



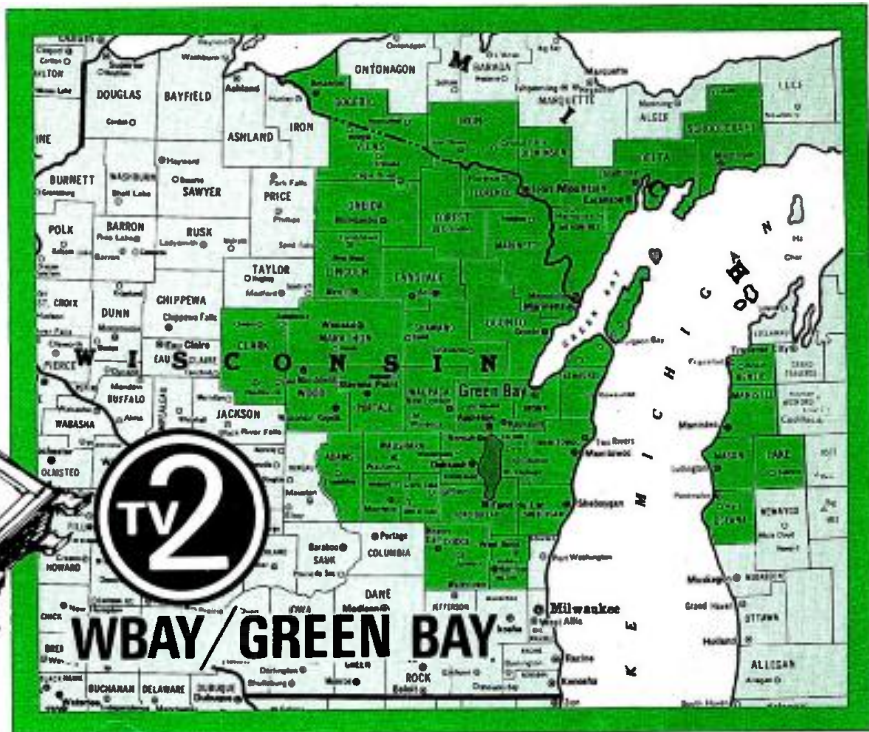
AUG 18 1970

WINFIELD, **Broadcasting**
THE BUSINESSWEEKLY OF TELEVISION AND RADIO®

Now a chance to open Congress to TV coverage
In Washington: attacks on TV advertising spread
Measuring product usage in the top-100 markets
Biggest cable consolidation approved by FCC

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WINFIELD KS 67156

Timebuyers: Don't be green with envy... Buy the Land of Milk & Money!



Green Power in the Green Bay Television Market

We're helping put certain friendly corner druggists out of business.



We don't mean legitimate pharmacists.

We mean pushers selling drugs to our kids—to teenagers and even younger.

The spreading use of drugs by our kids must be stopped. To do this nationwide, communities must understand the problem so they can take meaningful action.

A series of drug seminars

We're helping by funding a series of drug seminars in selected communities, to be conducted by the Institute for the Advancement of Criminal Justice.

These seminars, designed to tell entire communities how to cope with the drug threat, feature a panel of psychologists, sociologists and medical experts, each a recognized drug-control authority.

Most drug-control programs are concerned with treatment of

addicts. These seminars are aimed at prevention: determining the extent of the problem, how to analyze community conditions that contribute to addiction, how to identify symptoms of addiction, how to prevent addiction's further growth.

But the seminars are only a beginning. To completely eliminate the drug threat requires the cooperation of government, educational institutions, industry and communities—and, most of all, parents and their children.

Helping with other problems

To help ease the critical housing shortage, our Levitt subsidiary has broken ground for a pilot factory that will produce sectionalized houses. (The concept was extensively tested in a Levitt townhouse project.) Quality will be maintained while

costs will be less than those for conventional building.

To help minority-group Americans lead productive lives, we have recruiting and training programs that enable us to employ a significantly higher percentage of minority-group Americans than the reported national minority employment rate.

We are sponsoring a Minority Enterprise Small Business Investment Corporation (MESBIC), in cooperation with the Commerce Department's Office of Minority Business Enterprise, to provide venture capital and modern management acumen to qualified minority businessmen.

ITT and you

We don't pretend we can do it all. But we are helping.

Migratory workers in Florida are being trained for assembly line work. We support the national and the New York Urban Coalitions. We are studying malnutrition problems in poverty areas. We are conducting research in air and water pollution control.

As *Business Week* magazine pointed out in a December 6 editorial last year: "The great American corporation is perhaps the most effective device ever invented for getting things done in a free society. When there are jobs to be done, the American people turn instinctively to the corporations to do them."

And when the corporations respond, that's good for you and people everywhere.

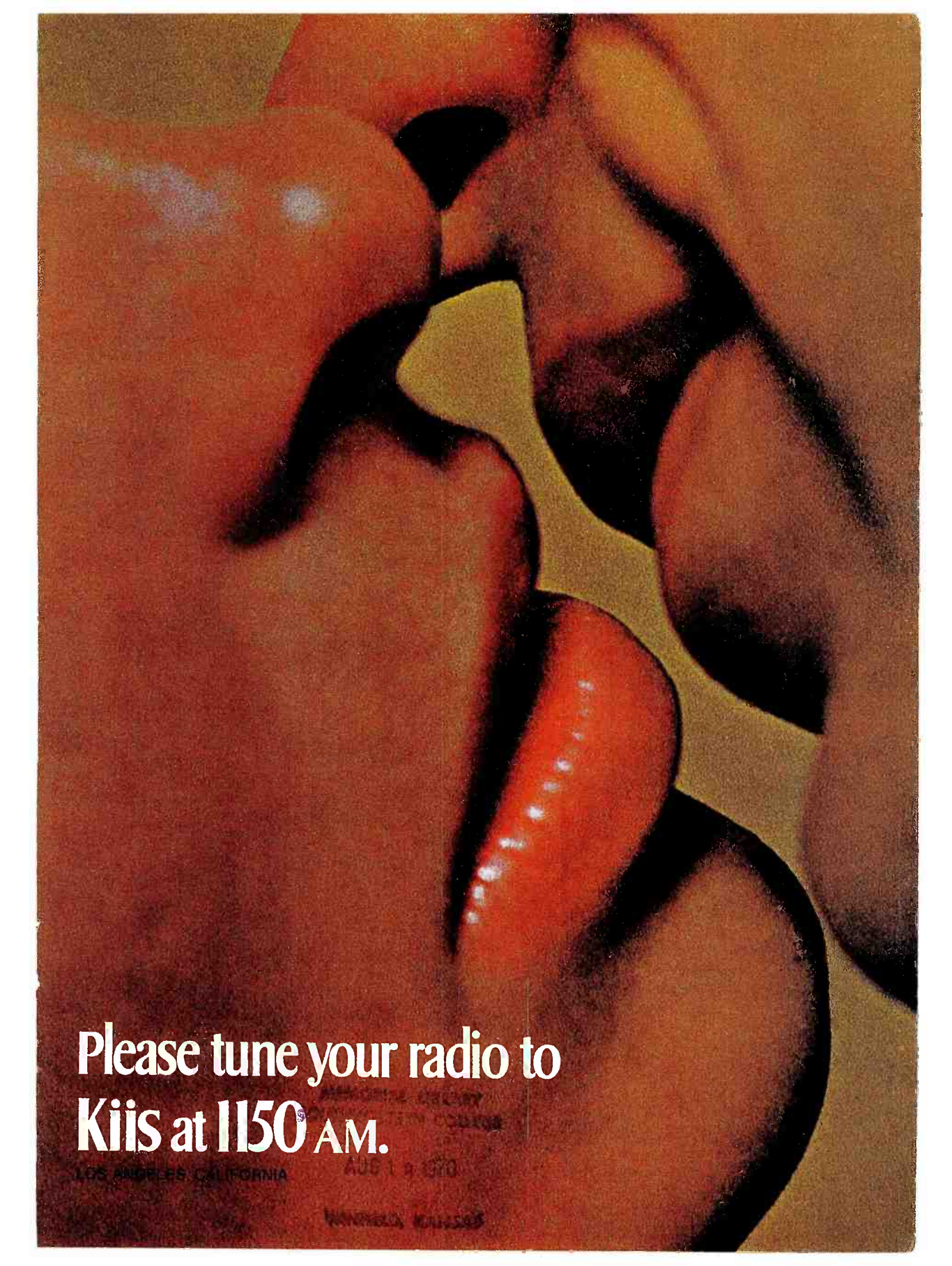
Drug pushers excepted.

International Telephone and Telegraph Corporation, 320 Park Avenue, New York, N.Y. 10022.

Fiftieth
Anniversary
1970

ITT

SERVING PEOPLE AND NATIONS EVERYWHERE



Please tune your radio to
Kiis at 1150^{AM} AM.

LOS ANGELES CALIFORNIA

AUG 19 1970

WANGSIA 104585

accent on action!



The attention of the Dallas-Fort Worth football televiewer will again be focused on the action-packed KDFW-TV special telecasts of the Dallas Cowboy pre-season games, in addition to the CBS-TV/NFL games.

Channel 4 dominated last season's football viewing, reaching 388,000 adults per average quarter hour, compared to 217,000 adults for the station telecasting collegiate football and 59,000 adults for the station telecasting other professional football.*

To score with the football fans in the nation's 12th ranked television market, contact your H-R representative for Dallas Cowboy and NFL availabilities.

*November, 1969 ARB
Television Audience Estimates
Program Audiences
Total Survey Area

KDFW-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Railroading

Little group of Senate and House leaders met secretly last week to iron out differences over political broadcasting bill (H.R. 18434) now awaiting action by House Rules Committee (see page 41). Bill is expected to go to House this week. Under plan, bill would pass House quickly and go to House-Senate conference committee where several provisions unacceptable to Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, would be changed.

Senator Pastore wants bill to go into effect in time to cover this year's elections and—to accommodate some colleagues who are strong for states' rights—wants broadcast spending limitations on governors dropped. Senator Pastore will get backing for changes from Senate conferees and at least one House member, probably Representative Harley Staggers (D-W.Va.), chairman of Commerce Committee.

Calculated delay?

Word from Senate Commerce Committee late last week was that at least another week would pass before it gets around to hearing on confirmations of Republican FCC Commissioner Robert Wells to succeed Democrat Kenneth Cox in seven-year term and of Republican Sherman Unger, now general counsel at Department of Housing and Urban Development, to serve 11 months left in Mr. Well's present term. Official explanation is that key senators are too busy. But some observers are wondering whether Democratic leadership is finding other things to do while Mr. Cox stays on to vote on such key matters as investigation of conglomerates (see "At Deadline") and fairness cases (see page 26).

Commission failed to reach agreement at special meeting last Friday on several important fairness cases still hanging fire (including Republican National Committee request for time to answer Democrats' 25-minute special on CBS-TV). Mr. Cox, in Dayton, Ohio, that morning for appearance on WLWD(TV), got back in nick of time for meeting.

Tension tightens

Moment of truth is approaching in confrontations between American Research Bureau and scores of TV stations protesting rate hike invoked by ARB for its market reports for coming year

(BROADCASTING, Aug. 3). ARB men are in field talking to stations—as they always are at this time of year but apparently even more earnestly this time—and stations are protesting publicly and often bitterly against increase, said to average 15% but ranging up to 25% or more in some big markets. Number of stations that gave cancellation notices, whether for protective reasons or for real, remains undetermined but is generally believed to be over 100. Their grace period for resubscribing without loss of applicable discounts expires Sept. 1, which is what gives urgency to current and impending talks.

Typical attitude of ARB critics, but apparently new line of argument, was reflected in wire sent ARB by Roger D. Rice, vice president and general manager of Cox Broadcasting's KTVU(TV) San Francisco-Oakland. He said "every one" of KTVU's major expense items is negotiated—film contracts, labor contracts, etc.—and that he was ready to negotiate with ARB "just as we do with all our suppliers, unless you feel that ARB is a monopoly and not subject to negotiation."

Acquisitions

Though there's been no announcement, Katz Agency has taken on national-spot sales representation of Gannett Newspapers' WHEC-TV Rochester, N.Y., and is also adding WLEE(AM) Richmond, Va., and KWTO-AM-FM Springfield, Mo. Rochester and Springfield appointments were effective Aug. 1; Richmond, today (Aug. 10).

Longest contract?

Ward L. Quaal, President of WGN Continental, Chicago, last week signed contract with parent Tribune Co. extending not only to his retirement 14 years hence at age 65, but for undisclosed tenure beyond that time as consultant. Mr. Quaal, who joined WGN stations as manager in 1956 has expanded broadcasting subsidiary of newspaper group into multiple ownership, syndication and production with new offices just established in Los Angeles. Tribune Co. is international holding company with 44 entities in U.S. and Canada.

Two baskets

Griffin Productions, producer of *Jeopardy*, daytime quiz show on NBC-TV, will try again on NBC with new quiz program, tentatively titled *Who's Buried in Grant's Tomb?* NBC source con-

firmed consideration of deal with Griffin firm, headed by Merv Griffin, host of CBS-TV's late-night *Merv Griffin Show*. Mr. Griffin is reportedly trying to get OK for one of his writers as MC for new show.

Borderline case

Without fanfare, two-man delegation from FCC leaves this week for Mexico City in hope of making final FM-allocation plan with Mexican government. Meeting of Mexicans and Wallace E. Johnson, assistant chief, FCC Broadcast Bureau, and Harold L. Kassens, chief of rules and standards division, will be return engagement following session in Washington last November when broad principles were outlined. Allocation will specify use of FM channels within 200 miles of each border to avoid duplication.

U.S.-Mexico now allocate TV under agreement but ratification of new AM agreement, involving geographical separations by station class awaits action of Mexican Senate. Meanwhile, although present agreement expired last year, two nations continue to observe it.

Another blow

Self-styled "citizen-lobbyist" Robert B. Choate Jr., who has been running against grain of cereal manufacturers by charging that their products are nutritionally bankrupt, will soon make new claim. Mr. Choate is convinced that most cereals are of little value in preventing constipation, despite claims made in some advertising.

Case of nerves

Some key broadcast executives got case of jitters last week after Liggett & Myers announced plans for new L&M cigarette TV campaign featuring smoking in times of "tension" and "frustration." Their own tensions were eased, however, at least somewhat, by more detailed word on L&M plans.

Commercials, by J. Walter Thompson Co. and planned for network use, will feature couples in situations of tension and frustration, all right, but payoff comes—at least in two described as typical—after they relax: "When the two of you share a moment, share it with L&M," says voice-over, backed by musical "this is the L&M moment." Jitters decided they themselves would relax, at least until they see commercials.

**People who can view
 PGW represented
 TV stations
 will spend
 \$107,300,000 for shampoo
 this year.**

Do you sell shampoo?

**You can sell more
 with spot TV**

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

PETERS GRIFFIN WOODWARD INC.

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

Bills are introduced in House and Senate aimed at opening floor of both chambers to TV cameras for coverage of prime-time debates on major issues. Broadcasters would be required to cover four debates annually. See . . .

Chance to open Congress to cameras? . . . 19

"Snide" letter by Nicholas Johnson aide to Senator Robert Dole concerning his equal-time campaign to answer anti-war spots warrants aides ousting, Kansas Republican argues; questions Johnson's responsibility. See . . .

Dole takes after Nicholas Johnson . . . 24

CBS affiliates voice dissatisfaction with network's plan for four, free half-hours for loyal opposition; stations want pre-screening at least 24 hours before telecast due to "unrestricted" nature of program content. See . . .

Affiliates question 'loyal opposition' . . . 25

FCC rules broadcasting cannot refuse to sell time to political parties soliciting funds, but may decline to sell time for comment on public issues. WTOP(AM) Washington found innocent of fairness charge. See . . .

A preliminary bout with fairness . . . 26

TELESTATUS offers insight into how beer, deodorants, coffee, headache remedies, regular soft drinks and wash loads move in each of top-100 television markets, based on ARB local market reports for last February. See . . .

Where consumers are in the top-100 . . . 32

Merger of H&B American Corp. into Teleprompter Corp. is approved by FCC but still faces scrutiny by Justice Department and Securities and Exchange Commission. Transaction valued at \$160 million. See . . .

Teleprompter-H&B get the FCC go-ahead . . . 36

FCC gets two more applications for pay-TV systems from UHF operators—Boston Heritage Broadcasting Co., permittee of WQTV(TV) Boston (ch. 38) and WXON-TV Inc., operator of Detroit channel 62. See . . .

Two more grasp for STV ring . . . 39

House floor action on political-broadcasting bill in sight as Rules Committee must now designate date and length of debate. Bill would restrict candidate spending, yet buying power could be increased by lowered rates. See . . .

Cut-rate politicals now before Rules . . . 41

Comments supporting FCC's proposed amendment to 'antisiphoning' sports rule are filed by ABC, NBC, NAB and pay-TV firm Vue-Metrics. However, strong opposition is voiced by National Cable Television Association. See . . .

Keeping sports on free TV . . . 42

Washington communications consulting firm releases study indicating three networks could save from 25% to 35% of their current program distribution costs by setting up their own satellite or microwave system. See . . .

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All the way on conglomerate probe

FCC turns task force loose on 50 companies

FCC inquiry into conglomerate ownership of broadcast properties is about to become full-scale investigation.

Commission announced Friday (Aug. 7) it has authorized Conglomerate Study Task Force to proceed with hard look at about 50 licensees who also engage in significant nonbroadcast enterprises. New inquiry represents major expansion of earlier "pilot" study in which questionnaire was sent to six conglomerates with broadcast interests.

New questionnaire is said to be similar in basic design to previous one, which was set up to elicit information on effects of conglomerate ownership on broadcast stations, principally on program service, and on competition within broadcasting (BROADCASTING, Dec. 22, 1969).

Latest questionnaire will have to be approved by Office of Management and Budget, which law requires to judgment on government questionnaires sent to more than 10 parties.

Commission first announced its inquiry early in 1969, and subsequently set up Conglomerate Task Force comprising seven staff members and paid consultant. "Pilot questionnaires," issued late last year, were sent to Avco Corp.; Fuqua Industries Inc.; Chris-Craft Industries Inc.; Cox Enterprises Inc.; E. W. Shripps Co. and Travelers Insurance Co. Staff has made no final decision on companies that will get new questionnaire.

In addition to searching for facts on conglomerates' effect, commission is interested in gaining "structural" information on just who in broadcasting owns what, in terms of outside interests—whether these be newspapers, airplane

parts or fishing equipment—and what share of companies' revenue is derived from broadcasting.

Commission authorized new study by vote of 5-to-2, with Chairman Dean Burch and Commissioner Robert Wells dissenting. Both also dissented to issuance of pilot questionnaire: Chairman Burch was said to feel that other matters should be given higher priority, while Commissioner Wells felt entire project did not "warrant the expense of time and money." Neither issued statement last week.

