charlie Brown special includes short lecture

Viewers of the June 10 animated Charlie Brown special on CBS-TV may recognize the live-action counterparts of two Peanuts characters in a commercial for Minute Maid ades. A domineering little girl (Lucy?) and a meek little boy (Charlie?) are featured in the new 60-second spot.

The little girl lectures her friend on success in the business world—"you have to make a buck"—while he quietly drinks up her lemonade and profits, unnoticed.

This spot marks the television debut of Minute Maid ades fruit drinks, prod-



ucts of the Coca-Cola Co. foods division, Houston. The commercial and a 30-second lift—which mark the start of a continuing campaign—were created by The Marschalk Co., agency, and N. Lee Lacy Associates, the film house.

on local, regional and national levels, will be headed by Thomas R. Winters, former executive with the New York State Radio Network and later with the Greater New York Radio Group. The new rep firm's address has not been announced. MTM Communications is located at 260 Northeast 70th Street, Miami 33138.

Agency appointments:

■ Warren, Muller, Dolobowsky Inc., New York, has been chosen by Frank Foods Inc., Cincinnati, to handle its account. Broadcast and print campaigns are now being prepared for Mister Mustard, Frank's red hot sauce and other condiments now in national distribution. Former agency was Stockton-West-Burkhart Inc., Cincinnati.

■ Burlington Industries, Klopman Mills Division, New York, has named Benton & Bowles there to handle its advertising. Former agency was Jerry Della Femina & Partners, same city.

■ Spencer Foods, Spencer, Iowa, independent meat packer, has appointed Montgomery and Associates of Bala Cynwyd, Pa., as its marketing, advertising and public relations agency. Plans include development of a marketing program for Spencer's new line of frozen meat products in four test markets—Cleveland; Des Moines, Iowa; Denver and Omaha. Print and TV activity budgeted at \$200,000 is scheduled for late June in the four cities and TV spot production will begin this month in Denver. Spencer operates plants in Iowa, South Dakota, Minnesota and Wisconsin and has annual sales of over \$300 million.

■ Lennen & Newell Inc., New York, has been named to handle the Newark district of the Ford Dealers Advertising Association, effective June 1. Account has been billing about \$1.8 million, of which more than \$1 million has been in TV-radio. Account has been at the J. Walter Thompson Co., which has the Ford Division and the accounts of the nation's 35 Ford dealer districts.

Also in advertising:

Diversifying acquisition ■ Berger, Stone & Partners Inc., New York, has acquired Lee Sanna Associates Inc., reuniting old friends and a large medical advertising team. Sanna, with Lee Sanna, president, and Bill O'Brien, executive vice president, will become a wholly owned subsidiary, with both men joining Berger/Stone as partners, retaining their current titles. Likewise, J. J. Berger, chairman, Joseph Stone, president, and partners will join the board of Sanna. Formerly Sanna's account at Ted Bates was handled by Messrs. O'Brien and Stone, then supervisor and creative director, respectively, of the Bates medical advertising division. San-

na, whose offices move to 666 Fifth Avenue adjoining Berger/Stone, formerly served only drug products. Berger/Stone is heavy in automotive, soft goods, home finery and optical advertising.

Jingle production ■ Ben Parsons Productions, Columbus, Ga., has formed a jingle production division. Co-owners are Ben F. Parsons, David E. Powers and George R. Corradino. 1743 Warm Springs Rd., Columbus, Ga.

Rep firm expands ■ Metro TV Sales in New York has expanded and restructured its sales force in order to provide a more concentrated sales effort and to better cope with increased audience

data, it was announced last week by Thomas Tilson, president of the rep firm. An additional sales group has been formed, giving Metro TV Sales three such groups with four or five stations assigned each.

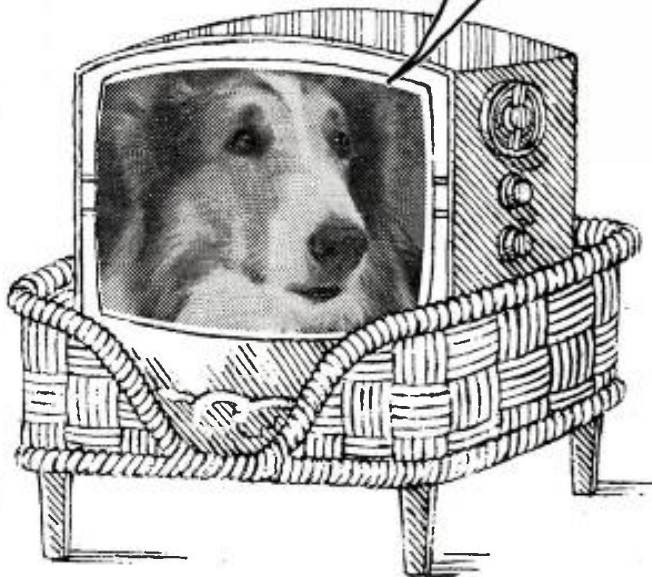
Rep appointments:

■ KOAA-TV Pueblo-Colorado Springs: Avery-Knodel Inc., New York.

■ WKAT(AM) Miami Beach, Fla.: Edward Petry & Co., New York.

■ WAAX(FM), WEAU(FM) Eau Claire-Chippewa Falls, WXC(AM) Wausau, all Wisconsin; KBIZ(AM) Ottumwa, Iowa: PRO Time Sales Inc., New York.

In Sioux City...



Lassie is KMEG-TV

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



The Folger Stations
 RADIO
 WKMG KALAMAZOO MTL E CRED
 WRNY GRAND RAPIDS
 WPMR GRAND RAPIDS/AMAZON
 WWSR WVTW WRE CAROLINA
 TELEVISION
 WRNY-TV GRAND RAPIDS/AMAZON
 WMTB / CAROLINA TRUROV CITY
 WWSR-TV SAJL STL MARI
 WWSR-TV ALABAMA ALABAMA
 WWSR-TV GRAND RAPIDS MARI
 WWSR-TV SIoux CITY IOWA

KMEG-TV

A CBS Affiliate

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

Happiness is CATV's trip to Chicago

Cable-TV operators may be entering an era of great growth, and next week's convention could indicate how, when and where

If it is possible to roll into Chicago on the crest of a wave, that is how delegates to the annual convention of the National Cable Television Association will get there next week.

A year ago, when the NCTA met in San Francisco, the mood was as bone-chilling as a wind off the bay and the future as murky as an early-morning fog. There were bigger local franchise fees; the federal government was applying tighter restrictions on cable operations; an accord on regulatory proposals worked out by the staffs of the NCTA and National Association of Broadcasters had been rejected by the NAB's board of directors. It was hard for cablemen to find a friend anywhere.

Now, a year later, conditions have radically changed. The FCC, by a 4-to-3 vote, has instructed its staff to draw up a plan to liberate cable television. Earlier the agency had elevated its four-year-old CATV Task-Force staff to the status of a Cable-Television Bureau—on a bureaucratic par with the Broadcast Bureau. Both moves had been engineered by the FCC's new and high-powered chairman, Dean Burch.

The appearance of Mr. Burch next week in Chicago is almost certain to be greeted with expressions of affection. Cablemen feel it has been a long time since they've had someone up at the top in government that they can cheer about. For a long while, only Sol Schildhouse, original chief of the CATV Task Force, and now of the Cable-Television Bureau, was what cable operators could term a friend.

Certainly the status of CATV has risen in government circles since the first of the year. Last year at the NCTA convention, delegates heard from FCC Commissioner Kenneth A. Cox, certainly not a CATV partisan, and from Representative Torbert Macdonald (D-Mass.), who as chairman of the House Commerce Committee's Communications Subcommittee is considered sympathetic—although he hasn't delivered anything of substance yet.

This year the 4,000 who are expected to attend the convention are scheduled to hear notables. In addition to Mr. Burch, they will be addressed by Herbert Klein, President Nixon's direc-

tor of communications; two former chairman of the FCC, Newton N. Minow, now a Chicago lawyer, and Frederick W. Ford, now a Washington lawyer (who also is the immediate past president of the NCTA); as well as Eugene V. Rostow, an under secretary of state under President Lyndon B. Johnson and chairman of the President's Task Force on Communications Policy during the Johnson administration. The task force found that CATV held more promise than broadcasting for increasing diversity in TV programming.

If that doesn't indicate the rising status of CATV, there was significance in the appearance of Dr. Clay T. Whitehead, a White House assistant, as the main speaker at the NCTA conference on programming in Chicago only last month. At that time Mr. Whitehead, who was chairman of President Nixon's committee on domestic satellite policy (which gives him his telecommunications *bona fides*), virtually promised that the administration would look more kindly at CATV if the cables did more than just siphon off programs from the air—meaning if they got into program origination.

The participants going to Chicago next week will arrive with a sense of being on the brink of something big. In fact, the theme of this meeting is "CATV Comes of Age." And they have good cause for this optimism—beyond the most recent moves at the FCC.

During the year, the FCC ordered cable systems with 3,500 or more subscribers to begin program originations. And to sell advertising if they so desire. And to interconnect systems if they want to. That was a big move, and it takes cable TV out of the ranks of service businesses into the communications media, according to some. This gives great pleasure to many cable operators, if not so much to others, mostly smaller operators, who are reluctant to leave their passive role as conveyors of TV programs for the more active position of originating their own.

Then the FCC also moved against CATV's most pressing competitors, the telephone companies. It ordered the telephone firms to divest themselves of CATV systems they were operating in communities in which they furnished

the telephone circuits.

More recently, the FCC has opened the door to domestic-satellite applications, which promise to offer another technique for interconnecting CATV systems.

Promised also, from another end of government, is a proposed new copyright bill that contains a section on CATV which, in the opinion of many cable operators, would strip away the FCC's current barriers to growth—particularly in the major cities. The copyright bill was approved by a subcommittee of the Senate Judiciary Committee and is now pending before the parent committee. It was the imminence of this, in the view of observers, that persuaded Mr. Burch and his FCC colleagues to attempt to work out a settlement. That persuasion was helped along, it's known, through the urgings of Senator John McClellan (D-Ark.), chairman of the copyright subcommittee and number-two Democrat on the parent committee, and Senator John O. Pastore (D-R.I.), who is chairman of the Communications Subcommittee of the Senate Commerce Committee.

Senator McClellan's subcommittee had come up with a copyright-law amendment that would, in effect, regulate CATV while embracing it in the copyright law. The McClellan plan would obligate CATV's to make payments to a copyright-owners' pool ranging from one percent on the first \$40,000 of gross revenue to five percent on revenues over \$160,000. For that, cable systems would be permitted to carry three network services plus one educational station in the first 50 markets and three network, two independent and one educational elsewhere.

The copyright subcommittee's legislation was proposed after the NAB had disavowed a compromise tentatively reached by its staff and that of the NCTA. The NAB-NCTA staff plan would permit cables to carry three network and three independent stations plus one educational station, and to originate entertainment programming with advertising. Under the plan, cable systems would be subject to copyright payments and to exclusivity provisions in contracts between stations and program suppliers. They would also be

prevented from interconnecting into cable networks.

Both the NAB-NCTA plan and the McClellan subcommittee legislation would be superseded if the FCC's new rulemaking, now in the final drafting, were put into effect. Details were reported in **BROADCASTING** a week ago but may be summarized as follows:

Cable systems would be required to carry all local television stations. Beyond that they could import four independent stations plus any affiliates needed to fill out full network service plus any number of educational stations to which local educational stations did not object.

Commercials would be deleted from the distant signals and the vacated positions turned over for local sale by local UHF stations or, where none existed, by local V's.

Pay television would be permitted on any number of cable channels. Local originations of news and political broadcasting would be required. In general the proposed rules would be intended to open larger markets to cable

development.

The latest happenings in Washington are grounds for optimism among cable TV operators. Too many in the CATV industry, however, recall other years, when the omens seemed bright but were never translated into realities. So cable TV leaders are playing it cool, extremely hopeful but knowing that they still will have a hard battle.

Broadcasters have unanimously denounced the new trend of FCC thinking on cable regulation.

The National Association of Broadcasters termed the proposal dangerous to local television service and warned that it could result in the conversion of over-the-air TV into "a wired pay-TV system."

The Association of Maximum Service Telecasters has called the plan infeasible, warned that stations inserting commercials into the deleted advertisements of imported distant signals would encounter impossible technical difficulties.

Even the All-Channel Television Society, representing UHF stations, was not happy; it noted that the costs of

selling advertisements and inserting them into the distant-signal breaks would outweigh the benefits.

Even copyright spokesmen were sour about the plan, charging that the royalty fees were too low and that a five-percent-of-gross tithing by cables to the Corp. for Public Broadcasting would really come out of revenues that should be going to the copyright licensees.

In the forefront of the broadcasters' battle against what they term "unlimited" CATV is the Free TV News Bureau, underwritten by the NAB, whose function is to disseminate the broadcasters' position on CATV.

The most significant move by this group has been a series of forums held in various cities presenting "free" broadcasting's viewpoint to newsmen.

Aside from relating the alleged impact of unbridled CATV on local TV stations, particularly UHF, the meetings have heard CATV strongly equated with pay TV.

The broadcaster point of view on CATV regulation has also been re-



Chairman Burch



Mr. Ford



Mr. Klein



Mr. Minow



Mr. Rostow

counted at these meetings: That cable operators must pay copyright fees, that broadcasters' exclusivity contracts with program suppliers must be honored; that same-day duplication protection must be practiced, and that cable systems that originate must abide by the same policies and regulations that apply to broadcasters—equal time to political candidates, fairness, lotteries and obscenity.

They also would like to see a hold put on CATV's ability to compete with TV for such on-the-air programs as sports, similar to the curb that has been placed on pay TV stations.

The Free TV News Bureau began operating in January, with a \$10,000-plus-expenses grant from the NAB. Phil Dean & Associates, a New York public-relations firm, is handling the job.

Broadcasters, and the telephone companies that now have to get FCC permission to provide facilities for non-affiliated CATV operators, are not the only adversaries in the cable TV industry's mind.

Also counted must be the 50 state public utility commissions that are moving rapidly to take over local responsibility for CATV. For years, cable TV lawyers held the PUC's at bay by successfully claiming that CATV is not a utility. A few states attempted to move into this field by law, and the question came to a head in Nevada when the legislature imposed utility status on CATV. Challenged by the cable industry, the legal case moved upward until the U. S. Supreme Court last February held that the state of Nevada did have the power to impose utility regulation on CATV. The National Association of Regulatory Commissioners moved quickly, sending a draft law to its members and the betting is that many states will begin to encompass CATV as part of their jurisdiction. At present, only Connecticut and Rhode Island have such laws on their books. Only two weeks ago the Connecticut Supreme Court upheld that legislation.

The movement toward state regulation alarmed the cable industry. Last month the NCTA board of directors took an eventful step. It recommended to its members that the association go on record favoring FCC primacy in the cable field.

Facing the cable industry is another juridical point that, standing by itself, could be touchy. This is the decision, not long ago, by the U. S. Court of Appeals for the Sixth Circuit, that held invalid a gross income tax levied by two Ohio cities on CATV revenues. The court said that CATV is engaged in interstate commerce, thus coming under control of the federal government; it also found the ordinances vague in standards.

Cable operators were taken aback.

For the last decade they have been sharing a portion of their revenues with local municipalities; principally as a sweetener in getting franchises. The decision, which went counter to ordinances enacted by Sandusky and Fremont, Ohio, is being considered for petition to the U. S. Supreme Court, but the whole matter may become academic if the FCC enacts its newest set of proposals for CATV. One of these would forbid franchising authorities to charge cable systems more than 2% of gross income.

Beyond this activity in the governmental field, CATV, now in its 21st year, is healthy if not exactly thriving. Ahead are the breakthroughs into the major cities, already evident in early manifestations in New York, in sections of San Francisco, Los Angeles, and in San Diego, and by the 15 applicants seeking authority to start CATV

One rosy view of cable

Kaiser CATV, a division of Kaiser Aerospace & Electronics Corp., and a principal manufacturer of cable-TV equipment, sees CATV's future as bright. In fact, it's putting money on that estimate.

On May 20 groundbreaking ceremonies were held in Phoenix, for the construction of a \$1-million, 60,000-square-foot cable plant covering 23 acres. It expects production of aluminum-sheathed coaxial cable and house-drop cable to begin toward the end of the year.

operations in Chicago.

On the financial front is the looming merger of two giants of the CATV industry. The merger of Teleprompter Corp. and H&B Communications, first announced in mid-1969, moved past its final step before completion only two weeks ago when stockholders of both firms approved the move. The surviving company, Teleprompter, will serve more than 350,000 customers in what is considered a \$160-million transaction.

The completed merger of Cypress Communications Corp. with Harriscope Cable Corp., in an estimated \$23-million transaction, was announced just last week (see page 39). The survivor, Cypress, will now serve more than 165,000 customers. Harriscope principals, who are also the major stockholders in Harriscope Broadcasting, a group broadcaster, end up owning 41% of Cypress.

Only last month, the substantial Citizens Financial Corp., Cleveland, agreed to become a major stockholder in Communications Properties Inc. of Austin, Tex., in an estimated \$14-mil-

lion transaction, by turning over its Tower Communications division to Communications Properties. The combination of Tower Communications and Communications Properties cable TV systems will result in a multiple CATV entity serving 65,000 customers.

This merger activity, which may be a symptom of the general economic situation, also points up the interest of the financial community in what everyone sees as a "growth" industry which has seen the number of public CATV firms jump from nine at the beginning of 1969 to 17 today.

This interest, which has taken the form of innumerable studies of CATV by financial houses, was exemplified earlier in the year when the prestigious Philadelphia investment-brokerage house of Drexel, Harriman & Ripley held a full-day CATV financial seminar in Washington, attended by over 300, most of whom were definitely interested financial advisers and investment managers.

But not only brokers and investment managers have shown their interest in CATV; earlier this year a Rand Corp. study recommended that CATV pay royalties to copyright owners and in return be permitted to import all the distant signals it wanted to. And even before that, the Electronic Industries Association told the FCC in a voluminous filing that the future of domestic communications was wire.

In the area of operations, perhaps the best example of growth is the recently announced plan of American Television & Communications Corp. to wire up 18 communities in central Florida into a single, 1,000-mile, 32-channel, two-way system covering 300 square miles. ATC already holds franchises for three of the 18 towns, is seeking franchises in the 15 others. The aggregate system, estimated to cost between \$7 million and \$10 million to complete, would cover a population of 500,000 with a potential of 150,000 homes.

Perhaps more to the point is the latest Nielsen survey of CATV markets showing the distribution of the 3.73 million CATV homes—6% of the nation's TV households (see page 58).

Notable is the fact that in many areas, cable TV is fast reaching a 50% saturation: Clarksburg-Weston, W. Va.; Fort Myers, Fla.; Johnstown-Altoona, Pa.; Laredo, Tex.; Marquette, Mich.; Salisbury, N. C., and Santa Barbera, Calif.

Small wonder then that when Donald V. Taverner, NCTA's new president, gets up to make his first report to members at the convention next week, his tone can truly represent his own personality: optimistic, energetic and untrammelled by doubts of the future.

A leap into the computer age?

Tarzian offers central system for big stations to do everything but take timebuyers to lunch

There may be a "big brother" in the future of television stations, freeing staff for more creative selling and engineers for monitoring functions, systems planning and equipment maintenance.

Sarkes Tarzian Inc., broadcast equipment maker and station operator, disclosed plans last week to enter the computer program services "software" market on a major scale—offering a central, national 24-hour on-line computer automation system for major-market TV stations. The system would handle everything from basic selling paperwork functions and master control technical operations to billing, accounting and special management reports.

Instant availabilities at any desired time and by any mix of demographics, ratings, etc., would be another of the system's services.

The plans were announced Wednesday (May 27) before some 50 representatives of the TV networks and large station-group operators at an all-day demonstration seminar at WTMJ-TV Milwaukee. The move represents the fruition of the firm's more than five years and nearly \$1-million investment in automation systems—development work, according to Biagio Presti, manager of Tarzian's broadcast division, host at the session.

Heart of the service is to be a twin installation (redundancy protection) of the IBM 360-50 computer to be operated by Tarzian. Each participating station would be linked with the computer and supplied a total computer program suited particularly to its needs, the program completely protected by security codes so no leaks or intrusions could occur.

Wide flexibility of the system, interfacing with other equipment and systems, simple self-teaching operation by present station clerical people and adaptability to future automation developments in both the technical and business areas of broadcasting are among the chief features claimed for the new computer service. Savings in make-goods, speeding up accounts receivables and manpower would more than recover cost of the service, Tarzian officials explained.

Tarzian has used an old name for

the service—Tascom—but given it new meaning: Television automation system by computer. Originally, when Tarzian introduced its APT-1000 automatic programmer for television, a small computer-controlled switching system for hands-off master-control operations, the term Tascom described the "traffic-availabilities-scheduling" functions it embraced with certain automation features at the time. That was 1965.

WTMJ-TV purchased the first unit and slowly integrated it into its master-control operation. Last week those at the Tarzian seminar watched the unit handle program and station-break switching functions while the engineer monitored.

The new all-function-embracing Tascom system proposed by Tarzian would include the company's more advanced automated switching system, the APT-2000, introduced about two years ago.

Tarzian proposes to lease both the hardware, including the APT-2000, and the computer program software services, though stations can buy the hardware as usual if they wish.

But because of the immense start-up programming costs for a computer system of the size proposed (about 15 man-years will be needed to make input set-up), Tarzian will not begin until at least 10 stations sign a minimum

four-year contract. That is still below the break-even point, but close enough to "go," company representatives said. Regional share-time computer centers may be used until the national spread is sufficient for the central operation.

Ultimately, down the road as stations might wish, the system could even automate such technical functions as some studio operations, or, include read-out terminals for instant availabilities in the offices of the station representative or even key agencies.

Some form of agency or representative input of reservations or intend-to-buy data might even be feasible.

New ratings reports would be entered into the system as soon as the data was available, perhaps even before the station manager got his own personal copy from the ratings service, it was indicated.

The average station lease cost, once the system was in full operation, would be about \$9,000 per month. If 10 or 12 stations signed by, say, Aug. 1, Tarzian representatives said, the system would be in full operation by about this time next year.

There would appear to be no FCC regulatory concern if station master-control functions were automatically controlled remotely by a central computer far distant from the station, Tarzian officials said. The licensee

New service analyzes station operations

A new administrative service designed to help station managers discover "what is not being done that they think is being done," has been organized by Cecil Webb of Oakland, Calif. Mr. Webb has been administrative manager with Kaiser Broadcasting for three years. Called "Discovery Audit," the service, according to Mr. Webb, is similar to a financial audit, except that it examines all nontechnical elements of a station's operation. "Tests have proved there is a definite need for a 'short-term' station manager, un-numbered by familiar rou-

tine, who can pull administrative and regulatory detail together and then leave," Mr. Webb said. He claims that this evaluation is possible in the space of five days at a television station and three days at a radio station.

Mr. Webb proposes to check station operations in terms of FCC regulations. That would include logs, sponsor identification, contests, program percentages, political records and the like. In addition, he would look for indications of weak procedure, poor public relations, station inefficiency and unnecessary or illegal operation.

Address of Discovery Audit is: 10 Baytree Road, San Rafael, Calif., 94903. Telephone: (415) 479-0614.

would still be in full control, they explained. The new Tascom also not only automatically prepares, prints and electronically feeds the program log to master control but it also automatically prints the FCC operating log, including engineer comments regarding reasons for any discrepancies.

Sarkes Tarzian Inc., based at Bloomington, Ind., long has supplied basic equipment for the broadcast industry. It also owns and operates WTTV(TV) Indianapolis-Bloomington and WPTA(TV) Fort Wayne-Roanoke, Ind. Simple automation disciplines already inaugurated in the firm's TV operations have reduced accounts-receivables lags from five months to two weeks, it was noted.

In a major-market TV station operation, say Chicago, the make-goods in one year alone could total \$500,000 worth of business, it was noted. The disciplines and accuracies possible with the new Tascom could recover virtually all of that and add new billings as well, it was claimed.

Here, in summary, are some of the things Tarzian claimed the new Tascom could accomplish:

Sales information: The sales department has complete availabilities at fingertips. A clerk can query the system and get complete display in six seconds of sold and unsold spots, costs, ratings, demographics, sponsor adjacencies, product conflicts. When buy is made the information is entered and Tascom prints out confirmations, contracts, change orders etc. automatically. The self-teaching feature enables anyone to learn how to run it.

Traffic: Tascom provides error-free source for all traffic information.

Scheduling, continuity, library, etc., functions are monitored and problems identified (timing, conflicts), in enough time for corrections.

Program log: Tascom generates and prints out a detailed program log, updated to the moment. The information is fed directly into the APT-2000 in master control so all elements are automatically aired exactly when scheduled. Manual override is possible. The APT-2000 also verifies what elements actually were aired and enters this data into the system for billing and proof of performance.

Accounting: Starting with the time the initial order is placed, Tascom accumulates all information needed for billing and verification. Client invoices can be generated as wished. Current account status reports are possible at any time. Other general accounting functions such as payroll and departmental cost accounting also can be handled.

Management reports: Full range of financial reports, summaries, historical analyses, trends, etc. are possible. Studies by account, product group, salesman or any other parameter can be made. Confidential coding makes this data available only to the manager.

George Comte, vice president and general manager of WTMJ-TV, explained that while automation at his station so far has not caused any staff reductions, the system does bring savings and advantages in other areas. He cited the industry's "acute time problems" in the highly competitive buying and selling area and said the difficulty no longer is merely an accounting problem or an

operations problem "but a whole business problem."

As for the concept of total computer automation, he said, "the faster we connect into it the better off we will be. I hope that what you see today is another big step toward what our industry needs today."

Tarzian representatives, however, suggested Tascom could effect significant staff savings over the long period, cuts that could be achieved through normal employee attrition in today's mobile market or by shifting people to other work. They explained that the traffic and continuity functions, for example, that presently take perhaps 20 people at some stations could be handled by Tascom with as few as two people if required. Master control operations presently taking up the time of 15 people could ultimately be done by as few as five, they estimated.

But because of the attitudes of people, however, they preferred to dwell on other factors such as giving the staff more freedom to do more creative things such as selling and upgrading the on-air product. And the strict new disciplines of performance demanded by Tascom would give them all a new pride in their work, they noted.

Tarzian officials admitted anybody with enough money and courage could eventually come up with a big central computer and a service program plan to do the same things Tascom promises. But no single station group could afford it, nor could most combinations of them on their own achieve it.

Tarzian's five-year head start and the central Tascom plan, however, can bring it about, they believe.

The WHDH-TV case goes on

D.C. appeals court hears fourth oral argument in old, complicated, landmark proceeding

The U.S. Court of Appeals for the District of Columbia had an old friend in court last week—the WHDH-TV Boston case. It was the fourth time around in 12 years for the proceeding, one of the last of the cases that involved the FCC in ex-parte scandal in the 1950's, and considering the estimated value of WHDH-TV—\$50 million—at least one more appeal, to the Supreme Court, may be expected.

What ever the appeals court rules, the case is already famous as the one that led the commission to issue a policy statement, last January, asserting that, in comparative hearings in which a renewal applicant is involved, the commission will favor the incumbent if it

has a record of providing substantial service.

The commission, in its unprecedented, January 1969 decision, denied WHDH Inc.'s application for renewal of license and granted the competing application of Boston Broadcasters Inc., for a new station. Two other applications for new stations were denied.

The commission based its decision—reached on a 3-to-1 vote—principally on the grounds of diversification of media interests — the Herald-Traveler Corp., parent of the licensee, publishes daily and Sunday newspapers in Boston and owns WHDH-AM-FM as well as the television station — and integration of management and ownership. But in do-

ing so, the commission relied on a 1965 policy statement on criteria to be employed in comparative hearings involving new applicants only.

The decision thus shook all multi-media owners. It also led WHDH to charge, in its appeal, that the commission had treated it unfairly by changing the rules of the game without warning.

In court last week, it was the standards used by the commission in deciding the case and the rationale behind them that interested Judge Harold Leventhal, who asked most of the questions that came from the three-judge panel. At one point he wondered whether there wasn't a difference between an applicant who has been operat-

ing a station and one who has not.

At another, he asked FCC General, Counsel Henry Geller, represented the commission in the hearing, whether the language in the January 1969 statement still controlled decisions affecting licensees under challenge at renewal time.

Mr. Geller said, no, that "the 1970 statement governs the ordinary renewals." But, he added, "this is not the ordinary renewal—that's why we decided on the basis of the 1965 statement."

What makes the case different, he had told the court earlier, is its ex-parte background. He recalled that the commission in 1960 concluded that its original grant of the WHDH application, in 1957, had been tainted by off-the-record contracts the late Robert B. Choate, president of WHDH, had with the then commission chairman, the late George C. McConnaughey.

The commission, which acted after the matter had been remanded by the appeals court, in its first look at the case, ultimately reaffirmed its grant, but awarded WHDH only a four-month license.

It also called for new applicants to compete for the channel 5 facility when the short-term license expired.

WHDH and one of the losing applicants, Greater Boston Television Corp., which is still a factor in the proceeding, appealed the decision. But before the court could decide that case, Mr. Choate died, and the court sent the proceeding back to the commission again, this time to determine the effect of Mr. Choate's death on the 1962 decision. Since, in the meantime, competing applications had been filed on top of WHDH's renewal application, the commission consolidated the reopened and comparative proceedings into one case.

In view of that background, Mr. Geller said, "WHDH is not to have a preferred basis with respect to new applicants. Those who responded to the commission's invitation would be at a severe disadvantage with respect to WHDH," he said.

Furthermore, in response to another question from Judge Leventhal, Mr. Geller said, the commission did consider WHDH's program record. But it was found "not exceptionally good," so, in accordance with the 1965 policy statement, he added, it was not given any consideration. WHDH has maintained that its record was ignored by the commission.

William Dempsey, counsel for WHDH, found Mr. Geller's explanation of the commission's action in treating WHDH as it did impossible to reconcile with the commission's comments on the ex-parte aspect of the case. In the January 1969 decision, and its order denying petitions for reconsideration, he told the court, the commission did not reach

the ex-parte issue; it held that it was unnecessary to do so since it was deciding the matter on other grounds.

Mr. Dempsey, who asked the court to reverse the commission decision and rule that it violated WHDH's procedural and substantive rights, said that Mr. Geller was "repudiating" everything the commission said in its January 1969 decision, when it discussed WHDH as a regular renewal applicant but judged it on the basis of the same criteria applied to new applicants.

The commission, in the concluding paragraph of its order denying petitions for reconsideration, made essentially the same argument, distinguishing WHDH from "ordinary" renewal applicants, that Mr. Geller did in court last week. Mr. Dempsey, in answering a question of Judge Leventhal, said the paragraph was intended only "to allay widespread fears in that [the WHDH decision] was a reversal of past precedent."

The counsel for the winning applicant, Benito Gaguine, not only asked the court to uphold the commission's decision but also to terminate WHDH's occupancy of channel 5 in six months. He noted that WHDH has been operating the facility for more than 12 years.

The two other applicants opposing WHDH's renewal application are Charles River Civic Television Inc., owned by a charitable foundation, and Greater Boston TV Co., which is owned by many of the interests that control the similarly named applicant that is still competing with WHDH for the original grant in the reopened case.

Harry Plotkin, counsel for Charles River, asked the court to remand the case with instructions to the commission to make a decision between it and BBI "on the basis of meaningful criteria."

He said the commission had assumed BBI's integration of ownership and management assured the applicant's promises of service would be carried out; yet, he noted, the commission gave BBI a slight demerit for failing to support adequately its generous local live programming proposal.

J. Joseph Maloney Jr., counsel for both Greater Boston applicants, asked that the case be decided on the basis of the original proceeding. He said WHDH should be disqualified because of the ex-parte matter and that Greater Boston I, as it is referred to in the commission proceedings, should be given the grant as the only remaining applicant in the original proceeding.

But, Mr. Geller said, "time has passed it [Greater Boston] by. We can't make a decision on the basis of an old record." The Greater Boston II application was denied, the commission said, because the applicant did not make a survey to ascertain community needs or provide assurances of obtaining a transmitter site.

Lying to FCC can be fatal

Oregon broadcaster loses license, CP, applications because of 'fabrications'

Radio Broadcasters Inc. was stripped of its license for KFLY(AM) Corvallis, Ore., last week after the FCC found president and chief engineer, James L. Hutchens guilty, of log falsifications, "conscious fabrications," and "deliberate misrepresentations" to the commission.

Also revoked by the commission was a construction permit held by Mr. Hutchens for KPTN(AM) Central Point, Ore., and his applications for a new AM at Gold Beach, Ore., and a new FM at Central Point. In addition the commission denied the applications of Radio Broadcasters for KFLY-FM Corvallis and for an auxiliary transmitter there.

The revocations stem from 1966 FCC inspections at the station which indicated Mr. Hutchens had falsified KFLY(AM) transmitter logs. The inspector found that Mr. Hutchens had made log entries for March 5 and 6 reflecting that he had made required inspections while he had actually been in California and that during the rest of his several weeks' stay there the station had no first-class engineer on duty.

In one of five letters to the commission concerning the alleged violations, Mr. Hutchens maintained that he had instructed Donald Heinen—who was at that time vice president and station manager—that he [Hutchens] would cease to act as chief engineer of the station on March 8 and that Mr. Heinen should hire a new engineer. The letter attributed Mr. Heinen's failure to hire an engineer to "pressures of business, or an oversight. . . ."

However, in a subsequent letter Mr. Hutchens attributed Mr. Heinen's failure to hire an engineer to animosity toward himself and resentment stemming from Mr. Heinen's failure to acquire control of the station, rather than business pressures. (James L. Hutchens and his father, C. C. Hutchens, each own 41.33% of KFLY(AM) and KFLY-FM; Donald Heinen has a 17.34% interest.)

Mr. Hutchens's last letter denied authorship of a March 1966 memo sent to Mr. Heinen in which the former requested 10 blank copies of transmitter inspection sheets to "keep you legal on the daily inspections."

Mr. Heinen testified that he was never told to employ an engineer.

A \$4,000 forfeiture was assessed against Radio Broadcasters in July 1967 (the fine was vacated and the

amount returned by the commission last week). Mr. Hutchens's subsequent representations, which attempted to mitigate his responsibility and reduce the fine, resulted in the setting of the revocation proceeding.

In an initial decision issued in March 1969, the hearing examiner found that two of Mr. Hutchens's five communications contained "deliberate misstatements of fact designed to mislead and deceive the commission."

But the examiner also found that "the false statements seem to be attempts by Hutchens to extricate himself from situations which he found to be unpleasant . . . his actions do not seem to be so blatant as to require the total forfeiture of the investment which he and his father have made in the Corvallis stations."

Accordingly, the examiner ordered that Radio Broadcasters be allowed to retain its license for KFLY(AM) and its CP applications for KFLY-FM and the auxiliary transmitter, but ordered revocation of the CP's for KPTN(AM) and denial of the applications for facilities at Gold Beach and Central Point.

In its action last week, the commission, taking "significant exceptions" to the examiner's findings, said the record "compels the finding that Hutchens deliberately and willfully misrepresented more than two statements. . . There

is before us a clear record of a long continuing pattern of deliberate misrepresentations and concealments intended to deceive the commission concerning the occurrence of and responsibility for repeated and willful violations of commission rules."

Denying Mr. Hutchens's request that the hearing examiner's opinion be affirmed because of the proposed sale of KFLY(AM) and KFLY-FM, the commission noted: "It is no deterrent to misconduct if a licensee realizes that he can always sell the station if the commission undertakes to revoke or refuses to renew his license."

The commission's unanimous decision was prepared under supervision of Commissioner Robert T. Bartley.

Concentration issue trips up WYNX sale

A petition by a Georgia newspaper publisher for immediate grant of its application to buy WYNX(AM) Smyrna, Ga., was denied last week by the FCC because of a concentration-of-media-control question.

The Times Journal Inc. and M. W. Kinney Jr., one of its principals, applied in June 1968 to buy WYNX from Laurence N. Polk Jr.

The commission designated the ap-

plication for hearing last January to determine whether a grant would cause undue concentration of control of local mass media in the Smyrna area. The FCC pointed out that the Times Journal controls the only Smyrna newspaper, the weekly *Smyrna Neighbor*; the only newspaper in nearby Marietta, the *Marietta Daily Journal*, and other weekly newspapers in the area. Principals of Times Journal Inc., also have interests in WBLJ(AM) Dalton, Ga.—about 60 miles from Smyrna—the commission added.

In their petition for reconsideration and grant without hearing, the proposed buyers contended that no concentration-of-control issue would have been designated except for the FCC's "far more narrow concern over the potential impact of cross-ownership in the same geographical area, of radio stations and newspapers." They noted that this policy question is the subject of a rulemaking proceeding and suggested that the general rulemaking rather than an adjudicatory proceeding should determine the WYNX matter. The application should be granted subject to the outcome of the broader rulemaking proceeding, they said.

In turning down the petition, the commission concluded that a pending rulemaking proceeding provides no basis for deletion of a concentration-of-control issue from an adjudicatory proceeding where there are substantial public-interest questions. The vote was 3-to-2 with Commissioners Robert E. Lee and Robert Wells dissenting, and Chairman Dean Burch and Commissioner Nicholas Johnson absent.

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Changing Hands

Announced:

The following station sales were reported last week and will be subject to FCC approval (for other FCC activities see "For the Record," page 61).

■ WGVA(AM) Geneva, N. Y.: Sold by Straus Broadcasting Group to Dr. Milton Jacobson, Dr. Herbert Breakstone and Samuel Semel for \$360,000. R. Peter Straus is president of the Straus stations, which include WMCA(AM) New York, WALL-AM-FM Middletown and WTLB(AM) Utica-Rome, all New York. Drs. Jacobson and Breakstone are dentists, and Mr. Semel is president of Chemung Electronics Inc., Elmira, N. Y. WGVA is full time on 1240 kc with 1 kw day and 250 w night. Broker: Chapman Associates.

■ WSYB(AM) Rutland, Vt.: Sold by Philip Weiss to Vermont Radio Inc. for \$350,000. Vermont Radio, principally owned by Simon Goldman, also owns WVMT(AM) Burlington, Vt. Mr. Gold-

man is the principal owner of James Broadcasting Corp., owner of WJTN-AM-FM Jamestown, WDOE(AM) Dunkirk, WGO(AM) Salamanca, all New York; WWYN(AM) and WWFM(FM) Erie, Pa., and WTOO(AM) Bellefontaine, Ohio. WSYB is full time on 1380 kc with 5 kw day and 1 kw night.

▪ WNVL(AM) Nicholasville, Ky.: Sold by Katherine G. Peden to Walter E. May, H. C. Johnson, Herman G. Dotson, Henry D. Stratton, C. D. Roberts and T. T. Cooley for \$80,000. Mrs. Peden, prominent in Democratic politics, was defeated in race for U.S. Senate in 1968 by Senator Marlow Cook, Republican. Buyers have interests in WPKE-AM-FM Pikesville, WCPM(AM) Cumberland and WFTG-AM-FM London, all Kentucky; WNRG-AM-FM Grundy, Va.; WLAJ(AM) La Follette, Tenn.; the permittee for a new AM in Louisa, Ky., and the applicant for a new AM in Jellison, Tenn. WNVL is a daytimer on 1250 kc with 500 w. Broker: Chapman Associates.

Harassment issue still haunts KRON renewals

Chronicle Broadcasting Co. has lost its bid to have a harassment issue deleted from the hearing ordered in March 1969 on its renewal application for KRON-FM-TV San Francisco.

The issue involves charges by two former Chronicle employees that they were followed and intimidated by private investigators hired by Chronicle after they alleged that the KRON stations slanted their news coverage to favor the interests of parent corporation Chronicle Publishing Co. Last August the commission's review board added an issue to determine whether Chronicle's investigation of the complainants constituted harassment (BROADCASTING, Aug. 18).

Commissioner Robert E. Lee, in a separate statement in which Chairman Dean Burch joined, dissented to the addition of the harassment issue, saying in part: "I do not feel that we should attempt to interfere with the method by which a party chooses to develop its defense, or present its case, unless conduct during the investigation is clearly shown by affidavit to reflect on the qualifications of The Chronicle Broadcasting Co. to be a licensee of this commission."

Broadcaster's plaint on fees heard, filed

A lone broadcaster went before the Senate Appropriations Subcommittee on Independent Offices last week to contest the FCC's proposed fee hikes. He got a cordial reception and little else. Nebraska television executive A.

James Ebel told the subcommittee that the proposed fees—which he referred to as "taxes" because many of them would be pegged to broadcasters' income—are disproportionately harsh on broadcasters and bear no apparent relationship to the "amount of time and effort devoted to applications before the commission."

But Chairman John O. Pastore (D-R.I.) replied that the problem is now strictly in the hands of the FCC, and is outside the jurisdiction of an Appropriations Subcommittee. If the commission adopts a clearly inequitable fee schedule, Senator Pastore indicated, that matter might be taken up by the Communications Subcommittee, which is also headed by Senator Pastore.

Mr. Ebel is vice president and general manager of KOLN-TV Lincoln, Neb., and its satellite KGIN-TV Grand Island, Neb., and is executive vice president of KMEG-TV Sioux City, Iowa. All are John E. Fetzer stations.

As one example of how the proposed fees might have affected a past business judgment, Mr. Ebel noted that his company would have had to pay over \$20,000 in fees when it purchased KMEG-TV last year. Since the station has been losing money consistently since it went on the air, he said, this kind of additional payment would have been "completely unreasonable—and might

very well have been a reason for not entering into a purchase agreement. . . ."

In an appearance before the same subcommittee the preceding week, FCC Chairman Dean Burch predicted that the commission would impose a new schedule by July 1, despite widespread opposition from the industries it regulates (BROADCASTING, May 25). Senator Pastore at that time expressed support for the commission's initiative in proposing the fees. Congress has long urged the FCC to be self-sustaining.

Rounsaville scored over labor practices

Rounsaville of Nashville Inc., group owner of broadcast stations, was found guilty of unfair labor practices and refusal to bargain collectively with employees at WVOL(AM) Berry Hill, Tenn., in two National Labor Relations Board decisions announced last week. The station's owner failed to bargain with the American Federation of Television and Radio Artists and threatened employees with loss of jobs to discourage union activity, the NLRB found in upholding a trial examiner report, with exceptions.

NLRB dismissed charges of discriminatory discharges in the cases of four employees. AFTRA members have been on strike, seeking a contract at WVOL(AM), since May 15, 1969.

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Cable Bureau urges denials for Telco

Cites FCC decisions on Section 214 requests for Hyde Park, Brookhaven

In a precedent-setting case, the FCC's Cable Television Bureau has recommended that a hearing examiner deny the applications of the New York Telephone Co. (Telco) for authority to provide channel distribution service in Hyde Park and Brookhaven, both New York.

The bureau also recommended that Hearing Examiner David Kraushaar grant Telco's applications to provide service to two CATV's in New York City, but to attach conditions to one grant enabling the city to assert regulatory authority over the system involved.

The recommendations were made in a hearing on the first applications filed in response to a 1968 commission ruling that Section 214 of the Communications Act requires telephone companies to obtain certificates of convenience and necessity before building channel facilities to serve CATV's (BROADCASTING, July 1, 1968).

The bureau recommended denial of Telco's applications to serve Hyde Park and Brookhaven because Telco "intentionally favored its tariff customers at the expense of pole-attachment applicants."

Although the case is one of "first impression," the bureau said, the commission in recent decisions has made it clear that it will "deny Section 214(a) applications when it is demonstrated that the telephone company has engaged in anticompetitive conduct."

In New York City, the bureau favored granting Telco's application to serve Sterling Information Services, which is authorized by the city to serve the lower portion of Manhattan. But it said an application grant to serve Comtel Inc.—which does not have a city franchise—should be made only on the condition that Telco refrain from filing additional applications to serve Comtel or any other CATV in New York that lacks a city franchise. (Comtel operates solely through telephone company's channel service; courts have held that this puts the system outside the city's jurisdiction.)

The bureau said Comtel's unregulated channel service operation within New York City "poses a direct threat to the regulatory program which that city is developing, and to the independent CATV companies" franchised by the city. It added that the commission's CATV regulatory program is based in large part on effective CATV

regulation at the local level.

The commission's Common Carrier Bureau is reportedly preparing reply comments in the proceeding which will differ at least in part from the Cable Television Bureau's position.

In comments submitted last week, the City of New York urged the commission to deny Comtel Section 214 authorization on the principal ground that the company is not authorized by franchise or consent from the city to render CATV service.

"A grant of the [Comtel] applications would undermine the effectiveness of the city's present and prospective regulation, and would defeat the city's stated objective of cooperative federal-local regulation of CATV," city attorneys asserted.

New York Telephone Co. said there was nothing in the record to indicate that "any undue preference or advantage has been given to Comtel." Telco maintained that it had "met its burden" in proving that a demand existed for its CATV channel service in Hyde Park, Brookhaven and New York.

Telco added that there was no evidence to show the public interest would be adversely affected by its "favoring its tariff customer over the pole-attachment operator."

Reprisal seen in KFSC bomb attempt

What is claimed to be an attempt to destroy the station and loggings of Francisco V. (Paco) Sanchez, Colorado state democratic representative, last week was only partially successful.

Monday morning (May 25), shortly before 5 a.m., two Molotov cocktails were tossed into the building that houses Mr. Sanchez and his station, KFSC(AM) Denver, "miraculously" only destroying the station's remote broadcasting equipment.

The bombing caused \$32,000 worth of damage, and led Mr. Sanchez to announce his withdrawal from the candidacy for re-election as state legislator. Mr. Sanchez said his withdrawal from politics was for the safety of his employes and friends. Mr. Sanchez lives on the second floor of the building. The station's studios are housed in the basement.

The bombing followed the state's Democratic convention held the previous evening. Mr. Sanchez, sole owner of the station, added he has received numerous threats by telephone and "implied threats" by groups he would not identify.

He concluded the bombing "was definitely political," adding: "I hope it's not my own people. (Mr. Sanchez is Mexican-American.) They have called me Uncle Tom and double crosser."

Shreveport stations feel the pressure

UCC, black groups win concessions over threat of license challenges

The Office of Communication, United Church of Christ., announced last week that three Shreveport, La., stations had agreed to "reforms in programing and employment practices" and thus escape license challenges by the Ark-La-Tex Communications Committee. The three stations were KSLA-TV, KTBS-TV and KCIJ(AM).

According to Rev. Everett C. Parker, director of the Office of Communication, letters outlining terms of the accord were filed with the FCC on Wednesday (May 27).

The church unit—as it had done with other community organizations—provided the Shreveport group "with technical and legal assistance." A previous church-community group effort resulted in agreement by KTAL-TV Texarkana, Tex., to similar programing and hiring reforms (BROADCASTING, Jan. 13, 1969 et seq.).

Also won earlier was court revocation of the license for WLBT(TV) Jackson, Miss., on grounds of failure to broadcast in the interest of Jackson's black community (BROADCASTING, Dec. 8, 1969).

The following agreements were among those reached last week in Shreveport, according to the church organization:

- Systematic inclusion of black citizens in the full range of locally produced programs.

- Immediate hiring of qualified and qualifiable blacks in specific job classifications such as managerial level positions, on-camera newsmen and technicians.

- Affirmative policies of equal-employment practices, recruitment, training, pay-scale, advancement, benefits, and termination.

- Regular news coverage of the black community on local news programs including representation of black opinion.

- Use of courtesy titles at all times when referring to black persons and exclusion of racial identification except when required for the apprehension of a criminal.

- Recruitment and training programs to provide the opportunity and incentive for black students to develop skills in broadcasting and other related fields.

- Presentation of diverse views on all public-service announcements for black groups and other organizations representing minorities.



WNHC-TV got into color film and got out more promotion spots.

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gave terrific effects. We could edit quickly. We were more mobile with film.

"Color film allowed our news people to shoot more documentaries, such as our 'Scene '70' series which covered local problems like traffic safety, unemployment, ghettos, etc. We, on the other hand, used the film to promote the series.



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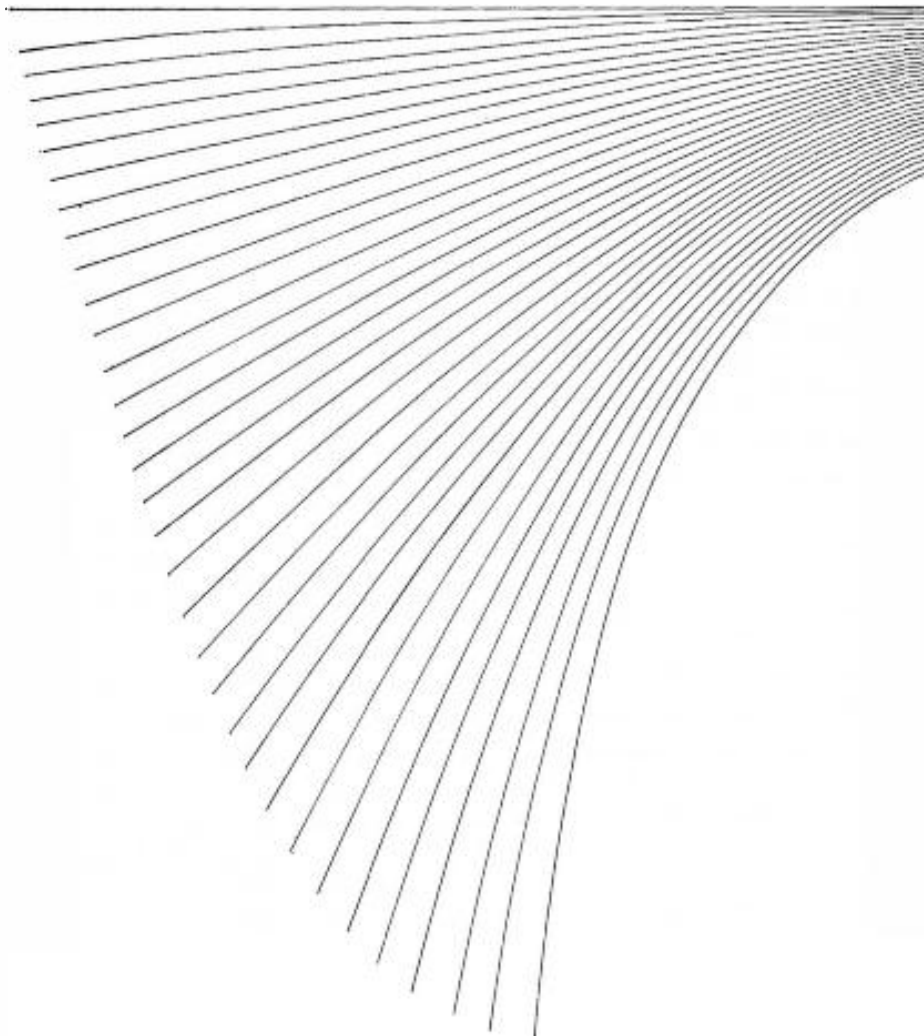
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AT&T lowers its radio demands

Choice of three rate schedules is offered to quell objections of small-market stations

Broadcast-industry representatives last week were studying three choices AT&T has offered for reducing by some \$2 million the almost \$4 million it has proposed to boost its interconnection rates for radio.

The reductions in each of the proposed modifications would come in station-connection charges, the aspect of the proposed rate increase of most concern to small broadcasters.

Each of the modifications, in addition, would equalize the rates broadcasters pay on an occasional basis throughout the week. Under the proposed tariff on file—so-called Plan E—rates would be higher at night and on Saturday and Sunday.

The modifications were proposed in accordance with an agreement broadcast-industry counsel reached with AT&T officials two weeks ago in one of a series of informal meetings they have held on the higher AT&T tariffs for both television and radio. Minor adjustments in the television tariff, which went into effect last fall, were also offered last week in accordance with agreements reached at the meeting.

Unless unanimous agreement on one of the choices is reached among the broadcast interests involved—the National Association of Broadcasters, networks, individual stations and regional networks—AT&T's present Plan E will go into effect July 1, and become part of the hearing to be held on the television tariff.

AT&T has offered to file any one of the modifications of Plan E on which the broadcasters agree so that it would become effective Sept. 1, and to keep it in force without change for at least two years.

AT&T has designated the three modifications of Plan E as E1, E2 and E3. The station connection charge for 3.5 kc lines, now \$20 maximum for a 24-hour period, would be \$75 under Plan E. But it would be \$45 under E1, \$35 under E2 and \$45 under E3. The rate for 5 kc lines, now \$90, would go to \$100 under Plan E. It would be \$60 under E1, \$90 under E2 and \$100 under E3.

To equalize the occasional-use rates, AT&T has offered to charge, under each of the Plan E modifications, the same price per mile per hour, per occasion for interconnection. The hourly rate would be 12 cents for 2.5 kc lines, 14 cents for 3.5 kc lines and 19 cents for 5 kc lines. Under Plan E, hourly rates would range from 3.5 cents from 1 a.m. to 9 a.m. Monday-Friday and

1 a.m.-1 p.m. Saturday and Sunday, to 19 cents from 1 p.m. to 1 a.m. Saturday and Sunday.

The station-connection charges for 2.5 and 3.5 kc lines per hour, per occasion would be \$2.95 under E1, \$2.25 under E2 and \$1.50 under E3; under Plan E, rates would range from \$1.90 to \$7.50. For 5 kc lines, AT&T would charge \$4.50 under E1, \$6.75 under E2 and \$7.40 under E3; from \$2.50 to \$10 for 5 kc lines.

AT&T estimates it would earn \$21.-424,000 annually under Plan E, compared with \$17,893,000 under present rates. But under E1, it estimates, it would earn \$19,228,000; \$19,326,000 under E2 and \$19,342,000 under E3.

OEO looks to cable as aid for minorities

The federal Office of Economic Opportunity, which oversees the U.S. government's war on poverty, is considering underwriting an experimental cable-TV system to determine how CATV can be used to help the underprivileged.

OEO plans to ask for proposals soon that would be aimed at providing a CATV system in an urban area. Provided the move is approved by the agency's general counsel, OEO would ask those making presentations to concentrate on a system that would cover whites, blacks and Latins as well as various socio-economic groups.

An important element in choosing the cable operator, OEO sources said last week, would be the provisions proposed for the number of channels to be made available for use by local governmental agencies as well as by local citizens' groups.

Last month, OEO turned down a proposal to build a \$7.5-million cable system in Kansas City, Mo. This had been proposed by the National Laboratory of Urban Communications, and would have covered a 1,200-block area of the inner city. It would have provided a 20-channel system, carrying all local commercial and educational TV stations, as well as a time and weather channel. Other circuits would have been used for special programs from the NLUC studios.

NLUC is sponsored by Andrew Carter, president and owner of KPRS-AM-FM Kansas City, one of the few Negro radio station owners in the U.S., and United Utilities Inc., a holding company for a number of private telephone companies.



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Walbridge scores FCC proposals on CATV

Willard E. Walbridge, chairman of the board of the National Association of Broadcasters, warned last week that free, over-the-air broadcasting would be seriously impaired if the newest CATV proposals before the FCC are adopted.

The suggestions, sponsored by FCC Chairman Dean Burch (BROADCASTING, May 25) are "ill-conceived and unsound," Mr. Walbridge said at a news conference in Detroit. It would plant the seeds of destruction of free, over-the-air television as viable national service."

The Detroit meeting was one of several previously scheduled under the auspices of the Free TV News Bureau, an NAB-sponsored activity, to combat unrestricted CATV.

Also at the news conference was Arthur Dorfner, president of WDHO-TV (ch. 24) Toledo, Ohio, who commented that the prospective plan, supposedly aimed at helping UHF, would in reality weaken those broadcasters. If TV signals are allowed to be imported from distant cities, as the plan proposes, he said, audiences would diminish for UHF stations. Even if UHF stations are permitted to substitute their advertising for those of the distant station, Mr. Dorfner said, the price would be too high.

The Free Television News Bureau noted that "two of the most damaging proposals in the suggested plan are (1) the allocation of one CATV channel for pay TV, and (2) the elimination of program exclusivity, which would, the bureau said, replace the present system

of competitive bargaining for programs with a process of forced sale at a fixed price.

"The plan once again brings into sharp focus the question whether this country is to be served by a form of pay TV or free TV," Messrs. Walbridge and Dorfner are quoted as saying. "It will be one or the other; the plan if adopted would transform CATV from a supplemental service to a form of pay TV."

In other criticisms, the NAB panel emphasized that local UHF stations would have little incentive to provide quality programming; that the cost of equipment, including switching arrangements, to permit the substitution of commercials on distant signals with those of local UHF stations is too costly; that retransmission of a TV station's programs without its consent is illegal under present law; that the leasing plan for CATV channels is vague and irresponsible, and that the cutback on franchise taxes to local communities to 2% under the proposal would be unfair.

The FCC, by 4-to-3 vote two weeks ago, instructed its staff to submit a formal, rulemaking order by the middle of this month.

'Grandfather' rights out in Pa. cable case

A Pennsylvania CATV system, Service Electric Cable TV Inc., was barred by the FCC's review board last week from carrying distant television signals over its Hazelton, Wilkes-Barre and Mahanoy City facilities. At issue was whether the cable systems had carried the signals in question before Feb. 15, 1966,

so that they could be considered "grandfathered."

The board prohibited carriage of the programs of Philadelphia stations WCAU-TV, WPHL-TV, WKBS-TV, and WIBF-TV; WLVT-TV Allentown, Pa.; WHYI-TV Wilmington, Del., and WNBFTV Binghamton, N. Y. over Service Electric's Hazelton facilities, and the programs of WPHL-TV, WKBS-TV, WIBF-TV, WHYI-TV and WLVT-TV over its Mahanoy City and Wilkes-Barre facilities.

In an initial 1968 decision, a hearing examiner found that Service Electric had not established grandfather rights for the signals carried over its Hazelton and Wilkes-Barre systems, but had shown rights to the signals of WPHL-TV, WKBS-TV and WIBF-TV for the Mahanoy City facility.

The review board, noting that the company had kept no written records of the programming presented over its systems prior to Feb. 15, 1966, observed that evidence was limited to "recollections" of various individuals and filings on behalf of the company.

The board said Service Electric's direct presentation in the proceeding was "inconsistent and irreconcilable" with representations made earlier.

While it was in essential agreement with the hearing examiner's findings in the Hazelton and Wilkes-Barre cases, the board said, Service Electric failed to meet its burden of proof in establishing grandfather rights to any of the contested signals in its Mahanoy City facility, and "continued carriage of these distant signals . . . would not be consistent with the public interest."

New NBC-TV affiliate

KTVM-TV Butte, Mont. (ch. 6), has joined NBC-TV as a full-time affiliate. The new station operates in association with KGVO-TV Missoula, Mont. Both stations are owned and operated by the Western Broadcasting Corp.

Blast at pay-TV bill

In the first Senate reaction to the House Commerce Committee's pay-TV bill, Senator George Murphy (R-Calif.) last week attacked it as a "blatant attempt by special protective interests to restrict the public's use of their own air."

Senator Murphy said that pay TV—which he invariably refers to as "free-choice TV"—will "not only expand the program selection available to the public, but also help the American film industry regain its number one rank in the world."

However, he said, the House bill places so many restrictions on pay TV that it would "choke the life out of this new baby before it gets born."

Media notes:

Burgeoning market ■ The growing Latin American population in the Los Angeles and the New York metropolitan areas is described in a special survey report made by Marketing and Research Counselors Inc. on behalf of Spanish International Network. The survey shows that in Los Angeles there are more than 1.5 million Latin Americans and in New York almost 2.5 million, and the number of TV households respectively is 354,000 and 528,000.

Bonds for educational TV ■ A \$350,000 bond offering is being made by the Viewer Sponsored Television Foundations, applicant for channel 58 in Los Angeles. The bonds, being offered in \$100 increments, are expected to raise approximately one-third of the anticipated \$1,197,000 first year revenues. Another \$150,000 is to be raised through viewer sponsorships before the FCC hearing this summer (BROADCAST-

ING, Dec. 22, 1969).

New C & W outlet ■ KTON-FM Belton, Tex., goes on the air today (June 1) on 106.3 mc. The stereo country music station is a sister station of KTON(AM) Belton. Gaylon Christie is manager.

TV training gift ■ WRC-TV Washington has donated a TV unit to The New Thing Art and Architecture Center there. The unit includes three black-and-white cameras with accessories, camera cables, a switching system, sync generator, master monitors, four microphones, an audio monitoring system and related parts. The unit will be set up to train young metropolitan blacks.

How do our people grow ■ The U.S. Department of Commerce, Bureau of the Census, has released *Current Population Reports: Series P-20, No. 200, "Household and Family Characteristics: March 1969"* Copies may be obtained at the U.S. Government Printing Office, Washington 20402 for \$1.

Cypress ties knot with Harriscope

Gains ownership of 42 cable systems; estimate of deal now \$19 million

The merger of Harriscope Cable Corp. into Cypress Communications Corp., Pacific Palisades, Calif., has been completed, reportedly making Cypress the third largest cable TV firm in the country.

Under the agreement Cypress has issued 800,000 shares of common stock, constituting approximately 42% of the 1,887,626 shares outstanding. In addition, the company agreed to assume debts of \$11 million incurred by Harriscope when it purchased United Transmission Inc., cable-TV company in Kansas City, Kan. Original estimates placed the value of the merger at \$23 million, but based on prices of Cypress stock (Tuesday: 9½ bid, 10½ asked) the value has dropped to approximately \$19 million.

Burt I. Harris becomes the new president of the combined Cypress Communications Corp., which will move into Harriscope's Los Angeles offices. Mr. Harris succeeds Leon Papernow, who has been named executive vice president and chairman of the executive committee. Six of 11 new members of the board of directors are Harriscope nominees. Mr. Harris said that recent FCC decisions on CATV would be a major boon to the industry and that his company anticipated seeking out franchises

CBS-Premier buy is off

CBS said last Wednesday (May 27) that it has canceled plans to buy Premier Photo Service Inc., a film processor-developer company. Premier, whose stock is traded over the counter, has plants in Ohio and California. Price of the planned transaction, when first announced on April 13, was \$9.8 million (BROADCASTING, April 13). No reason was given last week for the deal being called off. A terse CBS announcement noted only: "We regret that we have been unable to conclude an agreement with Premier Photo Service Inc. and therefore plans have been terminated for the acquisition of Premier."

in previously unserved areas (BROADCASTING, May 25).

As a result of the merger, Cypress will own and operate 42 cable systems serving more than 117,000 subscribers in 17 states. Cypress also manages but does not own systems serving an additional 48,000 subscribers in four states. The total of over 165,000 subscribers ranks Cypress third behind Teleprompter Corp., New York—which is merging with H&B American—and Cox Cablevision, Atlanta.

An FCC-required spin-off of KTXL-TV Stockton, Calif., was completed prior to the merger with Cypress stockholders receiving one share of the parent firm's common for each share of broadcasting common.

Approximately \$500,000 cash held by Cypress in KTXL was contributed for working capital and operation-developmental purposes.

Assets of the merged companies total \$30 million with annual revenues of approximately \$8 million yielding earnings of \$1.24 per share.

TV-radio profitable, but LIN still shows loss

LIN Broadcasting Corp., New York, suffered a \$6.5-million loss last year—principally from operations that have since been discontinued—but its broadcasting and other remaining divisions were "substantially profitable."

This is the gist of the company's 1969 annual report, which showed that LIN's television stations had sales of \$3,580,000 and operating profit (profit before depreciation and amortization, interest and finance expense, corporate expenses and income taxes) of \$1,040,000 in 1969. Sales in the radio division were \$6,170,000, producing operating profit of \$2,260,000. The combined sales of LIN Communications Services Inc. (telephone answering and related services) and Advercom Inc. (mail order firm for Disneyland Records) were \$3.7 million with an operating profit of \$880,000. LIN's Star-day-King recording and publishing companies had sales of \$4,760,000 and

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operating profit of \$630,000.

The LIN stations are WAVY-TV Portsmouth-Norfolk-Newport News, Va.; WAND-TV Decatur, Ill.; KILT-AM-FM Houston; WIL-AM-FM St. Louis; WBBF-AM) and WBBF-FM Rochester, N. Y.; WAKY(AM) Louisville, Ky.; KEEL-AM-FM Shreveport, La., and KAAV(AM) Little Rock, Ark.

For the year ended Dec. 31:

	1969	1968
Earned per share	(\$2.94)	(\$1.35)
Net revenues	18,210,000	12,189,000
Net income	(6,520,000)	(2,355,000)

Company reports:

CCA Electronics Corp., Gloucester City, N.J., broadcast equipment manufacturer, reported a 17% increase in

sales and a 22% increase in net income for the first six months of its fiscal year. The company is buying WABY-AM) Albany, N.Y., for \$400,000, subject to FCC approval (BROADCASTING, March 30).

For the six months ended April 30:

	1970	1969
Earned per share	\$0.12	\$0.10
Sales	1,491,939	1,275,329
Net income	96,067	78,895
Shares outstanding	797,000	797,000

Tele-Communications Inc., Denver-based multiple owner of CATV and microwave systems, reported a 30.2% increase in revenues and a 30.4% increase in cash flow for 1969.

CATV revenues derived from monthly service fees were \$4,615,447 last

year vs. \$3,699,372 in 1968—a 24.8% gain. Net income from the CATV division before nonrecurring gain amounted to about \$400,000 last year, while the microwave division suffered a \$325,000 loss.

TCI, which went public last year (BROADCASTING, Oct. 20, 1969), has 57 cable systems in 16 western states serving 86,165 subscribers. Bob Magness is president and chief executive officer of the company and George C. Hatch, senior vice president. Mr. Hatch is also president of KALL(AM), and KQMU(FM) and KUTV(TV) all Salt Lake City.