Commissioner Robert E. Lee, who dissented to pilot study, concurred in result last week. He originally voted against entire inquiry—which was set up before Messrs. Burch and Wells were appointed to commission—principally on ground that subject was better left to Congress.

Comtel moves ahead

Spurred on by FCC examiner's ruling that New York Telephone Co. could furnish cable-TV facilities to unfranchised CATV firm, Comtel Inc., CATV operator now using such facilities, is embarking an expansion program in New York. Included are search for additional space, evaluation of program needs and discussions with producers, according to David Polinger, vice president-operations for Bell TV Inc., Comtel's parent company. Mr. Polinger said he expects firm decision on additional facilities within 90 days. Costs of projected expansion are still being formulated, he said.

Meanwhile, New York City and two franchised CATV operators there, Tele-

prompter and Manhattan Cable TV, confirmed preparation of appeal to FCC requesting rejection of hearing examiner's pro-Comtel ruling (BROADCASTING, Aug. 3).

Family affair

New flap has arisen between staff and management of noncommercial WETA-TV Washington involving decision to cancel showing of interview with Black Panther leader Bobby Seale.

National Educational Television-produced program had been pencilled-in for Aug. 17 airing, but published listings released Friday (Aug. 7) showed feature on 1920's film star Jackie Coogan had been substituted in time slot.

In memo to staff, station manager William J. McCarter said film had not been scheduled "pending review by PBS" (Public Broadcasting Service, ETV's distribution arm). He added that NET had been asked and had consented to edit the program, and that WETA-TV would make decision on scheduling when revised version is available.

WETA-TV staff members contend film is "valuable interview," politically mild and "interesting portrait of Bobby Seale, the person." They have asked McCarter to reconsider his decision to cancel interview.

Dissension follows controversy over firing by Mr. McCarter last April of William Woestendiek, former editor of *Newsroom* (BROADCASTING, April 27).

Complaints on ownership rule

ABC and National Association of Broadcasters urged FCC Friday (Aug. 7) to defer effectiveness of rule prohibiting cross-ownership of CATV's by TV stations in same community until role of CATV is clarified.

Antipollution bid up in smoke

FCC has refused to apply fairness doctrine to automobile and gasoline advertisements in same way it had previously been applied to cigarette commercials.

In 6-to-1 decision announced Friday (Aug. 7), commission rejected complaints of antipollution groups who said WNBC-TV New York gave inadequate coverage to problem of pollution caused by leaded gasoline. Groups had argued that commercials for automobiles and gasoline represented only one side of controversial issue of public importance.

Commission said it isolated ciga-

rettes as special case when it ruled three years ago that broadcasters who carry cigarette commercials must devote reasonable amount of time to antismoking messages. Automobiles are different, commission said, because their normal use does not pose inherent danger to health and commercials do not automatically raise controversial issue of public importance.

Additionally, commission commended WNBC-TV and networks for carrying broadcasts on subjects such as pollution, regardless of "the effect on the advertiser." It said this separation

of product commercials from discussion of vital issues is best approach; to confuse these realms, commission said, would be to "adopt scheme of announcements which would undermine the present system."

In dissenting statement, Commissioner Nicholas Johnson said: "We must not lose sight of what is fundamentally at issue here: whether our citizens should be told the *whole* truth about the products they use and consume. . . . It is sad and somewhat disheartening that this commission holds dearer the quantity of commercial profits than the quality of 'life itself.'"

In its petition for reconsideration ABC called new rule "premature." Virtually every other issue concerning cable TV is as yet unresolved, ABC said. ABC maintained concern that network ownership of CATV's might inhibit production of local programming or other services in competition with network programs carried by system are "mere speculation." And, it pointed out, much of growth in CATV so far has come from broadcasters. To act now, ABC said, runs risk of barring many who have financial resources and technical and other know-how for CATV development.

NAB termed rule "precipitous . . . harsh and unfair" and urged to commission to delete requirement that stations divest themselves of cable or TV interests by Aug. 10, 1973, or at least to defer effectiveness of rule.

NAB also suggested period for divestiture should be extended from three to five years. It noted FCC has given broadcasters go-ahead to own CATV systems and provided "no warning that divestiture would be imposed."

FCC seeks a deadline

In notice issued Friday (Aug. 7), FCC asked prospective applicants for domestic communications-satellite systems to submit "estimates" on how much time they will need to prepare applications.

In inviting applications last March commission said when it accepted first application for filing it would then specify cut-off date for applicants who wished to have their bids considered in conjunction with first filing, as well as deadlines for comments on proposed rulemaking.

Commission said initial application by Western Union (BROADCASTING, Aug. 3) appeared to be "substantially complete and acceptable for filing" on preliminary examination, but that it had decided to give other potential applicants leeway on filing date so they may "weigh all considerations involved and prepare applications which will meet specifications" of March order.

Applicants were asked to keep estimates to "minimum deemed essential" and commission said it would not necessarily accept "any and all" estimates in setting cut-off date for applications and comments.

NAB raps fee hikes

National Association of Broadcasters asked FCC Friday (Aug. 7) to reconsider new fee schedule (see page 40).

NAB charged commission in its petition with attempting to dismiss fact that fee hikes amount to taxation.

Annual fee would simply be payment

Week's Headliners

James P. Storer, regional radio VP for Detroit; Cleveland; Toledo, Ohio, and Los Angeles, Storer Broadcasting, Miami-based group owner, named VP of Storer Radio Division. Mr. Storer will continue to be based in Cleveland and will supervise over-all operations of Storer's six radio stations. He has spent his entire career with Storer, beginning with WGBS(AM) Miami, and later becoming merchandising manager for Radio Division and general manager of WJW(AM) Cleveland.

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

for privilege of being licensee and 2% assignment and transfer fee is disproportionate to service rendered by commission, NAB contended. Licensees should not be charged more than cost of services performed, it said.

NAB also asked commission to establish liberal policy of waiving annual fees for "significant number of unprofitable stations." If commission allows tax break for divesting stations under multiple ownership rules (BROADCASTING, July 20), commission should not require applicable fees where station transfers are made to conform to those rules, NAB concluded.

Cable group gets new name

Dale G. Moore, western TV and radio broadcaster, was elected chairman of new Future of Broadcasting Committee of National Association of Broadcasters at organization meeting in Washington Friday (Aug. 7).

Committee previously was known as CATV Committee. Membership was announced July 29 (BROADCASTING, Aug. 3).

Committee voted to change name because it anticipates involvement in matters other than cable TV, although that will be its prime concern at present. Group was named to implement NAB board directive calling for committee to undertake program of informing broadcasters, public and government of need for "fair and reasonable" legislation and rules concerning CATV.

At meeting Friday, committee discussed FCC's proposed "public dividend" plan for CATV, status of copyright bill and reviewed NAB's stance on CATV research, policy and legislative activities.

There apparently is some thought to naming additional members to represent purely radio outlets. But this has not yet been decided. All present six members, it was noted, also have radio adjuncts in their companies. Several also have cable-TV operations, but in main committee is considered hard-line on cable.

Mr. Moore is principal owner of KGVO-AM-FM Missoula, KCFW-TV Kalispell and KCAP(AM) Helena, all Montana, and KTFI(AM) Twin Falls, Idaho. He also owns 50% of KCOY-TV Santa Maria, Calif.

Dole bites back

Senator Robert J. Dole (R-Kan.) has begun distribution of own spots countering Amendment to End the War philosophy and calling for support of President Nixon's peace plan.

Spots, both 30's and 60's, have thus far gone out to between 20 and 30 TV stations which have agreed to free airing. Stations are among number of outlets which carried paid McGovern-Hatfield spots asking for citizen support of End the War Amendment—which would stop war spending after end of fiscal year.

Spots, which also were sent to three networks and to Metromedia for use as news clips, were produced by Logos Teleproduction Center, Arlington, Va., for \$3,000. Senator George S. McGovern has replied that he doubts there is right of free reply to "paid political announcement."

No relief on prime time

FCC has denied petitions for reconsideration of its new prime-time access rules. It changed effective date to Oct. 1 (for different rules that take effect in 1970, 1971 and 1972) so that new requirements would not overlap with end of summer reruns; otherwise, rules will go into effect as previously set forth.

Plea for change of heart

WXUR-AM-FM Media, Pa., denying violations of fairness doctrine or failure to ascertain community needs, asked FCC Friday (Aug. 7) to reconsider its decision to lift stations' licenses.

Stations said they aired contrasting views "in abundance" and did not violate personal-attack principle. They also said commission made arbitrary, subjective judgments on what constitutes "controversial issue," "personal attack" and "religion," when it denied renewal on grounds that stations hewed exclusively to right-wing point of view favored by minister Carl McIntire. Dr. McIntire is president of Faith Theological Seminary, which owns licensee of station.



“As the twig is bent...”

As recent events have established the alarming spread of narcotics into junior-high and even grade-school age groups, Storer stations have stepped up their efforts to alert both children and parents to the tragic end results of drug addiction. WJBK-TV, using a new “cumulative impact” approach, produced an intensive week-long series, in three news-broadcast periods daily, covering every phase of Detroit’s drug problem—its scope, effects, economic and social aspects, cures, educational programs for chil-

dren, recognition signs for parents and the role of police and courts. Atlanta’s WAGA-TV interviewed nearly a thousand students, regularly reported their attitudes, usage and knowledge of usage by others to spur official recognition of the city’s growing drug problem. In New York, WHN explored with legislative representatives the possibilities of a presidential commission on marijuana. WITI-TV, Milwaukee, aired a three-day series on addiction featuring specialists of San Francisco’s Haight-Ashbury Cli-

nic. WJW and WJW-TV, Cleveland; WGBS, Miami and Toledo’s WSPD are also placing major emphasis on the drug problem under guidelines laid down for all Storer stations. This Storer concept of good citizenship takes a lot of doing, but the rewards are great—in the often expressed appreciation of community leaders and concerned citizens wherever “Storer Serves.”

CLEVELAND WJW-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	BOSTON WGBK-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV
CLEVELAND WJW	DETROIT WDEE	TOLEDO WSPD	MIAMI WGBS	NEW YORK WHN	LOS ANGELES KGBS



M&H

"ARE THINGS GETTING TOUGH?"

Only you know. You may not know why, but you know if the decision making process is getting tougher.

Competition itself is tougher. Is it because the competitors are younger, smarter, or just better informed? It can't all be luck.

The bitter truth is, it takes more information at hand for management to make the right decisions now than it used to. Everybody's newscast is getting better. How do you make yours the best in town? How do you tell which of your on-the-air people from sign on to sign off are really helping you, and which ones aren't pulling their weight in rating points? The rating books can give you clues about fifteen minute segments; but these "estimates" tell you very little about people, and nothing about why things go wrong, particularly these days when rating points mean dollars that are even tougher to get.

The solution? That's our problem. Basic, hardworking research with TV viewers in their own homes, provides the first key. But then, specific recommendations, long term surveillance, monitoring, making specific follow-up suggestions—these are all part of it. Give us a call for a no obligation presentation. Make your life a little easier.

M&H

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Area Code 313
644-9200

Datebook

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

■ Indicates first or revised listing.

August

Aug. 1-14—Annual meeting *American Bar Association*. Sessions scheduled on copyright, administrative, antitrust and public utility law. Chase Park hotel and other locations, St. Louis.

Aug. 14—Deadline for reply comments on FCC's proposed "anti-siphoning" rule that would prevent sports events from being broadcast live over subscription TV or CATV cablecasting if they have been televised live on a nonsubscription, regular basis in a community during the five years preceding their proposed subscription broadcast. Washington.

■Aug. 14—Meeting, *Arkansas Associated Press Broadcasters Association*. Arlington hotel, Hot Springs.

Aug. 14-15—Convention, *Arkansas Broadcasters Association*. Arlington hotel, Hot Springs.

Aug. 17-18—CATV engineering seminar, State College, Pa. For further information, contact Mr. George P. Dixon, with C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

Aug. 19-23—15th annual convention, *National Association of Television and Radio Announcers*, Royal Coach Inn, Houston. Advance registration: NATRA, 1408 S. Michigan, Chicago 60605.

Aug. 20—*Association of National Advertisers* workshop on marketing information systems. Plaza hotel, New York. Program will be based primarily on presentations of case histories.

Aug. 20-23—Meeting of *West Virginia Broadcasters Association*. The Greenbrier, White Sulphur Springs.

■Aug. 21-23—Meeting, *West Virginia Associated Press Broadcasting Association*. Greenbrier hotel, 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 story-boards, sound tracks, shooting scripts, art and cinematography for animation. Ohio State University, Columbus.

Aug. 25-28—Western electronic show and convention (WESCON). Los Angeles sports arena and Hollywood Park, Los Angeles.

September

Sept. 10-12—Annual fall convention, *Louisiana Association of Broadcasters*. Monteleone hotel, New Orleans.

Sept. 11-13—Meeting of board of trustees, *Educational Foundation of American Women in Radio and Television Inc.* St. Louis, Missouri.

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

Sept. 14-15—CATV engineering seminar, Los Angeles. For further information, contact Mr. Phil Simon, Crown Electronics, 3637 Lankershim Blvd., North Hollywood, Calif. 91601 (213) 877-3550.

Sept. 15—Public hearing of the *Canadian Radio-Television Commission*. Skyline hotel, Ottawa.

Sept. 15—Deadline for comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

■Sept. 15—Deadline for comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF's.

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

Sept. 15—FCC evidentiary hearing in competitive proceeding for WPIX(TV) New York, to be held there. Previously scheduled for July 20.

Sept. 16—Semi-annual meeting, national awards committee, *National Academy of TV Arts and Sciences* to review Emmy Awards structure and procedures for 1970-71. Essex House, New York.

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

Sept. 17-18—Seminar on low-light level imaging systems of *Society of Motion Picture and Television Engineers*. Airport Marina, Los Angeles.

■Sept. 17-19—Semi-annual meeting, board of trustees, *National Academy of Television Arts*

and Sciences, Essex House, New York.

Sept. 21-22—CATV engineering seminar, Dallas. For further information, contact Mr. Bruce K. Frazier, Box 5387, Fort Worth 76108 (817) 244-3699.

Sept. 21-24—10th annual convention, *Institute of Broadcasting Financial Management*, Statler Hilton, Washington.

Sept. 22-23—Annual *CBS Radio Affiliates Association* convention, New York Hilton hotel.

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.

Sept. 24-25—Annual broadcast symposium, *Group on Broadcasting of Institute of Electrical and Electronic Engineers*. Four technical sessions are planned covering cable TV, AM and FM broadcasting, and one on TV receivers. Contact Edward L. Shuey, Ampex Corp., 7222 47th Street, Chevy Chase, Md. 20015. Washington Hilton hotel, Washington.

Sept. 25-27—Western area conference of *American Women in Radio and Television*, Rainbow hotel, Great Falls, Mont.

Sept. 25-27—Second annual joint meeting of boards of *Georgia, Florida, North Carolina, South Carolina state broadcast associations*. Ponte Vedra club, Ponte Vedra, Fla.

Sept. 28—Meeting, *Radio Code Board of National Association of Broadcasters*. Agenda includes following topics: personal-product advertising, racetrack betting, review of advertising guidelines for alcoholic beverages. Jack Tar hotel, San Francisco.

■Sept. 28-29—Fall display meeting, *Pacific North-West Cable Television Association*. Hanford House convention center, Richland, Wash.

October

■Oct. 1—Deadline for reply comments on FCC proposals aimed at making network programming available to UHF stations, particularly those competing with two VHF's.

Oct. 1-2—Fall meeting of *New York State Cable Television Association*. Agenda and location to be announced.

Oct. 2-4—West central area conference of *American Women in Radio and Television*. Omaha Hilton hotel, Omaha.

Oct. 2-4—Northeast area conference of *American Women in Radio and Television*. Syracuse motor inn, Syracuse, N.Y.

Oct. 4-6—Annual fall convention, *New Jersey Broadcasters Association*. Pocono Manor inn, Pocono Manor, Pa.

Oct. 4-7—Western region meeting, *American Association of Advertising Agencies*. Broadmoor, Colorado Springs.

■Oct. 4-9—103rd technical conference of *Society of Motion Picture and Television Engineers*. Speaker: David V. Picker, president of United Artists.

Oct. 7—Deadline for comments of FCC's proposed rules concerning extent of local, state and federal regulation of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

■Oct. 7-9—Annual fall meeting of *Pennsylvania Community Antenna Television Association*. LeChateau, White Haven.

Oct. 11-13—Annual convention, *North Carolina Association of Broadcasters*. Downtowner Motor Inn, Fayetteville, N.C.

Oct. 12-13—Meeting of Midwest chapter, *National Religious Broadcasters*. Mr. President Motor Inn, Grand Rapids, Mich.

Oct. 12-15—Fall conference, *Electronic Industries Association*. Fairmont hotel, San Francisco.

Oct. 13—Deadline for reply comments on FCC's proposed rule concerning broadcast announcements of station and network employees' financial interests in advertised services and commodities.

Oct. 13-15—*Illinois Broadcasters Association* fall convention, LaSalle hotel, Chicago.

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

Oct. 15-17—Wsm-AM-FM Nashville's Grand Ole

1970 National Association of Broadcasters conference schedule:

- Oct. 19-20—Sheraton Biltmore, Atlanta.
 - Oct. 22-23—Palmer House, Chicago.
 - Oct. 26-27—Benjamin Franklin, Philadelphia.
 - Nov. 12-13—Monteleone, New Orleans.
 - Nov. 16-17—Brown Palace, Denver.
 - Nov. 19-20—Mark Hopkins, San Francisco.
- (For list of NAB's 1971 fall conference dates, see BROADCASTING June 29).

Opry 45th birthday/anniversary celebration.

Oct. 16-18—Southwest area conference of *American Women in Radio and Television*. Raiderland inn, Lubbock, Tex.

Oct. 16-18—East central area conference of *American Women in Radio and Television*. Ponchartrain hotel, Detroit.

Oct. 19-20—CATV engineering seminar, State College, Pa. For further information, contact George P. Dixon, Vice-President, C-COR Electronics, State College, Pa. 16801 (814) 238-2461.

■Oct. 20—Annual radio commercials workshop, sponsored by *International Radio and Television Society*, Waldorf-Astoria hotel, New York.

Oct. 21—Pulse Man of the Year luncheon. Plaza hotel, New York.

Oct 22-23—Annual fall convention, *Ohio Association of Broadcasters*. Neil House, Columbus.

Oct. 23-25—Southern area conference of *American Women in Radio and Television*. Marriott motor inn, Atlanta.

Oct. 23-31—22d cine-meeting of *International Film, TV-Film and Documentary Market (MIFED)* in Milan, Italy. Market is for trading feature, TV and documentary films on worldwide basis. Advance bookings should be made to MIFED by letter or cable before Sept. 18. Address for information and bookings: MIFED-Largo Domodossola 1-20145 Milano (Italy). Telegrams: MIFED-Milano-Telex 33660 Fieramil.

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

Oct. 28—Deadline for reply comments on FCC's proposed rules prohibiting TV broadcasters from local crossownership of CATV systems; concerning CATV technical standards and desirability of minimum channel requirements for future CATV's.

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

Oct. 30-Nov. 1—Mideast area conference of *American Women in Radio and Television*. Cherry Hill inn, Cherry Hill, N.J.

November

■Nov. 2—Deadline for comments on FCC's proposed rule permitting radio stations to use third-class operators on routine basis if proper showings are made regarding transmitter stability and employment of first-class operators.

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

■Nov. 5-7—Annual fall meeting, *Oregon Association of Broadcasters*. Ramada inn, Portland, Ore.

■Nov. 7-21—*Sixth Chicago International Film Festival*. Includes U.S. TV commercials competition. Write: Michael J. Kutza, 12 East Grand Avenue, Rm. 301, Chicago 60611.

■Nov. 8-10—Annual convention, *Broadcast Promotion Association*. Astroworld complex, Houston.

■Nov. 10—Public hearing of the *Canadian Radio-Television Commission*. Winnipeg Inn, Winnipeg, Man.

■Nov. 10-11—National conference, *National Industrial Television Association* in conjunction with National Association of Educational Broadcasters Conference. Washington Hilton, Washington.

■Nov. 11-14—*Sigma Delta Chi* Convention. Palmer House, Chicago.

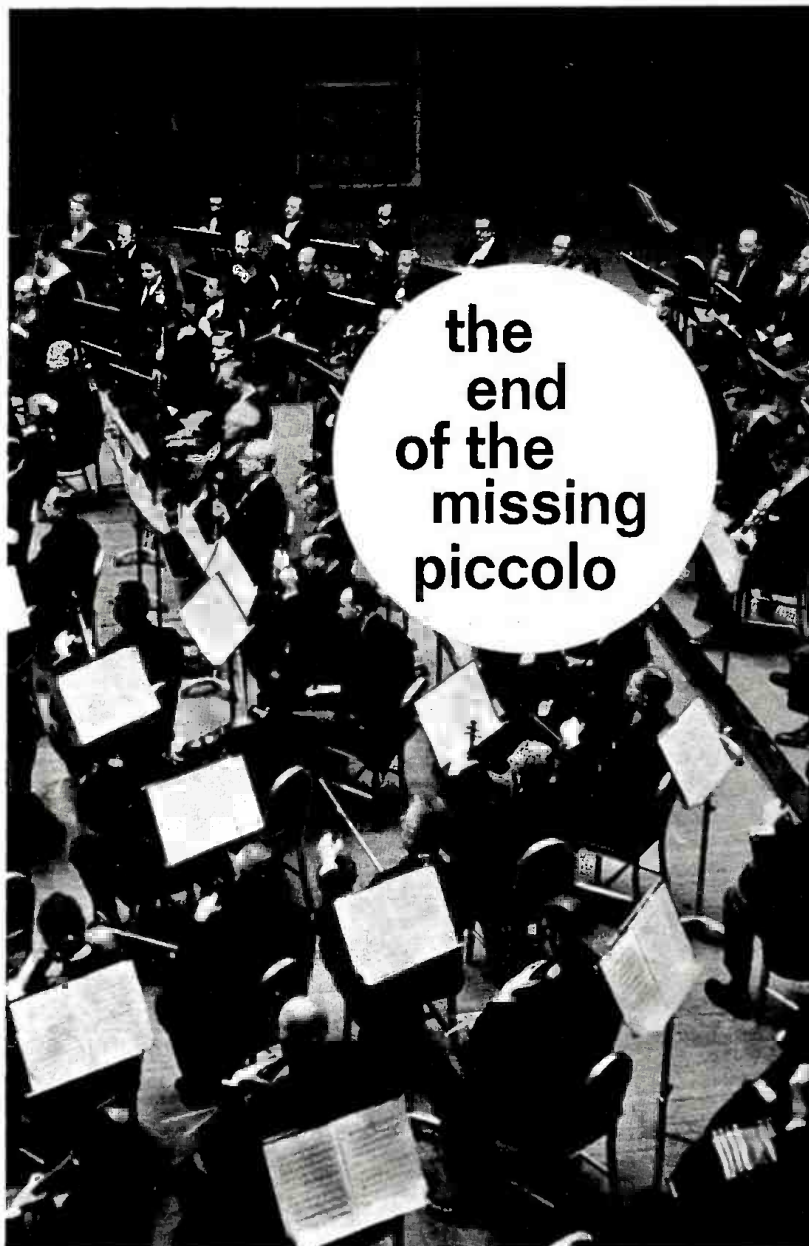
■Nov. 12-13—*SMPTE-SPSE* tutorial seminar on "Technologies in Motion Picture Film Laboratories", Airport Marina, Los Angeles.

■Nov. 13-15—Meeting of board of directors of *American Women in Radio and Television Inc.* Shoreham hotel, Washington.

■Nov. 20-22—*Annual Radio Program Conference* sponsored and directed by Bill Gavin. Speakers and special presentations will relate to conference theme, which celebrates Golden anniversary of commercial broadcasting. Century Plaza hotel, Los Angeles.

■Nov. 23—Deadline for reply comments on FCC's proposed rules concerning extent of local, state and federal regulations of CATV and limitation of franchise fees; concerning proposal to permit CATV's to import distant signals.

■Indicates first or revised listing.



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piccolo

Every signal that comes from AEL's new FM Solid State Exciters and Solid State Stereo Generators carries the same full range sounds that went in.

Features like extremely low audio harmonic distortion, flat responses, and only two printed circuits, make the AEL exciters and generators the most up-to-date available.

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Every democratic institution is nourished by the people.
And its ultimate purpose is the people's well-being.

Seen in that light, broadcasting is one of the most
representative of democratic institutions.

By law, a broadcaster must be
actively committed to the public interest,
convenience, and necessity.

In practice, moreover, broadcasting's ability to bring a
diversity of new ideas, opinions and experiences to
the people is a prime safeguard of the democratic ideal.

Is it any wonder that freedom
of thought and freedom of speech are today inseparably
linked with freedom of broadcasting? And that
in countries where dissent is not tolerated,
broadcasting is state-owned?

What we must remember is that broadcasting is
not a government power. Nor one to be used
indiscriminately or lethargically by the broadcaster.

Simply and solely, it is the power of the
people to communicate with the people.



BOSTON WBZ - WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW - KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA - KDKA-TV
FORT WAYNE WOWO
CHICAGO WIND
SAN FRANCISCO KPIX
LOS ANGELES KFWB

from
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Broadcasting

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

EDITORIAL

Edwin H. James, VP-executive editor.
Rufus Crater, editor director (N.Y.).
Art King, managing editor.
Frederick M. Fitzgerald, Earl B. Abrams, Leonard Zeidenberg, Robert A. Malone, senior editors.
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Erwin Ephron (vice president, director of media, programming and media research, Carl Ally), research adviser.

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BUSINESS

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NEW YORK: 444 Madison Avenue, 10022. Phone: 212-755-0610.
Rufus Crater, editorial director; David Berlyn, Rocco Famighetti, senior editors; Norman H. Oshrin, associate editor; Helen Manasian, Caroline H. Meyer, Cynthia Valentino, staff writers; Warren W. Middleton, sales manager; Eleanor R. Manning, institutional sales manager; Greg Masfield, Eastern sales manager; Mary Adler, Harriette Weinberg, advertising assistants.

CHICAGO: 360 North Michigan Avenue, 60601. Phone: 312-236-4115.
Lawrence Christopher, senior editor.
James G. Croll, Midwestern sales manager.

Rose Adragna, assistant.

HOLLYWOOD: 1680 North Vine Street, 90028. Phone: 213-463-3148.
Morris Gelman, senior editor.
Stephen Glassman, staff writer.
Bill Merritt, Western sales manager.
Sandra Klausner, assistant.

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*Reg. U.S. Patent Office.

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OpenMike

Accolade for football story

EDITOR: Congratulations on again providing the most comprehensive and complete magazine report on the status of football for 1970 [BROADCASTING, July 20]. Along with your other good efforts these yearly reports are so very valuable for the entire advertising and marketing community.—*Kenneth M. Flower, vice president, sales, NFL Films, New York.*

Putting the wraps on FCC rule

EDITOR: I would like to remind my fellow broadcasters of a pending rules change the FCC is now accepting comments on (BROADCASTING, May 25). It would affect every AM station using compression circuits to obtain positive peaks in excess of 100%. This amendment, if made into law, may very well mean each station would have to limit positive, as well as negative peaks to 100% or below.

Limiting positive modulation would reduce the signal range and would not be in the best interest of the listening public WCSS(AM) or any other station serves. All stations that now use compressors or similar equipment should let the FCC know of their views on this matter as soon as possible.—*Lloyd Smith, chief engineer, WCSS(AM) Amsterdam, N.Y.*

Telling it like it is

EDITOR: The example set by G. E. (Doc) Hamilton in his address to the Tucson (Ariz.) Lions Club (BROADCASTING, July 27) ought to be imitated by broadcasters from coast to coast! The unfairness of discriminatory acts against broadcasting needs more public scrutiny that has been received. Mr. Hamilton may have found the best way.—*J. Kenneth Marston, executive vice president and general manager, The Dixie Network, Jackson, Tenn.*

IBM says it isn't so

EDITOR: I am writing to you to call your attention to an erroneous item which appeared in the July 20 issue of BROADCASTING.

It stated that IBM was "launching in a few weeks first campaign in its history using Negro-programed radio, with messages on approximately 20 stations in top markets. To be placed by Ogilvy & Mather, New York, effort will concentrate on employment opportunities for black youths in computer services and related work."

For your information, we are not

planning such a campaign. However, we have used black radio for recruiting purposes a number of times in the past and will continue to use it in the future on an as-needed basis.—*Richard M. Wight, director of communications, International Business Machines, Armonk, N.Y.*

(The information came from station representatives who had been asked for availabilities by the agency.)

Truth in some jests

EDITOR: This cartoon and an editorial in the July 20 *Schenectady Gazette* raises a point with which most of us could agree. The cartoon ought to be displayed prominently in the offices of all those who are presently clamoring for as much so-called "equal time" as they can get. It is heartening to see this kind of comment on the editorial page of a newspaper.—*Donald A. Brown, manager-programs, WGY(AM) Schenectady, N.Y.*

Conscientious Objector



EDITOR: Thought you might be interested in this cartoon which appeared in the July 21 *Dayton Daily News*. The cartoonist responsible for this thought-provoking cartoon is Mike Peters.—*Steven L. Fisher, production manager, WKTR-TV Kettering, Ohio.*



"Thank you, reverend. Now, in compliance with an FCC ruling, here to represent the opposition. . ."

The need for professional timebuying

A couple of years ago, most agencies making new business presentations would not think of mentioning their media departments. A staff function wasn't supposed to be creative or exceptional in any way.

It was taken for granted you had a media department, just as you had to have a production department or an accounting department.

Our pitches were made on our strengths in creative and marketing, plus an assortment of fringe benefits, if we had them, like sales promotion, merchandising and public-relations specialists. The smaller agency, which couldn't afford all the frills, had to rely on a hot creative director and, most of all, good personal contacts.

Today the staff function seems to have come into its own, particularly the media department and most particularly the timebuying function.

We all know what caused this sudden discovery. I don't wish to rehash the independent service story, but we might examine what was found when agencies, both large and small, were forced to reappraise their media departments.

Just finding the media department was not easy for some agencies. It, or he, or she, might have been tucked away in some cubicle far from the grass-cloth walls and oiled-walnut credenzas of the line officers. Larger agencies were more embarrassed by what they found since these giants supposedly are characterized by a higher degree of professionalism.

Specifically, they found huge media departments staffed with trainees, beginners and only a very few competent career people—the last, unfortunately, in supervisory positions removed from daily decisions involving investment of the client's advertising dollar. If it is true that the advertising budget is an investment rather than an expenditure, then the payoff should depend on how well the budget is invested.

Yet we see advertising agencies, large and small, putting forth most creative effort in building plans and creating commercials and, once these things are approved by the client, leaving the actual implementation in the hands of green trainees. The trainee is told that if he really wants to hit the big time (become an account executive) he must put in a few months in media.

It is no wonder he learns to look at media as a second-class position. And if the agency feels that way, why should he care how well he invests someone else's money?

But look at it another way. Suppose you were a heavy stock market investor and your business was solicited by a major brokerage firm. You like their presentation so you give them your account. How would you feel if your portfolio then was turned over to a junior account man fresh out of his training program? This probably wouldn't happen in the financial world. But it happens in our business every day.

This whole area of unprofessionalism, understaffing and underpaying was brought to light by some villains who claimed to be able to buy time better than most agencies. To an extent they were right, and as a result many agencies were forced to make some drastic changes.

Some of these changes are ludicrous if not pathetic. Some spun off their timebuying departments and gave them new names to imply independence and a new importance. Some began traveling their buyers because they felt if they visited stations they could make better deals. Some may even be paying their buyers higher salaries.

Naturally this was done for client consumption. But the media people involved still are the same amateurs and trainees.

I believe the agency business is changing, reverting to where it began. The trend is more and more to the essentials of advertising: Create and plan a sound campaign and execute it efficiently.

Whether you believe there is a trend

away from multiservice agencies or that boutiques and specialized services are simply a fad, the fact remains that the current business atmosphere is opening new doors for the smaller agency. In the past the giant advertiser was off-limits to all but the giant agencies. Today anyone with something unique will be listened to and even sought.

If strong creative work is the bait, an equally strong media operation can be the hook. I think small agencies have an advantage there because it is easier to wind up rather than wind down a particular function.

Advertisers are aware of increases in media rates and they are aware of wide discrepancies in rates actually being paid. So when an agency can talk about its media department in terms other than just a staff function, it is going to generate interest. When you talk about money you are talking about profits and any advertiser understands the profit squeeze and how rising ad costs can affect it.

He also is aware of enormous profits in the media, particularly broadcast media. Even the least sophisticated advertiser eventually will become annoyed by an industry that seems to indiscriminately raise the price of its product several times a year.

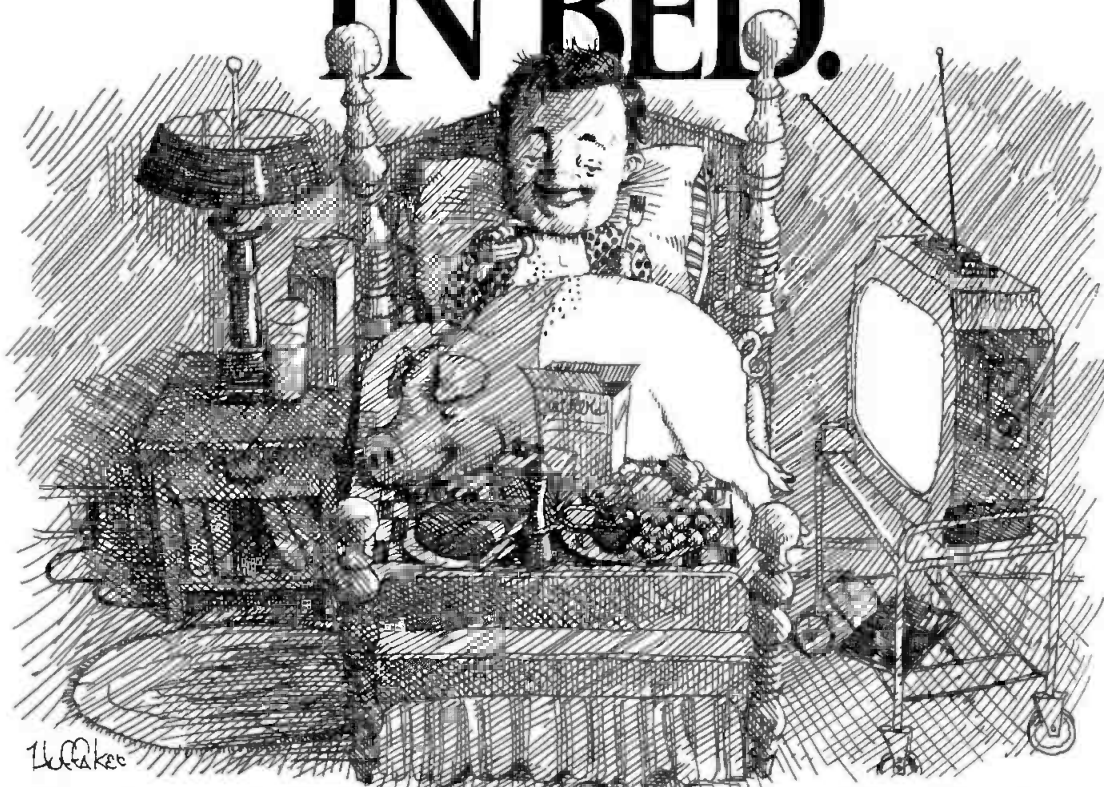
If other industries had raised their prices as often and to the same extent as the spot-television industry has in the past 10 years, a Volkswagen would cost \$3,000 and a pay toilet would cost 17.2 cents.

At any rate, the advertiser today is appreciative of an agency that shows it cares enough about its clients to make the investment function of prime importance.



Leonard Kay, vice president and media director for Arthur Meyerhoff Associates, has been involved in timebuying and media for his entire advertising career, starting in 1956 with McCann-Erickson, Chicago. He subsequently moved to the George Hartman agency there, which later was absorbed by MacManus, John & Adams as its Chicago branch. He left MacManus in 1964 to join Meyerhoff.

REACH THE MAN WHO HAS HOGBACK IN BED.



He and thousands like him have Merv Griffin as a nightcap every night. Merv's just one of the great buys in the Greenville-Spartanburg-Asheville market.

WSPA has early evening goodies too. "Gilligan's Island," 4:30; "The Big Valley," 5:00. Then our one-hour news block: Dave Handy, local and regional news at 6:00, and Walter Cronkite, 6:30.

Dick Van Dyke comes on strong

at 7 p.m., followed by all the great programs from CBS.

And Hogback makes it all possible. Because Hogback is Hogback Mountain, sweeping almost straight up from the Piedmont plains 3,465 feet to the top of Channel 7's maximum power antenna.

It reaches into the bedrooms, living rooms, dens, even the kitchens of 967,800 television homes.

So go to Carolina. Just for Hogback.

WSPA-TV

SERVING THE GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

CBS Affiliate National Representative: H-R Television

Owned and operated by Spartan Radiocasting Co., Walter J. Brown, President

Chance to open Congress to cameras?

That possibility is raised as talk at Senate hearings turns from seizing time to accommodating coverage

It started out as a hearing on a resolution to require broadcasters to present congressional spokesmen in prime time. It ended with growing sentiment, including two identical bills, to open the Senate and House to TV cameras during night sessions, with some strings attached.