TCI also announced the formation of a subsidiary—TCI Programs Inc.—to

The Broadcasting stock index

A weekly summary of market activity in the shares of 101 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing May 27	Closing May 21	Closing May 14	1970 High	1970 Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	23½	21½	20	39½	19½	7,271	185,410
ASI Communications	O		3½	4	4½	7	3½	1,789	8,945
Capital Cities	CCB	N	22	21¼	26½	36½	19½	5,804	156,708
CBS	CBS	N	25¼	27	28¼	49¼	24¼	26,512	858,193
Corinthian	CRB	N	21¾	21¾	21¾	33¼	20	3,384	76,140
Cox	COX	N	13	12¾	13¾	24¼	10¾	5,789	92,624
Gross Telecasting	GGG	A	10¾	11¾	12¾	17¾	10¾	808	10,908
Metromedia	MET	N	11½	12½	13½	22½	10¾	5,603	88,247
Pacific & Southern	O		8½	9¾	10¾	23	8½	1,636	21,268
Reeves Telecom	RBT	A	4¾	4¾	3¾	15¾	3¾	2,163	9,993
Scripps-Howard	O		15½	18¾	19½	24	15½	2,589	4,531
Sonderling	SDB	A	13¾	12¾	14¾	34¾	10½	985	17,976
Starr Broadcasting	O		8	9½	9½	18	8	461	4,841
Taft	TFB	N	16½	15½	18½	29¾	15½	3,585	70,804
Total								68,379	\$ 1,606,588
Broadcasting with other major interests									
Avco	AV	N	14	14½	14¾	25¼	12¾	11,469	182,013
Bartell Media	BMC	A	4½	4½	5	14	4	2,292	16,617
Boston Herald-Traveler	O		25	25	25	43	25	574	16,072
Chris-Craft	CCN	N	5½	6¾	7	11½	4½	3,500	25,375
Comblined Communications	O		7½	8	8¾	16½	7¾	1,789	16,548
Cowles Communications	CWL	N	5	4	4¼	10¾	3¾	3,969	23,814
Fuqua	FQA	N	9	10¾	10¾	31¾	9	5,541	76,854
Gannett	GCI	N	19¾	19¾	19¾	29¾	19¾	7,117	163,691
General Tire	GY	N	14¾	13¾	14¾	20¾	12¾	18,434	306,742
Gray Communications	O		4¾	5¾	5¾	7¾	4¾	475	2,613
Lamb Communications	O		2¾	2¾	3	6	2½	2,650	7,950
Lee Enterprises	A		13	13	14¾	20¾	13	1,957	28,122
Liberty Corp.	LC	N	14¾	14½	15½	21¾	13	6,743	116,317
LIN	O		3½	4¾	5¾	11	3½	2,174	12,501
Meredith Corp.	MOP	N	20¾	19¾	20¾	44¾	18¾	2,779	72,254
Outlet Co.	OTU	N	11	12¼	13¼	17¾	10½	1,336	19,038
Plough Inc.	PLO	N	55¾	63	64¾	85	55	6,788	468,381
Post Corp.	O		8	10¼	10	17¾	8	713	8,200
Ridder Publications	O		9½	11½	12	22	9½	*	*
Rollins	ROL	N	22¾	24¾	23¾	40¾	21¾	8,029	220,798
Rust Craft	RUS	A	19	20	20	32¼	18¾	1,158	23,792
Storer	SBK	N	15¾	16¾	16	30¾	14¾	4,221	79,144
Time Inc.	TL	N	28¾	27¾	28¾	43¾	26	7,241	222,661
Trans-National Comm.	O		2	1¾	2	4¾	1¾	1,000	2,500
Wometco	WOM	N	15½	15¾	16¾	20¾	14¾	5,812	108,975
Total								107,771	\$ 2,220,972
CATV									
Ameco	ACO	A	5¾	6¾	5¾	16	4½	1,200	6,300
American TV & Comm.	O		10¾	13	12¾	22¾	10¾	1,775	23,075
Cablecom-General	CCG	A	9	9¾	9¾	23¾	7¾	1,605	13,241
Cable Information Systems	O		¾	1	1½	2¼	¾	955	1,671
Citizens Finance Corp.	CPN	A	10¾	11¾	10¾	17¾	10¾	1,094	12,308
Columbia Cable	O		8¾	9	9	15¾	8¾	900	8,775
Communications Properties	O		6	6½	6½	10½	6	644	4,585
Cox Cable Communications	O		12	13	13¾	24	12	3,550	47,038
Cypress Communications	O		9¾	8¾	8	17¾	8	854	6,832
Entron	A		2¾	3¾	3¾	8¾	2¾	1,320	5,108
General Instrument Corp.	GRI	N	31¾	12¾	33¾	30¾	31½	6,116	97,061
H & B American	HBA	A	14¾	14¾	14	30¾	13¾	4,973	83,895
Sterling Communications	O		3¾	3¾	3¾	7¾	3	500	1,500
Tele-Communications	O		1¾	13½	1¾	20¾	1¾	2,704	25,418
Teleprompter	TP	A	50¾	55	55	133¾	49¾	1,007	65,455
Television Communications	O		5¾	7¾	6½	18¾	5¾	2,816	19,712
Vikoa	VIK	A	8¾	7¾	7	27¾	6¾	2,000	17,240
Total								34,013	\$ 439,204

develop and produce TV programming and to build a library of TV shows for distribution to stations and CATV systems.

For the year ended Dec. 31:

	1969	1968
Earned per share	\$0.29	(\$0.01)
Revenues	5,736,920	4,405,288
Cash flow	1,874,886	1,438,102
Net income	666,108	(23,752)
Shares outstanding	2,254,472	2,042,708

General Instrument Corp., New York, owner of Jerrold Corp., multiple CATV owner and constructor of cable systems, reported record sales but a decline in net income for its fiscal year.

Moses Shapiro, board chairman and chief executive officer of GIC, attributed the lower earnings in part to the FCC's

continuation of the freeze on importation of distant signals, affecting the Jerrold systems. Jerrold owns or has interest in 22 systems serving a total of 125,000 subscribers.

For the year ended Feb. 28:

	1970	1969
Earned per share	\$0.47	\$1.46*
Sales	258,132,701	248,006,683
Net income	4,517,130	10,313,391
Average shares outstanding	6,091,160	6,001,111*

*Adjusted for stock dividend in May 1969.

American Diversified Industries Corp., New York, diversified company with interests in motion pictures, TV programming and CATV, reported increases in revenues and net income for the first half of its fiscal year.

For the six months ended Feb. 28:

	1970	1969
Earned per share	\$0.09	(\$0.04)
Gross revenues	1,022,482	100,904
Net income	199,715	(84,406)
Shares outstanding	2,248,875	2,164,625

Loss for Reeves

Reeves Telecom Corp., New York, reported last week that the company had a net loss of \$1,546,800 in the first quarter ended March 31, including loss of \$775,445 from Realtron and other computer activities which no longer are part of the company. In the comparable 1969 period, Reeves showed a net loss of \$482,710. A spokesman said that a full report will be issued shortly.

	Stock symbol	Exchange	Closing May 27	Closing May 21	Closing May 14	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	11 3/4	10 3/4	12 3/4	31 3/4	10	5,942	88,358
Disney	DIS	N	106	115 3/4	121 3/4	158	102	5,133	662,157
Filmways	FWY	A	9 3/4	9 3/4	9 3/4	18 3/4	8 3/4	1,700	14,875
Four Star International	O	O	1 3/4	1 3/4	1 3/4	4	1 3/4	666	1,246
Gulf and Western	GW	N	11 3/4	10 3/4	12 3/4	20 3/4	9 3/4	16,310	236,495
Kinney National	KNS	N	23 3/4	25 3/4	25 3/4	36	21 3/4	7,738	223,396
MCA	MCA	N	13 3/4	15 3/4	16 3/4	25 3/4	13 3/4	8,297	155,569
MGM	MGM	N	14	14 3/4	15 3/4	29 3/4	12 3/4	5,843	122,703
Music Makers Group	O	O	3 3/4	4 3/4	4 3/4	9	3 3/4	589	2,651
National General	NGC	N	11 3/4	11	12 3/4	20 3/4	10	4,852	66,084
Transamerica	TA	N	15 3/4	14 3/4	16 3/4	26 3/4	13 3/4	61,869	1,098,175
Trans-Lux	TLX	A	11 3/4	12 3/4	13 3/4	23 3/4	9 3/4	1,020	13,515
20th Century-Fox	TF	N	9 3/4	9 3/4	11	20 3/4	8	8,216	105,740
Walter Reade Organization	O	O	3 3/4	4	4 3/4	13 3/4	3 3/4	2,342	11,710
Wrather Corp.	WCO	A	5 3/4	5 3/4	5 3/4	10 3/4	4 3/4	2,161	14,587
							Total	182,678	\$ 2,817,200
Service									
John Blair	BJ	N	12	11 3/4	13 3/4	23 3/4	10 3/4	3,006	43,196
Comsat	CQ	N	28 3/4	28	27	57 3/4	25 3/4	10,000	357,500
Creative Management	O	O	4 3/4	7	7 3/4	14 3/4	4 3/4	1,029	8,489
Doyle Dane Bernbach	O	O	15	15 3/4	16 3/4	24 3/4	15	1,924	34,632
Foots, Cone & Belding	FCB	N	8 3/4	8 3/4	9 3/4	12 3/4	8	2,156	21,021
Gray Advertising	O	O	7 3/4	7 3/4	7 3/4	13 3/4	7 3/4	1,140	9,690
LaRoche, McCaffrey & McCall	O	O	12	13 3/4	13 3/4	17	12	*	*
Movielab	MOV	A	2 3/4	3 3/4	3	7 3/4	2 3/4	1,407	5,628
MPO Videotronics	MPO	A	5	5 3/4	6	9 3/4	4 3/4	556	3,820
Nielsen	O	O	26 3/4	28	31	42	26 3/4	5,299	170,893
Ogilvy & Mather	O	O	15	16 3/4	17 3/4	22 3/4	15	1,090	20,438
PKL Co.	PKL	A	3 3/4	3 3/4	3 3/4	12 3/4	3 3/4	739	3,098
J. Walter Thompson	JWT	N	23 3/4	23 3/4	23 3/4	36	23	2,778	80,662
Wells, Rich, Greene	A	A	6 3/4	7 3/4	7 3/4	8 3/4	7	1,601	11,399
							Total	32,725	\$ 770,366
Manufacturing									
Admiral	ADL	N	8	7 3/4	8	14 3/4	6 3/4	5,150	43,775
Ampex	APX	N	17 3/4	17 3/4	17 3/4	48 3/4	13 3/4	10,825	243,563
CCA Electronics	O	O	2	1 3/4	3 3/4	5	1 3/4	800	3,000
Collins Radio	CRI	N	16 3/4	17 3/4	16 3/4	37 3/4	14 3/4	2,968	60,844
Conrac	CAX	N	13 3/4	11 3/4	14 3/4	32 3/4	11 3/4	1,290	20,625
General Electric	GE	N	62 3/4	64 3/4	65 3/4	77 3/4	60 3/4	91,025	6,485,531
Harris-Intertype	HI	N	39 3/4	39 3/4	45 3/4	75	36 3/4	6,351	317,550
Magnavox	MAG	N	24 3/4	24 3/4	26 3/4	38 3/4	22 3/4	16,485	517,134
3M	MMM	N	82 3/4	83	88 3/4	114 3/4	77 3/4	56,093	5,258,719
Motorela	MOT	N	44*	85 3/4	84	141 3/4	44	6,649	605,059
RCA	RCA	N	21 3/4	20 3/4	22 3/4	34 3/4	20	62,897	1,532,800
Reeves Industries	RSC	A	2 3/4	4 3/4	2 3/4	5 3/4	2 3/4	3,443	11,198
Telemation	O	O	9	9 3/4	9 3/4	24	9	1,080	11,610
Visual Electronics	VIS	A	3	3 3/4	3 3/4	10 3/4	2 3/4	1,357	5,252
Westinghouse	WX	N	58	56 3/4	61 3/4	69 3/4	53 3/4	39,521	2,583,488
Zenith Radio	ZE	N	25	24 3/4	27 3/4	37 3/4	22 3/4	19,020	546,825
							Total	324,914	\$18,247,973
							Grand total	780,480	\$26,102,363
Standard & Poor Industrial Average			79.49	72.16	76.53				

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

Shares outstanding and capitalization as of April 28.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
* Reflects 2-for-1 split May 26.

In Chicago they slug it out editorially

Four Windy City VHF's have no-holds-barred policy in presenting viewpoints on major questions of day

Chicago's appellation as the windy city used to be a meteorological reference. Now it fits just as well to points of view.

Four major daily newspapers, diversified ethnic publications, a vigorous suburban press, several dozen AM and FM radio stations and the street-hawked underground sheets combine to give the local citizen a surfeit of opinions that range from literate logic to incendiary radicalism.

But a new forum of editorial viewpoint has emerged on the local scene: television.

But it is not new in the sense of time. TV editorials have been aired in Chicago for perhaps a decade.

But it is new in the sense of sufficient frequency to command notice and sufficient diversity and candor to reflect a new stage of journalistic maturity.

Editorializing on a regular basis is now considered a significant service by all four of Chicago's commercial VHF stations. The daily output of their positions on vital issues is commanding attention in the market—and response.

It is true, as deprecators say, that some of the editorials wave the flag, protect motherhood, fight pollution and deplore narcotics. But, as one station executive notes, is there an editorial

writer in any medium who doesn't occasionally dip into the bromides? And since when did these subjects lose their relevance, in proper context, considering the grave problems of the day?

But it is also true that television editorials in Chicago have come to have bite even more than in some other major markets. Get out of Vietnam. Cambodia: too far. Give public funds to private (parochial) schools. Don't give them public funds. Ease abortion laws. Legalize off-track gambling. Boost Blackmun. Defeat Carswell (ditto Haynsworth).

Major national issues are covered usually in local context and not too often. Local and state issues make up the bulk of TV editorial topics. But in many of them the station management viewpoint is no less hard-hitting and direct than some of the recent positions on national or general subjects.

All of this does not mean Chicago TV stations outclass other stations in the country when it comes to editorial excellence. True, the Chicago stations are proud of their product. Collectively they reflect a major market that is considered typical of mid-America—and a sampling of their production serves as a useful criterion against which

others may measure.

CBS-owned WBBM-TV was the first Chicago station to begin on-air editorials, infrequently, in the early 1960's. It also claims to be one of the first major-market TV stations in the U.S. to begin daily editorials (March 12, 1962).

ABC-owned WLS-TV (then WBKB-TV) began to editorialize occasionally in 1963, and has piled up frequency with the years.

In recent months WLS-TV and WBBM-TV have been joined on the Chicago editorial scene by independent WGN-TV and NBC-owned WMAQ-TV. (All of them also regularly air rebuttal views as required by FCC regulations.)

Chicago's four UHF stations do not presently editorialize. WSNS-TV expects to by the year's end as part of its unique bulletin-board and music format. And WLXT-TV Aurora, Ill., hopes to eventually, but it is concentrating now on becoming a stronger suburban entity. The others are WCIU-TV, an independent that includes ethnic programming and has black news and commentary in the 10 p.m. spot, and WFLD-TV, owned by Field Enterprises Inc., parent of the *Chicago Daily News* and *Chicago Sun Times*.

WBBM-TV, WGN-TV and WMAQ-TV



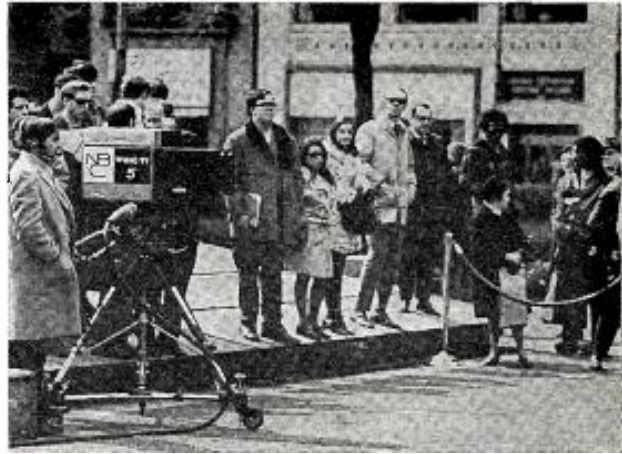
At WGN-TV (clockwise) the editorial board includes James G. Hanlon, vice president—public relations and advertising; Bob Manewith, manager of news; Bruce Dennis, vice president and manager of news; Alexander C. Field Jr., vice president and manager of public affairs and Daniel Calibraro, vice president, WGN Continental Broadcasting.



The editorial board at WLS-TV includes Vice President and General Manager John C. Severino (in slot) and (l to r) News Director Bill Fyffe, Program Director George Resing Jr.; Chris Duffy, advertising promotion-press information director; Clarence Heider, administrative assistant and Editorial Director Con O'Dea.



At WBBM-TV the editorial board includes (l to r) Leon Drew, vice president and general manager; Richard Westerkamp, editorial director; Paul Cahill, director of community relations; Hal Biard, director of promotion and information services and Charles E. Hinds, program director for the station.



Bob Smith, editorial director, was the anchor man as Chicagoans expressed their viewpoints on critical problems of the society in a 90-minute special on WMAQ-TV, channel 5, the NBC station. The title of the report was, "What this country needs. . ." It was labeled an editorial response from Chicago.

use a staff editorial spokesman format while at WLS-TV by tradition the station manager presents the editorial.

All four stations have editorial boards consisting of department heads and similar executives, but the degree of formality in the editorial board operation varies. At one station the first time a board got together all at once was for a picture to accompany this article. Each station keeps the editorial function distinctly apart from news.

To date only WBBM-TV will endorse a political candidate (local or state).

Though WMAQ-TV began editorializing only the first of this year, shortly after NBC authorized its owned-and-operated stations to do so, it probably has stirred up the most comment, much of it favorable, for the frankness of its position as voiced by Bob Smith, editorial director. Comments on Vietnam and the trial of the Chicago Seven have drawn heavy reaction. The station and Mr. Smith have been lauded several times by Norman Mark, television and radio columnist for the *Chicago Daily News*, who normally is reserved in his compliments.

WBBM-TV appears to come in next on Mr. Mark's list of favorable mentions about TV editorializing. Over-all he rates Chicago TV editorials as perhaps too timid.

Johanna Steinmetz of *Chicago Today* cited an early WMAQ-TV editorial on pollution as particularly effective because for once a big station put its "clout" on the line to fight abuse and took the side of the viewers instead of scolding them to do something about it. She also cited WMAQ-TV's "stinging" comment on the Chicago Seven trial.

Clarence Petersen of the *Chicago Tribune* hasn't written on the subject yet because the other columnists were

commenting, but he personally feels the NBC station is leading the way with "some pretty strong stuff." He noted his "hate" mail focuses on NBC News these days, especially since the remarks by Vice President Agnew, but he suspects the station's strong editorial views may be part of it.

Robert Lemon, NBC vice president and general manager of WMAQ-TV, is chairman of the station's editorial board and approves the final product. Mr. Smith, who reports directly to him as editorial director, had many years as an award-winning journalist in both the broadcast and print media when he joined WMAQ-TV in 1966.

When President Nixon announced the U.S. entry into Cambodia, WMAQ-TV several times on May 4 said:

"The Vietnam war is a mistake and accelerating it is another mistake. . . . We have no doubt that no one is better informed about our military possibilities in Vietnam than the President. And it would be ridiculous to charge the President with making a capricious decision. But we feel that our conduct in Vietnam is too serious an issue for one man to control, no matter how qualified the man is.

"If you agree with this viewpoint, it is your privilege to tell your representatives in Congress and the Senate that you'd like a new law that would stop any President of this country from making serious military decisions all by himself."

Earlier, when the heat of the Chicago Seven conspiracy trial was more evident, WMAQ-TV on Feb. 18-19 described the trial as "a farce, a circus, a waste of time and money and a regrettable experience for all thinking men."

On an issue more local, a contro-

versial proposal to build an airport in Lake Michigan, WMAQ-TV was as pungent as pointed: "At this point in the city's history, we need an airport in the lake about as much as we need sewage in our drinking water."

WMAQ-TV has aired various rebuttals but hasn't waited for them to be requested. It took its mobile tape unit to various community sites and let the public speak its mind. Two 90-minute specials, *What This Country Needs . . .* were aired in Sunday 1 p.m. slots on April 5 and 12 with a 30-minute highlight of the best personal views aired at 10:30 p.m. on April 12.

Apart from Messrs. Lemon and Smith, the WMAQ-TV editorial board includes W. C. (Bud) Prather, WMAQ-TV station manager; George Vaught, director, NBC News, Chicago; Harry D. Trigg, WMAQ-TV program manager, and Dillon Smith, writer-researcher, WMAQ-TV editorial department.

WBBM-TV editorials have taken strong stands questioning certain aspects of Vietnam policy as explained in speeches by President Nixon, but two weeks ago the CBS-owned station said Cambodia may be going too far because, among other things, it is driving college moderates into the radical camp.

It was a Tuesday (May 5), a few minutes after 3 p.m., and a veteran broadcast journalist, Dick Westerkamp, WBBM-TV's editorial director, sat in a studio awaiting his cue to make the tape. His copy was heavily pencil-marked, fresh from his typewriter and cleared by phone with Leon Drew, vice president of CBS and general manager of WBBM-TV, who then was in Los Angeles at the CBS-TV affiliates meeting.

It was an instance when an editorial

had not evolved through the formal editorial board process. But then it was only hours after fateful events at Kent State University, the tragedy that triggered Messrs. Drew and Westerkamp to crystallize what they had been studying for months, the mood on campus. Both have college-age offspring.

Mr. Westerkamp hadn't whipped up the piece out of emotional whims. He had poured over the Linowitz (Sol M.) Report, "Campus Tensions: Analysis and Recommendations," issued April 26 by a special committee of the American Council on Education. For several hours he had interviewed a member of that committee, M. Brewster Smith, professor of psychology at the University of Chicago.

To the control room crew it was just another editorial taping, their professionalism functioning instinctively as personal banter filled the voids, and a comment about the President's decision cut the atmosphere far more caustically than the WBBM-TV editorial would on the air.

Now, Mr. Westerkamp began, got half-way through a better-than-average presentation and blew it trying to decipher his written corrections. Start again. Average reading. Adequate, but without the verve of the first.

It came out long, 2:33, but it was

canned:

"The nation has been overwhelmed by the events of the past five days. There is numbness among the people. . . . It is difficult . . . to make a judgment on what the President of the United States has done. We presume he has had information we do not have and we automatically trust him and his office.

"We are not convinced this Cambodian push will shorten the war in any way. The President's speech last Thursday, his subsequent statements, and above all, the war action has stirred up turmoil on the campuses. . . . We believe the President contributed unnecessarily to the campus disturbances by his own words. . . .

"Rioting is always bad. It must be stopped. . . . We were fearful from the night of the Cambodian speech that the widening of the war would push moderate students into the camp of the dangerous militants. . . .

"One of the most obvious ways to reverse the course on campus is to reverse our course in Indochina. Meanwhile we need those 'lowered voices' which the President called for in his inauguration speech."

Having editorialized six days a week for a number of years, WBBM-TV has covered a waterfront of topics. Though most of these have been local issues, the station also has taken such positions recently as opposing the Supreme Court nominations of Clement F. Haynsworth Jr. and G. Harrold Carswell (while giving tentative support to Harry A. Blackmun), questioning whether Senator Edward Kennedy (D-Mass.) has told everything about Chappaquidick and, in an editorial series, commenting on various issues raised by the Chicago Seven trial ("suppression leads to violence," but "dissent [should be] kept within nonviolent limits").

Mr. Westerkamp explained the editorial board meets weekly to consider topics but does not decide on position, an ultimate decision to be made by Mr. Drew. Other board members include Charles E. Hinds Jr., program director; Paul Cahill, director of community relations, and Hal K. Biard, director of promotion and information services. Mr. Westerkamp for many years was news anchorman at WWJ-TV Detroit.

To reach an audience spread, the editorials are aired at 5:55 p.m. Monday, Wednesday and Friday and 10:25 p.m. Tuesday, Thursday and Saturday. Public response varies, is often emotional and does not always relate to the more important issues.

Clark George, now president of CBS Radio, began on-air editorials at WBBM-TV on an occasional basis in the early

1960's when he was vice president and general manager there. It was he who chose a veteran broadcast and print journalist, John Madigan, to become WBBM-TV's daily editorial voice starting March 12, 1962. Before that only WTVJ-TV Miami had editorialized on a regular basis, Mr. Madigan recalled, but WBBM-TV was the first major market station to do so daily, a major market being considered one where any of the networks owned and operated stations.

John C. Severino, named in March as ABC vice president and general manager of WLS-TV, personally airs that station's editorials, prepared by an editorial director, Con O'Day. It is a policy followed by Mr. Severino's predecessors, Dick O'Leary, Tom Miller and Sterling C. (Red) Quinlan. The latter began them initially in 1963.

Mr. O'Day has more than ample journalistic expertise under his belt, having worked for United Press in New York and Washington 1937-43, ABC in Washington a year after that and then in the network's central division until named to his present post in 1964.

WLS-TV had three (monthly) editorials in 1963, 29 in 1964, 43 each in 1965-66, 73 in 1969, "more than" 80 in 1968 and 119 editorials and 12 rebuttals in 1969. In the past two or three years the editorials have been spotted about six times daily on the average. WLS-TV sticks almost completely to local issues.

So far in his on-air comments Mr. Severino has said hello, promised responsible service and asked for views; urged citizens to "be a pest" about rising taxes by constantly contacting their local politicians; welcomed industry executives to the National Association of Broadcasters Convention; saluted Mayor Richard J. Daley on his 15 years in office; urged state lawmakers to table the public aid to private schools controversy until after the U.S. Supreme Court ruled, and called for a truce on evictions of contract home buyers until that local real estate battle in a black area is settled in court.

Earlier editorial thrusts by WLS-TV Mr. O'Day recalled, have won night hours for driver tests to accommodate workers; since 1964 earned plaudits for an annual summer jobs for youth project, effected distribution of 50,000 "crime stop" information cards to help police; gained repeal of an unfair state inheritance tax; won approval for off-duty police to moonlight as cab drivers and help cut taxi assaults and robberies; helped improve police recruiting practices and through constructive criticism got the board of education to change a voluntary basis of selective school busing for integration.

WLS-TV has been especially proud since 1964 of its annual booklet, "Who's

Your Blair Man Knows . . .

WHEELING'S MOUNDSVILLE! Tourists visit Moundsville to see the World's largest Indian burial mound but the to-and-fro activity of energetic people employed in diversified industries of the area are what comprise part of the earning-spending WTRF-TV audience. Over 500 employees produce Fosterite Glass, thousands of others are the work force of such chemical giants as Allied Chemical, PPG Industries and Mobay Chemical . . . more are involved in the manufacturing of Louis Marx Toys, U. S. Stamping, Triangle Industries . . . Wheeling-Pittsburgh Steel, Consolidation Coal, Valley Camp Coal and AEP's Kammer and Mitchell Power Plants all contribute to the economy and growth of the area. Glassware, chemicals, plastics, toys, wire and cable, steel, coal and electric power are the major products that make Moundsville an important part of the Wheeling-Steubenville Market TV audiences tuned-in to WTRF-TV, Channel Seven, from Wheeling. Are they getting your message?

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Who in Public Office," distributed in cooperation with the League of Women Voters. Hundreds of thousands of copies have been sent out.

On controversial broad issues WLS-TV has favored aid to private schools and supported giving the vote to 18-year-olds. On the school-aid question it has presented a dialogue of rebuttal and supporting views.

In addition to Messrs. Severino and O'Day, the WLS-TV editorial board includes Bill Fyffe, news director; George Resing Jr., program director; Chris Duffy, promotion director, and Clarence Heider, administrative assistant to Mr. Severino.

WGN-TV began editorializing late last November with its farm service director, Orion Samuelson, chosen to be the on-air voice. The initial editorial called for a complete overhaul of the city's forestry bureau in the light of a \$3-million boondoggle disclosed concurrently by the better-government association. WGN(AM) also airs the editorials.

WGN-TV's editorial board is under the chairmanship of Bruce Dennis, vice president and manager of news, WGN Continental group stations. The other board members are Robert Manewitt, manager of news, WGN-AM-TV; Alexander C. Field Jr., vice president and manager of public affairs, WGN Continental Group stations; Daniel Calibraro, vice president and assistant to the president of WGN Continental Broadcasting Co., and James G. Hanlon, vice president and manager of public relations and advertising, WGN

Continental.

Though the WGN stations are part of the corporate family of The Tribune Co., a holding company that also has subsidiaries publishing the *Chicago Tribune* and *Chicago Today*, the WGN stations are operated completely autonomously of the newspaper division.

WGN-TV's editorials have on occasion differed from those in the *Tribune*, particularly with respect to public aid to private schools (WGN-TV favored it).

The editorial board meets several times each week as the progress of events or editorials require. The main meeting is 7:30, Monday morning.

"We consider WGN Continental the author of company position," Mr. Hanlon explained, "however the bread-and-butter writing comes from several internal sources. Frank Hart of public affairs does most.

"Jack Rosenberg, sports editor, did one on baseball and four people had a crack at the Thanksgiving prayer. Our gal news reporter, Nina Herrmann, did one we selected."

Mr. Hanlon said members of the editorial board also write them and Mr. Samuelson wrote one. Editorial cartoons are included in some.

Presently the editorial schedule on WGN-AM-TV includes multiple exposures covering Saturday through Tuesday. The range has included editorials on overhauling the coroner system, implied consent law, pollution, defective TV receivers, Conspiracy Seven contempt sentences, missile race ("unacceptable risk"), access to news, earth day and

drug abuse. A week-long full schedule saturation campaign on drugs was aired April 26-May 2.

Mail response to WGN editorials continues to increase, Mr. Hanlon reported, with the daily response ranging from a few letters to a couple of hundred.

"From the moment we began editorializing we became a different—more respected—entity than we had ever been before," Mr. Hanlon observed. "Without a doubt, it is one of the most important if not the most important thing that has happened in recent broadcast history," he said.

The decision to move into on-air editorializing came only after long planning and thorough research, according to Ward L. Quaal, president of WGN Continental Broadcasting Co. "We made this move in 1969," he explained, "after many years of producing editorial documentaries for both radio and television. Of course, that phase of our programming will continue."

Mr. Quaal pointed out that "we have developed an independent news organization second to none among radio and TV stations in the nation, with bureaus in Washington and Springfield, Ill., to augment our Chicago news headquarters. With our knowledgeable news staff, together with our stations' expert research personnel and facilities, we felt we were ready to present our own editorial viewpoint."

(The foregoing special report was researched and written by Lawrence C. Christopher, senior editor, Chicago.)

Equipment & Engineering

Avco joins race for home-TV dollar

Cartrivision is its entry, offering single-unit record and playback capabilities

Avco Corp. with its subsidiary, Cartridge Television Inc., both New York, last week became the latest entry into the home cartridge color-television sweepstakes, with announcement of development of its Cartrivision CTV system.

Also disclosed was the "imminent availability" of a hand-held "video-tape" camera, allowing the user to shoot "home movies" and then show them—via tape—on his TV set immediately. While CTV has sound capability, Avco officials reported, sound-picture cap-

ability also is being perfected in the camera. Price of the camera has not been set.

The new equipment will be demonstrated publicly for the first time at the Consumer Electronics Show in New York June 28 to July 1, it was announced last week.

CTV, expected by its developers to sell in early 1971 in the \$800 to \$900 range, has as its principal component a solid-state combination receiver-recorder playback unit consisting of a cartridge video-tape deck and a full-size TV color receiver built into a single self-contained unit. Admiral Corp., Chicago, will be the first TV-set manufacturer to incorporate the new system into its sets, according to James R. Kerr, Avco president, and Frank Stanton, president, Cartridge Television Inc.

Avco officials said Cartrivision is capable of recording programs off the air,

in addition to allowing the showing of home movies on the TV screen. In both cases, it was stressed that Cartrivision permits immediate playback, with no outside processing necessary.

The other systems in the running for the leisure time and classroom educational dollar are the CBS Electronic Video Recording (EVR) color film player, manufactured by Motorola and expected to hit the market in the summer of 1971 (BROADCASTING, Nov. 3, 1969 et seq.); RCA's Selectavision color TV-tape system home player, aimed for the market in 1972 (BROADCASTING, Oct. 6, 1969 et seq.); and Sony Corp.'s Videoplayer, due on the market in late 1971 (Nov. 24, 1969).

Cartridges to be used with Cartrivision will be sold in 15-minute, 30-minute, one-hour and two-hour formats, on blank or prerecorded cartridges. Hundreds of prerecorded, full-length movies will be made available for rental

for as little as \$3, according to Avco spokesmen.

Avco has purchased a 128,000-square-foot plant on 11 acres in San Jose, Calif., for manufacture of cartidges for Cartivision.

IATSE strikes two Metromedia outlets

Broadcast operations continued uninterrupted last week at WNEW-TV New York and WTTG(TV) Washington following a strike at the Metromedia stations on May 22 by engineers and technicians affiliated with the International Alliance of Theatrical Stage Employees.

The stations used management and other nonunion personnel to replace the striking workers, who were seeking a new pact to replace one that expired on May 12. A spokesman for Metromedia said: "Operations are proceeding very well."

In New York, the New York State Mediation Board held several meetings with officials of Metromedia and IATSE, but it was reported that scant progress had been made.

Ralph Parisi, business agent of New York local 794 of the television broadcasting studio employes of IATSE, said the major problem centered around the company's demands that he said

Whitehead on AFCEA agenda

Dr. Clay T. Whitehead, special assistant to President Nixon and chairman of the White House committee that recommended policy for a domestic satellite communications system early this year (BROADCASTING, Jan. 26), will be the keynote speaker at the opening-day luncheon at the annual convention of the Armed Forces Communications and Electronics Association. AFCEA meets in Washington June 2-4. Other principal speakers at the convention will be Dr. Simon Ramo, TRW Inc., and General John D. Ryan, Air Force chief of staff. More than 7,000 participants are expected.

"would destroy jurisdictional and manning provisions of the contract." In Washington, the strikers are affiliated with Local 819 of the same union.

Technical topics:

Acquiring unit ■ Telemation Inc., Salt Lake City-based TV equipment manufacturer specializing in CATV equipment, has acquired Video Systems Division of Ward/Davis Associates. Division, to be known as Telemation California Inc., has sales and service offices in California, and designs, sells and maintains TV systems for educational, instruction and cable TV users.

Mobility in mind ■ Arbor Systems Inc., Ann Arbor, Mich., has designed a solid-state communications system for mobile television use in model SYS603. The system gives the mobile operator a four input, ten output matrix including a simultaneous switchable program channel. Each self contained system contains preamplifiers, switching cards, power and remote amplifiers and power unit. Write Box 1325, Ann Arbor, Mich. 48106 or phone 313-663-6656.

Personal touch ■ Interlock, Montrose, Calif., manufacturer of modular electronic enclosure, is introducing hand-crafted customer designed consoles and enclosures. Customers are encouraged to "dream-up" the design, not being forced to choose from a standard equipment catalogue. All consoles are guaranteed for one year and a 20-day delivery is assured. Interlock's specialties include designing and constructing television studio control consoles. All products are constructed with add-on feature enabling expansion of facilities.

Digital clock readouts ■ Television studio digital clock systems, providing precise central digital time source displaying the time in the corner of TV monitors, has been introduced by Chrono-Log Corp., Broomall, Pa.

Portable center ■ A single-cabinet portable television control center has been

introduced by Ampex Corp., broadcast equipment manufacturer, Redwood City, Calif. The new model, A-125, provides complete video monitoring and control, according to the company. In addition, wave form monitoring and audio mixing capabilities are also provided. The control center can also electronically combine picture and sound from a variety of sources. It weighs 90 lbs. and measures 22" x 16" x 19 $\frac{5}{8}$ " and has a built-in special effects generator. A Shure model M67 audio mixer featuring an illuminated VU meter is also incorporated.

Two for one ■ Melco Electronics Corp., Farmingdale, N.Y., has developed a dual microphone preamplifier with two microphone preamplifiers on a single PC card. The balanced input retains the hum canceling features of the transformer input construction while eliminating distortion, phase shift, size and weight associated with magnetic elements. The unit (AM220) is suited for operation from high level capacitance microphones. 1750 New Highway, Farmingdale, 11735.

Stereo console ■ QRK Electronic Products Inc., Fresno, Calif., has introduced new five-channel stereo audio console. Model QRK-5S handles nine audio inputs and mixes five inputs into single output stereo stage. Price is \$1,595.

Time-lapse video tape recorder ■ A new time-lapse video-tape recorder allowing manipulation of time and action in any of four modes has been announced by Concord Electronics Corp., Los Angeles. Four models which can record continuously from 6-to-48 hours and replay the information on a single 40-minute tape are available. Playback modes include real time, accelerated time, delayed time and still time. The recorder can be switched from record to playback models or "instant replay" at any time or place in the tape during recording. Each model uses $\frac{1}{2}$ -inch video tape and may also be used for normal applications in training and communications. Additional data is available from Concord Electronics Corp., 1935 Armacost Ave., Los Angeles 90025.

TMI's \$1.5 million unit ■ Transmedia International Corp., New York, has ordered a new 40-foot custom unit from the Ampex Corp., which, when fully equipped with six color cameras and accessories, will cost about \$1.5 million. This will be the sixth mobile unit to be operated by TMI, which is a supplier of color teleproduction equipment to the broadcast industry.

Ampex spec sheets ■ Two specification sheets have been made available by Ampex Corp., broadcast equipment manufacturer, Redwood City, Calif. Sheet V70-1 describes the full line of one-inch video-tape recorders and play-

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ers, and V70-7 details the firm's AC-116 vertical interval switcher-fader special effects generator. Both are available from Ampex Corp.'s educational and industrial products division, 2201 Estes Ave., Elk Grove Village, Ill. 60007.

Adding mobile unit ■ Transmedia International Corp., New York, has bought a new custom designed RCA mobile color teleproduct unit to be delivered later this month. TMI now has five mobile units which it makes available to TV networks, local stations, independent producers and advertising agencies for on location production.

Low profile mixer ■ Elcom Systems, Deer Park, N. Y., has introduced an integrated circuit double balanced mixer which occupies .08 cubic inches and is designed to plug into a standard 14-pin dual in-line socket or mount directly to a printed circuit board. The unit, model DBM-500PC, has an RF and LO input frequency range of from 2 to 500 mc and is usable as a mixer, balanced modulator, RF switch and phase detector. The price ranges from \$12 to \$24, depending on quantity. The address is 151 West Industry Court, Deer Park, N. Y.

Westel moves ■ Consolidation of three operations supporting engineering and manufacturing and the move to a new facility have been announced by Westel Co., Mountain View, Calif., makers of commercial and military video-tape recording systems. The new 31,000-square-foot building will accommodate the company's anticipated growth to 200 employees. The company's Redwood City, Calif., operations will be closed. The new address is: 2555 Charleston Ave., Mountain View, Calif., 94040. Telephone is (415) 961-7145.

CCA in automation ■ A broadcast automation section has been established within the engineering department of CCA Electronics Corp., Gloucester City, N.J. Headed by John F. Bostwick,

Price cuts at Sparta

An across-the-board price reduction was announced by Sparta Electronic Corp., Sacramento, Calif., on all AM and FM transmitters. The over-all reduction averages 11% with some models showing decreases of as much as 15% over previously published prices.

The reduced prices are on Sparta's newly acquired Bauer broadcast products transmitter line and company president William J. Overhauser said there would be no change in design or quality. He attributed the decrease in prices to reduced overhead resulting from consolidation of Bauer operations into existing Sparta facilities.

the section will concentrate on development of new automated broadcasting systems. CCA Electronics manufactures broadcast transmitting and communications equipment. It also operates WABY- (AM) Albany, N.Y.

DMI appoints Canadian distributor ■ The manufacturers of the Videodisc recorder, Data Memory Inc., Mountain View, Calif., have appointed Richmond Hill Laboratories Ltd. to handle sales and service for company's products in Canada. Richmond Hill, with offices in Toronto, Montreal and Calgary, will service Canadian broadcasters and cable TV firms with DMI's line of

CATV equipment as well as the Videodisc recorder.

Microphone improvement ■ Ingenuics Inc., Gaithersburg, Md., photo-optical research and development firm, has developed a microphone that can be switched from omnidirectional mode that accepts background noises, to a noise-canceling mode that responds to near sources of sound and suppresses sounds that originate at a distance. Company is testing device and will offer licenses to manufacturers soon. Cost of the new equipment should be between \$150 and \$200 a company source estimated.



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Bias charges mar study of TV violence

But HEW Secretary Finch defends advisory panel in face of bickering over method of selection

An intraprofessional dispute among social scientists threatens to blemish the work of the surgeon general's study of TV violence and children.

The dispute, apparently sparked by Dr. Edwin B. Parker of Stanford University, centers on the methods used in choosing members of the 12-man advisory committee.

Also at issue is the fact that two members of the committee are employees of two TV networks and that three others are, or formerly were, engaged in consulting work for the broadcasting industry.

The controversy includes charges that the TV networks and the National Association of Broadcasters were permitted to object to nominees to the committee when it was established last year.

Robert H. Finch, secretary of health, education and welfare, defended the methods used in composing the advisory panel.

And Eli A. Rubinstein, assistant director of the National Institute of Mental Health, who is directing the study, commented that he has seen no bias in the work of the committee. "All the members," he said, "have

worked extremely well and have been concerned exclusively with the scientific rigor and quality" of the investigation.

But another side of the controversy was presented by one of Dr. Rubinstein's own staff. Douglas A. Fuchs, senior research coordinator of the study, was quoted as saying that "the scientific independence of this study has obviously been subverted to some kind of political consideration."

On the advisory committee are Joseph T. Klapper of CBS and Thomas E. Coffin of NBC. The other three whose impartiality has been questioned are Ira H. Cisin of George Washington University, Harold Mendelsohn of the University of Denver and Gerhardt D. Wiebe of Boston University. The first two, it is alleged, are consultants to CBS; the last, it is charged, is a former CBS research executive.

The study of TV violence and its effect on children, now known as the study on television and social behavior, was initiated last year by Senator John O. Pastore (D-R.I.), who is chairman of the Communications Subcommittee of the Senate Commerce Committee, the group dealing with radio and TV legislation. Senator Pastore persuaded

HEW to put up \$1 million for the study planned along the lines of the earlier study on smoking and health.

At the present time, it is understood, all the money has been earmarked for about 25 independent investigations, all by outside consultants—some of whom, it is believed, are among seven behavioral scientists allegedly blackballed by the broadcasting industry.

A final report is anticipated by next summer.

The dispute began last February when Dr. Parker, attending a meeting of the advisory committee, expressed surprise at the make-up of the panel and at the fact that the broadcast industry had been permitted to question the impartiality of some among a list of 40 prospects. He also indicated objection with the fact that two industry representatives were on the committee.

Dr. Parker is said to have complained to the American Psychological Association and also to have originated a complaint signed by 20 fellows of the Center for the Advanced Study in the Behavioral Sciences. In April, Dr. Parker enlisted the support of Senator Lee Metcalf (D-Mont.), a Stanford alumnus, who asked Mr. Finch to comment on the charges.

A commentary on the controversy appeared in the May 22 issue of *Science*, the journal of the American Association for the Advancement of Science.

In replying to Senator Metcalf, Mr. Finch acknowledged that the broadcast industry had been invited to indicate those under consideration that it felt might not be completely impartial. Seven of the 40 names were so characterized, Mr. Finch said. This principle had been followed in the smoking and health study, Mr. Finch said, noting that Surgeon General William H. Stewart, who has since resigned, made the final appointments.

This method was followed, Mr. Finch explained, to protect the government from any charge of establishing a biased committee since it was anticipated that "substantial criticism" of the industry would result.

And he added, "since protection of

Haldeman's bon mot has to be explained

Presidential Assistant H. R. Haldeman, in a speech in Los Angeles, tried a little humor in the course of an effort to rebut charges that President Nixon is isolated by his staff from thoughts and feelings of those who disagree with him. But one of Mr. Haldeman's sallies appeared to hit Vice President Spiro T. Agnew.

"Yes, somewhere in the jungle labyrinth of Manhattan island there is a secret nerve center where, every Sunday afternoon, an enormously powerful group of men gather to decide what the Eastern Establishment media line for the coming week will be," he said. The current line, he added, is "isola-

tion of the President."

When asked about the comment by newsmen, White House News Secretary Ronald L. Ziegler said he had checked and that Mr. Haldeman said his reference to a setting of an Eastern Establishment media line was "in jest of press technique."

To some reporters, the comment paralleled, in burlesque form, the remarks of Vice President Agnew, in his Des Moines, speech in November attacking the media. He had referred to "a small group" of network newsmen who live and work in or near New York and Washington, maintain contact with one another and, by their control of network news, wield immeasurable power to "create national issues overnight" (BROADCASTING, Nov. 17, 1969).

the First Amendment rights of the television industry is so important, it was considered essential that the government be protected from any possible charge that it was intimidating the broadcasting industry."

He also noted that the "competence and professional capability" of members of the TV advisory committee, and of the smoking and health committee, have never been questioned.

The three networks last week conceded that they had been invited by the surgeon general to comment on the impartiality of the prospects and that, except for CBS, they had done so.

Dr. Frank Stanton, CBS president, at that time told Surgeon General Stewart that he must decline to indicate any preference. "Because the investigation is to be yours, while the subject under investigation will be the industry of which CBS is a part," he said then, "we feel the selection of the study group should be left entirely in your hands . . ." And, he concluded: ". . . I would be most reluctant to introduce even a suggestion of bias into the selection of the investigators . . ."

ABC's James C. Hagerty, vice president for corporate relations, said last week that in response to the request of the surgeon general, ABC had indicated five among the 40 listed who seemed, in light of the surgeon general's words: "not [to] be appropriate for any impartial scientific investigation of this nature." All five, Mr. Hagerty said, had previously published books or research on the subject "and did not seem to us to fall under the 'impartial' classification requested by the surgeon general."

NBC in its statement last week noted that it had also responded to the surgeon general's request for indications of impartiality and that "on that basis" the network had responded. "There was no commitment," NBC said, "that our advice would be accepted."

NBC also noted that it had submitted a list of six names for the advisory committee following an earlier request from the surgeon general, and that it had suggested that research experts from the network be included if appropriate "because they had been engaged in research in the areas the committee would be studying."

Massive tune-in

A total of 28.4-million households, or 48.5% of all U.S. television households, watched President Nixon's May 8 news conference, according to A. C. Nielsen Co. This represented the second highest combined network audience reported by Nielsen this year. Mr. Nixon's Jan. 26 HEW appropriations message drew an audience of 35.2 million, or 60.1% of all TV homes.

NBC wins 12 Emmys in crafts contests

CBS takes eight awards; ABC totals five, and NET's 'Sesame' honored once

Dividing its awards presentation into two parts for the first time, the National Academy of Television Arts and Sciences honored its craftsmen in dual ceremonies in New York and Hollywood. It was the first half of industry laurels that will culminate on June 7 with the annual telecast of the programming Emmy awards.

NBC took the most statuettes of the three networks; 12. CBS collected eight, ABC, five and NET received one. The academy also honored the National Aeronautics and Space Administration and Westinghouse with an Emmy for outstanding achievement in engineering resulting in color television pictures from space. A citation for engineering achievement went to Ampex Corp., for development of the H-S 200 color television system.

Individual honors were accorded Lee Shulman, chairman of the national awards committee for service to the academy.

The winners were:

■ For outstanding achievement in choreography:

Norman Maen for *This Is Tom Jones* (ABC).

■ For outstanding achievement in music composition:

Morton Stevens for "A Thousand Pardons, You're Dead" on *Hawaii Five-O* (CBS).

Pete Rugolo for "The Challengers" on *CBS Friday Night Movie*.

■ For outstanding achievement in music direction of variety, musical or dramatic program:

Peter Matz for "The Sound of Burt Bacharach" on *Kraft Music Hall* (NBC).

■ For outstanding achievement in music, lyrics and special material:

Arnold Margolin and Charles Fox for *Love, American Style* (ABC).

■ For outstanding achievement in art direction or scenic design:

Jan Scott for "Shadow Game" on *CBS Playhouse*.

E. Jay Krause for *Mitzi's 2d Special* (NBC).

■ For outstanding achievement in lighting direction:

Leard Davis and Ed Hill for "Appalachian Autumn" on *CBS Playhouse*.

■ For outstanding achievement in costume design:

Bob Mackle for *Diana Ross and the Supremes and the Temptations On Broadway* (NBC).

■ For outstanding achievement in

make-up:

Ray Sebastian and Louis A. Phillippi for *The Don Adams Special: Hooray For Hollywood* (CBS).

■ For outstanding achievement in cinematography for entertainment programming:

Walter Streng for "Hello, Goodbye, Hello" on *Marcus Welby, M.D.* (ABC).

Lionel Lindon for "Ritual of Evil" on the *NBC Monday Night at the Movies*.

■ For outstanding achievement in cinematography for news and documentary programming:

Edward Winkle for "Model Hippie" on *The Huntley-Brinkley Report* (NBC).

Thomas A. Priestley for *Sahara, La Caravanne du Sel* (NBC).

■ For outstanding achievement in film editing for entertainment programming:

Bill Mosher for "Sweet Smell of Failure" on *Bracken's World* (NBC).

Edward M. Abrams for "My Sweet Charlie" on *World Premiere* (NBC).

■ For outstanding achievement in film editing for news and documentary programming:

Michael C. Shugrue for "The High School Profile" on *The Huntley-Brinkley Report* (NBC).

John Soh for "The Desert Whales" on *The Undersea World of Jacques Cousteau* (ABC).

■ For outstanding achievement in film sound editing (TIE):

Douglas H. Grindstaff for "The Immortal" on *Movie of the Week* (ABC).

Richard E. Raderman and Norman Karlin for "Charlie Noon" on *Gunsmoke* (CBS).

■ For outstanding achievement in film sound mixing:

Gordon L. Day and Dominick Gaffey for "The Submarine" on *Mission: Impossible* (CBS).

■ For outstanding achievement in live or tape sound mixing:

Bill Cole and Dave Williams for *The Switched-On Symphony* (NBC).

■ For outstanding achievement in video tape editing:

John Shultis for "The Sound of Burt Bacharach" on the *Kraft Music Hall* (NBC).

■ For outstanding achievement in technical direction and electronic camerawork:

Heino Ripp, tech. director, for "The Sound of Burt Bacharach" on *Kraft Music Hall* (NBC).

■ For outstanding achievement in children's programming:

Joe Raposo and Jeffrey Moss, music and lyrics, for the Children's Television Workshops *Sesame Street*. (NET).

■ For outstanding achievement in sports programming:

Robert R. Rorte, film editing, for *Pro-Bowl Game*, and its pre-game show (CBS).

Another expansion of fairness sought

Yale, black groups demand same opportunity
President is given to speak to TV audience

Growing restiveness among critics of the administration's Southeast Asia policy over President Nixon's relatively frequent use of the television networks to address the public on the Indochina war led last week to the filing of a petition with the FCC aimed at a new dimension to the fairness doctrine—one that would set new standards of fairness for broadcasters who carry presidential addresses.

The petition was filed in behalf of a group of Yale University professors and law students and members of the New Haven Black Coalition, operating as a Committee for the Fair Broadcasting of Controversial Issues.

The committee, noting that the President has discussed the war on nationwide television four times in prime time since November, said broadcasters should be required to afford spokesmen for opposing points of view an opportunity similar to that given the President for reaching the public.

The petition was directed specifically at WCBS-TV New York and WTIC-TV Hartford, Conn., a CBS-TV affiliate, but was not in the form of a conventional fairness-doctrine complaint. Rather, it was a request for an order directing the two stations, which they

said both reach New Haven, Conn., the site of Yale, to show cause why they should not be directed to stop violating the fairness doctrine "by their consistent, willful and repeated failure to afford a fair and reasonable opportunity for the balanced presentation of the contrary views when the President of the United States addresses the nation on television on the administration's policies in Southeast Asia." Both stations declined immediate comment.

The committee acknowledged that stations have considerable discretion to choose the means of achieving fairness. But, it charged, the two stations involved made no effort to exercise their discretion, "in that they made no reasonable attempt to comply with elementary requirements of the fairness doctrine."

This would require, in the committee's view, an attempt "to present . . . views in conflict with those of the President on the controversial issues presented by him, in prime time, by a connected discourse which might be fairly said to apprise the viewers adequately of the contentions of the other side."

The committee, while noting that televised presidential addresses to the

nation achieve great impact, said no rules can or should be imposed on licensees to prevent or hinder the President in communicating with the public. But, it added, "the enormous power" of the Presidency to influence public opinion "raises difficult problems in a free society for the exercise of an informed judgment by the citizenry." And the fairness-doctrine requirement for a balanced presentation of opposing views, it said is designed to assure the public "the fullest opportunity for a maximum understanding of the issues to which they must respond as citizens."

The petition was filed at a time when administration opponents were contrasting the President's ability to summon the cameras to the White House with the difficulty of a group of anti-war senators in responding, on nationwide television, to the President's speech announcing the allied incursion into Cambodia. The senators were unable to obtain, free or for payment, time on CBS or ABC. NBC sold them a half hour at a reported price of more than \$70,000.

However, the committee appears to be moving against a tide of commission fairness-doctrine opinions stressing the latitude given broadcasters in discharg-

'1985' seeks to inspire action on pollution

Orson Welles's 1938 adaptation of H. G. Wells' "War of The Worlds" led some listeners to near hysteria before the realization that it was fiction calmed them. In 1970, Metromedia television is adapting the Orwellian, "1984" theme to the *Mercury Theater's* dramatized newscast in the hopes that it will stir people into action. Orson Welles advanced his wordly holocaust one year to 1939. His modern-day counterpart, Zev Putterman, director of program development for Metromedia television, has done the same to produce "1985," a one-hour special on what can result from continued pollution of the atmosphere, the seas and the land.

"The entire concept is based on what some ecologists and environmental scientists say could happen within 15 years if pollution continues at its present rate," according to Mr. Putterman.

The dramatized newscast makes use of Metromedia's facilities and anchormen in New York, Washington, Kansas City and Los Angeles and details not what has occurred, but what could.

A total of 30 video "crawls" will advise viewers throughout the broadcast that "1985" is a fictionalized newscast taking place in the future. During the actual broadcast, a similar disclaimer will be voiced in Spanish for metropolitan viewers who may not read English. Local programs, focusing on the specific problems in their markets, will be aired by the Metromedia stations immediately following the special.

The various pollution topics covered by the special include air pollution in Los Angeles, water pollution in New York and Washington and damage to the land caused by insecticides in the Midwest.

Worldwide ramifications of pollution are also presented. Although fictional, each segment discussed on the special will be based on research al-

ready conducted and prognostications made by ecologists during the past year. The format of the programs following "1985" are designed to be solution oriented, according to Mr. Putterman.

The program is being offered to other stations free of charge and Mr. Putterman expects between 50 and 100 stations to request copies. Metromedia is also preparing a booklet based on the script of the program to be sent to members of Congress and various civic, business, educational and political leaders around the country.

"While we don't want to panic people into doing something rash as a result of the program, we do want to move them into action," says Mr. Putterman.

"We will be painting a picture of reality as some scientists predict it will be and hopefully, sounding an alarm that will get people to head off what has been prophesied."

Metromedia stations will air the program June 1 at 8 p.m. with their local specials following at 9 p.m.

ing their fairness obligations. The commission generally has been concerned with whether broadcasters have afforded an opportunity for the discussion of contrasting views; it has not prescribed a format within which the contrasting views must be aired.

The petition was the second filed with the commission in two weeks seeking to widen the public's access to broadcast facilities. Two weeks ago the Democratic National Committee asked the commission to rule that broadcasters violate the First Amendment of the Constitution and the Communications Act if they refuse to sell time to "responsible entities such as the DNC for the solicitation of funds and for comment on public issues. . . ." (BROADCASTING, May 25).

NET studies WNDT ties despite earlier denials

A three-man committee has been formed by National Educational Television's board of directors to delve further into NET's present and future relationship with noncommercial WNDT-TV New York, operated by Educational Broadcasting Corp.

The committee, composed of board members, Peter G. Peterson, chairman, Bell & Howell; Burke Marshall, deputy dean, Yale Law School; and William Schuman, composer and former president of Lincoln Center, is to report back to the board on June 20.

Formation of the panel came during a regular NET board meeting May 23. It followed earlier reports of mounting pressure for WNDT and NET to arrange a working relationship under which NET might use WNDT's studios and personnel for NET programming [BROADCASTING, May 11]. When John W. Kiermaier, president, Educational Broadcasting Corp., resigned from WNDT to run for Congress and 12 production and programming people were dismissed by NET, the speculation grew that the events were related. NET denied any connection between them and any talk of more cooperation with WNDT.

A NET spokesman last week said the committee will meet "with a view to establishing a closer working relationship with WNDT and with hopes of strengthening the operations of both organizations."

Ethan Allen Hitchcock, WNDT board chairman, on May 6 commented. "There are no plans for channel 13 in any sense to give up its independence." Last week, noting NET's continuing efforts toward linking the two organizations, he said: "I have nothing to say." Asked if WNDT contemplated any further study along the lines of the NET committee, Mr. Hitchcock added, "We have no plans of any kind at this moment."

Faked TV newsfilm fingered by Fulbright

Senator charges Pentagon staged Vietnam events for network airing

In the same week a Defense Department report and White House memo were leaked to newspaper columnists—the former detailing alleged fakery by CBS News in coverage of Vietnam atrocities, the latter charging the same network with "irresponsibility" in that instance and three others (BROADCASTING, May 25)—an informant told Senator J. William Fulbright (D-Ark.) that Pentagon news crews in Vietnam had



Senator Fulbright

staged events last year on at least three occasions.

Senator Fulbright, chairman of the Senate Foreign Relations Committee, said he received the information from the head of one of the crews. He promptly demanded in a letter to Secretary of Defense Melvin Laird that the Pentagon drop the newsfilm program, which supplies footage to the television networks.

A staff member of the Foreign Relations Committee said the Pentagon had not responded as of the middle of last week. It has, however, confirmed privately that some of the films were faked, although it said Washington was unaware of this at the time.

Whatever the Pentagon says or does, Senator Fulbright reportedly plans to push for discontinuance of funds for the newsfilm crews.

Of the three films cited by Senator Fulbright, one purported to show local Vietnamese protecting villages with the help of American advisers; another supposedly depicted Vietnamese flying gunships at night, and a third was presented as a report on Vietnamese and American support operations.

A statement issued by Senator Fulbright showed the difference between what the films appeared to show and what the senator's informant said actually happened. For example, the film showing "protection of a village" contained sequences depicting an apparent sweep against the Viet Cong. Here is Senator Fulbright's account:

"At the time the film was shot there were no sweeps planned, but in order to satisfy the needs of the film crew one company of regional forces, dressed in their battle gear and camouflage helmets, spent two hours in a sweep to get footage for the film program."

New CPB arm to focus on environmental issues

The Corp. for Public Broadcasting has launched an orientation campaign on environmental problems that includes development of radio and TV programs on the subject for noncommercial educational stations.

CPB announced last week the formation of an independent Public Broadcasting Environmental Center to produce *Quality of Life*, a series of weekly general-audience radio and television programs exploring how the environment can be restored and preserved. PBEC also plans to develop a series of classroom instructional programs, teacher training programs and programs to train others for careers created.

CPB President John W. Macy Jr. said the center will focus attention on

all forms of threats to the environment.

The Office of Education of the Health, Education and Welfare Department—one of the original underwriters of *Sesame Street*—has awarded a \$600,000 grant to PBEC for planning over the next six months.

CPB estimated that full funding for PBEC's first-year operations after the initial planning stage will total about \$8 million. Mr. Macy said he anticipated half that amount from "private funds." CPB anticipates funding from government agencies, foundations, private corporations and labor unions.

Wayne Miller, former assistant to the director for environmental affairs with the National Park Service, will be executive director of PBEC. Bernard Cherin, a consultant to CPB and developer of the PBEC concept, will serve as deputy executive director.

Young couples target of Info-Radio vignettes

Several series of original timeless vignettes, tabbed *Imagination Radio*, are being offered by Info-Radio Corp., New York.

Actors using original scripts written primarily for audiences of young married couples present a variety of features—from sports to drama and finance. The vignettes, according to Ellis M. Agee, Info-Radio president, come in 30-, 60-, or 90-second lengths.

Mr. Agee, formerly a vice president of Mark-Century Corp., New York, said his firm also helps program directors to select the sequence of shows they want and aids in selling local retailers on sponsorship.

The company has reported that the initial offering has already brought in 37 station contracts.

Anthony Quinn signs TV pact with Four Star

The ranks of movie actors and actresses signing to do television programs were increased last week with the signing by Four Star International Inc., Los Angeles, of Anthony Quinn. The multi-million dollar agreement calls for Mr. Quinn to become a major stockholder in Four Star in return for his function-

ing as an executive, creator and performer.

Four Star, long active in network and syndicated television programming, has recently become involved in the motion-picture field, both in production and distribution. Under the new agreement, Mr. Quinn will be featured in and direct motion pictures and television programs. It is the actor's first official entry into the TV field. No specific series obligations were announced by either Four Star or Mr. Quinn.

Acceptance of the take-over of Mr. Quinn's wholly owned Franlor Co. must be approved by Four Star stockholders and federal regulatory agencies. Included in the take-over, according to Four Star executives, are several original stories as well as those Franlor Co. has under option.

March on 'Cavett'

Extra excitement was added to the taping of last Tuesday's (May 26) *Dick Cavett Show* on ABC-TV when two of the guests, representing the women's liberation movement, accused another guest, publisher Hugh Hefner of *Playboy* magazine, of making millions by exploiting women's bodies. That's how it started. Before the scene was over, a couple of women, during showing of a commercial, rushed to the stage screaming epithets at Messrs. Hefner

and Cavett. The charging feminists were restrained by studio ushers and escorted out of the theater. The only thing deleted from the show, according to producer John Gilroy, was one profanity "bullshit," shouted by one of the women.

News network absorbs Mississippi operation

Interstate Broadcasting Co., newly created radio news network based in Dallas, has acquired the Mississippi Radio Network, Jackson. Price of the network—which has 20 affiliate stations throughout the state—was not disclosed.

James T. Johns, president of Interstate Broadcasting, announced that IBC will begin operations in Mississippi today (June 1) and that Henry McClurg, president and general manager of MRN, will be associated with IBC and will direct IBC's operations in Mississippi.

However, IBS's five-minute packaged newscasts to Mississippi affiliates will emanate from IBC's Dallas headquarters and will be carried over microwave links and AT&T lines to Mississippi stations using a computerized switching system.

IBC also begins broadcasting 110 five-minute newscasts per week to its affiliates in Texas and Louisiana June 1. The network is moving to establish affiliates in other states and plans eventually to be a national network, providing state and area news within each locality.

Changing Formats

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

■ KRKD-FM Los Angeles—International Church of the Foursquare Gospel, effective April 10, began programming 100% sacred and popular gospel music with brief religious talk format, following the sale of KRKD(AM). Previously the FM duplicated the AM's programming. KRKD-FM had been programming religious music, news and talk 50%, and 50% standard pops.

■ WEAT(AM) West Palm Beach, Fla.—Garden Broadcasting Co., effective April 6, switched formats from contemporary adult music including standard-popular recordings to "a country sound." Boyd Underwood, vice president, said: "There is no full-time 'country music' station in our listening area, and we therefore add more diversification to the musical programming available to the audience."

■ WKNE-FM Keene, N. H. — WKNE Corp., effective May 18, began programming separately from WKNE(AM) "on a limited but regular basis." The FM is now programming progressive rock from 6:30 p.m. to 12 midnight, Monday

through Saturday. John M. Keys, vice president, wrote the FCC: "We have selected progressive rock to provide listeners a greater choice of program services." The station told the commission it plans to program classical music in stereo very shortly. WKNE programs middle-of-the-road music.

■ WLBG-AM-FM Laurens, S.C.—Laurens Clinton Broadcasting Inc., effective April 15, began simulcasting *Gospel Hymntime* from 1:05-2 p.m. and *Town-and-Country Time* from 2:05-3 p.m., both from Monday through Saturday. Program director Paul Wynn said the change from contemporary popular music was due to "more demand for these types of music in this area."

■ WNCQ(FM) Watertown, N.Y.—RBG Productions Inc. plans shortly to resume duplication of affiliate WOTT(AM) Watertown during the daytime hours. WNCQ(FM) began programming separately from WOTT March 1 (BROADCASTING, March 30), but finds it necessary to return to the AM's daytime format of "chicken rock." James K. Graham, station president, said the FM's 7-to-10 p.m. block of hard rock will remain.

Cable firm to show programming ideas

International Tele-Cable Productions, Towson, Md., will show nine local-live program formats created for CATV systems exclusively at the annual convention of the National Cable Television Association in Chicago, starting Sunday (June 7).

The package consists of 10 hours of programming each week, covering shows for youngsters, housewives, sports enthusiasts and the family (the latter, game programs). The formats, designed for local community participation, were devised by Bert Claster, originator of the *Romper Room* syndicated TV program and consultant to International Tele-Cable. CATV subscribers will receive scripts, props and stage settings for each of the programs.

Koop gets degree

Theodore F. Koop, Washington vice president of CBS, will receive an honorary degree of Doctor of Humane Letters from Wesleyan College, Mount Pleasant, Iowa. The degree will be conferred during commencement exercises today (June 1).

Program notes:

New addition ■ Michael Kearney, actor who has appeared in various television programs, has been signed by Beckwith Presentations Inc., New York, to a feature role in *Mr. I. Magination*, new children's television series now being produced by Beckwith.

Encore ■ "Toby" the *CBS Children's Hour* special, originally shown April 16, will be rebroadcast Sunday, June 14 on CBS-TV (4:30-5:30 p.m. EDT).

Love experts in syndication ■ A new series designed for daily airing has been produced by Bob Stewart Productions, New York, for syndication by Western Video Industries, Hollywood. Program host Jack Cassidy questions panel of three celebrities on the romantic problems of the 18-to-25-year-old-set. First panel group consists of June Lockhart, Alejandro Rey and Totie Fields.