This was the three-day scenario played last week before the Senate Subcommittee on Communications and its chairman, John O. Pastore (D-R.I.).

A resolution (S. J. Res. 209) by Senator J. William Fulbright (D-Ark.) was the basis for the hearings—although it was evident almost before they started

that the entire gamut of contentions about the FCC's fairness doctrine would come into play.

It was also evident early on that because of the lateness of this session of Congress not much would be done in the fairness field—on Senator Fulbright's motion or on the Republican bills that were to follow it.

On the last day of the proceeding, last Thursday (Aug. 6), Senator Hugh Scott (R-Pa.) and Representative William L. Springer (R-Ill.) with three co-sponsors, introduced bills whose purpose is to open the floor of both chambers to TV cameras for the coverage of spe-

cial prime-time debates on major issues. Broadcasters would be required to cover at least four such debates each year (for details, see page 21).

The Scott-Springer bills, which apparently are going to have to be revised since their first draft contains errors of fact as well as incomprehensible rhetoric, were introduced after the idea was broached early by Senator Robert P. Griffin (R-Mich.), assistant minority leader, and recommended concretely by W. Theodore Pierson, a Washington communications attorney who is serving as special counsel to the Republican National Committee. The GOP com-



Senator Muskie



Senator Fulbright



Senator Pastore (l.) with Nicholas Zapple, counsel

mittee proposal contained no reference to minimums of obligatory coverage.

The Republican proposals informally were applauded by network spokesmen (the network presidents had by then left Washington).

Whether Democrats on the Hill could be persuaded to agree to the Scott-Springer principles was not so certain. Early in the hearings Senator Fulbright was cool to the idea when proposed in rudimentary form by Senator Griffin.

The Arkansan was not sanguine about the suggestion. It would mean, he said, that the media would be making the judgments on what to cover and how. Congress, he said, should have something to say about those matters.

In other quarters, the Pierson proposal, and its offspring, the Scott-Springer bills, received support—from FCC Chairman Dean Burch; from Senator Robert J. Dole (R-Kan.), who added, however, that he was not sure he could support the Scott-Springer bills since they made coverage mandatory; from Vincent T. Wasilewski, president of the National Association of Broadcasters, and even from John W. Macy Jr., president of the Corp. for Public Broadcasting.

Mr. Pierson's suggestion was more than a substitute for the Fulbright formula; it was based on the premise that the Senate and the House "adapt itself to optimum use of the television media . . ." He said he was sure that TV coverage would be forthcoming if either house would schedule debates in its chambers during prime time on urgent issues of the day and invite TV coverage.

One sticky problem would be overcome by this move, Mr. Pierson noted: Since such a debate would be a bona-fide news event, it would be exempt from the equal-time provisions of Section 315. Broadcasters who carried debates featuring congressional candidates for re-election would be under no obligation to put opponents on the air.

Basically the Fulbright proposal had only two full adherents—the author, and Senator Edmund S. Muskie (D-

Me.). Senator Pastore, initially at least, was a seeming advocate, though he raised questions about the intricacies of execution. And so was an added witness, FCC Commissioner Nicholas Johnson.

But a whole host of broadcast witnesses entered objections, principally that it legislated what the audience must see and hear. This was the thrust of arguments against the resolution by Frank Stanton, president of CBS; Julian Goodman, president of NBC, and Leonard H. Goldenson, president of ABC. They were joined by Mr. Burch, by Mr. Wasilewski, by Mr. Macy, and by Senator Dole.

Elemental to the proponents case was the equation: TV is the most powerful force in communications with the electorate today. The President asks for TV time, setting the hour and the subject, and he automatically gets it from all the networks. Congress, which is the co-equal of the President, is denied this privilege. Therefore a law is needed to maintain the protocol hewn into the Constitution, that the United States government is composed of coequal, but separate, bodies.

As an example of how powerful the appearance of a President on TV can be, Senator Fulbright inserted into the record a selection of Louis Harris and Associates surveys that showed these effects from TV exposure:

- Former President Lyndon B. Johnson on the Tonkin Gulf resolution: Before he spoke, 42% were favorable to his view; after he spoke this segment of the citizenry jumped to 72%.

- President Nixon on a phased withdrawal from Vietnam: Before his appearance, 49% were favorable to this plan; after he spoke, these in favor rose to 67%.

- President Nixon on the Cambodian incursion: Before his address, only 7% were in favor; after his appearance on TV, 50% were favorable.

An argument against the Fulbright bill was the question raised by most opponents: If Congress legislates its right to appear on TV, should it not also

include the President.

Running throughout the objections to the Fulbright proposal, aside from the principal opposition that it would legislate broadcasters into carrying a government-directed program, were the "almost insurmountable" problems, as Senator Pastore put it, of implementing the resolution should it pass. These were defined by virtually every opponent; they covered such items as how to handle the views of the Senate and of the House when there may be many views in each; what of a situation where the executive branch and the legislative branch are of the same political party; how spokesmen for the Congress should be chosen: how the appearance of such spokesmen might open up demands by adherents of other views for time.

Senator Pastore, who for most of the three days of hearings, was the only senator present, early began to urge broadcasters to "voluntarily" offer specified time to congressional leaders or spokesmen.

He said that the major question is whether fairness should be left to the "good faith" of licensees, or whether this obligation should be spelled out with precise legislative guidelines.

The entire fairness arena, the Communications Subcommittee chairman observed, consists of "involved, complex problems not easy of solution."

At one point, Senator Pastore asked the network presidents to work something out ("Not as a triumvirate, but as individuals").

At another point he pleaded for broadcast representatives to come back with a counteroffer. "Tell us," he said, "'We don't like the bill, but we will do so-and-so.'"

Two broadcasters did. Donald McGannon, president of Westinghouse Broadcasting Co., said he thought that the industry, on a voluntary basis, should open up what he called a "base" time for the appearance of congressional opponents to presidential positions.

Twice each year, for 30 minutes of prime time each time, Senate and House representatives designated by the opposition party in the Congress should be put on the air, he suggested. This, Mr. McGannon noted, would result in four half-hours each year. Both the President and the opposition, he said, should be carried on the major TV and radio networks and by licensees, as they decide.

Mr. Macy declared that if funding is made available, CPB would set up an hour each month to discuss "major" national issues, with 30 minutes allocated to adherents of differing viewpoints. He suggested that the issue be chosen by a reputable, nonpartisan research organization, but Senator Pastore objected to this; if Congress is to choose the participants, he said, it should also

choose the subject.

Throughout most of Senator Pastore's remarks, however, he seemed to object to the principle of allowing broadcasters to make news judgments. He did comment favorably toward the end of the hearings when there seemed to be growing sentiment for resolving the issue by opening both chambers to TV cameras for floor debates in prime time. "There are arguments that it might be disruptive," he said, "but a way should be found . . ."

During the three days, also Senators Scott and Griffin took an active, though infrequent part in the deliberations. Their attitude decidedly was opposed to the Fulbright approach. It was Senator Griffin who introduced the idea of permitting TV cameras onto the floor of both Houses as a counter to the Fulbright bill.

The problem of selecting a spokesman, or several spokesmen, to represent the Senate, he observed at one point, would be "opening a can of worms."

Advocates of Senator Fulbright's resolution, including himself and Senator Muskie directly, with a seeming assist from the subcommittee chairman, made this basic point: that the President gets air time when he asks for it, at the time of his own choosing and in a format of his own choosing. Therefore, Congress, as the coequal of the President, should have the same privilege.

The President, Senator Fulbright noted, has "something close to the functional equivalent of exclusive access" to TV. "Whenever he chooses," Senator Fulbright said, "he can command a television audience to hear his views on controversial matters in prime time, on short notice, at whatever length he chooses, and at no expense to the federal government or to his party."

Senator Fulbright acknowledged that broadcasters covered Congress through news spots and interviews on TV, but he was less than happy with the results. Coverage in a news spot, he said, "gives us a moment of glorious recognition and, with luck, may even convey a fragment or two of our thinking on some public issue."

As to TV interviews, the chairman of the Senate Foreign Relations Committee observed: ". . . they are a kind of modern, somewhat less lethal equivalent to the Roman arena," with the interviewer attempting to provoke the subject into an indiscretion or a contradiction. He added: ". . . the best hope for escaping the lion's fangs are in changing the subject, obfuscating, filibustering or piously pretending that obvious incongruities . . . are really quite compatible."

Only when the President is interviewed, Senator Fulbright commented, "is the usual Christian-and-lions format

altered . . ." On those occasions, he said, ". . . the reporters appear in the role of supplicants at Nero's court."

Senator Fulbright contended that his resolution is not aimed at arranging for responses to the President. It is aimed at giving Congress the right on its own initiative to report to the people. And, he added to the surprise of some, the President should have the right to reply to such a congressional broadcast.

The purpose of his legislation, he added, is to "help restore constitutional balance between the executive and legislative branches in the field of communications."

He admitted that questions of how to choose spokesmen for the Congress could be difficult. But, he added, they

could be chosen through the majority and minority leaders of each House. He also noted that in most debated issues "natural" leaders arise for each side.

Senator Muskie, a leading aspirant for the Democratic presidential nomination in 1972, was perhaps even more blunt than his colleague from Arkansas. Television, he said, has become so powerful in the political process that it "must become part of the congressional formula."

Congress, he added, "must assure that the viewer receives a balanced diet."

Senator Muskie's principal point was that Congress must have the facilities to answer the President—and also to make its own position known whether

Opposite ways to get Congress on the tube

The Republican version of prime-time TV coverage of Congress was introduced last Wednesday (Aug. 5) in both houses by Senator Hugh Scott (R-Pa.), Senate minority leader (S-4189), and Representative William L. Springer (R-Ill.), senior minority member of the House Commerce Committee (HR-18804). Joining Mr. Springer in introducing his bill were Representatives Gerald R. Ford (R-Mich.), minority leader in the House; Rogers C. B. Morton (R-Md.), who is also chairman of the Republican National Committee, and James T. Broyhill (R-N.C.), who is a member of the House Commerce Committee.

The GOP bills, both identical, were submitted in a draft that aides of Senator Scott and Representative Springer later said would have to be perfected. The intention of the legislation, as described by its sponsors, is to create the

which already exists as part of the political-broadcasting section. Here is the present language of the insertion:

"Each television broadcast licensee shall broadcast the proceedings of each house of the Congress which is scheduled to begin at or after 7 o'clock, post meridian; except that no such licensee shall be required to broadcast such proceedings of either such house on not less than four days in any calendar year."

This was the Republican answer to the resolution of Senator J. William Fulbright (D-Ark.) (S. J. Res. 209) which was the basis for the hearings last week before Senator John O. Pastore (D-R.I.) and his Communications Subcommittee. Senator Fulbright's bill would insert the following in the Communications Act as Section 315(d):

"Licensees shall provide a reasonable amount of public-service time to authorized representatives of the Senate of the United States and the House of Representatives of the United States, to



Senator Scott



Representative Springer

procedures for both Senate and House to hold evening debates on major issues, to permit television coverage and to require television stations to take at least four such programs per year. It would insert a Section 315(d) in the Communications Act, though the original draft mistakenly inserted a "315(a)"

present the views of the Senate and the House of Representatives on issues of public importance. The public-service time required to be provided under this subsection shall be made available to each such authorized representative at least, but not limited to, four times during each calendar year."



Mr. Goodman (r) with David Adams, NBC executive VP

or not the President takes to the air. Not a witness, but making a statement from his seat as a member of the Communications Subcommittee, was Senator Charles Goodell (R-N.Y.), the only Republican senator present during the hearings to take a favorable stance on the principle of Congress's right to expound its views on television. Senator Goodell is also one of the leading "doves" in the Senate, and a principle author of the amendment to withdraw all American troops from Vietnam on a specified date.

The President, he said, has been able "to command the airwaves" to present his policies on the conduct of the war. He said he doesn't quarrel with that right, but, he added, Congress shares the responsibility with the President on the conduct of foreign policy. Therefore, he stated, Congress must also have a similar opportunity to present its views on these issues. "Access to the television media," he said, "is a necessary prerequisite [to that]."

Commenting on the refusal by the networks to sell time for antiwar spots by the antiwar movement, the New York Republican commented:

"It is inconceivable to me that a bipartisan group of U.S. senators proposing the major alternative to the President's policy cannot exercise the same right to purchase TV time as the manufacturers of detergents."

Predictably, the presidents of the three TV networks were adamant in opposition to the principle of relinquishing their obligations to make judgments on who appeared on the air over their facilities and what the issue to be discussed should be.

CBS's Dr. Stanton characterized the Fulbright resolution as "dangerously simplistic." This proposal and those facing the FCC, he said, "would engraft an equal-time concept on the fairness doctrine."

Dr. Stanton maintained that the requirement that broadcasters provide

time for specific government spokesmen would be clearly unconstitutional with respect to any other medium"; that it would violate not only the First Amendment but would also undercut the prohibition against censorship in Section 326 of the Communications Act.

He contended that the Fulbright resolution would impose an unwanted uniformity on broadcasters' transmissions on public issues. The bill, he said, would have to apply to all broadcasters. Without a mandatory enforced appearance, he insisted, much greater diversity appears.

Dr. Stanton also pointed out that networks do not dominate the news audience. He said that in the top-50 markets, 75% of news viewing is to locally produced newscasts. And that doesn't count radio news, Dr. Stanton said, which at times has a much greater over-all audience than TV news.

TV news coverage has expanded tremendously, Dr. Stanton noted. CBS News broadcast twice as much news in the last complete season (1968-69) than it did in the decade before that (1956-57)—1,354 hours compared to 675 hours. And for evening hours (6 to 11 p.m.), the difference is even greater, he said; CBS News broadcast three and a half times in 1968-69 what it did in 1956-57—596 hours compared to 157 hours.

Commenting about the "loyal opposition" policy—which resulted in CBS's providing Lawrence F. O'Brien, Democratic National Committee Chairman, with a half hour on July 7 to respond to President Nixon's conversation with three TV network commentators on July 1—Dr. Stanton said that this is not the only approach CBS is undertaking to provide what he called balance and fairness on public issues. Others are news broadcasts to present views contrary to those of the administration, discussions and interviews on regularly scheduled programs and, from time to time, the furnishing of free broadcast



Mr. Goldenson

time to the principal opposition party.

In urging rejection of the Fulbright bill, Dr. Stanton noted that the Congress is currently deliberating the political broadcasting bill, already passed by the Senate, which would exempt candidates for the Presidency and Vice Presidency from the equal-time provisions of Section 315 because, he said, Congress "believes that, in this area at least, broadcasters are capable of exercising a sound discretion.

"It would be a startling turnabout," he concluded, "for the Senate now to seriously consider applying equal-time provisions to the President's every broadcast appearance while at the same time rejecting that concept when applied to the President in his capacity as a candidate."

NBC's President Goodman argued strenuously that the decision on whom to put on the air and what subjects shall be covered must be left to the judgment and expertise of broadcast newsmen.

"We believe," he said, "that the goal of public understanding is best met by letting broadcasters, rather than legislators or regulators, judge what kind and combination of programs will most fairly and fully cover a particular issue."



Mr. Califano



Mr. McGannon

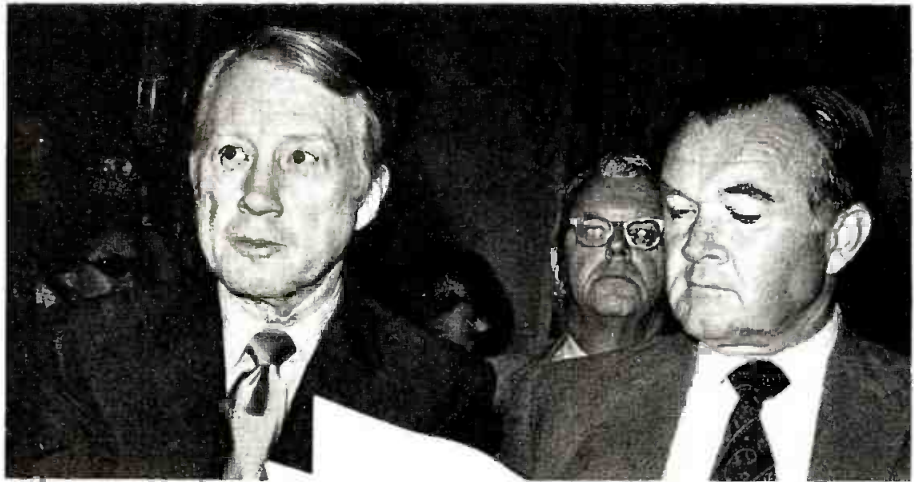
Mr. Goodman noted that it is a basic principle that "the public gets its information from a free press and free broadcasting, not from government authority or under the dictate of any branch of government."

He noted that there are various methods of presenting both sides of an issue—through natural spokesmen, news reports, analyses, panel discussions, interviews and special programs. This has worked well, he said; between January and mid-June this year, he noted, 45 pro-administration and 35 opposition spokesmen have appeared on only one NBC program, *Today*.

Congress, he said, has been well covered, far more extensively than any other branch of government. From January to mid-July this year, he noted, there were 177 appearances by members of Congress on NBC programs and specials.

"In our view," he commented, "it is inadvisable and undemocratic to establish legislative or regulatory formulas that tell a news medium how it must operate in reporting and analyzing political issues."

Mr. Goldenson, in his appearance, not only protested the Fulbright sug-



Dr. Stanton (l) with Richard Jencks, CBS Broadcast

gestion, but stated he feels that the FCC's fairness doctrine "remains the most effective means of insuring a balanced presentation of representative but contrasting viewpoints by some 7,000 licensees."

The ABC president emphasized that broadcasters don't reach their decisions in a vacuum. Their decisions are sometimes reviewed by the FCC, and sometimes by the courts.

Noting that ABC has offered 33 1/3 % discounts on its 19 owned-and-operated TV and radio stations for spots for political candidates and that it will continue this same discount, for programs too, in the 1972 campaign, Mr. Goldenson said that if the political broadcasting bill passes and exempts presidential and vice presidential candidates from Section 315 obligations, ABC will make its national network available without charge "and in substantial amounts" for debates and for other forms of coverage.

Mr. Goldenson also disclosed that the ABC network has recently advised the FCC that it will accept orders for the purchase of time by the major political parties for the solicitation of funds and for comment on public issues.

Mr. Wasilewski declared that should the Fulbright legislation be passed, it would be the "first time in history" where the "nation's principal journalistic media" would be required to carry a particular program or a specific spokesman.

This move to extend the fairness doctrine, Mr. Wasilewski said, would restrict rather than encourage freedom of expression. The principle could be extended, he said "in this age of controversy" to every program, even to every commercial.

Under the present method, Mr. Wasilewski said, had there been a congressional spokesman authorized to express the sentiments of Congress, he would have received more than adequate time.

Mr. McGannon called for the outright repeal of Section 315. In its place, he said, broadcasters should be charged with a fairness obligation that would require balanced coverage in the presentation of political candidates as well as issues.

"We are dealing," he said, "with new values and new issues and with old laws and old regulations which had their genesis in another era and with another medium."

The time has come for broadcasters and other responsible sources to undertake "a total reassessment" of the problem of communicating to the public as a part of the process of government, he said.

The President as a leader of all the people must have access to broadcast facilities, Mr. McGannon stated, but when he discusses controversial issues, the news media have the responsibility to comment and to express other views. In fact, the Group W president added, reasonable time should be offered "prominent, identifiable and responsible spokesmen for opposing points of view"—but all to be determined by the broadcaster.

The FCC chairman speaking for the commission (but with one excep-



Mr. Pierson (l) and Representative Morton

Dole takes after Nicholas Johnson

Stung by 'snide' letter, senator says commissioner should fire aide or resign

Senator Robert Dole (R-Kan.) last week called on FCC Commissioner Nicholas Johnson to fire a young legal aide because of what the senator regarded as a "snide" letter dealing with fairness-doctrine questions. And if the commissioner knew about the letter when it was written, Senator Dole said, "then I believe he should examine his own conscience carefully to see whether he can continue to serve as an effective and unbiased member of the commission."

The letter, signed by Gary Gerlach, was prompted by Senator Dole's campaign to get broadcast time to answer a series of antiwar spots run by the Amendment to End the War Committee (BROADCASTING, July 27). Referring to Senator Dole's proposed replies as "pro-war" spots, Mr. Gerlach commented that peace groups might actually be helped if the senator were successful in getting his spots on the air—because those groups could then use the very same fairness-doctrine interpretation to gain air time of their own.

In a Senate floor speech, Senator Dole responded angrily both to the content of the letter and to what he considered its supercilious tone. Speaking of Mr. Gerlach, the senator said:

"I do not call for his resignation. I do not believe he should be offered that chance. I do, however, call on Commissioner Johnson to fire him in the best interests of the industry the FCC serves, if Commissioner Johnson is unaware of his letter."

tion) offered a short and generally complete objection to the Fulbright proposal. It would mean, he said, "a sharp departure . . . for the first time, that one entity, the Congress, would be singled out and given a statutory right of access to the broadcast media."

Why not, he asked, extend the same right to others—the President, the states, "entities within the states"? And, he added, are only government voices to be heard?

He suggested that coverage of congressional matters be left to the voluntary "innovative or experimental efforts of the broadcast media."

Senator Dole expressed outright opposition to the Fulbright resolution. He said he doesn't believe, except in a national emergency, that the federal government should require broadcast stations to present any particular program.

"I do believe," he said, "that generally the fairness doctrine is a workable

Mr. Johnson declined to comment on the senator's speech. Mr. Gerlach said Mr. Johnson had known about the letter.

The exchange began when Mr. Gerlach read in BROADCASTING of Senator Dole's fairness campaign and wrote the senator a three-paragraph letter—apparently with Commissioner Johnson's knowledge. The heart of the letter read as follows:

"Ironically, there are many peace groups in the country who wish you well, for if you can establish yourselves under the fairness doctrine you will in turn help achieve access to the media for peace groups. . . . These groups and many more have prepared spots ready to roll—all they need is your interpretation of the fairness doctrine."

Mr. Gerlach's point was that Senator Dole based his request for time on the theory that the fairness doctrine requires "the presentation of contrasting views on all issues of public controversy," regardless of the availability of paid sponsorship. Several peace groups who have asked the FCC for reply time have used almost exactly the same argument—so far, with little success (see page 26). (Mr. Johnson has been the only commissioner who consistently supported such groups.)

Senator Dole emphasized three points in his outraged reply:

■ He objected to Mr. Gerlach's calling the proposed advertisements a "pro-war" campaign. Although Senator Dole clearly regards himself as a supporter of

President Nixon's policies, he said: "I know of no senator who per se is pro-war. . . . I want a peace with honor and justice."

■ He expressed resentment over being "warned" against seeking time to reply to antiwar senators "on the grounds that other so-called 'peace groups' will then get more free time."

■ He noted that Mr. Gerlach had enclosed previous FCC fairness rulings, with the comment: "I thought you might like to bring yourself up to date." In reply, Senator Dole snapped: "The inference is obvious in that last snide remark."

Summing up, the senator said: "I should like to pose a question: How



Senator Dole

is television to national and state-wide political campaigns that it is more important for a candidate to have a TV adviser, a first-rate FCC lawyer and television monitors than to have loyal precinct captains and doorbell ringers."

Discussing the significance of TV not only for politics but also for minorities and for the discussion of social problems, Mr. Califano said: "The Thomas Paine of the 1970's must do his pamphleteering on television."

Although he said he was in favor of leaving the choice of respondents to the networks and licensees "under a rule of reason," and therefore did not take a firm position on the Fulbright resolution, Mr. Califano made it clear that his sympathies were with his Democratic congressional brethren.

As to politics, he said: "We believe that the survival of the two-party system depends upon access to television on some equitable basis for the party

method of assuring that a free and complete discussion of controversial issues will be broadcast by the nation's radio and television stations." The FCC, he added, was created to deal with such issues on a case-by-case basis. He suggested that the commission institute hearings, similar to its 1948 proceedings that resulted in its 1949 decision on editorializing, to bring the concept up to date.

Senator Dole was critical of TV and radio newscasts. He said too often "obviously" biased viewpoints are presented "under the guise of 'hard' news."

The vital importance of television in elections, mentioned by a number of the witnesses, was put most graphically by Joseph A. Califano Jr., general counsel of the Democratic National Committee.

"The name of the deadly serious game of national and state-wide politics in the 1970's," he asserted, "is television."

And, further, he said: "So essential

can we expect impartial and honest interpretations of the broadcasting codes and of the laws when we depend on FCC employees who show an obvious antagonism toward some members of the Senate and an equally obvious bias against the views they espouse."

Calling Mr. Gerlach "a detriment to the Federal Communications Commission," Senator Dole then called on Commissioner Johnson to fire him.

To no one's surprise, preliminary indications were that the commissioner will do no such thing. Mr. Johnson is refusing all comment, but an aide brushed off the incident with the comment: "Of course we won't fire him."



Commissioner Johnson

out of power."

He said the most powerful social and political force abroad in the land today is "television and the unparalleled amount of power it places at the fingertips of any President who picks up the telephone and tells the three networks he wants to go on television in prime time tonight, or any other night."

Mr. Califano said that because of "a variety of conflicting policies and practices," networks and local stations have denied the Democratic National Committee access and have thus "frustrated our projected media campaign."

It is on this issue that the Democratic committee complained to the FCC, asking that it issue a policy statement that a broadcaster cannot refuse to sell time to a responsible entity for the solicitation of funds and comment on public issues. And it was on this petition that the commission last week agreed with the Democratic position on the sale of

time for the solicitation of funds, but not for comment on issues (see page 26).

Though not on the witness list, Commissioner Johnson appeared at the hearing bearing mimeographed copies of a statement. Asked by Senator Pastore whether he had anything to say, Mr. Johnson came out for the Fulbright resolution and went on to a general exposition of philosophy.

He said that he believes that the FCC should require broadcasters, on a trial basis, to accept any advertisement, commercial or political, at rates determined by the licensee on a first-come, first-served basis. He said he figured only 1% or 2% of such advertisements would be political.

"Few licensees would argue," he said, "that they were unwilling to accept an advertisement because it might force them to present all views on an issue of controversy and public importance. This obligation is already incumbent upon them."

Mr. Johnson also contended that broadcasters should be required to accept political programming (30 minutes or even one hour) up to 5% of their prime-time schedule, also on a first-come, first-served basis. Licensee profits, he said, "would not drop one cent."

Acknowledging that he goes beyond the fairness doctrine to the broader doctrine of access, Mr. Johnson said the principle of access "pays its own way," is "self-enforcing" and opens the minds to "the breeze of dissent, controversy and thought."

Affiliates question 'loyal opposition'

They seek CBS previews of future programs to ease clearance decisions

A group of CBS-TV affiliates, caught up in a climate of increased concern with political access in television, say they favor their network's "loyal opposition" policy but seek network "safeguards" and "guidelines."

Basic to the affiliates' position is a request to CBS that stations receive future "loyal opposition" programs for prescreening more than 24 hours before scheduled telecast.

The affiliates' stand was voiced at a meeting of the CBS Affiliates Advisory Board in Dallas on July 31 and summarized last week in a letter to Dr. Frank Stanton, CBS president, from the board's chairman, Kenneth Bagwell, vice president and general manager, WJW-TV Cleveland. Dr. Stanton, who testified on political access and fair-

ness in Washington last week, also attended the Dallas meeting of the affiliates.

Under the CBS policy as enunciated by Dr. Stanton, CBS is providing free half-hours at a minimum frequency of four times a year to the Democratic National Committee.

Mr. Bagwell wrote that as he "reads the sum of the discussion of the board last Friday" [July 31], the majority of the affiliates present endorsed CBS's "loyal opposition" concept, but "it became crystal clear that there was substantial dissatisfaction with the unrestricted nature of the program content." He said that personally, as a licensee, he "did not come away from the meeting feeling that a viable solution had been put forward.

"While I recognize that it would be difficult to tell a Senator [Mike] Mansfield [majority leader] what he could or could not say, there are other circumstances which could conceivably occur (such as personal attack) which makes this potentially dangerous."

Mr. Bagwell voiced "some dismay over the complete lack of discussion and consultation with the affiliates prior to announcing this significant move." But, he said, "since CBS has committed its affiliates to this concept, it follows then that as licensees we must request additional safeguards."

A main safeguard, he said, would be the prescreening well in advance of "loyal opposition" telecasts. He asked that "CBS require 'loyal opposition' programs of the future to be taped far enough in advance to allow feeding on closed circuit not later than the afternoon of the day prior to date of telecast.

"In this way," Mr. Bagwell said, "all affiliates may make their proper judgments on clearance based on program content."

Mr. Bagwell took note of the current thinking at CBS of four opposition telecasts yearly and said: "The sheer irregularity of this system, in light of the known criticism, places the CBS-TV network and the affiliates in an awkward position." He expressed the hope that the broadcasts might be scheduled at quarterly intervals and a year in advance.

Also mentioned during the affiliates' discussion in Dallas and in Mr. Bagwell's letter, was the "feasibility of visually identifying as 'commentary,' 'analysis or some similar label the Eric Sevareid reports and such other reports that are not hard news (e.g.: the analysis of post-presidential speeches)." (ABC-TV for some time has labeled commentary visually on the screen.)

Asked to amplify this reference, Mr. Bagwell said the affiliates' thinking was "not new."

Does CBS feel stung by 'loyal opposition'?

A Republican leader lay in wait for Frank Stanton, CBS president, last week at the latter's appearance at hearings on the Fulbright bill to achieve congressional access to television. The Republican, Senator Robert P. Griffin of Michigan, assistant minority leader, wanted to inquire about the Republicans' prospects of getting time to answer a "loyal opposition" program of 25 minutes duration given by CBS-TV to Lawrence F. O'Brien, chairman of the Democratic National Committee on July 7.

Senator Griffin described Mr. O'Brien's performance as that of a "political hatchetman," although it had been billed in advance as an answer by the "loyal opposition" to President Nixon's comments during his *Conversation with the President* interview with correspondents of all three television networks on July 1. The senator wanted to know whether CBS-TV was intending to give the Republican National Committee chairman time to answer the Democratic National Committee chairman.

"Not unless I am forced to," said Dr. Stanton. At the time the FCC had not acted on a petition by the Republican National Committee asking the government to require CBS-TV to give it time.

Senator Griffin kept referring to the O'Brien program as a "partisan political attack" and asking whether CBS intended to let other programs already committed to the "loyal opposition" to be used for similar purposes.

Finally Dr. Stanton said that if that were the way the Democrats wanted to use the time, "we would have to reconsider our policy."

From the other side of the "loyal opposition" dispute it was said at last week's hearings that the Democrats originally wanted to put their congressional leaders on the CBS-TV program but that CBS officials pointed out that no candidates for re-election could go on the air. The law would entitle their opponents to equal time, CBS pointed out. That information was given the Senate hearings by Joseph A. Califano Jr., general counsel for the Democratic National Committee.

Mr. Califano noted that all members of the House and one-third of the senators (except for the few retiring in both houses) were facing re-election campaigns. A week or so after the O'Brien telecast, a CBS attorney, Ralph E. Goldberg, said that network would not object to the appearance of candidates on future "loyal opposition" programs. Mr. Califano reported, provided CBS affiliates could be notified of their identities in time to decide whether to carry or reject the program.

broad attack on the Nixon administration's policies.

A complaint filed by a bipartisan group of 14 senators—all sponsors of the McGovern-Hatfield "Amendment to End the War"—seeking a ruling that the networks should "provide time to any substantial group of senators opposing the President's views on a controversial issue of public importance whenever the issue is one in which the Senate has a role to perform in seeking resolution of the issue, and the President has initiated debate via nationwide television."

A request by 11 pro-administration senators for time to respond to a half-hour program on NBC featuring sponsors of the Amendment to End the War.

A second petition by the DNC, calling for a ruling that whenever the President appears on radio and television for a news conference or speech, he is presumed to be speaking on a subject of public importance, and licensees and networks must make an affirmative effort to seek out responsible spokesmen with contrasting views.

Last week's decisions, however, did not appear to foreshadow any drastic widening of past fairness interpretations.

In the DNC decision, the commission said that requiring licensees to sell time for comment on public issues would be contrary to past policy. "What is involved in the DNC request is a question whether there is a right of access to broadcast facilities by 'responsible entities' over and beyond the fairness-doctrine right of the public to be informed," the commission said. It noted that broadcasters are not regarded as common carriers under the law.

If broadcasters are to be considered "public trustees," the commission said, they must maintain control over how the public is to be informed. For example, it said, "a licensee which reasonably made the judgment that an issue was too complex to be discussed in a 30-second commercial—that 'hawking'

A preliminary bout with fairness

FCC sees need for on-air fund raising, turns down bid for time by antiwar group

The FCC, warming up for a tough series of landmark fairness decisions, last week issued two rulings that will bring small comfort to those who advocate wider access to the broadcast media.

In response to a petition from the Democratic National Committee, the commission held that broadcasters may not arbitrarily refuse to sell time to political parties who want to solicit funds, but may decline to sell time for comment on public issues. The DNC had asked that broadcasters be prohibited from refusing to sell time to "responsible entities such as the DNC for solicitation of funds and for comment on public issues. . . ."

And in a separate ruling, the commission denied a complaint by a group called Business Executives Move for Peace in Vietnam (BEM). The organization had charged that WTOP(AM) Washington violated the fairness doctrine by refusing to sell time for the

presentation of antiwar messages.

Both decisions were adopted on 6-to-1 votes, with Commissioner Nicholas Johnson the lone dissenter in each case. The commissioner called for a "system of access," in which citizen groups and political parties could enjoy nearly unrestrained rights to broadcast their views, rather than a narrow fairness doctrine or—worse yet—a system where "the views that reach the people [are] dominated by the consensus committees of the corporate television establishment."

The two rulings launched what is expected to be a series of major fairness decisions. As the commission prepared for an extra meeting late last Friday (Aug. 7), these were among the important questions yet to be decided:

A request by the Republican National Committee for time to answer the Democrats' "loyal opposition" broadcast on CBS-TV, in which DNC Chairman Lawrence F. O'Brien presented a



FCC Chairman Dean Burch, testifying before the Senate Communications Subcommittee, reported on FCC actions taken at that time last week on fairness complaints. He also opposed the Fulbright resolution to force television to give Congress time (see page 19).

the issue like a soap did not serve the public interest—would find that judgment frustrated by the DNC policy; it would be required to sell the spots and ordered to make time available to opponents on a similar basis."

The commission agreed with the DNC, however, on the question of solicitation of funds. It said any station or network that declined to sell fundraising time as a matter of policy except in election campaigns—as CBS did earlier this year—would be "arbitrary . . . since the need for the widest possible financial support for political parties is not confined to such periods. . . ."

CBS's former policy was among the prime targets of DNC's petition. However, in a telegram several weeks ago to DNC Chairman O'Brien, CBS President Frank Stanton announced that the network had come to the decision to abandon that policy (BROADCASTING, June 29).

Where the commission found some shades of gray in arriving at the DNC decision, it found practically none in adjudicating the antiwar group's complaint. It indicated, in fact, that BEM had provided nothing except "general allegations" to support the contention that WTOP(AM) had violated the fairness doctrine by refusing to air antiwar spots.

"A complainant cannot simply say the words 'Vietnam,' 'racial discrimination,' 'pollution,' and require a licensee to devote extensive man-hours to cull over his past programming to show fairness on general issues of this nature," the commission said. Even though the licensee must show his compliance with the fairness doctrine, the commission said, "the public interest also requires some reasonable indication to trigger this detailed showing by the licensee." The commission added that WTOP had demonstrated its broad coverage of the Vietnam issue in previously presented programs.

BEM had also argued that its particular views were being kept off the air, but the commission said fairness applies only to the right of the public to be informed, not to the right of a particular group to be heard.

And the commission rejected BEM's efforts to use the Supreme Court's Red Lion decision as a wedge to expand the fairness doctrine. The peace group argued that the station's policy of refusing to sell time for spots on controversial issues represented a violation of BEM's free speech rights. However, the commission took the opportunity to hammer home, once again, two basic points: The fairness doctrine does not apply to the rights of particular spokesmen to obtain air time, and broadcasters

are not common carriers.

In his dissents, Commissioner Johnson did not go so far as to challenge this notion and to declare that broadcasters are indeed common carriers. But he did argue in favor of a radically expanded concept of access to the airwaves. (His opinions, totaling over 50 pages, were characterized as merely "preliminary opinions," with more materials to follow at a later date.)

"No one would deny [the] need for a 'trustee' system," the commissioner said in his DNC dissent. "But that is not the issue. The issue is whether that trustee must control all the available time, or whether he should be required, in a manner consistent with his other duties,

to turn over a significant portion of that time directly to the people."

Mr. Johnson's answer in both dissents was that licensees who open their stations to the presentation of "commercial views" cannot then become discriminatory, accepting some "commercial views and political solicitations" and rejecting others. He argued for a system in which broadcasters would be required to open their facilities to all potential buyers of time on a first-come first-served basis, and to set aside limited prime-time programming on the same basis. The commissioner offered a similar analysis in a statement prepared for last week's Senate Communications Subcommittee hearings on fairness (see page 19).