'Nanny' and the family ■ Juliet Mills gets her real-life family involved in an episode of *Nanny and The Professor* on ABC-TV next season. Her mother, Mary Hayley Bell is writing the script for the segment and John Mills, her father, has been signed for one of the roles. The show is moving to a new timeslot, Friday, 8 p.m., NYT.

All-pro co-star ■ Fred Williamson has joined the cast of *Julie* as the romantic interest for series star Diahann Carroll. He was a former football player with the Kansas City Chiefs and has guest-starred in several series since turning to acting a year ago. His first acting job was on *Julia*.

Golden West restructured ■ Establishment of the Golden West Production Center, to be located at the studios of KTLA(TV) Los Angeles, has been announced as part of the restructuring of KTLA's subsidiary operations. The KTLA videotape division has been renamed the Golden West Videotape division. Don Patton was appointed manager of the division last December.

'Willis Reed Show' ■ Stadium Productions, New York, is syndicating *The Willis Reed Show*, featuring Willis Reed, star of the National Basketball Association champion New York Knickerbockers, in a half-hour of interviews and demonstrations of fine points of basketball. Series will be prepared for a 26-week run, starting in October.

From court to salon ■ Showcorporation, New York, has placed two TV specials into syndication, the half-hour "For Fashion Olympics 1970," narrated by Heather MacRae and Vidal Sasson and the one-hour "Knicks—They're Beautiful!" depicting the story of the New York Knickerbockers' triumph in the National Basketball Association tournament. Initial sales on the programs have been made in New York, Los Angeles,

San Francisco, Philadelphia, Baltimore, Detroit, St. Louis, Cincinnati, Washington, Atlanta, Syracuse, N.Y., and Spokane, Wash.

WBC anti-smoking series ■ A six-part series of commentaries by Rod MacLeish, *The Addict's Journal*, broadcast earlier this year on WBC radio stations, will be used by the National Tuberculosis and Respiratory Disease Association in its anti-smoking "Kick-the-Habit" campaign.

Specials for Faberge ■ Screen Gems has signed to produce four one-hour entertainment TV specials to be sponsored by Faberge Inc., New York, for either network programming or syndication, it was announced last week. They will be produced for SG by Jackie Barnett. The programs will center around a well-known personality, who will be surrounded by guest stars.

Granddaddy comes up Rosey ■ Joining the cast of *Make Room For Granddaddy* with Danny Thomas to be seen on ABC-TV (Wednesday, 8 p.m., NYT) this fall is Roosevelt (Rosey) Grier. He will play the continuing part of Danny Thomas' accompanist. Mr. Grier appeared regularly on *Daniel Boone* on NBC-TV and has his own weekly TV program in Los Angeles.

Sinatra radio special ■ A 60-hour Frank Sinatra marathon is planned by KLAC-(AM) Los Angeles, following the suc-

Manpower study includes radio-TV

The Communications Institute of the Academy For Educational Development, New York, is undertaking a long-range study of manpower in all branches of journalism, including radio and television, under a \$100,000 grant awarded by the John and Mary R. Markle Foundation there.

The project will be under the direction of Edward W. Barrett, director of the institute and formerly editorial director of *Newsweek* and later dean of Columbia University's graduate school of journalism. The study will focus on needs in recruitment, training and education for journalists in the next two decades and will be conducted over the next two years. It will result in the publication of a book of findings and recommendations.

The Markle Foundation was established in 1927 "to promote the advancement and diffusion of knowledge . . . and the general good of mankind" by John Markle, a Pennsylvania coal operator. The foundation's current program is concentrating a large part of its funds in the areas of the mass media and communications technology.

cess of a similar broadcast on KNEW-(AM) San Francisco. Both are Metro-media stations. Response to the broadcast which featured the singer's records came in the form of 3,000 letters to the San Francisco station praising the program. A repeat broadcast is scheduled there in June. Metromedia executives report plans to syndicate the program in 25 major markets.

Pigeons return to TV ■ Monica Evans and Carol Shelley, the original Pigeon sisters in both the Broadway and movie versions of "The Odd Couple," have been signed to recreate the roles in the television series based on the Neil Simon comedy. The show has its premiere this fall on ABC-TV, starring Tony Randall and Jack Klugman, the latter also having appeared in the stage version.

Remembering Kent ■ A folk ballad called "41,000 plus 4—the ballad of the Kent State massacre" sung by actress-singer Ruth Warrick is being distributed to radio stations—mostly underground FM stations—around the U.S. on Peace Records label.

Bing's Irish bit ■ ABC films has placed *A Little Bit of Irish*, a one-hour special starring Bing Crosby, into worldwide distribution to stations and advertisers on a first-run basis. The program, taped on location in Ireland, co-stars Kathryn Crosby, Milo O'Shea, Siobhan McKenna, The Ludlows and The Rory O'Connor dancers.

Ludwig special ■ CBS-TV will present a 90-minute special early next winter of composer Ludwig Van Beethoven's music, marking the 200th anniversary of his birth. Leonard Bernstein will conduct the Vienna Philharmonic on the telecast.

Station switch ■ WNBC(AM) New York has signed a three-year contract with Madison Square Garden to carry home games and selected road games of the New York Knickerbockers basketball team, and New York Rangers hockey club. WHN(AM) New York carried the games for the past three years. Marv Albert, WHN sports director, will do the play-by-play from the Garden.

'Family Affair' in daytime ■ Selected episodes of *Family Affair*, now in its fourth year on CBS-TV, will be rebroadcast weekdays beginning Sept. 7 (11-11:30 a.m. EST). Night-time broadcasts will continue Thursdays (7:30-8 p.m. EST).

Expansion in Hollywood ■ Robert E. Petersen Productions has announced the construction of a new 14,000 square foot, \$1,250,000 television and film center. The fully equipped center will be at 8480 Sunset Boulevard. Petersen Productions is currently producing the syndicated series *Something Else*, sponsored by the American Dairy Association, *The Amateur Athlete* special,



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RCA

sponsored by duPont, *The Growing Majority*, a new TV special and the 1971 Chrysler Plymouth announcement.

Look at draft ■ An ABC-TV News special, *The Draft: Who Serves?*, originally scheduled to air this month, will be televised Saturday, June 6, from 9:30-10:30 p.m. (EDT), and will study feelings of the drafted, draftable and interested observers.

Meet athletes-entrepreneurs ■ A one-hour sports special, *The Golden Athlete*, which depicts the off-field business activities of today's superstars, is being offered to major agencies and network clients by Transmedia International Corp., New York. The program will be produced by TMI in association with Larry Lindberg, who was responsible for *The Globetrotters*, recently carried on CBS-TV.

Target: Drugs ■ The drug problem will be highlighted the weekend of June 13-14 by NBC Radio with special reports and interviews on *Monitor* and in a two-hour NBC News special, "Drugs: The Deadly Escape" from 8:05 to 10 p.m. (EST) Sunday, June 14, as part

of NBC's *Second Sunday* series.

'Fugitive' in syndication ■ ABC Films reports it has placed *The Fugitive* one-hour series into syndication. The series, previously carried on ABC-TV, consists of 120 episodes.

Mideast revisited ■ From Friday, June 5, through Wednesday, June 10, Newsfeed, CBS News' closed-circuit service to its affiliates, will provide *Six Days Plus Three Years: The Middle East, 1967-1970*. Broadcast will be on-scene reports as delivered in 1967 and reports from the mideast today.

Doubleday in film

Doubleday & Co., New York, publisher and broadcast group owner, announced its entrance into the film business last week with the establishment of Doubleday Productions Inc. The company has formed an association with Kotler Productions, New York, headed by Joseph Kotler, formerly vice president in charge of television for Warner Brothers, who will be active in the planning and distribution of the films. The programs will consist of TV series and specials and features made for TV.

Promotion

Call for Action hits the road to Washington

The growing success of Call for Action—a public-service campaign conducted in conjunction with the Urban Coalition, participating radio stations and civic groups—will be on display this week in Washington.

About 60 people, including broadcast owners and managers from nearly 40 existing or projected Call for Action stations, will get together in Washington for a luncheon meeting. The featured speaker will be FCC Chairman Dean Burch.

Also on hand to greet the broadcasters will be John Gardner, president of the Urban Coalition and former secretary of health, education and welfare.

Call for Action is not an on-the-air program, but radio stations are deeply involved in its operation. First, volunteers are recruited (the original push may come either from a station or from established service organizations); then they and station representatives decide on a target problem, such as sanitation or housing, and the station broadcasts spots soliciting complaints from the public.

Volunteers collate calls, gather data and try to solve listeners' complaints by referring them to the appropriate

government channel. Through call-backs to complainants, the volunteers determine whether appropriate official action was taken. Sometimes, volunteers themselves move in and deal with the agencies. If official action is inadequate, the station may editorialize or do a documentary on the target problem, using information gathered through Call for Action.

All the stations provide is free air time for the spots, office space, furniture, and a few typewriters and telephones.

Call for Action is presently running on 20 stations, ranging in size from WMCA(AM) New York—where CFA originated in 1963 — to WCFR(AM) Springfield, Vt.

Promotion tips:

CCA forms CATV Division ■ Community Club Awards, Westport, Conn., is extending its services into CATV with the formation of a cable TV division. This follows the recent FCC edict requiring all cable companies with over 3,500 subscribers to start programming their local origination channel. CCA will continue its radio and TV sales promotion with women's civic, religious and charitable organizations.

Marathon nets \$3,565 ■ WIFM-AM-FM Elkin, N.C., has raised \$3,565 in pledges in a 24-hour broadcast to help finance

the kidney transplant operation of James Gray, 13, of North Wilkesboro, N.C. The campaign was coordinated by Leon Reece, station manager and Alan Combs, news director.

Catholics praise CBS ■ CBS News was presented with a special award of merit by the Catholic Relief Services for the weekly *The World of Religion* series

and the June 9, 1969 special, *Nigeria And Biafra At War: The World's Tragedy*, both carried on CBS Radio and produced by Larry Nathan. It was the first time that an award had been given by CRS in either the broadcast or print medium.

Subsidiary's subsidiary ■ AC&R Ad-

vertising, New York, a subsidiary of Ted Bates & Co., has announced the formation of a subsidiary of its own, AC&R Public Relations. Marvin D. Frankel and Ron Rubinow, both former vice presidents of Ruder & Finn, are the new firm's co-directors. AC&R Advertising, which is four years old, billed \$9.5 million last year.

International

Canadians step up radio timebuying

Majority of 1968's top advertisers spent even more money last year; leading 100 clients are listed

The top-100 national radio advertisers in Canada increased their time investments by 12.7% last year (\$31.3 million compared to \$27.7 million in 1968) and 33 of them put over 50% of their total media budgets into radio.

The data, prepared by the Radio Sales Bureau, Toronto, from figures

provided by Elliot Research Corp. Ltd., also shows that 47 of the 70 advertisers who made the list two years running increased their radio budgets in 1969.

The largest advertiser on the list—General Motors of Canada Ltd.—spent \$1,895,918 last year, exceeding its 1968 expenditure of \$1,707,377 by 11%.

Coca-Cola Ltd., with 60% of its budget in radio, held down the second spot with a 10.8% increase (\$1,600,628 in 1969 vs. \$1,444,088 in 1968).

The food and food product advertisers predominated last year with 21 companies listed; automotive, including oil companies, ran second with 16. Financial and insurance was the third largest category with 10, and drugs and medicines accounted for 9.

The figures listed are for radio time charges only, with consideration given to earned discounts. They do not include any estimate of production costs.

Rank 1969	Radio advertiser	Radio expenditures 1969	% of total budget	Rank 1969	Radio advertiser	Radio expenditures 1969	% of total budget
1.	General Motors of Canada Ltd.	\$ 1,895,918	20.9	52.	Natural Gas Distributors of Ontario	202,816	30.0
2.	Coca-Cola Ltd.	1,600,628	60.0	53.	Salada Foods Ltd.	201,144	30.8
3.	Canadian Breweries	1,166,805	20.9	54.	Firestone Tire & Rubber Co. of Canada Ltd.	198,764	32.9
4.	Rothmans of Pall Mall Canada	1,107,311	32.3	55.	Kellogg Co. of Canada Ltd.	197,149	8.3
5.	Molson Breweries of Canada	954,721	27.2	56.	Swift Canadian Co. Ltd.	191,065	62.6
6.	Imperial Tobacco Co. of Canada Ltd.	788,729	19.6	57.	Shell Canada Ltd.	190,447	9.5
7.	Pepsi-Cola Canada Ltd.	733,094	58.4	58.	T Eaton Co. Ltd.	189,170	26.4
8.	Royal Bank of Canada	730,836	56.8	59.	International Nickel Co. Ltd.	182,747	40.7
9.	Air Canada	716,188	19.7	60.	Pan American Airways	181,054	67.7
10.	Colgate Palmolive Ltd.	707,426	17.9	61.	Avco Corp.	179,163	47.5
11.	Seven-Up Ltd.	591,089	59.6	62.	Plough Canada Ltd.	178,296	89.9
12.	Wm. Wrigley Jr. Co. Ltd.	577,601	40.3	63.	Outboard Marine Corp. Canada Ltd.	176,755	29.2
13.	Government of Canada	574,105	15.3	64.	G.A.C. International Finance Corp.	174,356	86.0
14.	Gulf Oil Canada Ltd.	550,652	27.9	65.	Bristol-Myers of Canada Ltd.	166,364	4.5
15.	Ford Motor Co. of Canada Ltd.	521,274	13.5	66.	Ogilvie Flour Mills Co.	163,814	22.1
16.	Labatt Breweries of Canada Ltd.	506,172	24.3	67.	Loblaws Groceries Co.	163,409	73.8
17.	Dominion Stores Ltd.	476,125	43.7	68.	Toronto-Dominion Bank	163,247	16.3
18.	Benson & Hedges (Canada) Ltd.	468,830	22.6	69.	Wm. Neilson Ltd.	156,524	60.4
19.	Chrysler Canada Ltd.	455,772	14.6	70.	W. K. Buckley Ltd.	146,977	77.3
20.	General Foods Ltd.	446,899	8.2	71.	Canadian Pittsburgh Industries	146,385	81.9
21.	Lever Bros. Ltd.	446,440	11.6	72.	Canadian Imperial Bank of Commerce	144,580	13.2
22.	Imperial Oil Ltd.	444,310	12.2	73.	Christie Brown Co.	144,310	17.6
23.	Canadian International Paper Co.	380,160	30.6	74.	B.P. Canada Ltd.	144,101	31.7
24.	Canadian Industries	345,821	62.4	75.	New Zealand Lamb Producers Board	142,717	94.1
25.	Texaco Canada Ltd.	344,992	30.1	76.	Eastern Airlines	140,987	23.3
26.	Standard Brands Ltd.	327,413	14.5	77.	Warner-Lambert Canada	136,675	4.0
27.	MacDonald Tobacco	322,566	19.9	78.	Simon Cigar Co.	128,834	68.3
28.	Ontario Government	318,715	24.7	79.	Reynolds Aluminum Co. of Canada Ltd.	125,761	88.1
29.	Sterling Drugs Ltd.	313,715	10.3	80.	British Leyland Motors Ltd.	123,772	25.7
30.	Canada Dry Ltd.	301,923	58.6	81.	Bombardier Ltd.	123,261	13.2
31.	Quebec Government	290,930	18.4	82.	Glidden Co. Ltd.	122,039	85.5
32.	Seaboard Finance Co. Canada Ltd.	288,166	98.6	83.	Rexall Drug Co. Ltd.	120,896	39.5
33.	Kraft Foods Ltd.	279,080	8.5	84.	Union Gas Co. of Canada	119,757	35.7
34.	Great Atlantic & Pacific Tea Co.	277,944	87.4	85.	Robin Hood Flour Mills	118,979	29.9
35.	Canadian Pacific	277,633	8.5	86.	Canada Bread Co.	118,536	89.2
36.	Mutual Life Assurance Co. of Canada	272,503	81.9	87.	Canadian Johns-Manville Co. Ltd.	118,092	100
37.	Canadian National Railways	265,249	11.5	88.	American Express Co. of Canada	115,051	25.5
38.	Brooke Bond Canada Ltd.	254,303	36.8	89.	S. C. Johnson & Son Ltd.	114,694	4.8
39.	Hershey Chocolate of Canada (1967) Ltd.	241,828	99.8	90.	Montreal Baseball Club	114,625	100
40.	3M Co.	235,493	60.0	91.	International Coffee Organization	113,889	96.6
41.	Canadian Kodak Co. Ltd.	231,226	20.0	92.	Campbell Soup Co. Ltd.	113,781	6.6
42.	Noxema Chemical Co. of Canada Ltd.	227,926	17.0	93.	Massey-Ferguson Industries Ltd.	112,904	16.1
43.	Jordan Wines	226,378	86.5	94.	J. M. Schneider Ltd.	112,069	88.9
44.	Hydro-Electric Power Commission of Ontario	226,097	21.2	95.	Oshawa Wholesalers	111,130	51.0
45.	Chargex Credit Card Plan	221,173	25.3	96.	Cominco Ltd.	110,594	57.8
46.	Sun Oil Co. Ltd.	218,676	41.8	97.	Dairy Queen Frozen Products	110,023	35.3
47.	Chemical Compounds Ltd.	213,500	99.8	98.	British Columbia Telephone Co.	109,927	35.9
48.	Dupont of Canada Ltd.	207,066	44.7	99.	Nissan Automobile Co. (Canada) Ltd.	106,942	12.2
49.	Bank of Montreal	203,994	21.3	100.	State Farm Insurance	106,539	92.9
50.	Vick Chemical Co.	203,960	24.2				
51.	Ontario Milk Marketing Board	202,947	25.6				
				Total		\$31,257,174	22.6

Now Canada accents its own

CRTC approves programing balance of 60-30, limits ads to 12 minutes per hour

The Canadian Radio-Television Commission has adopted regulations based on proposals announced in February (BROADCASTING, Feb. 23) that will force Canadian broadcasters to increase the proportion of Canadian content on their stations and to abide by new strictures on commercial time.

The new rulings require TV stations to increase the Canadian content of their programing to at least 60%, with no more than 30% to be filled by programs from any other country. Acknowledging pressures from the industry, the CRTC made the implementation of these ruling mandatory by Oct. 1, 1972, rather than the proposed deadline of September 1971. However, the publicly owned network, Canadian Broadcasting Corp., has only until October 1970 to meet the 60% requirement.

Despite the extended time granted to private broadcasters, the CRTC

warned that it would be observing stations for evidence that broadcasters are beginning now to live up to their "frequently expressed intentions" to develop programing through "their own initiative."

Radio stations were also affected by the new regulations. AM stations in Canada must now program a minimum of 30% Canadian music by Jan. 18, 1971.

The Canadian commission stated that the 30% figure referred to the total compositions of titles of work, not to the duration of time the music is broadcast. And to allay fears by broadcasters that these new rulings would thrust on them undue amounts of paperwork, the CRTC said that it would keep reporting processes to a minimum.

The new rulings were initiated with the intention of creating new opportunities for Canadian performers and a stronger Canadian broadcasting system. At present, during prime viewing hours on some major privately owned Canadian TV stations, material which can be classified as Canadian amounts to only 30%; much of the rest originates in the U. S.

In another ruling, advertising time came under new controls that forbid more than five commercial interruptions totaling 12 minutes in a one-hour telecast.

And advertisements during the "ordinary news" portion of a TV news-cast will not be allowed. No commercial interruption of any kind will be permitted in any news broadcast of less than 10 minutes in length. In a news broadcast longer than 10 minutes, a minimum of 10 minutes must pass before there is a commercial break. "Ordinary news" is separate from sports or analytical commentary, or weather reports.

3 satellite channels to carry soccer matches

The World Cup soccer matches that take place in Mexico City May 31 to June 21 with 16 countries represented have evoked so much interest in Europe and Latin America that on three dates three TV satellite channels have been ordered on the Atlantic route—a first for satellite communications.

The matches are in such demand that already 90 hours of TV time have been ordered for relay to 35 countries. On June 3, 11, 14 four games take place simultaneously and that's why the three TV channels have been ordered—one to Europe, one to South America and one to Kuwait. On other days of the three-week contest, there will be normal two-channel TV links.

It's another one for Ogilvy & Mather

Argentina agency joins O&M group to serve its international clients

Ogilvy & Mather has added a fifth firm to the alliance of Latin American advertising agencies designed to serve the New York agency's international clients. Ogilvy & Mather has purchased minority interest in Ortiz, Scopesi & Ratto (formerly Berg, Henderson), Buenos Aires, bringing the combined billings of Ogilvy & Mather's Latin American network to \$35 million. Ortiz, Scopesi & Ratto reported billings in excess of \$6 million last year. Among that agency's clients are Union Carbide and Shell Oil.

It has been Ogilvy & Mather policy to leave controlling interest of these agencies in the hands of nationals, creative director David Ogilvy said in announcing the acquisition. The five agencies are located in the five countries that contain 75% of Latin America's population and are responsible for over 80% of the gross national product of all Latin America, Mr. Ogilvy noted.

The four other agencies making up Ogilvy & Mather's Latin American operation are Corpa in Venezuela, Patino-Ponce de Leon in Colombia, Panamericana de Publicidad, Mexico, and Standard Propaganda, Brazil.

Abroad in brief:

Michelson in Japan ■ Transglobal Television Inc., Tokyo, independent buyer of TV programing in Japan, has appointed Charles Michelson Inc., New York, as exclusive U.S. program purchasing representative. Michelson currently purchases programing for TV network and stations in 18 countries around the world, including Australia, the Philippines, Mexico and Korea.

Foreign exchange ■ Benton & Bowles International's six partner agencies in the United Kingdom and Europe have established a European Coordinating Committee. Group will exchange advertising knowledge, experience and techniques and help develop new business for the entire group. European billings are approximately \$60 million.

Going Dutch ■ BBDO and Franzen, Hey and Veltman, Amsterdam, reported they are in final steps of negotiations on a partnership in the Netherlands. BBDO will hold a minority interest in the new agency, which is to be called FHV/BBDO and is expected to be formed by July 1. On Aug. 1, FHV and BBDO plan to open an agency in Brussels called BBDO/FHV.



The Doctor is in...

A SHIP MAKES HIS HOUSE CALLS

The man shown is a teacher. He gets no pay. All he gets is the satisfaction of knowing that because he cares and sacrifices, sick people are restored to health and live happier, more productive lives.

He is also a doctor... an American... a "Hopie." If "Hopie" sounds just the least bit funny, the service he performs in developing countries is a serious business indeed. His kind has traveled to Asia, Africa and Latin America, training local doctors and nurses and bringing medical aid to those who desperately need it... all part of a unique self-help project we call HOPE.

This doctor and hundreds of his fellow professionals have volunteered their time and abilities to serve on the world's first peacetime hospital ship, the S.S. HOPE. They go forth as teachers... and their legacy benefits generations yet unborn.

Still other "Hopies" are at home training disadvantaged Mexican-Americans and American Indians for health careers. Send your share of hope today.

PROJECT HOPE

1960-70 A DECADE OF HOPE
A LEGACY OF HEALTH

DEPT. A, WASHINGTON, D.C. 20007
Your Contribution is Tax Deductible.

Pinpointing 3.7-million CATV homes

With FCC giving impetus to cable-TV expansion, new Nielsen data shows where growth already is

After growing at a rate of over 20% a year for the past five years, cable television now reaches 3.73 million U.S. households—more than 6% of all American homes. The figure has acquired new significance now that the FCC has moved to liberate CATV from its regulatory shackles (BROADCASTING, May 25); many observers see today's cable systems as only the nucleus of new and dramatic expansion.

The following data, prepared by the A. C. Nielsen Co.'s statistical research department, shows CATV penetration as of November 1969. Nielsen Designated Market Areas (DMA) are listed alphabetically, along with the number of CATV households and the penetration in each market.

Designated market areas with no cable systems are not listed.

According to the Nielsen analysis, 81 of the 195 DMA's have a penetration of over 10%. The high-level CATV markets are smaller cities; the leader, with 50% CATV penetration, is Laredo, Tex. The largest major CATV market is Johnstown-Altoona, Pa., with 40% penetration and over 100,000 CATV households. A separate table, organized around county sizes, shows penetration to be highest in smaller counties.

"Telestatus" is in the first issue of BROADCASTING each month. It is prepared in co-operation with Carl Ally Inc.

Designated market area	Nielsen estimated CATV households November 1969	CATV % of DMA TV households
Abilene-Sweetwater, Tex.	20,050	27.3
Ada-Ardmore, Okla.	6,850	15.8
Albany, Ga.	6,000	8.5
Albany-Schenectady-Troy, N.Y.	24,950	6.4
Albuquerque, N.M.	14,300	7.8
Alexandria, La.	9,550	15.3
Alexandria, Minn.	14,050	19.5
Amarillo, Tex.	27,900	19.1
Atlanta	11,450	1.8
Augusta, Ga.	2,950	2.1
Austin, Tex.	13,900	13.5
Bakersfield, Calif.	30,180	34.6
Baltimore	5,150	0.8
Bangor, Me.	4,000	5.3
Baton Rouge	1,600	1.1
Beaumont-Port Arthur, Tex.	3,350	2.6
Beckley-Bluefield, W.Va.	19,950	27.0
Billings, Mont.	15,350	25.1
Binghamton, N.Y.	48,480	33.7
Birmingham, Ala.	23,900	5.7
Boise, Idaho	6,250	7.4
Boston-Manchester, N.H.	39,650	2.6
Buffalo, N.Y.	38,760	7.0
Burlington, Vt.-Plattsburg, N.Y.	22,450	20.1
Butte, Mont.	9,260	26.2
Casper, Wyo.	11,400	36.4
Cedar Rapids-Waterloo, Iowa	15,300	6.7
Champaign-Springfield-Decatur, Ill.	27,700	10.9
Charleston-Huntington-Parkersburg, W.Va.	75,770	18.8
Charleston, S.C.	0	—
Charlotte, N.C.	20,850	5.5
Chattanooga, Tenn.	6,600	3.3
Cheyenne, Wyo.-Scotts Bluff, Neb.-Sterling, Colo.	15,700	28.9
Chicago	34,550	1.4
Chico-Redding, Calif.	25,570	28.8
Cincinnati	4,200	0.7
Clarksburg-Weston, W.Va.	29,990	47.3
Cleveland-Akron	45,550	3.6
Colorado Springs-Pueblo, Colo.	10,990	8.5
Columbia-Jefferson City, Mo.	10,500	9.4
Columbia, S.C.	2,400	1.8
Columbus, Ga.	4,150	3.0
Columbus, Miss.	8,500	18.5
Columbus, Ohio	19,600	4.4
Corpus Christi, Tex.	1,350	1.2
Dallas-Ft. Worth	46,250	5.5
Davenport, Iowa-Rock Island, Ill.-Moline, Ill.	4,430	1.7
Dayton, Ohio	11,050	2.9
Denver	7,300	1.7

Designated market area	Nielsen estimated CATV households November 1969	CATV % of DMA TV households
Des Moines-Ames-Fort Dodge, Iowa	1,230	0.5
Detroit	6,330	0.5
Dothan, Ala.	8,200	13.9
Duluth, Minn.-Superior, Wis.	11,200	8.0
Eau Claire, Wis.	10,700	31.5
El Paso, Tex.	10,550	8.0
Erie, Pa.	12,700	12.7
Eugene, Ore.	27,800	28.3
Eureka, Calif.	1,850	4.8
Evansville, Ind.	4,650	3.0
Fargo-Valley City-Pembina, N.D.	8,150	5.3
Flint-Saginaw-Bay City, Mich.	9,350	2.9
Florence, S.C.	6,950	9.9
Fort Myers, Fla.	10,650	40.2
Fort Smith, Ark.	10,250	17.4
Fort Wayne, Ind.	3,300	2.1
Florence, Ala.	13,000	33.9
Fresno (Visalia), Calif.	5,000	2.1
Glendive, Mont.	1,020	24.7
Grand Junction-Montrose, Colo.	8,500	26.5
Grand Rapids-Kalamazoo, Mich.	18,150	4.6
Great Falls, Mont.	13,250	23.8
Greensboro-High Point-Winston Salem, N.C.	7,500	2.5
Green Bay, Wis.	5,500	2.3
Greenville-New Bern-Washington, N.C.	4,500	2.2
Greenville-Spartanburg, S.C.-Asheville, N.C.	9,350	2.6
Harlingen-Weslaco, Tex.	8,350	10.1
Harrisonburg, Va.	3,900	12.4
Hartford-New Haven, Conn.	0	—
Hattiesburg-Laurel, Miss.	6,400	15.7
Honolulu	4,850	2.7
Houston	10,700	1.6
Huntsville-Decatur, Ala.	20,450	23.7
Idaho Falls-Pocatello, Idaho	4,900	9.7
Indianapolis-Lafayette-Muncie, Ind.	39,200	6.0
Jackson-Greenwood, Miss.	21,300	9.3
Jacksonville, Fla.	25,660	9.4
Johnstown-Altoona, Pa.	90,800	40.0
Joplin, Mo.-Pittsburgh, Kan.	22,000	17.3
Kansas City-St. Joseph, Mo.	17,150	2.9
Klamath Falls, Ore.	4,800	29.1
Knoxville, Tenn.	21,150	8.4
La Crosse, Wis.	13,100	17.8
Lafayette, La.	6,100	5.3
Lake Charles, La.	2,000	4.8
Lancaster-Harrisburg-Lebanon-York, Pa.	60,750	17.8
Lansing, Mich.	8,550	5.6

Designated market area	Nielsen estimated CATV households November 1969	CATV % of DMA TV households
Laredo, Tex.	8,550	50.0
Las Vegas	0	—
Lexington, Ky.	9,730	8.0
Lima, Ohio	12,400	24.4
Lincoln-Hastings-Kearney-North Platte-Hayes, Neb.	12,850	6.2
Little Rock-Pine Bluff, Ark.	9,300	3.4
Los Angeles	147,610	4.5
Louisville, Ky.	15,870	4.2
Lubbock, Tex.	7,900	7.1
Macon, Ga.	22,000	22.8
Madison, Wis.	1,850	1.5
Mankato, Minn.	13,800	24.6
Marquette, Mich.	23,650	46.3
Mason City, Iowa-Austin-Rochester, Minn.	10,300	10.6
Medford, Ore.	3,700	9.0
Jackson-Jonesboro, Ark.-Memphis	28,250	5.5
Meridian, Miss.	7,950	12.3
Miami-Ft. Lauderdale, Fla.	17,350	3.0
Milwaukee	0	—
Minneapolis-St. Paul	9,500	1.4
Missoula, Mont.	8,550	35.7
Mobile-Pensacola, Fla.	12,090	4.9
Monroe, La.-El Dorado, Ark.	17,300	13.0
Monterey-Salinas, Calif.	52,880	37.0
Montgomery, Ala.	4,450	4.1
Nashville-Bowling Green, Tenn.	17,210	3.9
New Orleans-Biloxi, Miss.	11,400	2.5
New York	95,610	1.7
Norfolk-Portsmouth-Newport News, Va.	2,200	0.7
Odessa-Midland-Monahans, Tex.	18,600	20.8
Oklahoma City	23,200	6.5
Omaha	1,550	0.6
Orlando-Daytona Beach, Fla.	40,430	12.7
Ottumwa, Iowa	1,900	5.5
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	8,600	4.0
Panama City, Fla.	3,950	13.2
Peoria, Ill.	0	—
Philadelphia	186,150	8.9
Phoenix	19,350	6.0
Pittsburgh	91,380	9.4
Portland, Ore.	45,570	9.2
Portland-Poland Spring, Me.	14,550	7.5
Presque Isle, Me.	6,380	26.8
Providence, R.I.	2,000	0.4
Quincy, Ill.-Hannibal, Mo.-Keokuk, Iowa	21,080	16.9
Raleigh-Durham, N.C.	7,000	2.9
Rapid City, S.D.	4,300	9.5
Reno	15,550	23.0
Richmond-Petersburg, Va.	14,000	4.9
Riverton, Wyo.	3,000	30.7
Roanoke-Lynchburg, Va.	8,300	3.4
Rochester, N.Y.	3,850	1.5
Rockford, Ill.	8,000	5.4
Roswell, N.M.	13,100	29.8
Sacramento-Stockton, Calif.	29,060	5.6
Salisbury, N.C.	13,700	49.2
Salt Lake City	12,700	4.2
San Angelo, Tex.	6,800	25.0
San Antonio, Tex.	22,050	6.5
San Diego	44,060	11.7
San Francisco-Oakland	124,950	8.9
Santa Barbara, Calif.	37,180	46.9
Savannah, Ga.	3,000	3.3

Designated market area	Nielsen estimated CATV households November 1969	CATV % of DMA TV households
Seattle-Tacoma-Bellingham, Wash.	84,400	12.4
Shreveport, La.	7,900	2.8
Sioux City, Iowa	2,490	1.8
Sioux Falls-Aberdeen-Mitchell, S.D.	2,850	1.7
South Bend-Elkhart, Ind.	0	—
Springfield-Holyoke, Mass.	9,350	5.2
Springfield, Mo.	7,900	5.6
Spokane, Wash.	43,030	19.0
St. Louis	8,450	17.0
Syracuse, N.Y.	54,750	1.2
Tallahassee, Fla.	10,470	12.7
Tampa-St. Petersburg, Fla.	23,100	4.5
Terre Haute, Ind.	19,000	15.0
Toledo, Ohio	30,750	10.9
Topeka, Kan.	19,450	18.4
Traverse City-Cadillac, Mich.	16,490	16.3
Tri-Cities, Tenn.-Va.	33,400	20.4
Tulsa, Okla.	18,300	6.2
Tupelo, Miss.	6,450	30.5
Tucson (Nogales) Ariz.	10,150	8.3
Twin Falls, Idaho	8,000	26.7
Tyler, Tex.	22,200	33.1
Utica-Rome, N.Y.	28,000	23.5
Waco-Temple, Tex.	27,250	20.4
Wasau-Rhineland, Wis.	8,650	8.8
Washington	51,250	5.0
Watertown, N.Y.	18,050	28.3
Western North Dakota	4,250	4.0
West Palm Beach, Fla.	11,400	7.9
Wheeling, W.Va.-Steubenville, Ohio	36,000	25.6
Wichita Falls, Tex.-Lawton, Okla.	15,150	11.0
Wichita-Hutchinson-Ensign-Garden City, Kan.	20,090	6.0
Wilkes Barre-Scranton, Pa.	93,200	32.6
Wilmington, Del.	8,350	9.9
Yakima, Wash.	22,200	23.4
Youngstown, Ohio	4,200	3.3
Yuma-El Centro, Calif.	13,420	39.7
Zanesville, Ohio	7,600	31.0

How total CATV households increased in five years

Year (Fall)	U. S. CATV households	% U. S. TV households	Yearly growth rate
1965	1,760,200	3.3	—
1966	2,067,900	3.8	17%
1967	2,641,800	4.0	21%
1968	3,126,570	5.5	39%
1969	3,278,880	6.4	19%

A CATV-home growth by county-size

County-size	CATV households	% County-size households
A	380,590	1.6
B	781,530	4.8
C	1,775,900	16.8
D	970,860	10.2

Fates & Fortunes

Broadcast advertising

Sal Lanza Jr., executive producer; **J. Walter Reed**, associate media director, and **James Guthrie**, account supervisor, Foote, Cone & Belding, New York, elected VP's.