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 For Greater Western Michigan
 Avery-Knodel, Inc., Exclusive National Representatives

Attack on mouthwash ads

TV claims for toothpaste too come under fire from FDA

The Food and Drug Administration has acted to ban what it says are false advertising claims by the makers of eight toothpastes and eight mouthwashes that their products respectively prevent tooth decay or are medically effective in combatting bad breath, germs, sore throats and common-cold symptoms.

Some of the claims are made in network and spot-TV advertising.

Research conducted by the National Research Council of the National Academy of Sciences, the FDA said, failed to substantiate claims that the toothpastes did more than clean teeth or that the mouthwashes were more than "refreshing mouth rinses" or "aids to daily mouth care."

The toothpaste manufacturers have until Aug. 20 and the mouthwash makers until Sept. 2 to comment on the findings. After that the FDA can order the products off the market if the allegedly misleading advertising is not discontinued.

Brands studied by the research council covered only those introduced between 1938 and 1962, the period encompassed by a 1963 drug law requiring manufacturers to show that their products are both safe and effective. Thus the findings are also applicable to some other toothpastes and "all mouthwashes," according to an FDA spokesman.

The council found that Crest toothpaste, made by Proctor and Gamble, was effective against cavities and that NDK Dentifrice, made by the NDK Co., was possibly effective. New Colgate Dental Cream-Gardol plus MFP was not reviewed by the council since it was marketed after 1963, but the FDA said its own evaluation of data submitted by the Colgate-Palmolive Co. indicated that the product was also effective.

Judged ineffective in preventing cavities were these toothpastes: Brisk Activated Tooth Paste; Colgate Chlorophyll Tooth Paste with Gardol, and Colgate

Dental Cream with Gardol, all made by Colgate-Palmolive; Antizyme Tooth Paste, Lambert Pharmaceutical Co.; Kolynos Fluoride Tooth Paste, Whitehall Laboratories, and Super Amm-I-Dent, Amm-I-Dent Tooth Paste and Amm-I-Dent Tooth Powder, all made by Block Drug Co. Colgate Palmolive last year spent \$9.2 million in network TV for New Colgate Dental Cream-Gardol plus MFP and \$2.952 million in spot TV for its other dental products.

Mouthwashes found to be medically ineffective were: Micrin Oral Antiseptic, Johnson & Johnson (\$1.34 million in spot TV last year, \$806,500 in network); Pepsodent Antiseptic Mouthwash, Lever Brothers Co. (\$1.298 million in network, \$798,000 in spot); Sepacol, William S. Merrell Co.; Sterisol, Warner Lambert Pharmaceutical Co.; Betadine, Purdue Frederick Co.; Isodine, Isodine Pharmaceutical Co.; Kadenol Mouthwash and Gargle, Kadenol Corp., and Tyrollaris Mouthwash, Merck Co.

Cereal ads come under fire

Senator Moss, fresh from antismoking victory, hopes to turn FTC, FCC toward new target

Cereal makers appearing before the Senate Consumer Subcommittee last week refuted charges that their products are nutritionally inferior, but Subcommittee Chairman Frank E. Moss (D-Utah) appeared unconvinced.

Charges that most dry cereals provide "empty calories" have been made by Robert B. Choate Jr., Washington "citizen-lobbyist" who among other things claims that cereals low in nutritional value are "huckstered" to youngsters on television commercials (BROADCASTING, July 27). His allegations led to congressional hearings.

Senator Moss noted at the conclusion of hearings Tuesday (Aug. 4) that "Mr. Choate emerges from this session today

relatively unscathed." The senator, who has sent a letter to the FTC suggesting that it look into possibly deceptive cereal advertising (BROADCASTING, Aug. 3), also indicated that the FCC might have a role to play in the matter, although he declined to specify what kind of role. As of Thursday (Aug. 6) the FTC had not responded to Mr. Moss's letter and an aide to the senator said the FCC had not yet been actually contacted.

Cereal makers produced a battery of their own nutritional experts, statistics and visual aids to persuade the subcommittee that cereals stood falsely accused. Dr. Frederick J. Stare, chairman of the nutrition department at

Harvard's School of Public Health, testified that cereals "pull their weight and more in the nutritive picture." He claimed that Mr. Choate's chart listing the "cumulative nutrient content" of 60 cereals was "absolutely meaningless" since it failed to take into consideration the milk and sugar which are usually consumed with cereal.

Dr. W. H. Sebrell Jr., director of the Institute of Human Nutrition at Columbia University's School of Public Health and Administrative Medicine, said that the biological value of cereal protein "is greatly enhanced by the protein in milk, and the two together make an excellent protein combination."

Robert O. Nesheim, vice president of

research and development for the Quaker Oats Co., told the subcommittee that "if milk were added, every single one of the 60 cereals on Mr. Choate's list would have ranked higher by his system than eggs, bacon, or any of the typical bakery products which are often used for breakfast."

On Wednesday (Aug. 5), however, two nutritionists—Dr. Jean Mayer, a White House nutrition adviser, and Professor Michael C. Latham of Cornell University—testified that many cereals should be nutritionally upgraded and that their advertising should be monitored by government health authorities.

"When [broadcast] advertising is directed at children and pertains to their health and their nutrition, it should be closely monitored by the FCC either through a special committee where nutritionists, physicians and educators constitute a majority, or through delegation to the Food and Drug Administration or other appropriate HEW body," Dr. Mayer said.

Little was said about television advertising of cereals in the hearings last week, with witnesses concentrating on nutrition. Cereal companies say they have no immediate plans to withdraw or modify the spots.

Rep appointments:

- CKLW-TV Windsor, Ont.: RKO Television Representatives Inc., New York.
- WTID-AM-FM Norfolk-Newport News, Va.: Avery-Knodel, New York.
- WORC(AM) Worcester, Mass.: Harold Segal (regional) and McGavren Guild-PGW, New York.
- WMPT(AM) Williamsport, Pa.: AAA Representatives, New York.

ABC-TV looks for blue-chip sponsors

Four sponsors are sought for documentaries on U.S. that accent the positive

ABC-TV has given itself until Sept. 15 to find four "concerned" corporations to sponsor a projected series of prime-time documentaries emphasizing the positive qualities of American life.

America Seventy-One, which would be launched in January 1971, would be expensive—each program costing an estimated 50% more than the average one-hour TV documentary—and would not be undertaken without the advance commitment of four sponsors, each of which would chip in \$2.4 million. If the project can be mounted in no other way, ABC would concede to splitting the near \$10 million bill among six, rather than four, sponsors.

As *America Seventy-One* has been conceived, each sponsoring corporation would be full sponsor of one program in the series and each would participate in four-way sponsorship of 17 original programs and 16 repeats. The format would allow for two primary sponsors, with two minutes and 20 seconds each during the hour, and two secondary sponsors with one minute each. Sponsors would rotate primary and secondary positions. Tailor-made, integrated commercials would be encouraged with an opportunity for a two-minute spot in alternating weeks.

ABC-TV also promises a heavy promotional campaign with sponsor identification. Included in the plans for book and record merchandising, hoped-for

tie-ins with civic groups, and advance information to government officials and educators.

ABC officials hope that *America Seventy-One* will take up some of the slack created by the departure of cigarette advertising next January. Each of the four involved advertisers would get a total of 56 commercial minutes at an average cost of \$42,857 a minute. ABC predicts that the average spot in the series would reach eight million homes, or 17.5 million viewers.

ABC says it is looking for bold executive officers of exceptional corporations who are willing to commandeer the necessary funds. It is not expected that the money could be appropriated from pre-established 1970-71 ad budgets.

The series, which is being compared to the network's 1968 *Africa* project and the *Underworld of Jacques Cousteau* specials, would be designed to reach the entire family and would probably be scheduled in early prime-time.

America Seventy-One has been characterized by the network as both "constructive" and occasionally "controversial". Among subjects under consideration are higher education, drugs, the feminist movement, dissent, the environment, medicine for the aged, computers, the athlete, American music.

Most of the programs would be farmed out in twos to independent producers, often specialists in the projects assigned them. ABC News will maintain editorial control, and the project as a whole will fall under the aegis of Thomas H. Wolf, vice president and director of television documentary programming, ABC News. The network hopes to persuade noted personalities, appropriate to their respective subjects, to host-narrate programs in the series.

How TV-network billings stand in BAR's ranking

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 26, 1970 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended July 26	Total dollars week ended July 26	1970 total minutes	1970 total dollars
	Week ended July 26	Cume Jan. 1- July 26	Week ended July 26	Cume Jan. 1- July 26	Week ended July 26	Cume Jan. 1- July 26				
Monday-Friday Sign-on-10 a.m.	\$	\$	\$ 59.4	\$ 3,378.7	\$ 86.5	\$ 9,558.9	67	\$ 345.9	2,444	\$ 12,937.6
Monday-Friday 10 a.m.-6 p.m.	1,539.7	57,078.2	2,665.1	91,853.1	1,411.1	53,334.6	830	5,615.9	25,607	196,265.9
Saturday-Sunday Sign-on-6 p.m.	348.2	27,671.8	630.3	37,462.4	1,179.1	21,653.8	245	2,157.6	8,306	86,788.0
Monday-Saturday 6 p.m.-7:30 p.m.	130.8	6,628.8	470.4	22,962.6	433.1	16,901.9	74	1,034.3	2,313	46,493.3
Sunday 6 p.m.-7:30 p.m.	36.8	3,385.1	149.5	7,604.6	6.0	6,056.6	10	192.3	602	17,046.3
Monday-Sunday 7:30-11 p.m.	4,007.0	156,405.4	4,477.8	199,886.7	4,606.4	197,440.2	452	13,091.2	12,981	553,732.3
Monday-Sunday 11 p.m.-Sign off	306.2	8,458.3	263.6	1,171.8	593.3	20,028.0	119	1,163.1	3,349	39,658.1
Total	\$ 6,368.7	\$253,627.6	\$ 8,716.1	\$374,319.9	\$ 8,515.5	\$324,974.0	1,797	\$23,600.3	55,602	\$ 952,921.5

One way to prod the slow-payers

TVB will compile data on bill-paying habits of spot clients, agencies

Plans to tackle the accounts-receivable problem by setting up a kind of credit-rating information service were announced last week by the Television Bureau of Advertising.

The blueprint, under development for several months ("Closed Circuit," May 11, June 8), calls for TVB to act as a clearinghouse for information on national-spot clients and agencies that are 90 or more days behind in their payments to TV stations.

The information will be compiled from accounts-receivable lists submitted by TVB members and will be available only to TVB members and only on their request. Dollar figures for specific stations or markets will be kept confidential.

"We are going forward with this project believing that the problem it seeks to cure [overdue accounts receivable] is getting worse," TVB President Norman E. Cash said in a letter to members.

"We believe this can be a most meaningful assist to you in the collection of outstanding receivables from national-spot accounts. No other group is going to take this action, so TVB is going forward."

TVB said all of its member stations, totalling slightly more than 300, had been polled on their willingness to cooperate and that 74% of the responses had been affirmative and another 20% said their station rep was responsible for collection of receivables.

(The Katz Agency is the only major independent rep that handles collections for its stations, but TVB officials said the 20% may have included some other stations that have men assigned specifically to the collection of national-spot bills).

The effectiveness of the project will depend directly on cooperation by TVB members, officials said. What the stations have been asked to do is give TVB copies of their national-spot receivable accounts that are overdue by as much as 90 days.

Some details remain to be worked out from experience as the project proceeds, but basically the plan is this:

As the lists come in from cooperating stations, TVB will compile totals by client and by time-buying agency. Member stations and station reps who request information on specific clients or prospects will then be given the pertinent totals if those advertisers or agen-

cies are on the list.

The project was authorized by the TVB board of directors, whose members also participated in a trial run by submitting their own receivables lists to test the mechanics and to help in developing the plan.

The obvious objectives are both to provide information from which stations can make their own judgments about the payment records of prospective as well as current clients and, since both advertisers and agencies will know the records are being kept, to encourage them to pay promptly.

Accounts receivable have been an increasingly difficult problem for broadcasters in recent years (BROADCASTING, Nov. 27, 1969, et seq.), and spot-broadcasting sources say the situation has worsened further in the current soft economy, with accounts 120 to 180 days overdue no longer uncommon ("Closed Circuit," Aug. 3).

An alternative to 'Life'

Network-TV advertising revenues for the first half of 1970 are up 6.3%, while ad revenues for *Life* magazine, which has been publicizing studies alleging that magazine advertising is just as effective as TV advertising, are down 13.4%, according to a report issued last week by NBC Research. The report said that in each 1970 month that *Life* has publicized the studies, the magazine's revenues declined from a year ago and network TV's increased.

Business briefly:

SAAB, Swedish manufactured compact automobile, will begin a new advertising campaign in mid-August under the theme, "now you need us." J. M. Mathes Inc., New York agency for SAAB, will use 30- and 60-second spot-radio commercials beginning in major West Coast markets and eventually expanding throughout the U.S.

Bristol-Myers Co., through Foote, Cone & Belding, both New York, will sponsor an NBC-TV special entitled *Clairol Command Performance*, starring comedienne Goldie Hawn in February, 1971. B-M plans to use program's title for a number of succeeding specials.

Pepsi-Cola Co., New York, through BBDO there, has become the first soft drink advertiser on a John Blair & Co.-represented network, having invested \$350,000 for a radio buy in more than 100 markets, according to Blair. The spot radio purchase aims to reach teenagers, Pepsi's prime summertime market.

How effective is a 30-second spot?

It may be overrated says FC&B after comparison with 60-second messages

Compared to the traditional minute commercial format in television, is the 30-second spot as great a value as many seem to think?

A new research study by Foote, Cone & Belding, Chicago, raises this question once again and suggests the 30-second commercial "may" be overrated.

The study, made public by FC&B last week, claims that as the measurement of the comparison of 30's versus 60's becomes more exacting, the performance of the 30-second version drops.

The study is made up largely of an analysis of the various published tests by others on this subject over recent years. But it also includes several tests that FC&B conducted in association with several clients and not previously disclosed.

One of these tests by FC&B involved a study of retail sales in 30 markets where the agency compared 30's and minutes in a brief pre-Christmas campaign that ran in late November and December. Results were checked through returns of warranty cards for the unnamed product and showed that 30's performed less than half as well as the minutes.

The FC&B analysis covered the results of more than 400 tests of paired commercials, 30's versus 60's. These included eight different kinds of tests arrayed in order of increasing test validity. As test validity went up, relative value of the 30's went down, the report claims.

The report notes, however, that the range of apparent effectiveness found for the 30-second format ranged broadly, "from a 30 being 14% as good as a 60 to a 30 being 183% as good as a 60."

The agency report contends that "even if the average 30 is a bargain, the evidence is clear that it would be wrong to blindly base all decisions on that average."

New York agencies get Plough creative work

Plough Incorporated, the Memphis-based manufacturer of proprietary drugs, has parceled out creative assignments on a fee basis to three New York agencies. Jack Tinker and Partners, one of the Interpublic Group of Companies, has been assigned St. Joseph

brands; The Special Group, another Interpublic agency, will handle Mexsana and Solarcaine; and Richard Finnis Enterprises has been assigned Copper-tone, Creolin and QT. Lake-Spiro-Shurman Inc., Memphis, Plough's primary agency for more than 35 years, will continue to handle the media buying for these brands.

Plough spent an estimated \$30 million on advertising last year with about 60% of that going into broadcast.

Howard K. McIntyre, vice president, advertising at Plough, said the agency switch and the adoption of the fee system were in no way an effort to economize, but were motivated by "interest in the quality of the creative product."

March ARB suggested as fall forecast basis

Harrington, Righter & Parsons, New York, has prepared an analysis that indicates the February-March sweep of the American Research Bureau is a better measure of anticipated fall viewing than is the May sweep.

Cris Rashbaum, vice president and research director of HR&P, said last week he has sent the analysis to HR&P-represented stations and has discussed it with advertising agencies. He reported that with one exception, agencies appeared to agree that March should be the basic tool for fall buying.

The analysis points out the March sweep is more indicative of the "first-run" program cycle of the fall than is May and that there are relatively few program changes between March and May ARB books that persist into the fall. Mr. Rashbaum added that May figures should be considered in cases where there have been extensive program changes or major share changes.

Quaker Oats slots for three specials

Quaker Oats Co., Chicago, announced last week it will sponsor three one-hour documentary specials on NBC-TV during the coming season, two now in production by David Wolper Productions and the third a re-run of an earlier special. All will start at 7:30 p.m. EST.

Quaker will air *Say Goodbye*, a show concerning vanishing breeds of animals, on Dec. 8 while *Last 20 Days of Lincoln* is set for Feb. 12, 1971. It will repeat *World of the Beaver* Jan. 8, 1971.

Quaker's agreement with Wolper also includes a theatrical film now in production and two more unscheduled TV documentaries. Quaker's chief agencies include J. Walter Thompson Co. and Doyle Dane Bernbach plus its own subsidiary, Adcom Inc.

New series for Carnation

Carnation Co., Los Angeles, will sponsor a half-hour syndicated program titled *The Pet Set* for placement in about 125 markets, starting in January 1971. The series will star Betty White and feature celebrity guests along with their pets. Carnation's agency, Erwin Wasey Co., Los Angeles, has selected Media/Syndication Systems Inc., New York, to handle the sales and distribution of the series on the basis of offering the program free in return for a specified number of spot announcements for Carnation. The station will be able to sell remaining spots to other advertisers.

Spot-buying tips offered

A new, 1970 edition of the *Spot TV Guide*, incorporating suggestions for the handling and presentation of TV commercials, is being sent to stations, agencies and representatives. The guide, which revises a similar booklet issued in 1965 is a joint effort of the Station Representatives Association, the American Association of Advertising Agencies and the Television Bureau of Advertising. The guide is said to be more detailed and more specific in providing instructions on the mailing and identification of commercials. Included is a spot scheduling instruction form.

ARE YOU A MEMBER OF SNI ?

DO YOU HAVE YOUR RESERVATION FOR THE UP-COMING SKI SEASON?

Ski Network International provides daily phone ski reports from major ski areas throughout the United States and Canada; and weekly reports from the Alps and Scandinavia are also scheduled.

Stations may tape phone reports for frequent replay if desired, no extra cost. Time of reports are limited to 60 seconds.

Your station is protected against the possibility of another station, either radio or television in your coverage area carrying SNI programming. Of course, reservation is determined on a first-come, first-serve basis.

Terms: stations are billed every 14 days: \$5 a report; i.e., \$70 every two weeks. To ensure your station of carrying Ski Network programs for the up-coming season, send the first two weeks payment (\$70) and your coverage map. This will be sufficient for opening an account with your station.

SKI NETWORK INTERNATIONAL

12440 28th ave. so./Seattle 98168

Phone: 206-244-2960

Where consumers are in the top-100

Market-by-market usage data shows buying habits in TV homes for six products

The national advertiser, trying to assess the worth of a television market, would do well to ask: "What's it done for me lately?" The answer could provide a basis for more

efficient spot-buying.

While not specifically providing a sales record of the advertiser's own brand, this month's "Telestatus" offers an insight

Market Name	Rank	TV Households		Beer				Coffee (Instant)			
		(000)	Pct. Total	Tonnage Glasses Per Week		Product Penetration		Tonnage Cups Per Day		Product Penetration	
				(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index	(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index
Total U.S.		59381.7	100.000	285365.0	100.000	39.6	100	117536.0	100.000	44.0	100
New York	1	5791.7	9.753	29667.0	10.395	46.7	107	13235.0	11.260	56.2	115
Los Angeles	2	3315.3	5.583	16524.0	5.790	43.0	104	5119.0	4.355	39.5	78
Chicago	3	2494.0	4.200	15702.0	5.502	46.2	131	3628.0	3.087	38.1	74
Philadelphia	4	2095.9	3.529	15106.0	5.293	45.2	150	5426.0	4.616	57.6	131
Boston	5	1451.6	2.444	7745.0	2.714	42.0	111	4193.0	3.567	60.8	146
San Francisco	6	1440.0	2.425	6295.0	2.206	46.2	91	2390.0	2.033	39.1	84
Detroit	7	1388.3	2.338	8486.0	2.973	47.0	127	3083.0	2.623	47.1	112
Cleveland	8	1181.1	1.989	5813.0	2.037	43.5	102	3038.0	2.585	50.5	130
Washington	9	1019.8	1.717	5267.0	1.846	42.7	108	2177.0	1.852	51.2	108
Pittsburgh	10	949.8	1.599	5071.0	1.777	44.0	111	2487.0	2.116	47.1	132
St. Louis	11	854.0	1.438	6494.0	2.275	47.5	158	1578.0	1.343	38.1	93
Dallas-Fort Worth	12	820.8	1.382	2866.0	1.004	30.8	73	1305.0	1.110	39.1	80
Minneapolis-St. Paul	13	706.9	1.190	4378.0	1.534	46.5	129	957.0	0.814	26.5	68
Houston	14	658.6	1.109	3678.0	1.289	46.9	116	869.0	0.739	33.0	67
Baltimore	15	654.6	1.102	4476.0	1.568	46.5	142	1645.0	1.400	50.0	127
Atlanta	16	645.1	1.086	1764.0	0.618	26.9	57	1235.0	1.051	47.3	97
Seattle-Tacoma, Wash.	17	642.2	1.081	3169.0	1.110	46.6	103	827.0	0.704	30.7	65
Indianapolis	18	616.1	1.038	2014.0	0.706	32.0	68	1403.0	1.194	47.7	115
Miami	19	593.2	0.999	3342.0	1.171	44.1	117	1230.0	1.046	51.2	105
Cincinnati	20	572.3	0.964	4032.0	1.413	44.8	147	1318.0	1.121	48.1	116
Hartford-New Haven	21	565.0	0.951	2823.0	0.989	46.1	104	1426.0	1.213	56.4	128
Buffalo	22	560.3	0.944	4093.0	1.434	49.0	152	1343.0	1.143	53.3	121
Milwaukee	23	550.1	0.926	5220.0	1.829	62.7	198	905.0	0.770	35.7	83
Kansas City	24	545.3	0.918	1974.0	0.692	31.9	75	1023.0	0.870	39.6	95
Sacramento-Stockton, Calif.	25	532.4	0.897	2415.0	0.846	40.1	94	876.0	0.745	36.3	83
Tampa-St. Petersburg, Fla.	26	509.3	0.858	2215.0	0.776	36.4	90	1165.0	0.991	48.6	116
Portland, Ore.	27	501.4	0.844	2445.0	0.857	43.7	102	677.0	0.576	31.6	68
Memphis	28	494.2	0.832	1006.0	0.353	19.9	42	1013.0	0.862	48.5	104
Providence, R.I.	29	472.7	0.796	2567.0	0.899	43.9	113	1188.0	1.011	54.5	127
Nashville	30	472.4	0.796	838.0	0.294	17.6	37	906.0	0.771	46.4	97
Columbus, Ohio	31	446.2	0.751	2561.0	0.897	41.1	119	1108.0	0.934	48.6	126
Denver	32	445.7	0.751	1869.0	0.655	39.5	87	387.0	0.329	24.4	44
Birmingham, Ala.	33	428.4	0.721	915.0	0.321	22.6	45	799.0	0.680	37.3	94
Charleston-Huntington, W. Va.	34	427.1	0.719	932.0	0.327	20.1	45	1044.0	0.888	48.4	124
New Orleans	35	416.7	0.702	2560.0	0.897	52.6	128	214.0	0.182	13.5	26
Grand Rapids-Kalamazoo, Mich.	36	400.6	0.675	2155.0	0.755	41.6	112	885.0	0.753	44.4	112
Albany-Schenectady-Troy, N.Y.	37	396.4	0.668	2561.0	0.897	50.8	134	913.0	0.777	55.7	116
San Diego	38	394.6	0.665	2157.0	0.756	49.0	114	676.0	0.575	37.0	86
Louisville, Ky.	39	393.9	0.663	1700.0	0.596	34.9	90	1065.0	0.906	50.0	137
Charlotte, N.C.	40	393.5	0.663	639.0	0.224	17.6	34	1053.0	0.896	55.6	135

into how well types of products move in each of the top-100 television markets.

The following tables are taken from American Research Bureau product-usage data, which is presented in four dimensions: tonnage, percent total, percent of TV households using, and the market index.

Tonnage is the total number of product units consumed by the specific television market's population. For example, in the case of beer, it is the number of glasses drunk each week.

Percent total is the market's share of the total U.S. consumption of the product.

Percent TV households using indicates the number of television homes in the market that utilize the product.

The market index gives the local consumption rate as a percent of the national average.

The products covered in this "Telestatus" are beer, deodorants, coffee, headache remedies, regular soft drinks and

wash loads. The last is an accepted indication of soap and detergent use.

The statistics are based on special tabulations of material contained in the ARB local-market reports for February 1970 by consumers. Usage information is obtained by ARB in the viewing diary from households cooperating in the television survey.

These tables will confirm consumer consumption habits that are not totally unexpected. For instance, in the beer category, a certain pro-hometown-industry tendency may be reflected in the fact that number one and two, respectively, on the market index are Milwaukee (198) and neighboring Green Bay, Wis. (197).

It might also be noted that if cleanliness is next to godliness, then the gates to heaven must be near Baton Rouge. The Louisiana capital has the top ranking index of 144 in wash loads.

"Telestatus" is published by BROADCASTING at the beginning of each month.

Deodorant				Headache Remedies				Soft Drinks				Washloads			
Tonnage Applications Per Day		Product Penetration		Tonnage Times Taken/Week		Product Penetration		Tonnage Glasses Per Week		Product Penetration		Tonnage Washloads Per Week		Product Penetration	
(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index	(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index	(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index	(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index
86060.0	100.000	95.2	100	259647.0	100.000	72.2	100	659665.0	100.000	74.3	100	404128.0	100.000	96.0	100
17486.0	9.399	91.7	96	20589.0	7.929	66.7	81	73276.0	11.109	71.6	114	29643.0	7.334	93.7	75
9338.0	5.019	91.6	90	12734.0	4.904	69.5	88	25467.0	3.861	64.5	69	21006.0	5.197	96.1	93
7349.0	3.950	95.2	94	11766.0	4.531	73.4	108	29419.0	4.460	73.5	106	15874.0	3.927	94.4	94
6812.0	3.661	96.3	104	8575.0	3.302	73.8	94	22814.0	3.459	73.8	98	14603.0	3.613	96.8	102
4329.0	2.327	94.5	95	6178.0	2.379	70.5	97	14539.0	2.204	68.6	90	9100.0	2.251	94.0	92
3751.0	2.016	91.4	83	5225.0	2.012	65.7	83	9269.0	1.405	62.9	58	8684.0	2.148	94.9	89
4289.0	2.305	96.0	99	6683.0	2.574	71.8	110	15088.0	2.287	76.1	98	9404.0	2.327	95.2	100
3900.0	2.096	95.3	105	5848.0	2.252	75.4	113	12713.0	1.927	75.5	97	8903.0	2.203	97.3	111
3078.0	1.654	94.4	96	3901.0	1.502	66.9	87	10723.0	1.626	73.4	95	5812.0	1.438	93.6	84
3326.0	1.788	96.3	112	4229.0	1.629	71.7	102	9984.0	1.514	73.7	95	7657.0	1.894	96.8	118
2700.0	1.451	96.7	101	3905.0	1.504	74.7	105	10772.0	1.633	79.5	114	6303.0	1.559	96.6	108
2640.0	1.419	98.0	103	3150.0	1.213	73.9	88	9754.0	1.479	80.5	107	5658.0	1.400	95.8	101
2086.0	1.121	95.7	94	3052.0	1.175	74.8	99	6194.0	0.939	70.6	79	5470.0	1.353	95.6	114
2131.0	1.145	96.2	103	2749.0	1.059	74.0	95	7991.0	1.211	84.3	109	5153.0	1.275	97.9	115
2169.0	1.166	97.1	106	3501.0	1.348	75.1	122	9514.0	1.442	80.5	131	4422.0	1.094	96.4	99
1978.0	1.063	97.6	98	2980.0	1.148	76.0	106	8640.0	1.310	87.2	121	4187.0	1.036	97.4	95
1818.0	0.977	94.0	90	2765.0	1.065	70.8	99	4126.0	0.626	61.8	58	4577.0	1.132	98.2	105
2028.0	1.090	97.8	105	3177.0	1.223	76.3	118	8750.0	1.327	82.9	128	4379.0	1.083	94.4	104
2039.0	1.096	93.7	110	2401.0	0.925	72.2	93	6711.0	1.017	69.4	102	3575.0	0.884	95.7	88
1898.0	1.020	95.8	106	3121.0	1.202	76.4	125	8972.0	1.360	83.7	141	4457.0	1.103	97.5	114
1681.0	0.904	94.4	95	1996.0	0.769	69.5	81	6305.0	0.956	73.3	101	3459.0	0.856	95.1	90
1851.0	0.995	94.3	105	2638.0	1.016	71.3	108	5369.0	0.814	69.4	86	4260.0	1.054	95.4	112
1681.0	0.904	96.0	98	2188.0	0.843	75.4	91	6023.0	0.913	76.3	99	4003.0	0.990	97.5	107
1631.0	0.877	95.3	96	2490.0	0.959	72.0	104	5055.0	0.766	73.4	83	3796.0	0.939	96.4	102
1581.0	0.850	95.5	95	2331.0	0.898	70.9	100	3996.0	0.606	64.7	68	4020.0	0.995	98.6	111
1726.0	0.928	95.6	108	2178.0	0.839	68.3	98	4846.0	0.735	68.9	86	3078.0	0.761	96.0	89
1409.0	0.757	94.7	90	2249.0	0.866	73.8	103	3304.0	0.501	65.5	59	3533.0	0.874	97.3	104
1672.0	0.899	98.0	108	2222.0	0.856	76.7	103	7336.0	1.112	84.5	134	3436.0	0.850	97.3	102
1601.0	0.861	95.8	108	2260.0	0.870	69.0	109	5336.0	0.809	68.4	102	2945.0	0.729	93.8	92
1474.0	0.792	97.2	99	2087.0	0.804	74.6	101	5962.0	0.904	83.5	114	2984.0	0.738	95.0	93
1502.0	0.807	96.2	107	2090.0	0.805	73.1	107	5447.0	0.826	76.7	110	3537.0	0.875	95.2	117
1195.0	0.642	94.0	85	1815.0	0.699	66.7	93	3813.0	0.578	69.2	77	2968.0	0.734	96.7	98
1329.0	0.714	97.3	99	1923.0	0.741	78.6	103	5820.0	0.882	83.0	122	3005.0	0.743	97.1	103
1430.0	0.769	97.5	107	1859.0	0.716	74.8	100	6563.0	0.995	81.3	138	2871.0	0.710	95.9	99
1492.0	0.802	97.8	114	2269.0	0.874	76.4	125	6081.0	0.922	84.1	131	3356.0	0.830	96.3	118
1432.0	0.770	96.2	114	2334.0	0.899	74.8	133	3536.0	0.536	68.4	79	3035.0	0.751	95.0	111
1298.0	0.698	94.9	104	1685.0	0.649	69.9	97	4375.0	0.663	70.0	99	2549.0	0.631	95.3	94
1130.0	0.607	94.4	91	1439.0	0.554	66.0	83	3473.0	0.527	64.4	79	2663.0	0.659	95.5	99
1295.0	0.696	96.9	105	1744.0	0.672	73.4	101	6250.0	0.948	83.6	143	2832.0	0.701	96.0	106
1401.0	0.753	98.7	114	1918.0	0.739	73.3	111	6534.0	0.991	86.4	149	2482.0	0.614	96.4	93

Market Name	Rank	Beer						Coffee (Instant)			
		TV Households		Tonnage Glasses Per Week		Product Penetration		Tonnage Cups Per Day		Product Penetration	
		(000)	Pct. Total	(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index	(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index
Total U.S.		59381.7	100.000	285365.0	100.000	39.6	100	117536.0	100.000	44.0	100
Greenville-Spart'bg, S.C.-Ashev'le, N.C.	41	382.2	0.644	598.0	0.210	18.9	33	712.0	0.606	47.4	94
Oklahoma City	42	375.4	0.632	803.0	0.281	22.8	44	523.0	0.445	33.6	70
Dayton, Ohio	43	374.0	0.630	1858.0	0.651	40.8	103	979.0	0.833	52.4	132
Syracuse, N.Y.	44	369.3	0.622	2024.0	0.709	48.7	114	1010.0	0.859	58.6	138
Phoenix	45	355.6	0.599	1886.0	0.661	43.5	110	560.0	0.476	34.6	79
N'flk-Portm'th-Newport News-Hamp., Va.	46	351.2	0.591	1253.0	0.439	33.8	74	914.0	0.778	51.8	132
Wichita-Hutchinson, Kan.	47	342.0	0.576	704.0	0.247	26.7	43	501.0	0.426	31.2	74
Harrisb'g-York-Lan.-Lebanon, Pa.	48	338.3	0.570	2244.0	0.786	42.4	138	870.0	0.740	52.1	130
San Antonio, Tex.	49	335.2	0.564	2242.0	0.786	45.2	139	434.0	0.369	33.1	65
Greensboro-Win.-Sal. High Pt., N.C.	50	328.3	0.553	494.0	0.173	20.3	31	834.0	0.710	52.7	128
Salt Lake City	51	318.8	0.537	965.0	0.338	25.5	63	218.0	0.185	17.3	34
Orlando-Daytona Beach, Fla.	52	318.8	0.537	1245.0	0.436	37.9	81	697.0	0.593	44.0	110
Tulsa, Okla.	53	316.1	0.532	814.0	0.285	26.2	54	422.0	0.359	34.5	67
Flint-Saginaw-Bay City, Mich.	54	314.2	0.529	1829.0	0.641	47.2	121	810.0	0.689	49.5	130
Little Rock, Ark.	55	292.7	0.493	696.0	0.244	22.0	49	590.0	0.502	42.1	102
Shreveport, La.-Texarkana, Tex.	56	292.6	0.493	594.0	0.208	20.9	42	300.0	0.255	28.3	52
Richmond, Va.	57	289.6	0.488	1021.0	0.358	33.0	73	706.0	0.601	56.0	123
Wilkes Barre-Scranton, Pa.	58	285.3	0.480	1932.0	0.677	38.9	141	886.0	0.754	53.7	157
Toledo, Ohio	59	282.9	0.476	2205.0	0.773	52.1	162	835.0	0.710	54.5	149
Jacksonville, Fla.	60	271.7	0.458	995.0	0.349	30.0	76	651.0	0.554	48.6	121
Rochester, N.Y.	61	266.7	0.449	1503.0	0.527	47.3	117	612.0	0.521	52.5	116
Roanoke-Lynchburg, Va.	62	266.4	0.449	540.0	0.189	20.5	42	542.0	0.461	44.3	103
Knoxville, Tenn.	63	265.6	0.447	407.0	0.143	15.2	32	556.0	0.473	45.6	106
Omaha, Neb.	64	261.5	0.440	1054.0	0.369	43.3	84	290.0	0.247	23.8	56
Mobile, Ala.-Pensacola, Fla.	65	259.4	0.437	1127.0	0.395	32.0	90	489.0	0.416	36.1	95
Davenport-Rock Island-Moline	66	257.7	0.434	1322.0	0.463	40.9	107	307.0	0.261	28.9	60
Des Moines	67	256.5	0.432	953.0	0.334	32.3	77	290.0	0.247	28.3	57
Fresno, Calif.	68	244.7	0.412	900.0	0.315	40.4	76	354.0	0.301	31.5	73
Raleigh-Durham, N.C.	69	241.5	0.407	551.0	0.193	26.6	47	616.0	0.524	52.0	129
Champaign-Decatur-Springfield, Ill.	70	240.4	0.405	1251.0	0.438	40.1	108	365.0	0.311	35.6	77
Cedar Rapids-Waterloo, Iowa	71	236.2	0.398	1227.0	0.430	43.2	108	335.0	0.285	33.2	72
Jackson, Miss.	72	229.2	0.386	488.0	0.171	18.9	44	307.0	0.261	37.5	68
Green Bay, Wis.	73	226.9	0.382	2147.0	0.752	63.1	197	461.0	0.392	38.0	103
Johnstown-Altoona, Pa.	74	225.1	0.379	993.0	0.348	36.4	92	684.0	0.582	51.6	154
Portland-Poland Spring, Me.	75	224.2	0.378	897.0	0.314	35.8	83	732.0	0.623	68.4	165
Greenville-New Bern-Washington, N.C.	76	220.2	0.371	305.0	0.107	15.4	29	570.0	0.485	54.6	131
Pad'h, Ky., Cape Gir., Mo.-Har'bg, Ill.	77	216.5	0.365	395.0	0.138	17.8	38	543.0	0.462	42.2	127
Spokane, Wash.	78	205.2	0.346	1032.0	0.362	42.0	105	208.0	0.177	22.7	51
Chattanooga, Tenn.	79	203.7	0.343	283.0	0.099	12.1	29	397.0	0.338	47.8	99
Youngstown, Ohio	80	197.1	0.332	1058.0	0.371	44.1	112	460.0	0.391	47.2	118
Lincoln-Hastings-Kearney, Neb.	81	186.8	0.315	718.0	0.252	37.9	80	225.0	0.191	29.9	61
Springfield, Mass.	82	182.5	0.307	979.0	0.343	45.4	112	540.0	0.459	62.8	150
Albuquerque, N.M.	83	181.5	0.306	747.0	0.262	43.3	86	195.0	0.166	26.9	54
Honolulu	84	174.3	0.294	1169.0	0.410	52.2	139	298.0	0.254	47.2	86
Bristol-Kingsport-Johnson City, Tenn.	85	166.6	0.281	201.0	0.070	11.9	25	349.0	0.297	43.4	106
Peoria	86	165.6	0.279	914.0	0.320	42.3	115	270.0	0.230	36.4	82
Sioux Falls-Aberdeen, S.D.	87	165.0	0.278	598.0	0.210	33.6	76	207.0	0.176	25.0	63
South Bend-Elkhart, Ind.	88	158.9	0.268	837.0	0.293	40.5	109	349.0	0.297	48.7	111
Ft. Wayne, Ind.	89	153.7	0.259	598.0	0.210	38.4	81	454.0	0.386	54.8	154
Amarillo, Tex.	90	153.1	0.258	450.0	0.158	30.0	61	131.0	0.111	20.1	43
Evansville, Ind.	91	152.7	0.257	747.0	0.262	34.2	102	382.0	0.325	50.4	126
Duluth, Minn.-Superior, Wis.	92	150.4	0.253	910.0	0.319	47.3	126	131.0	0.111	19.3	44
Fargo, N.D.	93	150.2	0.253	615.0	0.215	38.3	85	200.0	0.170	25.2	67
Wheeling, W. Va.-Steubenville, Ohio	94	148.9	0.251	526.0	0.184	28.3	73	298.0	0.254	38.2	101
Lansing, Mich.	95	148.3	0.250	857.0	0.300	47.7	120	371.0	0.316	51.2	126
Rockford, Ill.	96	146.8	0.247	822.0	0.288	45.7	117	199.0	0.169	32.3	68
West Palm Beach, Fla.	97	146.7	0.247	727.0	0.255	42.7	103	336.0	0.286	53.8	116
Salinas-Monterey, Calif.	98	145.7	0.245	612.0	0.214	38.2	87	290.0	0.247	43.1	101
Baton Rouge, La.	99	142.8	0.240	921.0	0.323	49.4	135	65.0	0.055	12.2	23
Augusta, Me.	100	138.2	0.233	283.0	0.099	25.0	42	335.0	0.285	61.7	122