John J. Meskil, VP and media director, Warwick & Legler, New York, elected senior VP. **Donald Green**, senior ac-

count executive, and **Alden Ludlow III**, art director, Warwick & Legler, New York, elected VP's.

William J. Kissell Jr., merchandising manager for bar soap group at Lever Brothers, New York, joins The Mennen Co., Morristown, N. J., as VP and director of advertising.

Vance Harrison, retail sales manager, wCBS-TV New York, appointed national

sales manager.

Greg Stone, with WAGA-TV Atlanta, appointed sales manager of newly opened Tele-Rep office there. **Lloyd Brummett**, research director, wCBS-TV New York, appointed a research manager at Tele-Rep, New York. **Pete Weisbard** and **Pete Albertini**, with WRFM(FM) New York and William Esty, respectively, appointed sales research analysts with Tele-

Rep there. **Bill Carney**, **Joe Cifarelli** and **Tom Camarda**, formerly with John Blair & Co., Avco Sales and Peters, Griffin, Woodward respectively, also join New York office as salesmen.

J. Stephen Weeks, account supervisor, Cunningham & Walsh, New York, elected VP.

Richard Brescia, account executive, CBS Radio, New York, named Eastern sales manager.

Edward M. Gillies, creative director, Caldwell-Van Riper, Indianapolis, named senior VP and director of creative services.

Gil Jacobsen, local sales manager, KIXI-AM-FM Seattle, appointed general sales manager.

Richard White, marketing executive with Bristol-Myers, New York, joins Rockwell, Quinn & Wall, agency there, as VP and account supervisor.

Terry Pellegrino, director of plan development and information services, media department, Young & Rubicam, New York, named VP and appointed director of media planning in agency's media relations and planning department.

Sam Sperber, VP-sales with Libra Productions, New York, joins MPO Videotronics there as executive producer. Mr. Sperber will head MPO West Coast and Midwest sales operations in TV commercials area. He will operate from New York headquarters.

Charles Mandel, formerly associate publisher of *Cavalier* magazine, New York, joins Allerton Berman & Dean, marketing, advertising and PR firm there, as senior account supervisor. **Tom Coonerty**, formerly president of Pan Olympia Tours, New York, also joins Allerton Berman & Dean as senior account supervisor.

Michael di Scipio, **Thomas Graham** and **Charles Gouert Jr.**, all with New York-based Benton & Bowles, appointed to newly created positions of managers of field account services. Positions were created to service B&B clients in field. They will work with regional managers on agency's Texaco and Avis accounts.

Jack Mulderrig and **Jerry Molfese**, group sales managers, WNEW-TV New York, named VP's.

Ralph Petti, local sales manager, KFI(AM) Los Angeles, named VP, sales and operations. He is succeeded as local sales manager by **Robert Oxarart**, senior account executive.

Lynne Stewart, account supervisor, Spade and Archer, New York, named VP.

Laurence B. Tillis, president, Tillis/Weiss Advertising, Miami, named executive VP and general manager of MTM Communications, which has purchased controlling interest in Tillis/

AFCCE officers elected

Julius Cohen, Washington consulting engineer, elected president of the Association of Federal Communications Consulting Engineers. He succeeds **Bernard R. Segal**.

Others elected: **John A. Moffet**, VP; **Alvin H. Andrus**, secretary, and **Elizabeth Dahlberg**, treasurer.

Named to the AFCCE's executive committee were **Raymond E. Rohrer**, for the term expiring next year, and **Ogden Prestholdt** and **Paul L. Wimmer**, for terms expiring in 1972.

Weiss. Arnold Weiss, VP of agency, named president replacing Mr. Tillis.

Herbert Zarkin, sales promotion manager, Zayre Corp., Natick, Mass., department store owners, appointed advertising and sales promotion director.

William J. Shuel, formerly with retail advertising department of Indianapolis *Star-News*, joins Wyatt Advertising Agency there as principal of firm. Agency is now named Wyatt and Shuel Advertising.

Bob Klek, senior producer, Lennen & Newell, New York, joins Ogilvy & Mather there in same capacity.

Richard L. Cochrane, general sales manager, KXTV(TV) Sacramento, Calif., joins KIRO-TV Seattle as sales manager.

Neil Harrison, with Weightman Inc., Philadelphia agency, appointed media director.

Bernhard F. Ziegler, former promotion director, KCMO-AM-FM Kansas City, Mo., joins WTJ(TV) Miami as sales development manager.

Bruce L. Small, associate media director, MacManus, John & Adams, New York, joins Ross Roy of New York as media group head.

Frederick G. Neuberth, appointed the first executive director of New York Market Radio Broadcasters Association, an organization for 21 stations in metropolitan area. Mr. Neuberth has been in sales, research and promotion positions for more than 20 years with such organizations as Avery-Knodel, Blair Radio and Avco Radio-Television Sales. Association's headquarters will be in offices of Radio Advertising Bureau at 555 Madison Avenue.

Neil B. Smith, director for educational TV program *Sesame Street*, joins Motion Associates East, New York, as commercial director. Motion Associates East produces TV commercials and films for TV, theater and industry.

Media

Noel Berman, labor counsel for CBS Inc., New York, appointed director of labor relations. **E. Thayer Drake**, as-

sistant general attorney in corporate section of law department, appointed CBS general attorney in charge of newly created corporate relations sections of law department. **Charles T. Bates**, attorney in corporate section, elected assistant secretary of CBS and assistant general attorney in corporate section.

Sy Dresner, with WCCC-AM-FM Hartford, Conn., named president and general manager of stations.

J. C. Sparkman, district manager at large, Community Tele - Communications, Denver-based CATV systems owner and operator, appointed general manager-operations.

Gale Molovinsky, assistant director of practice programs, American Institute of Architects, Washington, joins National Association of Educational Broadcasters there as staff associate in educational TV stations division.

John F. Corkill, electrical engineer in international and satellite communications division, Common Carrier Bureau, FCC, Washington, appointed branch chief of division's cable, radio and satellite facilities branch. **Norman D. Schwartz**, trial attorney with Common Carrier Bureau's domestic rates division, appointed branch chief of rates branch.

Marc Goldstein, former administrator of sales proposals, NBC-TV, New York, joins Screen Gems, Hollywood, as manager of research.

Lavon Carter, former accountant with Phillips Petroleum, Bartlesville, Okla., joins WJXT(TV) Jacksonville, Fla., as business manager. He will consolidate accounting and business procedures there which have previously been handled by station's owner, Post-Newsweek, Washington.

James S. Webb, in sales at stations in Detroit, Dallas, and San Francisco, joins KITY(FM) San Antonio, Tex., as station manager.

Bob Bochicchio, operations manager, KFI(AM) Los Angeles, appointed director of administration.

James V. Dunbar Jr., legal counsel, Cosmos Broadcasting Corp., Columbia, S.C., also appointed director of administration. Cosmos owns WIS-AM-TV Columbia, S.C., WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio, and subsidiary Cosmos Cablevision, owners and operators of CATV systems in North and South Carolina.

Dr. Lawrence T. Frymire, former executive director of Illinois Telecommunications Commission, named executive director of New Jersey Public Broadcasting Authority. He will assume full-time duties at end of current academic year.

Programing

Richard Zimbert, VP, administration, ABC-TV, joins Aaron Spelling Productions, Los Angeles, as executive VP.

Phil Rogers, talent executive, Universal studios, Universal City, Calif., named VP, Universal Television, in charge of TV production.

Vicente Ramos, former Latin American sales director for Warner Bros., joins newly formed Telcom Associates, New York, as VP in charge of international division. Telcom is company formed as extension of TV Stations Inc., TV servicing organization.

Mel Berman, program manager with WJAS(AM) Pittsburgh, joins WPGH-TV there as producer and moderator of station's weekly series, *Pittsburgh Now*.

News

Robert Hager, newsman on general assignment with NBC News in Washington, appointed NBC News Berlin correspondent.

Pat L. Polillo, news director, WNAC-TV Boston, appointed news director of KGO-TV San Francisco. He replaces **Elliot Bernstein**, appointed weekend news manager for ABC network news.

Jerome Smith, news editor, KGO-AM-FM-TV San Francisco, appointed news director, KXYZ-AM-FM Houston. Both are ABC-owned stations.

Dick John, assistant news director and newscaster, KHOU-TV Houston-Galveston, Tex., appointed news director.

Ben W. Gilbert, temporary editor of *Newsroom* program on noncommercial WETA-TV Washington, appointed permanent editor. He has been serving in temporary capacity since **William J. Woestendiek** left editor's position in April (BROADCASTING, April 27). Mr. Gilbert is former associate editor of *The Washington Post*.

Ned Dermody, former news director, KWTO-AM-FM Springfield, Mo., joins

news staff of KFEQ(AM) St. Joseph, Mo.

Ross Woodward, news director, KJRB-(AM) Spokane, Wash., elected president of Washington State AP Broadcasters.

Promotion

Joseph M. Areddy, member of PR staff, Caldwell-Van Riper, Indianapolis agency, appointed director of PR division.

Delia Abrams, formerly with The Hertz Corp., New York, vehicle rental & leasing company, joins Wyse Advertising there as head of agency's PR department. She will also have account management responsibilities.

R. W. Clarke, VP and director of sales, Weston Merchandising Corp., New York, joins Hanna-Barbera Enterprises, newly formed merchandising subsidiary of Hanna-Barbera Productions there. Mr. Clarke will direct world-wide licensing operations for its TV series.

Don Jackson, formerly sales manager, WVN(AM) Chicago, forms Don Jackson & Associates, 333 North Michigan, Chicago, to specialize in merchandising and consumer promotions for black market.

Larry Andersen, account executive with David Evans & Associates, Portland, Ore., joins KEX(AM) there as promotion/merchandising director.

Tim McDonald, promotion manager, KNEW-TV San Francisco, joins WNEW-TV New York as assistant director of advertising and promotion. Both are Metromedia stations.

Equipment & engineering

Kenneth B. Schneider, former product manager for AM/FM broadcast equipment with New York-based Visual Electronics Corp., joins Telemation, Salt Lake City-based equipment firm, in newly created position of product manager.

Frank Rush, **Warde Adams** and **Marvin Wachtel**, with Ampex Corp., Redwood City, Calif., appointed regional man-

agers in northeast, central-southern and western regions respectively.

Joseph Missick, assistant chief engineer, KXTV(TV) Sacramento, Calif., appointed chief engineer, WISH-TV Indianapolis. Both are Corinthian stations.

John F. Bostwick, with CCA Electronics, Gloucester City, N.J., equipment manufacturers, appointed manager of broadcast automation section, newly formed group within company's engineering department.

John E. Klauer, formerly with Structural Technology Inc., joins Westel Co., Mountain View, Calif., as treasurer and controller.

Allied fields

John J. Houlahan, former director of research, Hunt-Wesson Foods, Fullerton, Calif., appointed to head West Coast operations for Marketing Evaluations and McCollum/Spielman & Co., two complementary research companies with offices in Santa Cruz, Calif. Marketing Evaluations supplies both structures research services and custom designed research and McCollum/Spielman specializes in research of TV and radio commercials and programs.

International

Emil Adamyk, general manager of Canadian operations for International Video Corp., Sunnyvale, Calif.-based equipment manufacturer, named VP and general manager of IVC's newly created subsidiary, International Video Corp. of Canada. Canadian outlet, which will handle all products, including color TV cameras and video-tape recorders, has headquarters at 9545 Cote de Liesse, Montreal.

Nellie Cournoyea, with CHAK(AM) Inuvik, Northwest Territories, appointed manager.

Jack Van Dusen, parliamentary bureau chief with CJOH-TV Ottawa, Ont., appointed news director of station. He succeeds **Joseph Gibson**, who enters teaching field.

William M. Hutton, news director, CKWX(AM) Vancouver, B.C., appointed head of Ottawa Radio News Bureau, which serves Canadian stations.

Deaths

Frank Coviello, 34, known professionally as **Larry Mitchell**, program director of KSJO-FM San Jose, Calif., died May 19 in Berkeley, Calif. He is survived by his wife, Jane, and three children.

Morris Brodis, 44, president of Herbert Arthur Morris Advertising, New York, died May 20 in Trafalgar hospital of cancer.

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As compiled by BROADCASTING, May 19 through May 25 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—macycles, 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 actions

- Boston—Review board in response to request by the Dudley Station Corp., CP applicant in comparative hearing for ch. 7, Boston (Docs. 18759-61), asking for clarification of commission's policy statement on comparative hearings involving regular renewal applicants, ruled that in initial stage of proceeding only evidence of past performance of renewal applicant is relevant and program policies of challenger are neither relevant nor admissible. Action May 21.
- Review board in Norfolk, Va., TV proceeding, Docs. 18791-92, denied motion for enlargement of issues, filed Feb. 16 by WTAR Radio-TV Corp. Action May 20.

Rulemaking petition

- FCC issued rulemaking notice asking for comments on new assignments to accommodate ETV channels 70 in Bowling Green, Ohio, and 77 in Glen Ridge, N. J., both of which are in channel 70-83 area re-allocated for land-mobile use. Commission proposed to delete ch. 54 in Toledo, Ohio, to permit assignment of ch. 40 to Bowling Green. Action May 20.

Call letter application

- Andrew J. Crevolin, Stockton, Calif. Requests KAJC-TV.

Call letter action

- Capital City Television Inc., Anaconda, Mont. Granted KSMD-TV.

Existing TV stations

Final actions

- FCC ruled program *The Advocates* is not exempt from equal opportunities Provision of Section 315, in response to request by program's counsel. Produced under auspices of *WGBH-TV Boston and *KCET(TV) Los Angeles, *Advocates* is underwritten by Corp. for Public Broadcasting and Ford Foundation. Action May 20.
- Southeast Alabama Broadcasting Inc., Dothan, Ala.—Broadcast Bureau granted mod. of CP to change ERP of TV to 398 kw vis.; 60.3 aur. kw; trans. location to on Route 52, 1.8 miles east of Dothan; change type trans. and ant.; ant. height 730 ft. Action May 15.
- XETV(TV) Tijuana, Mexico—FCC granted petition by Radio-Television S.A. and Bay City Television Inc., for reconsideration of action dismissing XETV's petition to deny application of Western Telecasters Inc., to make changes in facilities of KCST(TV) San Diego. Commission said it is deferring action on pending license application of KCST until question of alleged ex parte presentations has been resolved. Action May 15.
- KJAC-TV Port Arthur, Tex.—Broadcast Bureau granted CP to change trans. location to northwest of Texas Route 235, 2.8 miles northeast of Vidor, Tex.; change type trans. and ant.; ant. height 1,180 ft. Action May 13.

Actions on motions

- Office of Opinions and Review in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.), TV proceeding, extended to June 5 time to file reply briefs to briefs and exceptions to initial decision released Aug. 13, 1969 (Docs. 16679-80). Action May 18.
- Chief Hearing Examiner Arthur A. Gladstone in Los Angeles (NBC [KNBC(TV)] and Voice of Los Angeles Inc.), TV proceeding, granted petition by NBC for leave to amend application to reflect acquisition of Banquet Foods Corp. by RCA Corp., parent company of NBC (Docs. 18602-3). Action May 15.
- Hearing Examiner Forest L. McClenning in Boston (RKO General Inc. [WNAC-TV], Community Broadcasting of Boston Inc., Dudley Station Corp., TV proceeding, ruled on motion by Community Broadcasting of Boston to compel answers, on response thereto filed by RKO General Inc., on renewed motion for production of documents filed by Community, and opposition filed by RKO General (Docs. 18759-61). Action May 20.
- Hearing Examiner James F. Tierney in New York (WPIX Inc. [WPIX(TV)] and Forum Communications Inc.), TV proceeding, denied request for protective order filed by WPIX Inc. and ordered documents called for, to extent they exist and have not been previously supplied to bureau, to be produced (Doc. 18711-2). Action May 15.

Call letter applications

- WJRJ-TV, Turner Communications Corp., Atlanta. Requests WTCG(TV).
- KRLD-TV, Tlems Heral Printing Co. of Texas, Dallas. Requests KDFW-TV.

New AM stations

Actions on motions

- Hearing Examiner Frederick W. Denniston in Las Cruces, N. M. (Marvin C. Hanz), AM proceeding, set certain procedural dates and scheduled further hearing for June 15 (Doc. 18714). Action May 15.
- Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois (Dupage County Broadcasting Inc. and Central Dupage County Broadcasting Co.), AM proceeding, scheduled hearing conference for May 21 (Docs. 16965-6). Action May 18.
- Hearing Examiner Herbert Sharfman in Globe, Ariz. (Mace Broadcasting Co.), AM proceeding, rescheduled hearing from May 18 to June 10 (Doc. 18225). Action May 19.

Other actions

- Review board in Shenandoah, Iowa, AM

proceeding, Docs. 18746-49, granted to extent indicated and denied in all other respects petition to enlarge issues, filed Dec. 15, 1969, by Shenandoah Broadcasting Co.; granted petition to enlarge issues, filed Dec. 1969 by Buddy Tucker Evangelistic Association Inc. Action May 22.

- East St. Louis, Ill.—FCC granted request by East St. Louis Broadcasting Inc. for review of review board decision granting CP to Metro-East Broadcasting Inc. for new AM and denying East St. Louis Broadcasting application with oral argument scheduled for July 9 (Docs. 17256, 17257). Action May 20.
- Cedar City, Utah—FCC notified that initial decision released Aug. 4, 1969, which granted application of New Era Broadcasting Inc. for new AM became effective May 4 (Doc. 18458). Action May 20.

Rulemaking petition

- FCC in notice of proposed rulemaking advanced AM rules to counter use of radio trans. with excessively powerful modulators capable of producing harmful interference, limiting positive modulation to 100% and providing separate definitions of positive and negative modulation percentages. Action May 20.


Call letter actions

- Conejo Broadcasters, Thousand Oaks, Calif. Granted KKID.
- Townsend Broadcasting Corp., Parsons, Tenn. Granted WTBP.

Existing AM stations

Final actions

- KFQD Anchorage—FCC granted request by KFQD Inc. for waiver of note to Section 73.21(a)(2)(ii) (limiting power on 750 kc at Anchorage to 10 kw) and application to change operation on 750 kc, from 10 kw, U, to 10 kw, 50 kw-LS-U, and to change trans. site and ant. system has been accepted for filing. Action May 20.
- KCBS San Francisco—Broadcast Bureau granted CP's to make changes in ground systems. Action May 19.
- KTHO South Lake Tahoe, Calif.—FCC granted application by Emerald Broadcasting Co., to change operation of KTHO on 590 kc from 1 kw-D, to 500 w-N, 1 kw local sunset. Commission denied petition by KOWL asking that application of KTHO be denied, or, in alternative, set for hearing. Action May 20.
- KNBA Vallejo, Calif.—Granted CP to increase power from 250 w to 1 kw and install new trans. Action May 18.
- WFIF Milford, Conn.—Broadcast Bureau granted license covering permit authorizing

<p>NCTA 1970</p>	<p>EDWIN TORNBERG & COMPANY, INC.</p>
	<p>Hospitality Suite THE PALMER HOUSE ED TORNBERG ED WETTER DOUG KAHLE</p>

Summary of broadcasting

Compiled by FCC, May 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,267	2	13	4,282	81	4,363 ¹
Commercial FM	2,068	0	50	2,118	122	2,240
Commercial TV-VHF	492	2	15	509	15	524
Commercial TV-UHF	131	0	50	181	114 ²	298
Total commercial TV	623	2	65	690	129	822
Educational FM	390	0	23	413	45	458
Educational TV-VHF	76	0	6	82	4	86
Educational TV-UHF	96	0	12	108	12	120
Total educational TV	172	0	16	190	16	206

* Special Temporary Authorization

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

a new AM; specify type trans.; specify studio location as 1201 Post Rd., Milford. Action May 18.

■ WSSA College Park, Ga.—Broadcast Bureau granted CP to change from 1570 kc, 1 kw-D, to 1570 kc, 5 kw-D, change station location to Morrow, Ga.; change ant-trans. location to approximately 425 ft. north of Rex Morrow, Ga.; change studio location to 1119 Main St., Forest Park, Ga.; install new trans. Action May 18.

■ WRNG North Atlanta, Ga.—Broadcast Bureau granted license covering changes. Action May 20.

■ KOFE St. Maries, Idaho.—Broadcast Bureau granted license covering new AM station; trans. location redescribed as 102 Riverlawn Dr. Action May 18.

■ WIFF Auburn, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to June 30. Action May 19.

■ WVLC Lexington, Ky.—FCC denied petition for reconsideration of hearing order and grant of license-renewal application without hearing filed by Bluegrass Broadcasting Inc., licensee of WVLC. Earlier petition for reconsideration, asking mod. of designation order to authorize hearing examiner to recommend imposition of monetary forfeiture in lieu of revocation, also denied (Doc. 18285). Action May 20.

■ KQRS Golden Valley, Minn.—Broadcast Bureau permitted remote control. Action May 7.

■ WNEW New York — Broadcast Bureau granted license covering changes; remote control permitted; granted license covering permit for new alternate-main trans; remote control permitted. Action May 19.

■ KVIN Vinita and KWLG Wagoner, both Oklahoma.—FCC granted petition for oral argument, filed by Lum A. Humphries and Gene Humphries, in proceeding involving applications for renewal of licenses for KWLG and KVIN and for CP for new FM at Vinita (Docs. 18085-18087). Oral argument is scheduled for July 9. Commission, after consideration of 22 various pleadings, including several motions to strike, petitions for intervention and petition by Broadcast Bureau to reopen, granted permission to three that petitioned to intervene, to participate in oral argument to limited extent, deferred action on bureau's petition, and denied all remaining motions and petitions. Action May 20.

■ WJAS Pittsburgh.—Broadcast Bureau permitted remote control. Action May 15.

■ WBZY New Castle, Penn.—Broadcast Bureau granted license to relax MEOV. Action May 18.

■ WAMB Donelson, Tenn.—Broadcast Bureau permitted remote control. Action May 15.

■ WFIC Collinsville, Va.—Broadcast Bureau granted license covering new AM. Action May 19.

■ WGH Newport News, Va.—Broadcast Bureau granted license covering change in nighttime ant-trans. and studio location; granted license covering alternate main night trans.; granted license covering changes in nighttime MEOV. Action May 19.

■ WGH Newport News, Va.—Broadcast Bureau granted mod. of license covering operation of main trans. by remote control from 2301 West Mercury Blvd., Hampton; con-

ditions. Action May 19.

■ KCGO Cheyenne, Wyo.—Broadcast Bureau granted mod. of CP to change to 1530 kc, 1 kw, 10 kw, DA-N-CH; and change trans. location to 1.9 miles west of U.S. 85-87 on U. S. 87, Cheyenne, and operate by remote control from main studio location while using non-DA; conditions. Action May 19.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Golden, Colo. (Voice of Reason Inc. [KICM]), AM proceeding, rescheduled prehearing conference for June 2 in Denver and ordered evidentiary hearing now scheduled for June 2 to convene in Denver after conclusion of prehearing conference (Doc. 18710). Action May 18.

■ Acting Chief Hearing Examiner Jay A. Kyle in Portland, Ore. (Benson Polytechnic School [KBPS]), AM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for July 6 and hearing for Aug. 6 (Doc. 18860). Action May 20.

Fines

■ WWOM New Orleans.—FCC notified of apparent liability forfeiture of \$10,000 for technical violations and violation of PSA. Action May 20.

■ KIKK Pasadena, Tex.—FCC notified of apparent liability forfeiture of \$10,000 for failure to observe provisions of license by operating prior to sunrise time. Action May 20.

■ KRGV Weslaco, Tex.—Requests rulemaking to amend rules, which state requirements for operation by remote control of AM's utilizing DA's. Ann. May 25.

Designated for hearing

■ WHJB Greensburg, Pa.—FCC designated for hearing application by WHJB Inc. for facilities change to increase daytime power from 1 kw to 5 kw to determine whether proposed operation will serve Greensburg or nearby larger community of Pittsburg; whether licensee has ascertained community needs and interests and whether it is financially qualified to construct and operate new facilities. Action May 20.

Call letter applications

■ KRNO, San Gabriel Broadcasting Corp., San Bernardino, Calif. Requests KAAR.

■ WSAZ, Stoner Broadcasting System Inc., Huntington, W. Va. Requests WHMV.

Call letter actions

■ WJBS, WJBS Inc., Deland, Fla. Granted WETO.

■ WBNE, Thousand Islands Corp., Charlotte Amalie, V. I. Granted WVWI.

Preservice service authority

■ Broadcast Bureau notified following AM's granted PSA from 6:00 a.m. or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with D-ant, system and with power as shown: KOLM Rochester, Minn., 1.15 w. Action March 27; WBHT Brownsville, Tenn., 5.74 w. Action April 23; WKGX Lenoir, N. C., 17 w. Action April 30; KVLH Pauls Valley, Okla., 250 w. Action March 18; KWEY Weatherford, Okla., 500 w. Ac-

tion April 3; WBLF Bellefonte, Penn., 500 w. Action April 3.

Processing line

■ Broadcast Bureau notified that following application will be ready and available for processing July 7: KFQD Anchorage, Alaska, KFQD Inc., Has: 750 kc, 10 kw, U., Req: 750 kc, 10 kw, 50 kw-LS, U. Ann. May 25.

New FM stations

Final actions

■ Mobile, Ala.—Bellare Inc. Broadcast Bureau granted 97.5 mc, 55.4 kw. Ant. height above average terrain 240 ft. P. O. address: 1509 Government Street, Mobile 36604. Estimated construction cost \$28,090; first-year operating cost \$21,800; revenue \$55,000. Principals: John L. Vath Jr., President, et al. Principals own WMOB(AM) Mobile. Action May 14.

■ Boulder, Colo.—FCC denied application by International Electronic Development Corp. for review of board decision released April 2, 1969, denying application for new Class C FM at Boulder. Action May 13.

■ Ferriday, La.—Miss-Lou Broadcasting Co. Broadcast Bureau granted 93.5 mc, 3 kw. Ant. height above average terrain 135 ft. P.O. address: 917 South Fourth Street, Box 592, Ferriday 71334. Estimated construction cost \$4,500; first-year operating cost \$5,000; revenue \$5,000. Principals: George W. Wilson, sole owner. Mr. Wilson owns KFNW(AM) Ferriday. Action May 18.

■ Ludington, Mich.—Raymond A. Plank. Broadcast Bureau granted 10 mc, 3 kw. Ant. height above average terrain 155 ft. P.O. address: Box 609, Ludington 49431. Estimated construction cost \$14,500; first-year operating cost \$10,000; revenue \$5,000. Principal: Raymond A. Plank, sole owner. Mr. Plank owns WKLA(AM) Ludington. 50% of WLRC(AM) Whitehall and 12% of Ludington Cablevision, Ludington, CATV system, all Michigan. Action May 13.

■ La Grange, Tex.—Lloyd E. Kolbe. Broadcast Bureau granted 104.9 mc, 3 kw. Ant. height above average terrain 203 ft. P. O. address: Drawer K, La Grange 78945. Estimated construction cost \$16,608; first-year operating cost \$14,000; revenue \$18,000. Principals: Lloyd E. Kolbe, sole owner. Mr. Kolbe owns KVLG(AM) La Grange and 90% of sales corporation. Action May 15.

■ Minocqua, Wis.—Bruce John Micek. Broadcast Bureau granted 95.9 mc, 2 kw. Ant. height above average terrain 300 ft. P.O. address Route 1, Tomahawk, Wis. 54487. Estimated construction cost \$48,935.94; first-year operating cost \$30,000; revenue \$52,600. Principals: Bruce John Micek, sole owner. Mr. Micek is partner and general manager of WELF(AM) Tomahawk. Action May 20.

Actions on motions

■ Hearing Examiner Basil P. Cooper in Fairmont, Minn. (KNUJ Inc.), FM proceeding, continued evidentiary hearing to date to be specified at further prehearing conference scheduled for July 24 (Doc. 18829). Action May 19.

■ Chief Hearing Examiner Arthur A. Gladstone in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.), FM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer; scheduled prehearing conference for June 23 and hearing for July 27 (Docs. 17916-7). Action May 18.

Other action

■ Review board in San Antonio, Tex., FM proceeding, Docs. 18238-39, granted petition for extension of time, filed March 30 by Broadcast Bureau. Action May 20.

Rulemaking petitions

■ Odyssey Radio Inc. Chico, Calif.—Requests rulemaking to add ch. 258 at Chico, Calif. Ann. May 25.

■ KCOG Centerville, Iowa.—Requests rulemaking to add ch. 254 to Centerville, Iowa. Ann. May 25.

■ WKJR(AM) Muskegon Heights, Mich.—Requests rulemaking to add ch. 269A at Muskegon Heights, Mich. Ann. May 25.

■ KKIN(AM) Aitkin, Minn.—Requests rule-

(Continued on page 69)

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RADIO

Help Wanted Management

Well established management consulting firm can offer an outstanding career opportunity in our expanding broadcast division. Man selected will direct total marketing program for solicitation of station clients. Minimum 5 years sales experience necessary. Send resume and salary requirements to Dr. White, Box E-283, BROADCASTING.

Major Chicago FM opportunity for a strong general sales manager. Your confidence respected. Box F-41, BROADCASTING.

Successful medium market midwest MOR station is looking for ambitious sales oriented manager. Work for owner and share in the action. If you know the business, can sell, announce, write, and want to get involved with a square shooter in a peaceful community, send resume and we'll talk later. Box F-44, BROADCASTING.

Wanted . . . assistant manager . . . aggressive salesman ready to take on the responsibility that goes with management. Excellent chance for future management with salary in five figures. Small North Carolina market, but growing. No pressure selling. Compatible staff. The money is right if you are. Call Richard Jones, 919-537-4184. No collect calls, please.

Sales

Sales manager. \$25,000 plus incentive. Top 10 market. To lead and further develop good sales department. Must stand rigid character and work reference check. Send resume, references, current pic to Box E-269, BROADCASTING.

Black R and B station in Mid-west top 50 market has opening for solid sales manager who knows and can sell Soul radio. Will talk with salesman with R and B experience who wants into management. Excellent salary and opportunity for go-getter to get going with multi-station company. Opening is immediate. Box E-273, BROADCASTING.

Beautiful mountain resort area, southeast, needs salesmen-announcers. Want self starters, interested in settling in small but growing market. Excellent facilities. \$100 base plus excellent percentage, family insurance coverage, travel. Write Box F-24, BROADCASTING.

St. Louis stereo station has immediate general sales manager position open. Box F-52, BROADCASTING.

Multi station group of young broadcasters is expanding and needs aggressive street salesman not afraid of hard work for major New England market. For the guy who can cut it in our sales oriented group, there is plenty of management possibilities. Start at \$12,500 base. Must travel for interview at your expense. Send brief resume to Box F-64, BROADCASTING.

We want action! (2) top dollar salesmen who know radio, enjoy selling, and a challenge. Represent this top rated, southeastern metro market station. Opportunity for management but mostly money. Must be honest, reliable, with good credentials. Write Box F-67, BROADCASTING, with complete confidence.

Opening for salesman, announcer, experienced, first phone, middle of road station, western North Carolina. Small market. Salary and commission. Send resume, snapshot, and audition tape to Joe Orr, WHVL Radio, Hendersonville, North Carolina. 704-692-1600.

Announcers

Is there an ambitious, dedicated first phone top 40 jock who'd like to join one of the midwest's top rated medium market stations? We offer top pay and fringe benefits. We're also in the market for a top-rated newsmen to join our expanding news team. Send photo, tape and resume to Box E-214, BROADCASTING.

Ohio up-tempo MOR needs experienced personality for major market operation that swings. Must be a pro with something to offer. Send picture, tape and resume. Box E-249, BROADCASTING.

Announcers continued

Northeast 5kw daytimer, 60 miles from New York City, interviewing for opening about September 1st. Seeking personality-type for MOR format. Experience necessary. 1st ticket, production ability, football play-by-play helpful. Paid insurance, hospitalization, major medical. Talent for remotes, play-by-play. Salary open. An opportunity to grow with a growing station, part of a new media group. Send air-check, resume, salary requirements to Box E-267, BROADCASTING.

Major market top 40 seeks first phone jock for housewife shift. Five figure salary. Box F-18, BROADCASTING.

Carolina small market needs first phone announcer for evening shift. College community. Also need sports and newsmen. Salary commensurate with experience and ability. New facilities. Box F-25, BROADCASTING.

News—play-by-play sports man—major market—formatting solid news and information has opening for experienced, proven man. Excellent salary and potential. Forward resume, air check and photo to Box F-34, BROADCASTING.

Need strong voiced professional news man for major southeast market. Send tape and resume immediately to Box F-42, BROADCASTING. An equal opportunity employer.

Need mature voice for major New England CGW . . . Must travel for interview at your expense . . . Send tape and resume to Box F-65, BROADCASTING.

Mid-day heavy sought by major market east coast rocker. Superb opportunity for ambitious-mature pro. Must be stable and have excellent references. Send air check, resume and picture to Box F-83, BROADCASTING.

Wanted: All-around man. Part time announcing, production, typing, traffic and other miscellaneous duties. Permanent with guaranteed advancement and fringe benefits. Must be eager to prove ability and enjoy every facet of radio. Starting salary \$135.00 per week. Number one AM in beautiful resort community, ideal working and living conditions. Prefer young, sober, energetic, ambitious person who is not afraid of work and enjoys the rewards that go with an all-out effort. Send tape, references, resume to Bob Gipson, KKOW, P.O. Box 579, Hot Springs, Arkansas 71901, or phone 501-525-1301 for appointment.

Immediate opening for experienced announcer with ability to handle air shift and news work. Good conditions and fringe benefits. WASA, P.O. Box 97, Havre De Grace, Maryland.

We offer good salary, regular raises, paid insurance, truly outstanding 15 year old station with new facilities in excellent small community with good schools and recreation. We want experienced sign-on announcer wanting permanency. Send tape and resume. WAWK, Kendallville, Indiana 46755.

Wisconsin MOR AM/FM in Milwaukee area needs midwest background announcer with mature voice, 1-3 years experience. WBKV, West Bend, Wisconsin.

Top caliber, experienced and mature minded afternoon man. Salary open. MOR music and strong news. Must know this type music. WCST Radio, P.O. Box 7888, Atlanta, Georgia 30309. An equal opportunity employer.

Promotions and shift changes have created two openings. Need experienced up-tempo, MOR mid-day & afternoon drive personalities. Rated by both Pulse and ARB. News talk or play-by-play helpful but not necessary. Air conditioned modern studios. Send air check and resume with first letter to WRTA, Altoona, Pa. All tapes returned.

3 station group needs good men. Opening exists for good announcer with first ticket. Good potential announcer. 1st and announcer salesman. Call manager, 314-586-8577. No collect.

Technical

Chief engineer for AM directional. \$13,000 to start. Must be thoroughly experienced, dependable and a hard worker. Able to supervise good engineering staff. Send resume, references and recent picture to Box E-270, BROADCASTING.

Nine station group now accepting applications for chief engineers. Send resume, picture, salary requirement. Box F-37, BROADCASTING.

Chicago stereo station seeks capable chief engineer. Reply in confidence. Box F-40, BROADCASTING.

News

Editor for all news operation in major market. Man or woman to bring experience, sound news judgment, creativity to supervisory job. Box F-20, BROADCASTING.

Immediate opening for experienced man to gather, write, and broadcast local news. New York state. Top salary for qualified person. Box F-66, BROADCASTING.

Major market opportunity for experienced newsmen. Must be a dedicated news pro capable of gathering and airing top flight newscasts with consistency. Stable record and excellent references required. Send air check, resume and picture to Box F-84, BROADCASTING.

Oklahoma's top small market news station has immediate opening for news director. New Marti's mobile unit, excellent equipment and pro staff. Good salary. 405-224-2890. Jack Brewer or Mike McKee.

Programing, Production, Others

Wisconsin's third largest market, middle of the road, only full time AM looking for program director with music background. Production and ideas. Able to supervise staff. Take air shift. Send resume, air check, credit references and desired salary. Box F-61, BROADCASTING.

PD-morning man. Take charge type for contemporary Pennsylvania daytimer. Clean non-mining community; company benefits. Tape, photo, resume to Box F-72, BROADCASTING.

Growing east coast station needs mature morning man strong on production to fill assistant program director's position. Send tape, resume to Program Manager, WASA, Havre De Grace, Maryland.

Production assistant for major AM-FM public radio stations. Salary to \$8,300. You will work with Production manager in development of public affairs programming plus general production and announcing. Working knowledge of serious music essential. A B.A. level degree and prior broadcasting experience required. Applicant should be willing to work flexible schedule including some weekend and evening hours. Position is open July 1st and provides good opportunity for man or woman interested in a public radio career. Resume and audition tape to: Donald Forsling, WOI-AM-FM, Iowa State University, Ames, Iowa 50010. An equal opportunity employer.

"Gal Friday" 27-35 from Neb., Mo., Kans., key position in Kansas City. Must be professional in attitude and background. Must be able to handle people. Right money for right person. Personal interview our studio a must. Send detailed background resume and picture to P.O. Box 16055, Kansas City, Mo. 64112.

Situations Wanted Management

Nashville based broadcaster, 20 years experience, 10 years success, major market programing, 2 1/2 years general and sales manager. Box E-284, BROADCASTING.

Solid salesman. Although successful—tired of motels, eating out, suitcase living and traveling. Have excellent broadcasting background and looking for small to medium market station of good people in community of good people. Good habits, loyal and hardworking. Resume and references. Write Box F-2, BROADCASTING, or call 904-677-6969 evenings.

Situations Wanted

Management continued

Salesman-announcer. Seeking first managerial position. Experienced small and large market radio. Know all music formats. Reply with salary arrangement. Mature adult. Sober. Box F-4, BROADCASTING.

Metromedia: former vice president and general manager for this prestigious group. Want similar situation medium to large market. Excellent record. Box F-14, BROADCASTING.

Successful local-regional sales manager. Impressive background radio. Ready relocate. Box F-28, BROADCASTING.

General manager said "up the organization" in a major market. Is looking for medium market challenge. Well qualified in all areas. Strong in sales, promotion, programming. Box F-55, BROADCASTING.

General Manager with predominantly FM experience knows how to make FM work. If your FM isn't working for you, perhaps I should be. No miracles promised, but expertise and successful, proven methods are. Box F-56, BROADCASTING.

Manager—15 years—all phases—formats—sales—programming—FCC—first phone—will invest—small—medium—midwest—southwest. Box F-71, BROADCASTING.

Sales

Carolinian, wishes to relocate primarily in Carolina's, Georgia, Florida. 8 years radio experience all formats AM/FM including; sales—announcing—production—promotions—engineering. First phone. 2 years television experience including; sales—news—man/weatherman—production. Mature, married, dependable, trustworthy, references. Primary interest sales. Currently employed, available July 1st. Ansel Weathers, 1531 S. Walnut, Santa Maria, California 93454.

Announcers

Talented major market rock jock with background in programming wants medium market PD post. First phone. Box E-126, BROADCASTING.

DJ, tight board, good news, commercials, 3rd phone. Box E-195, BROADCASTING.

Versatile radio personality, strong on news—easy going on the music. No screamer. Will accept summer replacement. Will relocate. 3rd ticket. Box E-200, BROADCASTING.

First class license, announcer school training, college background. Former musician with combos and bands. 4½ months experience as DJ, newscaster, available immediately. Tape, resume on request. Box E-237, BROADCASTING.

Announcer, newscaster, experienced, third endorsed, tight board, TV experience, dependable, creative, feminine, versatile, MOR. Box E-244, BROADCASTING.

First phone, experienced CW, BA degree in Broadcasting, deep voice with sense of humor and people. Wants challenge. Young, draft free, knows meaning of work and radio. Box E-253, BROADCASTING.

Personality—top 40 or progressive rock only. Third, experienced, married. East Coast only. Box E-282, BROADCASTING.

Teacher seeks fulltime announcing position not merely for summer. Two years part-time experience. Strong news, dj, board. Articulate, creative, reliable. 3rd endorsed. Prefer California, N.J., N.Y.C. Box F-8, BROADCASTING.

New York City trained announcer-dj-newscaster. Moderate experience. Third endorsed. Mature MOR type. Box F-9, BROADCASTING.

Five year pro seeks move up. Excellent voice, creative, top production, married, dependable. Prefer northeast. Box F-15, BROADCASTING.

Available now . . . first phone . . . top ratings . . . MOR . . . three years experience including PD—copywriting. Box F-23, BROADCASTING.

Sports director with twelve years play by play experience in most all sports plus music, special events, talk shows, production seeks position in large midwest market. Box F-26, BROADCASTING.

Canadian broadcaster, seeks work in southern major or med. radio market. News or personality shows. 12 years experience, \$12,000.00 to start. Box F-31, BROADCASTING.

Contemporary personality. Versatile, good experience, 28, third. Box F-35, BROADCASTING.

Announcers continued

Broadcast school graduate, 3rd endorsed. Board practice. Seek any style rocker or middle of road station anywhere. 1st rate character and intelligence are appreciated. Civilized environment more important than bread. Interest in news. Box F-43, BROADCASTING.

Young female broadcaster and announcer, seeks job in broadcasting, as announcer, writing and presentation of commercials, as newscaster and deejay. Done some work in radio, a recent graduate of a famous broadcasting school. Have soft sexy voice, good for FM stations, and beautiful personality good for news. Desire and determination to work. Box F-46, BROADCASTING.

DJ/newsman. Tight board. MOR/country. Permanent. East. Box F-48, BROADCASTING.

Announcer, experienced, news, sports, play-by-play, MOR. Need job near NYC. Illness in family. Will take anything. Box F-51, BROADCASTING.

Help!! I'm being held captive by a country-music station! Box F-57, BROADCASTING.

After one year of news on 50kw and 3-station regional TV network, want to return to board. Crave top 40, heavy and underground—the heavier, the better. Formerly on Cleveland 70kw FM stereo. With present job only news aircheck available. Box F-58, BROADCASTING.

Fighting top forty—up tempo MOR? Mature personality wants opportunity with stable station allowing freedom in music and personality. Work well with sponsors. Long association current employer. Box F-59, BROADCASTING.

New Zealand announcer, 24, seeks position with U.S. station or agency. Copywriter/accounts background. Tape available. Box F-62, BROADCASTING.

Former comic actor, has first phone, can bring wit, humor, to any format, seeking permanent position. Box F-68, BROADCASTING.

Help!! I'm being held captive by a country-music station! Box F-69, BROADCASTING.

First phone heavy wants work in S.W. or S.E. Rock, MOR, C&W. Box F-74, BROADCASTING.

Older veteran announcer with 1st. Prefer smaller, better music station. Dependable, cooperative, permanent. Consider any area. Thank you. Bob Kay, 712-758-3122. Write Box F-78, BROADCASTING.

Morning man and production specialist seeks employment in good, solid and good sounding professional operation, \$125.00 a week to start. 8 years experience. 30 years old, single but no floater, however, hard worker. References will prove it. Seeking employment in city of not under 20,000 but not over 200,000. May I help you in North, or South Carolina, or northern Florida only. Interview required. Presently employed, available June 20th, 1970. Box F-79, BROADCASTING.

Professionally trained announcer. Draft 3-A; creative idea man; good copywriter. Box F-81, BROADCASTING.

Help!! I'm being held captive by a country-music station! Box F-82, BROADCASTING.

Personality MOR announcer with B.S. degree Speech-Broadcasting, 12 years experience, 3rd endorsed, seeking permanent home, northeast area. Authoritative voice, excellent production, reliable. Salary open. Box F-86, BROADCASTING.

1 year experience, married, 23. Tight board, good production. Call 293-4900, Libby, Montana. Oregon, Washington or Northwest preferred.

First phone—25, married. 15 months on present job. Prefer western U.S. 915-682-3603, before 8:30—after 7:30, CDS. 405 N. Carizito, #32, Midland, Texas 79701.

Struggling dj not a pro, but trying. Seeking announcing position in southeast. Doug Galliher, 3907 Angol Place, Jacksonville, Florida 32210. 904-771-2905.

Young, experienced announcer seeking radio position. Draft exempt. Mike Johnston, 330 Elm Avenue, Woodlynne, New Jersey. 609-962-8452.

Tyro jock, personality + enthusiasm pursuing top 40 station. Single. 1st phone, draft exempt, 25 and 3 yrs. college. Cary Grae, 7980 Hoover Ct., Indpls, Ind. 46268. 317-253-3182.

Ambitious, 3rd phone, broadcast academy graduate seeks challenging start anywhere. Ron Gravis, 6621 Wakefield Dr., Alexandria, Va. 22307. 703-765-0303.

Announcers continued

Available immediately, first phone, experienced, 2 years college, veteran, 25, married. John Michaud, 9A Lake St., Presque Isle, Maine 04769. 207-762-5391.

Young man, 21, single, draft exempt, wishes to work top 40 or up-beat MOR. Broadcast school graduate, 3rd endorsed. Some experience. Will relocate. Ken Albert, 313-234-0111. Flint, Mich.

Top 40 jock wants to relocate. One year experience, good on news and production and tight board. Extra strong on sports. Draft exempt and available now. 816-827-2817.

Top twenty market number one rated MOR afternoon drive. Available now. 513-825-5472.

Announcer DJ, news, broadcast school graduate, 3rd endorsed, single, draft exempt. Tape and resume on request. Byron Rader, 5661 Florence Avenue, Philadelphia, Pa. 19143, phone 215-SA 6-3850.

Announcer, news-sales/deejay. Willing to do behind the scenes productions. Some on-the-air experience. Third class ticket. Bill Yuhnke, 351 Crowley, Buffalo, New York 14207.

Trained DJ . . . Ready to move! All formats. (212) MU 2-5140, Suite 43. Noon-5 p.m.

Technical

Chief engineer air personality desires small to medium market as operations manager in Mid-Atlantic. Box E-241, BROADCASTING.

Engineer with 1st class license experienced six years in radio. Will relocate anywhere in the world. Overseas employment information requested. Box F-3, BROADCASTING.

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hilly and wooded areas. Box F-75, BROADCASTING.

Chief engineer—jock, 7 years of practical experience with a B.S.E.E. to back me up. Good top-40 jock to boot. Reliable, competent, California and top 40 preferred. Call John Barcroft, 714-879-1643.

News

Liberal Arts MA, former college instructor, Economics and History, able to dig, write edit, and report news, married. Sports a specialty—play-by-play hockey. Box E-279, BROADCASTING.

Experienced radio-TV news-sportscaster in medium market desires play by play in medium or large market. 26. College grad. Tape and resume upon request. Box F-38, BROADCASTING.

1st phone—10 years award winning journalist/editor national, local news, sports & weather. Broadcast school graduate. Lyle LaFaver, 484 Jamul Ct., Chula Vista, Calif. 92011. Phone 714-422-1802.

Eastern Penna.—Television anchorman for nine months . . . over 100 live—in studio interviews . . . Factual and interesting . . . Politics-sports-showbusiness . . . Did all legwork! Moderated debates. Play-by-play. Consider talk show. Gene, 717-645-2964.

Programming, Production, Others

First phone, experienced CW, BA degree in broadcasting, deep voice with sense of humor and people wants challenge. Young, draft free, knows meaning of work and radio. Box E-254, BROADCASTING.

Once-in-a-lifetime opportunity. Versatile radioman. 10 years experience. Announcer to manager. Seeking security—good pay. Box E-286, BROADCASTING.

Copywriter, prefers New England area. 203-658-6196 or Box F-21, BROADCASTING.

My quality programming means ratings and loyal listeners. Available now—Northeast—have experience and degree. Box F-22, BROADCASTING.

Programming executive, after six years, and two #1s, desires to move up. Young, responsible, first phone. Box F-49, BROADCASTING.

First phone C&W PD available for medium/major market in warm climate. If you think 'country' means a steady diet of Glen Campbell, Bobbie Gentry and Johnny Cash—don't waste your time or mine. Box F-80, BROADCASTING.

Rating problems? Experienced professional broadcaster in top 10 market looking for program director-operations manager position in a large market. If you want big numbers and are willing to pay for top talent with a first phone let me hear from you. 413-442-1283.

Situations Wanted

Programing, Production, Others

continued

Eight years in broadcasting, two years as program director, first phone, MOR or C&W, married, 25, phone 813-922-7374 after 5:30 EST.

Mod. country personality—PD. 2 major mkt. stations—10 years experience. Will trade happy sound for a home. Call Johnny, 901-458-8889.

Attention: Radio stations and production organizations! Top contemporary music specialist with excellent production ability now available for the best challenge. Nine years in broadcasting with diversified experience in music, production and programing. Top references. Dick Weber, 8701 SW 141st St. Apt. M-3, Miami, Fla. 33158. 305-233-1649.

Television

Help Wanted

Management

Network affiliated UHF with modern facilities, complete color capability, a good staff, and a fine market. The missing ingredient: a manager who can sell and direct selling and at the same time keep the lid on expenses. Are you the man? Write box E-188, BROADCASTING.

Manager wanted with experience in sales and all phases of operation of an independent television station, CBS affiliate, serving Southwest Kansas, including Dodge City, Garden City, and Liberal. The position now vacant. Station is profitable and an excellent opportunity for the right man. Contact Leigh Warner or Irv Pfannenstiel, Southwest Kansas Television Company, Inc., Cimarron, Kansas 67835.

Announcers

Television on the air: If you have both personality and character; if you turn people on and tune people in, this slot will interest you. You'll handle a key audience participation, controversial talk show, which will position you as a top TV figure in the market. Must be responsible and mature. You'll also be in line for a wide range of commercial jobs. Five-figure opportunity; how high depends on how good you are. Major market. Send resume, salary requirements, photos, references, tape if you have it. Write Dave Adams, Chief Announcer, WTMJ TV, Milwaukee, Wisconsin 53201

Technical

New York-Binghamton. Dependable person with first class license to handle UHF transmitter and studio operation. Growth potential for the right person. Salary commensurate with experience. Call chief engineer, WBIA-TV, or program director, WBIA-TV, Binghamton, New York 772-1122.

New York northeast area broadcast equipment salesman. Sales experience desirable but not necessary. A strong technical background in television broadcasting is essential. Call or write the Grass Valley Group, c/o Gravo Sales Incorporated, Station Plaza East, Great Neck, N.Y. phone 516-487-1311. All replies confidential.

Overseas opportunity—Require for late 1970 employment television engineers as advisors to a foreign government. Work is directly for Middle Eastern Government. Prime responsibility is supervising activities of operations contractor and facility planning. Successful applicants will be employed in each of the following categories; studio, microwave, transmitter and antenna, maintenance and parts and supply procurement. Highest salary paid for qualified engineers. Liberal vacation policy and other benefits. One year minimum contract with renewal option. Send complete resume to Chief, Construction-Operations Division, US Army Engineer Division, Mediterranean, APO New York 09019

Chief TV engineer, FCC license, Salary \$1,019 month. Send resume. Personnel, Torrance Unified School District, 2335 Plaza del Amo, Torrance, California 90509.

NEWS

News director—Aggressive—news—dedicated. The job—Build a top news operation. Beat—local, area, regional news. 4 state area. Qualifications—ability to assign work, direct people, gather, write and deliver news on air. Experience—2 years minimum as TV news producer. (not a 40 hour-a-week job). Box F-11, BROADCASTING.

Television Help Wanted

NEWS continued

Staff expansion will result in several news openings. Essential to send VTR or SOF along with resume indicating your strong interests and abilities; anchoring field reporting, editing sports, etc. All previous employers contacted for reference prior to hire. Prefer minimum of two years experience in broadcast news. Opportunity to join stable news department in one of Nation's best news areas. All replies answered. Box F-12, BROADCASTING.

TV sports director for midwest network affiliate. Would consider radio sports experience. Two daily on camera sportscasts plus specials. Send resume and salary requirements to Box F-47, BROADCASTING.

Newsfilm cameraman needed to handle camera work in major east coast city. Must be able to function without supervision. Young men with moderate experience will be considered. All replies confidential and will be answered. Box F-53, BROADCASTING.

News-caster—TV. Experienced anchorman for 6 and 11 news. Ability to write, gather news/operate 16mm equipment. Mature, authoritative voice. Call Operations Manager, 301-797-4400. (no calls after June 9).

Programing, Production, Others

Can you produce a prime time magazine-show in a top 15 market? Tell me why, plus salary requirements and background. Box F-10, BROADCASTING.

Swinging young director for locally active top 20 market. Must be a go-getter, eager for work. Salary commensurate with experience. Send resume and, if possible, a tape with first inquiry. Box F-17, BROADCASTING.

Public television station in southwest has openings for director and promotion-producer/director. Position requires experience and knowledge of all production areas and writing. Some announcing and on-camera desirable. Write to: KNME-TV, 1801 Roma, N.E., Albuquerque, New Mexico 87106.

Producer director with young ideas for commercial & programing, creative in all areas yet disciplined to work in large staff, large station situation. Tell your success story with resume and tape. Versatility determines salary. Our staff, equipment and audience are awaiting additional excitement. Write Mr. Cery McGrath, Program Manager, WTMJ TV, Milwaukee, Wisconsin.

Television

Situations Wanted Management

Young professional executive who can cut costs and improve quality. Experience keyed to efficient operations, saleable programing and creative production. Box E-125, BROADCASTING

Young professional, currently in top 10V. Over 8 years experience. Cost control, production-operation quality, union problems, remotes, efficient productive operations my specialty. College grad. Box F-7, BROADCASTING.

Manager-Sales manager. Thorough background sales, sales management, programing, film, promotion, administration. University graduate, family man, enthusiastic, mature, reliable. Seek better potential with progressive company. Excellent references. Box F-33, BROADCASTING.

General manager seeks to relocate to find new challenge. 17 years experience network, international, local commercial and ETV. Box F-36, BROADCASTING.

Operations-production director for medium to medium-large station. 16 years production know-how and management ability. solid in all phases. Creativity a way of life. Family man, references, resume, photo and salary on request. Box F-50, BROADCASTING.

Sales

Experienced, mature, professional broadcaster seeks General/Sales management position. Ardent believer in "Persistent, documented, continuous soft-sell", rather than "Aggressive, hard-sell" approach. Personal sales at local-regional-national-agency levels. Capable administrator; experienced film/equipment buyer. Well versed in negotiating network affiliation agreements. Background covers programing, operations, on-camera. First class radio-telephose license. Desire permanency, low five figure start, with ample growth opportunity for proven results. Presently employed. Excellent references. Your inquiry receives honest consideration and prompt reply. Box F-19, BROADCASTING.

Situations Wanted Sales

continued

Salesman, now employed, proven top biller major market. Dynamic closer, respected television professional seeks market change, all sizes considered. Box F-30, BROADCASTING.

Young enthusiastic graduate wants sales, B.S. Degree in Personnel Management, 3½ years experience in television production, draft exempt, married, salary open. Resume on request. Box F-77, BROADCASTING.

Announcers

Television sportscaster play-by-play, 31, college graduate. Box E-285, BROADCASTING.

Need a booth announcer/audio man? Make me an offer!! Prefer Northeast. Box F-13, BROADCASTING.

Kids' Show Host-producer. Omnibus quality. Prefer southwest. Box F-73, BROADCASTING.

Does anyone still need a pro? Fifteen years experience, news, weather, talk show, strong commercial man. Married, three children. Resume and VTR on request. Frank Starr, 5404 Sidney Road, Cincinnati, Ohio 45238. Phone (513) 922-0579.

Technical

Engineer, BSEE, P.E., 15 years experience in military RGD with 6 years as engineering manager. Broad communications background including CATV and microwave systems. Desire responsible systems engineering position in CATV or related field. Box E-181, BROADCASTING.

Former director of engineering and operations, now design engineer with major equipment supplier, returning to broadcasting. Experience in VHF, UHF, construction, remote and live color (ten years). Box F-6, BROADCASTING.

Help! Reliable, adaptable older first phone with radar endorsement. Many years VHF transmitter, 5kw DA-N and radio control room operations. Box F-76, BROADCASTING.

NEWS

I know how to write, edit, produce and deliver a creative, professional newscast. Now producing and anchoring major market #1 rated news show. If your station needs a news director-anchorman, write now. Box D-231, BROADCASTING.

Newsfilm, studio cameraman, still and photo journalism experience, trade school, college training. Presently employed by major radio news organization. Will relocate for permanent position, salary negotiable. Available on two weeks notice. Box E-178, BROADCASTING.

Am a mature announcer, on staff with major station in top ten market, and have three years news experience additionally. Want very much to gain anchorman position in smaller area, clean. Box F-29, BROADCASTING.

Charmer with feature eye for heroics, heartbreak, humor available. Former L.A. Timesman will put some life into your news. Box F-85, BROADCASTING.

Award winning cameraman, 30, experienced reporter, Malcolm Davies, Box 4054, Roanoke, Virginia 24015, 703-343-7185.

Programing, Production, Others

Attention, wanted: One job in audio either mobile TV production or studio. Have 1st. Military over. 5 yr. Exp. Just returned from USS Iwo Jima, Apollo 13 recovery ship. Salary open. Contact Box E-231, BROADCASTING

Assistant director seeks position with a future. Currently in top 10 market. Box F-16, BROADCASTING.

Versatile ambitious young radio announcer with pr. prog., news, etc. experience seeks opportunity in TV. BA in Bcst. Draft exempt. Single. Box F-32, BROADCASTING.

Production director wants to locate in northeast. Age 24, single, interested in programing. Artistic ability. Will be an asset to any station. Available June. Contact Box F-39, BROADCASTING.

Radio-TV sportscaster; presently top tea market seeks to relocate. Major League baseball play-by-play experience. Big Ten football, basketball and hockey. Excellent sports and production knowledge, M.A. in broadcasting, top references. Will consider all markets. Write Box F-60, BROADCASTING.

Programming, Production, Others

continued

Art director—trained & experienced in advertising procedures, TV & graphic art, graphic reproduction, set designing & constr. Well versed in TV production techniques, color compatibility, film animation & cinematography. Business & sales minded. "Taste me!" Box F-63, BROADCASTING.

Production manager, BA-RAGTV, 15 years experience all phases broadcasting minus engineering, 5 years abroad, seeking to relocate with high integrity station in growing market. Creative imagination, dependable, honest administrator. Fluent Portuguese, best references. Box F-70, BROADCASTING for resume.

PD small market TV—desires medium-size market. Heavy on announcing-production. Now getting four hours live-time per week. Call 701-572-6045.

Program director. Creative, intelligent, talented, award-winning, modest, PD; 15 years successful experience, commercial, educational TV. Mr. Don Kates, R.R. #2, Delphi, Indiana 46923.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarante Radio Supply Corp., 1314 Turbide St., Laredo, Texas 78040.

Stereo frequency monitor and modulation monitor, limiter and 500 feet of 1 1/2 Heliac. Contact Obed Borgen, KFIL Radio, Preston, Minnesota 55965. Phone 507-765-3856.

FOR SALE Equipment

Coaxial cable—Heliac, Styroflex, Spiroline, 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.

RCA TRT-1B VTR, two air bearing headwheels, good appearance and performance, \$3000. Rudy Hughes, WCSC, Charleston, S.C. AC 803-723-8371.

Gatesway console M5133 excellent condition—like new 2 Rek-O-Kut turntables—wood cabinets with 2 Gray arms. Price—\$1,300.00. Call 212-866-3307. Box F-54, BROADCASTING.

Tower fabrication, erection and maintenance; used tower equipment. Coastal Tower & Welding, Inc., P.O. Box 984, Tallahassee, Florida. Phone 904-877-7456.

Broadcast Crystals: New or repairs for Gates, RCA, Biley, W.E. and JK oven holders. AM frequency monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electronics Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

Ampex model 600/601 users, noise, heat, and flutter reduction kits available from VIF International. Box 1555, Mt. View, Calif. 94040. 408-739-9740.

Gates M-5693 modulation monitor. 1 year old with spare tube kit. \$435.00. GR-1181 AM frequency monitor, 1410 khz. Good for parts. \$75.00. Phone or write WGRD, 35 Lafayette Ne., Grand Rapids, Michigan 49503. Phone 616-459-4111.

Gates Phasor, DA-2, 5,000 watts, 1280 khz, four tower, 52 ohm input, 64 ohm output. Good condition. Presently in service. Available in near future. Best offer. Approximately 1,000 feet 64 ohm, 1/2", rigid transmission line. Cut into four sections. \$1.50 per foot. Also rigid sampling line. Contact Carl A. Fosmark, Director of Engineering, Radio Station KTLK, 1165 Delaware, Denver, Colorado 80204. 303-222-4811.

RCA TK-30 and TK-31 image orthicon cameras; RCA TR-2 and TR-5 videotape recorders, plus many incidentals. Television Facilities, Inc., Box 396, Montgomeryville, Pa. 18936. Tel. 215-855-0970.

Any type tower can finance, erect. Bill Angle, 919-752-3040, Box 55, Greenville, N.C. 27834.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

Prizes! Prizes! Prizes! National Brands for promotions, contests, programming. No barter, or trade, better! For fantastic deal, write or phone: Radio Features, Inc., 166 E. Superior St., Chicago, Illinois 60611, call collect 312-944-3700.

Miscellaneous continued

"1970 Test Answers" for FCC First Class License Plus Command's "Self-Study Ability Test." Proven. \$5.00. Command Productions, Box 26348, San Francisco 94126.

D.J. One Liners! Write for "free" samples, and also receive details on: California Aircheck Tapes, Voice drop-ins, D.J. Source Guide, and much more! Command Productions, Box 26348, San Francisco 94126.

Computerized FM frequency search. Engineering Associates, Inc., Post Office Box 510, Versailles, Kentucky 40383. Telephone: 606-873-8311.

43—Professional one liner jingles, five voices . . . Promos banks, autos, sales, \$29.95. Broadcasters. 4125 Crain. Memphis, 38128.

"America's Cup" accommodations. Carriage House on Jamestown Estate, only minutes from Newport, Rhode Island, featuring furnished 3 bedrooms, living room, kitchen and private driveway. Perfect for media team or couple covering the Races. Available on or about July 15th through October 1st. Phone Barbara Hickman—401-295-1370.

Deejay Manual—A collection of one-liner comedy pieces for sparkling DJ's. \$3.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service (Dept. B) 1735 East 26 Street, Brooklyn, N.Y. 11229.

\$3.00 buys 25 pages of the best one liners!! Send \$3.00 to Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

INSTRUCTIONS

FCC License and Associate Degree in Electronics earned mostly by home study. Free catalog. Grantham Schools, 1505 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the Masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. Elkins Institute*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

Elkins*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757.

Elkins in Colorado, 420 South Broadway, Denver, Colorado 80209. Phone 303-744-7311.

Elkins in Florida, 1920 Purdy Avenue, Miami, Florida 33139. Phone 305-532-0422.

Elkins*** in Georgia, 51 Tenth Street at Spring, N.W., Atlanta, Georgia 30309. Phone 404-872-8844.

Elkins* in Illinois, 3443 N. Central Avenue, Chicago, Illinois 60634. Phone 312-286-0210.

Elkins*** in Louisiana, 333 St. Charles Avenue, New Orleans, Louisiana 70130. Phone 504-525-2910.

Elkins* in Minnesota, 4119 East Lake Street, Minneapolis, Minnesota 55406. Phone 612-722-2726.

Elkins* in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

Elkins* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

Elkins* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204, Phone 512-223-1848.

Elkins in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2021.

Announcing, programming, production, newscasting, sportscasting, console operation, disc jockeying and all phases of radio and TV broadcasting. All taught by highly qualified professional teachers. One of the nation's finest and most complete facilities including our own broadcast station. Approved for veterans* and accredited member of NATTS**. Write or phone the location most convenient to you. Dallas*** — Atlanta*** — Chicago* — Houston — Memphis* — Minneapolis* — Nashville* — New Orleans*** — San Francisco***.

Since 1946, Original course for FCC First Class Radio-telephone Operators License in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Several months ahead advisable. Enrolling now for July 8 & Oct. 7. For information, references and reservations, write William B. Ogden, Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647 (Formerly of Burbank, California)

INSTRUCTIONS continued

Radio Engineering Incorporated Schools have the finest and fastest course available for the 1st Class Radio Telephone License (famous 5 week course) Total tuition \$395. Classes begin at all R.E.I. Schools June 29 & Aug. 3. Call or write the R.E.I. School nearest you for information.

R.E.I. in Beautiful Sarasota, the home office. 1336 Main Street, Sarasota, Florida 33577. Call (813) 955-6922 Fully approved for Veterans training.

R.E.I. in Fascinating K.C. at 3123 Gillham Rd., Kansas City, Mo. 64109. Call (816) WE 1-5444. Fully approved for Veterans Training.

R.E.I. in Delightful Glendale at 625 E. Colorado St., Glendale, California 91205. Call (213) 244-6777.

R.E.I. in Historic Fredericksburg at 809 Caroline St., Fredericksburg, Va. 22401. Call (703) 373-1441.

"1970 Tests-Answers" for FCC First Class License. Plus Command's "Self-Study Ability Test." Proven! \$5.00. Command Productions, Box 26348-R, San Francisco 94126.

Licensed by New York State, veteran approved for FCC 1st Class license and announcer-disc-jockey training. Contact A.T.S. Announcer Training Studios, 25 West 43 St., N.Y.C. (212) OX 5-9245.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Detroit, Washington, San Francisco, Seattle or Los Angeles. Our nineteenth year teaching FCC license courses. Bob Johnson Radio License Training, 1060D Duncan, Manhattan Beach, Calif. 90266. Telephone 213-379-4461.

American Institute of Radio offers the nation's finest quality course for your first class license in three to four weeks. Individual instruction. Classes start every Monday. Tuition \$300.00.

Time and money a problem? Go the American way. American Institute of Radio in Florida and Tennessee.

A.I.R. in Tennessee, 2622 Old Lebanon Road, Nashville, Tennessee 37214. 615-889-0469.

A.I.R. in Florida, Koger Building, Boulevard Center, 3986 Beach Boulevard, P. O. Box 16652, Jacksonville, Florida 904-398-9600.

Portland F.C.C. First Class License 5 weeks with Ron Bailie School of Broadcast, 949 S.W. Oak St., Portland, Oregon 97205. Phone 206/682-3696.

San Francisco F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 415/343-1151.

Salt Lake City F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 801/355-3632.

Seattle F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 206/682-3696.

Spokane F.C.C. first class license. 5 weeks with Ron Bailie School of Broadcast. Phone 509/624-6878.

First phone in Pittsburgh, accelerated six week course Day-evening classes. Contemporary Institute of Broadcasting, 428 Forbes Avenue, Pittsburgh, Pennsylvania 15219. Phone 412-391-5324.

Atlanta, Georgia. Radio and TV broadcasting, sales and management. First class FCC license. Professional Academies, Dept. B, 1371 Peachtree St., Atlanta 30309.

Are you interested in a professional announcing career in radio? Enter the School of Broadcasting Training in Artesia, N.M. Bonded! Approved by the New Mexico State Board of Education! Three months training on two commercial radio stations . . . KSPV AM and KSPV FM stereo gives you three months actual commercial broadcasting experience that really counts when you apply for your first full time radio job. Third class radio-telephone license with Broadcast endorsement training included . . . Needed at many radio stations for employment as a disc jockey. Room and board available and placement assistance after graduation. Six weeks course for first class FCC license theory and laboratory training beginning Sept. 2, 1970. Three month announcers training . . . Actual commercial radio announcing experience! Classes begin Sept. 2, and January 2 & June 2, 1971. Write now . . . Dave Button, Manager . . . School of Broadcast Training, 317 West Quay, Artesia, N.M. 88210. Telephone 505-746-2751.

The TV Thing. Tuesday evening seminars in video tape production. Video Technology Laboratory, 213-461-2597.

See our display ad under instruction on page 69. Don Martin School of Radio & TV, 1653 N. Cherokee, Hollywood, California. HO 2-3281.

SPARTA IS ON THE MOVE UP . . . ARE YOU?

We have recently acquired the Bauer Broadcast Products Company. With their quality line of AM/FM transmitters to our ever-growing list of audio broadcast products and our sizeable, steady growth in recent years, Sparta is now looking for a number of qualified individuals for newly created positions. These are challenging career-positions in management, marketing, customer service and engineering. Our expansion program has also created several select sales representative territories East of the Mississippi. If you want to move up with an industry leader, write and tell me about your ambitions, qualifications, education, experience and previous earnings. All inquiries will be answered and will be strictly confidential.

W. J. OVERHAUSER, President
SPARTA ELECTRONIC CORPORATION
 5851 Florin-Perkins Road
 Sacramento, California 95828

NEW MEXICO IS A GOOD PLACE TO LIVE

Openings for DJ's, salesmen, engineers, newsmen and combos in small to medium sized markets. Applicants from nearby states preferred. Send tape, typed resume and requirements. New Mexico Broadcasters Association, 120 Amherst NE, Albuquerque, N. Mex. 87106

Announcers

DJ—SALES

\$8,000 to \$10,000 yearly

Young growing radio group seeking announcer-salesmen who has a strong desire to enter management. You will do some air work on a very successful MOR station in satellite Pittsburgh Market and work directly with GM. Full company benefits. Tape and resume to:

EXVP, Laubach Radio Properties, Inc.
 P.O. Box 584, Charlevoix, Pa. 15022

Programing, Production, Others

Radio Promotion Manager

Experienced in sales and audience promotion, publicity, merchandising, etc. Strong in writing . . . must know graphics . . . excellent salary and benefits. Large Eastern market. Rush resume and samples.

Box E-292, Broadcasting.

Situations Wanted Announcers

STAFF ANNOUNCERS

graduating now—
Joc, News, Production
 Write or Call for further information.
 Professional Academies
 1371 Peachtree Street, Ne. Atlanta, Ga. 30309

Programing, Production, Others

**ALL-ROUND BROADCASTER
 HEAVY TECHNICAL**

21 year old, clean cut, all-American type, English degree grad, desires position with small/medium market station that operates as if it were New York City. Heavy, heavy emphasis on equipment maintenance and construction. First phone expected. Seven years experience on all types of professional audio equipment, including design. Mature voice, tight professional production, and OK air sound. Some sales. Not afraid to try anything. Will work hard at almost any salary to get the job done. Details and/or tape upon request. Prefer Midwest, near Louisville, others OK.

Box F-1, Broadcasting.

**Television Help Wanted
 Technical**

LIGHTING DIRECTOR

Mississippi ETV Authority Seeks Experienced Lighting director for All Color Production: Challenging ground floor opportunity for National quality productions. 8 Station Network. Send resume to:

Director of Engineering
 MAET POD 1101
 Jackson, Mississippi 39205

**Wanted: First Class Technicians
 KUAM-TV, Guam**

Require for KUAM TV First Class Licensed Technicians to operate television station KUAM, Guam. Salary \$8,000 annually, round trip travel expenses paid, minimum 2 year contract.

Box D-114, Broadcasting.

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Gulf	357	1700	110M	CASH	South(2)	870	1900	230M	Terms
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(Continued from page 62)

making to substitute ch. 248 for ch. 232A at Altkin, Minn. Ann. May 25.

■ Educating Systems Inc., New York—Requests rulemaking to make clear neither non-commercial educational FM's nor those educational institutions that are licensees of such facilities, are precluded from charging or receiving tuition or course fees in connection with formal courses that are broadcast over subcarriers of such stations. Ann. May 25.

Call letter actions

■ Seaborn Rudolph Hubbard, Vero Beach, Fla. Granted WGYL(FM).

■ Progressive Broadcasting Co., Lawton, Okla. Granted KCCO-FM.

Existing FM stations

Final actions

■ KMEO-FM Phoenix — Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 1,560 ft. Action May 18.

■ KWFM(FM) Tucson, Ariz.—Broadcast Bureau granted license covering new FM; ERP 28 kw; ant. height 86 ft. Action May 18.

■ KBHS-FM Hot Springs, Ark.—Broadcast Bureau granted CP to change trans. location Pullman Avenue at Sheridan Road. Hot Springs; make changes in ant. system; ant. height 320 ft.; ERP 2.6 kw; remote control permitted. Action May 13.

■ KKOP(FM) Redondo Beach, Calif.—Broadcast Bureau granted license covering changes; ERP 3 kw; ant. height 175 ft. Action May 18.

■ KSRF(FM) Santa Monica, Calif.—Broadcast Bureau granted license covering changes. Action May 18.

■ KSPN(FM) Aspen, Colo.—Broadcast Bureau granted license covering new FM; ERP 480; ant. height minus 1,790 ft. Action May 18.

■ WLTA-FM Atlanta — Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action May 13.

■ WLTA-FM Atlanta — Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 100 ft. Action May 18.

■ Thomasville Broadcasting Co., Thomasville, Ga.—Broadcast Bureau granted mod. of CP to extend completion date of FM to Nov. 18. Action May 19.

■ WMAQ-FM Chicago — Broadcast Bureau granted license covering changes; ERP 6 kw; ant. height 1,170 ft. Action May 18.

■ WYCA(FM) Hammond, Ind. — Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location on 92.3 mc; ERP 30 kw; ant. height 400 ft. Action May 19.

■ *WETL(FM) South Bend, Ind.—Broadcast Bureau granted license covering changes; ERP 1.3 kw; ant. height 105 ft. Action May 19.

■ WCAO-FM Baltimore—Broadcast Bureau granted license covering changes; ERP 50 kw; ant. height 400 ft. Action May 18.

■ WBET-FM Brockton, Mass. — Broadcast Bureau permitted remote control. Action May 15.

■ WXYZ-FM Detroit — Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action May 13.

■ WITL-FM Lansing, Mich.—Broadcast Bureau granted CP to change trans., studio and remote control location: Pine Tree Road, 0.45 mile south of Jolly Road, Delhi, Mich.; install ant.; make changes in ant. system; ERP 55 kw; ant. height 165 ft.; remote control permitted. Action May 19.

■ WBIL(FM) Biloxi, Miss.—Broadcast Bureau accepted data filed April 22 in accordance with first report and order adopted March 18 and released March 20 in Doc. 18766, showing proposed operation on 93.7 mc change type trans. and ant.; ERP 100 kw; ant. height 270 ft.; remote control permitted (Doc. 18766). Action May 7.

■ KKCA(FM) Fulton, Mo.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 18. Action May 19.

■ WTOA(FM) Trenton, N. J.—Broadcast Bu-

reau granted license covering alternate-main trans. Action May 18.

■ **WRFM(FM)** New York—Broadcast Bureau granted CP to install alternate main. trans. Action May 15.

■ **WTSC-FM** Potsdam, N. Y.—Broadcast Bureau granted license covering changes. Action May 18.

■ **WRDL(FM)** Ashland, Ohio—Broadcast Bureau granted license covering changes. Action May 18.

■ **WOXR(FM)** Oxford, Ohio—Broadcast Bureau granted CP to change trans. location to Stillwell Becket Rd., Oxford, Ohio; studio and remote control location to 14 College, Oxford; change type ant.; make changes in ant. system; ERP 3 kw; ant. height 255 ft.; remote control permitted. Action May 19.

■ **WWIZ(FM)** Mercer, Pa.—Broadcast Bureau granted license covering new FM. Action May 18.

■ **WRFY-FM** Reading, Pa.—Broadcast Bureau granted license covering new alternate-main trans.; trans. location redescribed as: eastern peak of Neversink Mt. Action May 18.

■ **KPAC-FM** Port Arthur, Tex.—Broadcast Bureau granted license covering changes. Action May 18.

■ **WGAT-FM** Gate City, Va.—Broadcast Bureau granted license covering new FM. Action May 18.

■ **WLVE(FM)** Baraboo, Wis.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action May 13.

■ **Hudson Broadcasting Corp.**, Middleton, Wis.—Broadcast Bureau granted mod. of CP to extend completion date of new FM to Nov. 17. Action May 19.

■ **KIRO-FM** Seattle — Broadcast Bureau granted license covering changes; ERP 100 kw; ant. height 730 ft. Action May 18.

■ **KXLY-FM** Spokane, Wash.—Broadcast Bureau granted license covering auxiliary ant. Action May 18.

■ **WSPT-FM** Stevens Point, Wis.—Broadcast Bureau granted CP to redescribe trans. location as 300 north Forest, Stevens Point; redescribe studio and remote control as 500 Division St., Stevens Point; change type ant.; make changes in ant. system; ant. height 340 ft.; ERP 50 kw. Action May 13.

Actions on motion

■ Hearing Examiner Jay A. Kyle in Sacramento, Calif. (Town and Country Broadcasters Inc.), renewal of license of KJML (FM), scheduled hearing for June 15 (Doc. 18773). Action May 15.

Call letter applications

■ **KERN-FM**, Reliable Broadcasting, Bakersfield, Calif. Requests KLYD-FM.

■ **KINS-FM**, Eureka Broadcasting Inc., Eureka, Calif. Requests KFMI(FM).

Call letter actions

■ **WITA-FM**, Pueblo Broadcasting Inc., San Juan, Puerto Rico. Granted WJIT-FM.

■ **WRVC(FM)**, Brinsfield Broadcasting Co., Norfolk, Va. Granted WOWI-FM.

■ ***KPLU(FM)**, Pacific Lutheran University, Tacoma, Wash. Granted *KPLU-FM.

Renewal of licenses, all stations

■ Broadcast Bureau granted renewal of licenses for following stations and their co-pending auxiliaries: **WBIA** Augusta, **WCON-AM-FM** Cornelia, **WJGA-AM-FM** Jackson, all Georgia; **WLMD** Laurel, Md.; **WRNG** North Atlanta; **WTIF** Tifton, Ga. Actions May 20.

Other actions, all services

■ FCC adopted new form requiring broadcast licensees and permittees to submit programs on equal employment opportunity. Commission ordered that when rules become effective and forms have received budget bureau clearance, every application for CP, assignment, transfer or renewal of license must contain equal employment opportunity program provided for by new Section 1.612 B. Rule applies to all commercial, non-commercial, AM, FM, TV and International broadcast stations with five or more employees. Action May 20.

■ **KRON-FM-TV** San Francisco—FCC denied

application of Chronicle Broadcasting Co. for review of action by review board adding harassment issues against Chronicle to hearing on license renewal applications (Doc. 18500). Action May 20.

■ **WIFE-AM-FM** Indianapolis—FCC granted requests for rulemaking to adopt rules to prohibit radio and TV stations from submitting affidavits of performance to advertisers or their representatives which knowingly misstate time or day on which spot announcements were broadcast or number of announcements broadcast. Action May 13.

Translator actions

■ Broadcast Bureau granted licenses covering changes in following VHF translators: **K11GH** Tri City, Riddle & Canyonville, all Oregon; **K02DF** Grants Pass, Ore. Action May 20.

■ Broadcast Bureau granted licenses covering following new VHF translators: **W12AB** Burnside & Somerset, both Kentucky; **W02AW** Monroe, La.; **K07HL** Mountain View, Mo.; **K02CF** Burwell, Neb.; **K12HJ** Crystal Bay, Nev.; **W08BI** Hot Springs, N. C.; **K07FB** rural area northeast of Winner, S. D.; **W13AW** Georges Run Rd., W. Va. Action May 20.

■ **K05DY** O'Brien, Calif.—Broadcast Bureau granted license covering new VHF translator. Action May 20.

■ **K10GR** Solvang, Calif.—Broadcast Bureau granted license covering new VHF translator. Action May 20.

■ **K06GP** Yureka, Calif.—Broadcast Bureau granted license covering new VHF translator; specify type trans. Action May 20.

■ **Sweetwater TV Association**, Sweetwater Lake, Colo.—Broadcast Bureau granted CP for new VHF translator to serve lower portion of Sweetwater Creek on ch. 5 by re-broadcasting KOA-TV Denver. Action May 15.

■ **K13CO** Lava Hot Springs, Fish Creek area, Dempsey Creek area and Portneuf River area, all Idaho—Broadcast Bureau granted license covering changes in VHF translator. Action May 20.

■ **K11DX** Denton, Mont.—Broadcast Bureau granted CP to change frequency of VHF translator from ch. 11 to ch. 10; change call letter to K10HB; **K13DR** granted CP to change frequency of VHF translator from ch. 13 to ch. 12. change call letters to K12HP. Action May 15.

■ **K13EJ** East Glacier, Mont.—Broadcast Bureau granted CP to make changes in ant. system to VHF translator. Action May 19.

■ **W03AJ** Wytheville, Va.—Broadcast Bureau granted license covering new VHF translator. Action May 19.

CATV

Actions on motions

■ Hearing Examiner Isadore A. Honig in Dayton, Wash. (Touchet Valley Television Inc.), CATV proceeding, denied petition for intervention filed by Cascade Broadcasting Co. (Doc. 18825). Action May 15.

■ Hearing Examiner Isadore A. Honig in Dayton, Wash. (Touchet Valley Television Inc.), CATV proceeding, set certain procedural dates and postponed hearing now scheduled for June 15 to July 16 (Doc. 18825). Action May 18.

■ Acting Chief Hearing Examiner Jay A. Kyle in Springfield, Vt. (Young's Community Television Corp.), CATV proceeding, designated Hearing Examiner Millard F. French as presiding officer, scheduled pre-hearing conference for July 6 and hearing for Aug. 10 (Doc. 18855). Action May 20.

Rulemaking petition

■ General System operating cos.—Requests amendment of rules to prevent duplicative construction of CATV systems. Ann. May 25.

Ownership changes

Actions

■ **KNEL(AM)** Brady, Tex.—Broadcast Bureau granted transfer of control of Radio Brady Inc. from P. Bert Haney Jr., Jackson E. Cagle, executor, and Jim R. Phillips (as a group, 100% before, none after), to Edgar R. Keeling Jr. (none before, 100% after).

Consideration: \$41,249. Buyer: Mr. Keeling is vice president-sales manager for WACO-AM-FM-TV Waco, Tex. and owns outdoor advertising firm. Action May 20.

■ **WSAZ(AM)** Huntington, W. Va. — FCC granted assignment of license from Capital Cities Broadcasting Corp. to Stoner Broadcasting System Inc. for \$900,000. Sellers: Thomas S. Murphy, president-chairman (1%), Donal A. Pels, executive vice president-treasurer, et al. Buyers own **WROW-AM-FM** and **WTEN(TV)** Albany, **WKBW-AM-TV** Buffalo, all New York; **WTVD(TV)** Durham, N.C.; **WSAZ-TV** Huntington, W.Va.; **KTRK-TV** Houston; **WJR-AM-FM** Detroit; **KPOL-AM-FM** Los Angeles; **WPRO-AM-FM** Providence, R. I.; **WPAT-AM-FM** Paterson, N. J., and **WCDC(TV)** Adams, Mass. Buyers: Thomas Stoner, president, et al. Buyers own **KSO(AM)** Des Moines and Stoner Outdoor Advertising in Des Moines; Cedar Rapids, Iowa, and Toledo, Ohio. Action May 20.

Cable television activities

The following are activities in community-antenna television reported to BROADCASTING through May 25. 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*.

■ *Wendell, Idaho*—Idaho Video Co. has been granted a franchise.

■ *Kokomo, Ind.*—TeleCable Corp., Norfolk, Va., and C and H Video (multiple CATV owners) have been granted franchises.

■ *Coal City, Ill.*—Community Electronics Systems, Wilmington, Ill., has been granted a 10-year franchise. The firm will pay the city \$500 and 5% for the first \$30,000 of gross revenues; \$2,000 and 6% for revenues from \$30,000 to \$100,000 and \$6,200 plus 7% for any amount over \$100,000. Subscribers will be charged a maximum fee of \$29.95 for installation and \$6.95 monthly.

■ *Rock Island, Ill.*—TeleCable Corp., Norfolk Va. (multiple-CATV owner) has applied for a franchise for facilities capable of broadcasting 20 channels. The city would receive 7% of the firm's yearly gross up to \$450,000 or \$10,000 per year, whichever is greater.

■ *Seneca, Ill.*—Kraus Electronics System, Joliet, Ill., has been granted a franchise.

■ *Dudley, Mass.*—Parker Cablevision, Worcester, Mass., has applied for a franchise. The firm would charge subscribers \$5 for installation during the first year and \$25 afterwards and \$5.95 monthly. Quinebaug Valley Cable Television, Southbridge, Mass., also applied. Quinebaug would charge subscribers \$4.95 initially for installation, later to be increased to \$14.95, and \$5.25 monthly.

■ *Framingham, Mass.*—Charles River Broadcasting Co. has applied for a franchise.

■ *Castalia, Mich.*—North Central TV Inc., has applied for a franchise. Facilities would be available for 12 channels.

■ *Monroe, Mich.*—Monroe Cablevision, Monroe, has been granted a nonexclusive, 15-year franchise. The firm will pay the city 3% of the gross annual receipts up to \$250,000 and 5% after that figure. Subscribers will be charged a maximum of \$15 for installation and \$5 monthly.

■ *Superior twp., Mich.*—Michigan Communications Group Inc., has applied for a franchise.

■ *Ruidoso, N. M.* — Sierra Cablevision has been granted a franchise. The firm will offer six channels and charge subscribers \$15 for installation and \$5 monthly.

■ *Medford, N. Y.*—Petra Cablevision Corp., a new CATV operator formed for the purpose, has acquired the assets of Suffolk Cablevision in Medford, which services subscribers in Smilthtown, Islip, Brookhaven and Shelter Island, all New York.

■ *Middleport, Ohio*—Paul Crabtree Associates Cable Television Service has been granted a franchise.

■ *Corsicana, Tex.*—Corsicana Cable TV Co., Corsicana, has been granted a nonexclusive, 20-year franchise. The firm will pay the city 3% of the gross annual receipts.

■ *Superior, Wis.*—Suburban Communications Inc. has been granted a franchise.

If you think a man from Maine is a laconic, monosyllabic son of the soil, you ought to meet Don Taverner, the new president of the National Cable Television Association. He's as Down East as they come (born in Aroostook county, against the Canadian border), but laconic, monosyllabic? Not a bit.

Don Taverner is a sort of Yankee Robert E. Lee (the FCC commissioner, not the general). Like Commissioner Lee he is a great draw for speeches, where he tells tales of Maine farmers or fishermen, all authentic and all with an authentic Northwoods twang. Mr. Lee's humor is, of course, more general than Mr. Taverner's whose wit is more regional.

The yarn-spinning is inbred, too. Mr. Taverner (known as "Zeke" in some circles) has collected Maine stories for years and has put them together into a radio series and folklore collections for universities and colleges.

Mr. Taverner earned the NCTA presidency on the second go-round. He had been one of the two finalists when the NCTA selection committee chose its first president in 1964, former FCC Commissioner Frederick W. Ford. Mr. Ford bowed out after five years at the NCTA helm and now is in private law practice in Washington.

Mr. Taverner came to the NCTA post with a dual reputation—as a fund raiser and as an administrator. It's the first ability that has given him an almost legendary reputation in educational-TV circles.

As assistant director of the National Foundation for Infantile Paralysis (now the National Foundation-March of Dimes), Mr. Taverner in one year, the year he was responsible for the financial campaign, raised \$62 million. As president of the Pittsburgh ETV group (ch. 13 WQED[TV] and ch. 16 WQEX[TV]), he alone raised almost \$5.5 million from private sources to build a new studio-office complex.

During his seven years in Pittsburgh, he raised the ETV budget from \$600,000 yearly to \$2 million and increased the staff from 60 to 145.

As one would expect of a Down Easter, Mr. Taverner is quite independent. He once returned a check for \$50,000 to then Pennsylvania Governor William Scranton because a member of the governor's official family criticized the Pittsburgh ETV stations for carrying a program on Red China. Governor Scranton returned the check with an apology.

Mr. Taverner's connection with CATV is not as distant as it might appear. During his years in Pittsburgh, he had 112 cable-TV systems carrying his programs; in fact, he had one man on his staff who dealt solely with cable

Down Easter finds a CATV home in Washington

systems. And that time, he was both chairman of the CATV committee of the National Association of Educational Broadcasters and a member of the ETV

Week's Profile



Donald Vardy Taverner—president, National Cable Television Association; b. March 7, 1919, Ashland, Me. BA history, University of Maine, Orono, 1943; advanced study, University of Paris, 1945; 1st lieutenant, U. S. Army, 1943-46; assistant director, National Foundation for Infantile Paralysis (March of Dimes), 1946-51; executive director-general alumni association, executive director—Arthur A. Hauck building fund, director of development, University of Maine, 1951-62; general manager, president and member of board, Metropolitan Pittsburgh Educational Television (WQED[TV] and WQEX[TV]), 1963-70; trustee, president, chairman, Eastern Educational Television Network, 1963-69; director, vice chairman and chairman of CATV committee, National Association of Educational Broadcasters, 1964-68; chairman-trustees' advisory council, Vermont College, Montpelier, Vt., and trustee, Robert Morris College, Pittsburgh, both since 1968; executive board, Katahdin Council, Boy Scouts of America; Man of the Year in Communications, Pittsburgh, 1969; m. Ruth Olive Powell; children—Theodore G., 22; Frederic W., 20; hobbies—sailing, golf, hunting, low-stakes poker.

committee of the NCTA.

So he's well aware of the problems facing CATV and the days of trial ahead for the industry, with problems like copyright, pole-attachment rights, cablecasting, distant-signal carriage and cross ownership.

Because of his ETV background, Mr. Taverner naturally is interested in weaving CATV and ETV together, to provide what he calls a "diversity of programs" for the American public. Thus, he echoes the conclusions of President Johnson's Task Force on Communications Policy and, more recently, the Rand Corp. report by Lee Johnson, which was favorable to CATV.

Cable TV in all its promise is what Mr. Taverner foresees, but he is well aware of broadcaster antipathy. He views CATV growing in many areas, but adds "not to supplant broadcasting but to extend it."

Mr. Taverner runs a tight ship at NCTA. He discovered early that various members of the NCTA staff were going their own way on various projects. He asked all his personnel to keep him informed of their activities. Two weeks later, when he found that some had not taken him seriously enough, he called the staff together and bluntly told them that he had meant every word and that if they didn't like it they could leave. He is up to date on what's going on now.

The tight-ship characteristic probably comes from his father, a retired British Royal Navy officer, who also gave Mr. Taverner a military tradition that led, twice, to his being named first alternate to the U. S. Naval Academy. But each time the appointee made it.

Mr. Taverner even enlisted in the National Guard hoping to win an appointment to West Point, but World War II came along. And, since he had also been in the Reserve Officer Training Corps at the University of Maine, he was commissioned in the infantry. He was wounded during the Battle of the Bulge.

During his university days (four years on scholarships), Don Taverner majored in history, with the French Revolution as his specialty. Thus, it was no surprise when he was stationed in Paris after the Nazi surrender that he attended the University of Paris for more education on that subject.

Mr. and Mrs. Taverner live in Virginia's Arlington county, in a big house overlooking the Potomac River. Although both their sons are away at college, they needed the larger quarters, Mr. Taverner says, because, despite today's generation gap, the Taverner boys return home frequently and generally with hordes of school chums.

Point and counterpoint

NBC President Julian Goodman made a point, and more than a fractional one at that, when he told the NBC-TV affiliates convention that exploitation of "fractional differences in rating averages" is a distracting if not damaging exercise (BROADCASTING, May 25).

It is of course axiomatic in any business, broadcasting included, that those who have the edge, however slim, proclaim it; those who lack it decry the practice of claiming margins of victory too narrow to be meaningful.

But it is also acknowledged that for purposes of buying and selling television advertising rating averages mean nothing at all. The advertiser doesn't buy a season, a night or even a day. He may be inclined to shop first the network or station that has an unmistakably clear lead over its competitors, but his interest is in the size and characteristics of the audience for his own messages.

No one denies that ratings are useful—when usefully used. They are good for planning, for charting trends, for tracking performance. They are good for selling one program or period against another, and for promoting truly outstanding achievement—provided the rating achievement is itself outstanding. Even averages provide a measure by which, in retrospect, to judge one buy against another in terms of audience or, more to the point, cost-per-thousand.

What is the merit, however, in victory claims based on advantages so small as to be overshadowed by, say, the margin of error inherent in their calculation? The knowing are not fooled; the public is confused if not misled.

Unfortunately, this is a game with a long history and an even longer list of past participants. It will not be easy to stop. As Mr. Goodman noted, the three TV network presidents went on record not long ago as hoping the networks would stop squabbling over which finished first, second or third by how many percentage points. It is discouraging, but pertinent, to add that their statements were followed by no discernible change in the leakage of claims and counter-claims from any of the networks. That's about average for the past. We can only hope the presidential messages will filter down more effectively in the future.

Burch's bite

It sounds trifling, but Dean Burch may have found the key to keeping his favorite lawyer, Henry Geller, on the FCC premises for a couple of years, which is all the resourceful Democratic general counsel seems to want.

In striving to railroad through the FCC the mislabeled "Public Dividend Plan" (contrived to give it an aura of sanctity) the FCC chairman would assure years of litigation. Who better to handle this project for gradual extinction of free TV than its principal architect? Mr. Geller, once he loses the general counsel's post, which in partisan politics inevitably will go to a Republican, could be retained as special counsel at pay perhaps equal to the \$34,000 he now draws, and with a comfortable pension a couple of years later. Now 46, he still would be young enough to enter private practice.

In this space last week we tried to dissect the Machiavelian CATV plan that would kill UHF in its crib, and gradually sap the substance of VHF. With prospects of scores of channels (some say up to 100) on the broadband cable, even local radio is in the target area.

Chairman Burch has been full of surprises since he assumed office last fall. Many broadcasters have admired his courage and his hitherto implacable support of free enterprise. He seemed too good to be true.

Since then, his posture on newspaper ownership has become murky. He found it necessary to compromise his efforts to deliver to the land-mobile lobby all it wanted in UHF-TV channels, settling for a face-saving, trial allocation.

Now comes the CATV solar-plexis punch. It opens a new front at a time when broadcasters are besieged. They are fighting the administration to preserve the integrity of their news coverage. Network prime-time limitations that would hit the wrong target, a new license-filing fee system that would imperil the smaller broadcaster, and one-to-a-customer are merely the front-burner confrontations.

By giving broadcasters another life-or-death issue, the CATV project would seem to serve the purpose of keeping broadcasters off stride. The enemies of free broadcasting are given an open road.

In its something-for-everyone approach (except the "fat-cat" networks, group owners and big VHF's) the Geller-Burch plan proposes in one broad stroke to bail out ETV by subsidizing the Corp. for Public Broadcasting to the extent of 5% of the take.

At about the time the CATV monstrosity was leaked, Chairman Burch was telling the Senate Appropriations Subcommittee that the FCC would invoke its filing-fee tariffs over the opposition of broadcasters who would be hit for most of the \$25 million-a-year FCC tab.

The subcommittee's chairman, John Pastore (D-R.I.), backed him up by referring to the "profits" some broadcasters make and commenting: "The time has come when you shouldn't impose on the taxpayers to regulate the most lucrative industry in the country."

With that kind of "press" from a legislator regarded as conversant with and friendly to broadcasters, what chance do broadcasters have on Capitol Hill with their present puny lobbying fire-power?

Broadcasters had better move fast if they want to preserve not only their editorial integrity but their ability to stay afloat.



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Cool heads go a long way

From New York to the North Slope oil fields of Alaska . . . where it really gets cold. And back. Then all the way to first place in the National Press Photographers Association's annual newsfilm awards . . . where the competition really gets hot.

So went photographer Frank Dobbs and News Editor Ray Miller . . . of KPRC-TV in Houston. Aboard the ice-breaker/tanker "U.S.S. Manhattan", they set out to document an historic mission investigating the feasibility of shipping crude oil from Alaska to the East Coast by tanker . . . through the sub-freezing temperatures of the "Northwest Passage." Dobb's camera got the cold shoulder . . . but the film footage didn't.

The resulting documentary "Passage To Prudhoe", narrated by Miller, won Dobbs the top spot in the "news special" category.

Fred Edison, another of KPRC's cool heads, took third place in "spot news" competition. His entry "Gas Blast"

was a visual description of a natural gas pipeline explosion that virtually demolished a one-block residential area in N.W. Houston.

The National Press Photographers Association's film competition is the "grand prix" of film competitions . . . where only the best compete.

And KPRC-TV was the only independent station to win two awards.

KPRC-TV

NBC in Houston

Edward Petry & Co., National Representatives

THE ROTTEN SMELL OF SUCCESS

**We preempt two and a half
hours of prime time
entertainment to present
a prime time concern.**

Our concern is man's concern for the future.

Our hope is the courageous work of men and women in industry, government and the community who are dedicating their time and effort to combat the horrors of pollution.

The Rotten Smell of Success, to be presented in five markets on June 5, is produced by the Cox Broadcasting Corporation television stations and narrated by The Honorable Stewart Udall.

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