Deodorant				Headache Remedies				Soft Drinks				Washloads			
Tonnage Applications Per Day		Product Penetration		Tonnage Times Taken/Week		Product Penetration		Tonnage Glasses Per Week		Product Penetration		Tonnage Washloads Per Week		Product Penetration	
(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index	(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index	(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index	(000)	Pct. Total	Pct. TV-HH Using	Mkt. Index
86060.0	100.000	95.2	100	259647.0	100.000	72.2	100	659665.0	100.000	74.3	100	404128.0	100.000	96.0	100
1256.0	0.675	97.8	105	1682.0	0.648	75.3	101	4684.0	0.710	82.9	110	2216.0	0.548	96.3	85
1141.1	0.613	96.9	97	1679.0	0.647	74.2	102	4151.0	0.629	74.8	100	2720.0	0.673	96.5	106
1159.0	0.623	96.7	99	1607.0	0.619	71.7	98	5111.0	0.775	79.2	123	2652.0	0.656	95.9	104
1230.0	0.661	97.3	106	1649.0	0.635	77.1	102	2981.0	0.452	67.3	73	2566.0	0.635	95.8	102
1157.0	0.622	98.1	104	1387.0	0.534	69.8	89	3561.0	0.540	73.3	90	2712.0	0.671	97.6	112
1226.0	0.659	96.8	112	1551.0	0.597	72.7	101	4551.0	0.690	84.3	117	2298.0	0.569	98.5	96
1067.0	0.574	94.5	100	1694.0	0.652	68.9	113	3238.0	0.491	71.6	85	2681.0	0.663	96.3	115
1119.0	0.601	95.5	105	1516.0	0.584	72.5	102	3545.0	0.537	76.6	94	2391.0	0.592	97.4	104
1098.0	0.590	95.9	105	1324.0	0.510	73.0	90	3790.0	0.575	79.7	102	2385.0	0.590	95.1	105
1063.0	0.571	97.2	103	1459.0	0.562	78.3	102	5741.0	0.870	87.0	157	1993.0	0.493	96.5	89
1049.0	0.564	95.3	105	1610.0	0.620	73.3	115	3003.0	0.455	73.0	85	2566.0	0.635	97.4	118
1039.0	0.558	96.9	104	1360.0	0.524	75.7	98	3045.0	0.462	73.6	86	2047.0	0.506	96.2	94
959.0	0.515	97.3	97	1239.0	0.477	72.7	90	3770.0	0.572	76.0	108	2134.0	0.528	95.5	99
975.0	0.524	95.6	99	1683.0	0.648	74.8	122	3036.0	0.460	75.4	87	2536.0	0.627	96.2	119
980.0	0.527	96.8	107	1371.0	0.528	74.5	107	4405.0	0.668	86.9	135	2141.0	0.530	96.5	108
882.0	0.474	97.2	96	1342.0	0.517	74.4	105	3629.0	0.550	81.6	112	2027.0	0.501	96.9	102
896.0	0.482	96.5	99	1422.0	0.548	77.4	112	3597.0	0.545	80.9	112	1821.0	0.451	96.8	92
1081.0	0.581	97.7	121	1194.0	0.460	67.6	96	2959.0	0.449	70.5	94	2023.0	0.500	97.7	104
1100.0	0.591	96.0	124	1681.0	0.647	77.2	136	3568.0	0.541	74.7	114	2348.0	0.581	97.4	122
922.0	0.496	96.9	108	1194.0	0.460	78.7	100	3424.0	0.519	83.2	113	2005.0	0.496	97.4	108
757.0	0.407	93.4	91	1023.0	0.394	69.5	88	2504.0	0.380	70.6	85	1739.0	0.430	95.5	96
833.0	0.448	97.2	100	1255.0	0.483	76.2	108	3758.0	0.570	85.1	127	1579.0	0.391	97.5	87
846.0	0.455	95.1	102	1381.0	0.532	78.6	119	3653.0	0.554	80.9	124	1767.0	0.437	98.2	98
776.0	0.417	94.7	95	1258.0	0.484	75.5	110	2276.0	0.345	66.4	78	2160.0	0.534	93.2	121
899.0	0.483	97.8	111	1083.0	0.417	71.5	95	3149.0	0.477	83.2	109	1971.0	0.488	98.2	112
743.0	0.399	94.2	92	1142.0	0.440	75.8	101	2571.0	0.390	74.2	90	1926.0	0.476	96.6	110
799.0	0.429	95.7	99	1427.0	0.550	73.5	127	2388.0	0.362	68.7	84	2060.0	0.510	96.4	118
781.0	0.420	95.8	102	991.0	0.382	72.8	93	2060.0	0.312	66.1	76	2016.0	0.499	96.7	121
786.0	0.422	96.2	104	1160.0	0.447	76.7	110	3560.0	0.540	84.7	133	1366.0	0.338	93.9	83
772.0	0.415	96.7	102	1032.0	0.397	72.2	98	2695.0	0.409	74.5	101	1782.0	0.441	96.2	109
700.0	0.376	97.4	94	1087.0	0.419	73.7	105	2331.0	0.353	73.9	89	1859.0	0.460	95.2	116
807.0	0.434	98.6	112	1077.0	0.415	79.2	108	3081.0	0.467	86.3	121	1719.0	0.425	96.9	110
781.0	0.420	95.2	110	1042.0	0.401	74.2	105	2308.0	0.350	75.8	92	1853.0	0.458	97.3	120
751.0	0.404	93.2	107	955.0	0.368	68.9	97	2442.0	0.370	73.5	98	1837.0	0.454	95.6	120
674.0	0.362	95.1	96	1000.0	0.385	69.3	102	2201.0	0.334	68.7	88	1528.0	0.378	98.2	100
738.0	0.397	98.2	107	1013.0	0.390	78.1	105	4060.0	0.615	90.9	166	1533.0	0.379	97.1	102
832.0	0.447	97.8	122	1112.0	0.428	74.7	117	3254.0	0.493	82.2	135	1420.0	0.351	96.5	96
623.0	0.335	95.3	97	992.0	0.382	69.9	110	1486.0	0.225	66.8	65	1539.0	0.381	98.0	110
780.0	0.419	98.2	122	996.0	0.384	75.9	112	2899.0	0.439	82.1	128	1456.0	0.360	96.6	105
704.0	0.378	94.3	114	912.0	0.351	72.7	106	2447.0	0.371	77.8	112	1609.0	0.398	97.4	120
538.0	0.289	94.3	92	752.0	0.290	70.0	92	1394.0	0.211	69.5	67	1598.0	0.395	96.0	125
554.0	0.298	93.3	97	942.0	0.363	67.8	118	1967.0	0.298	70.3	97	1348.0	0.333	95.7	108
510.0	0.274	95.9	90	814.0	0.313	75.7	102	1965.0	0.298	77.7	97	1333.0	0.330	95.7	108
448.0	0.241	80.0	82	619.0	0.238	64.0	81	2512.0	0.381	81.4	130	1244.0	0.308	97.7	105
562.0	0.302	98.0	107	868.0	0.334	78.2	119	2732.0	0.414	86.5	147	1189.0	0.294	98.1	105
509.0	0.274	95.7	98	828.0	0.319	77.6	114	1778.0	0.270	77.8	97	1333.0	0.330	96.9	118
524.0	0.282	96.1	101	796.0	0.307	75.9	110	1307.0	0.198	68.3	71	1359.0	0.336	96.5	121
564.0	0.303	96.1	113	779.0	0.300	73.8	112	1578.0	0.239	74.1	89	1275.0	0.315	97.1	118
507.0	0.273	96.1	105	688.0	0.265	75.1	102	1797.0	0.272	77.4	105	1132.0	0.280	95.2	108
460.0	0.247	97.4	96	662.0	0.255	72.3	99	2114.0	0.320	85.8	124	1227.0	0.304	97.1	118
495.0	0.266	96.6	104	786.0	0.303	75.4	118	2270.0	0.344	84.7	134	1079.0	0.267	97.3	104
434.0	0.233	91.7	92	670.0	0.258	67.7	102	1187.0	0.180	64.0	71	1107.0	0.274	98.7	108
469.0	0.252	94.6	100	608.0	0.234	75.3	92	963.0	0.146	63.5	58	1181.0	0.292	97.0	115
517.0	0.278	93.6	111	735.0	0.283	76.9	113	1564.0	0.237	74.5	94	1123.0	0.278	95.7	111
438.0	0.235	96.8	94	727.0	0.280	71.1	112	1308.0	0.198	67.4	79	1037.0	0.257	94.9	103
462.0	0.248	97.3	100	569.0	0.219	69.4	89	1381.0	0.209	72.6	85	1130.0	0.280	95.4	113
482.0	0.259	94.8	105	675.0	0.260	65.4	105	1382.0	0.210	67.5	85	929.0	0.230	97.1	93
394.0	0.212	91.5	87	575.0	0.221	66.8	90	1048.0	0.159	61.2	65	1027.0	0.254	92.6	104
555.0	0.298	98.7	124	631.0	0.243	79.9	101	2172.0	0.329	87.1	137	1398.0	0.346	99.9	144
425.0	0.228	97.0	98	611.0	0.235	76.8	101	1720.0	0.261	82.6	112	833.0	0.206	94.6	88

Teleprompter-H&B get the FCC go-ahead

Merger will combine two of nation's largest cable operators if SEC and Justice approve

The FCC has approved the creation of a giant CATV complex which would serve 413,500 families in 28 states, 10% of all the families now served by CATV. Last week's action, in a 5-to-2 vote, gave consent to a merger between Teleprompter Corp., fourth largest CATV operator in the United States, and H&B American Corp., the nation's largest CATV operator.

Terms of the merger are the same as when the formal agreement was signed in January (BROADCASTING, Feb. 2). H&B would exchange 3 $\frac{1}{8}$ shares of common stock for each share of Teleprompter common. In May, the transaction was valued at about \$160 million by Irving B. Kahn, president and chairman of Teleprompter (BROADCASTING, May 25).

Mr. Kahn, who will retain the position of president and chairman in the new company, said commission approv-

al "was essential to our merger plans." Mr. Kahn noted completion of the merger "could come in a few weeks depending on action by the Securities and Exchange Commission." What is more important than the potential audience for the proposed complex, he added, "is the added depth of the human, technical and economic resources we will have to spur the industry's development into a broad-band communications medium."

William J. Bresnan, executive vice president for H&B, hailed the commission action as a move to realize "the things we all know CATV can do but has not yet done." Noting that at first H&B would become a wholly owned subsidiary of Teleprompter, "eventually it would serve as the West Coast offices of the parent company, under the corporate name." According to Mr. Bresnan, there are no plans for immediate

reorganization of the two companies. He expected the combined firm to actively seek additional franchises and then begin program origination.

The merger, while receiving the go-ahead from the FCC, still faces approval or rejection by the Securities and Exchange Commission and the U.S. Department of Justice.

In granting the applications for merger, the commission denied an opposing petition by Comtel Inc., CATV operator using New York City telephone company channel facilities in competition with Teleprompter. Comtel, arguing that the merger would result in a "dominate anticompetition force," contended that a hearing should be held to determine if the merger is consistent with the Justice Department's merger guidelines and commission policies on media diversification.

The commission said that while the

ETV's now eyeing cable ownerships

They want exemption from rule prohibiting same-market holdings

While commercial broadcasters tried to head off the new FCC rule requiring divestiture of commonly owned cable systems and television stations in the same market educational operators last week sought to carve out a loophole for themselves.

The National Association of Educational Broadcasters told the commission that "a number of existing educational television broadcast station licensees are at the present time giving active consideration to local CATV ownership" as an additional source of funds.

"Regardless of the profit-making considerations which may warrant any such ban [on crossownership] with respect to CATV systems and local commercial television stations," the NAEB said,

"such considerations simply do not apply to dual ownership by educational licensees of an educational television broadcast station and a local CATV system."

Noting that ETV stations are specifically exempted from the commission's multiple-ownership rules, the NAEB said the same considerations should apply in the case of a broadcast-CATV crossownership ruling.

The association argued that crossownership of CATV's and noncommercial stations would actually foster the commission's avowed objective of encouraging local programming, since "local ETV stations are owned by licensees with deep roots in the local community." It also said such ownership would insure that more cable systems would devote substantial amounts of time to educational and public-service programming.

Finally, the NAEB said that ETV-CATV crossownership would be among the most practical ways of funding non-commercial stations. "Unlike many other 'potential' funding sources," NAEB said, "operation of a local CATV system

would be directly available to the local ETV, based upon its own industry and initiative, and without awaiting the oftentimes tortuous delays involved in securing needed funds from more traditional funding techniques."

The NAEB filing came as several broadcast-CATV owners got in their bids for reconsideration of the FCC's new rule. In separate petitions, McClatchy Newspapers, King Broadcasting Co. and Gross Telecasting Co. said the commission adopted its rule with no substantial evidence that such crossownership would in any way damage the public interest. If the commission refuses to reconsider the main thrust of its rule, these groups said, it should at least increase the time allowed for divestiture from three to five years.

And, they added, the rule is presently too strict in its geographical restrictions. Instead of prohibiting CATV-TV crossownership within the area of a station's grade B contour, the groups said, the commission should select a smaller area of limitation. To do otherwise will deprive many outlying areas of adequate reception, they said.

merger may raise questions requiring future resolution, for the present the potential benefits to the public are the governing consideration. The commission said the merger would allow Teleprompter's program-origination plans to be put into effect. This, the commission added, "would be a promising step toward realization of our goal of increased diversity of programming available to the public, both through local origination and through regional or national distribution."

The commission said it would not now decide whether successful CATV network cablecasting operations would hinge on ownership and operation of CATV systems or whether the total systems involved in the merger constitute an undue concentration of control. "These questions are being explored in a rulemaking proceeding that proposes limitation of multiple ownership of CATV systems," the commission noted, and it made the merger subject to the outcome of a subsequent rulemaking proceeding.

Teleprompter owns or has substantial interest in 24 CATV systems—from New York and Alabama to Hawaii and Montana. Hughes Aircraft is Teleprompter's largest stockholder. Teleprompter is also involved in related fields, principally the master television antenna business, closed-circuit television security surveillance systems and closed-circuit telecasting for entertainment, sports events and business meetings.

H&B owns and operates 73 CATV systems and KNEZ(AM) Lompoc, Calif., and had applied for a construction permit for a new UHF television facility on channel 16, Dubuque, Iowa. The commission said H&B expects to relinquish the Dubuque application and has filed an application to dispose of KNEZ. H&B is presently engaged in a joint venture with Audits and Surveys Inc., marketing and research firm, to use CATV facilities to develop market and research services for TV advertisers and broadcasters.

Dissenting from the majority opinion, Commissioner Nicholas Johnson said the merger will "substantially increase H&B-Teleprompter's ability to acquire additional franchises in presently unfranchised areas. Its size and power," he added, "may make it extremely difficult for locally owned systems to develop."

Commissioner Johnson also said the merger will substantially increase H&B-Teleprompter's ability to compete with other CATV systems for CATV-originated programming.

Commissioner Robert Bartley also dissented to the action, but issued no statement.

Renewed plea for better ETV

FCC's Hilliard hopes educators will use medium more to motivate children

Robert L. Hilliard of the FCC last week chided business executives for not heeding a similar message he carried four years ago, and called again for the "reorganization of the American educational system, using communications, particularly television, as a base for reaching, turning on and tuning in our youth. . . ."

Mr. Hilliard, chief of the commission's Educational Broadcasting Branch, and president of the International University for Communications, Washington, spoke last Monday (Aug. 3) at the sixth annual conference on education and training of the American Management Association in New York.

Mr. Hilliard discussed a TV-education theme touched upon most recently at the National Conference on Films and TV for Children sponsored in New York last month by the Center for Understanding Media Inc. Educators then were urged to learn the techniques of TV and adapt them for classroom-teaching use (BROADCASTING, July 13).


Mr. Hilliard, recalling that before his last AMA audience four years ago he "urged full and careful utilization of this medium [TV] . . . as the primary means for motivating and educating children," said he was disappointed that "there is [still] virtually no meaningful action on the part of educators and industry to meet the real needs of the children and of society through television.

"The early learning center is the four square feet in front of the television set," Mr. Hilliard observed. "Early childhood education . . . it's right there in the living room, and until you know that, you are completely out of what's happening in this world today.

"Except for the PTA chairman of educational research who knows somebody in South Junction whose children didn't like television in their school, and therefore it is of no value, there should be no question that television can provide learning experiences for children not otherwise available."

A dissenting view on the values of TV for children was advanced by Arnold Arnold, an author-columnist-educational consultant, who appeared on the panel with Mr. Hilliard.


Mr. Arnold urged "serious and objective research into the effect of frequency and duration of the TV experience on today's children" (BROADCAST-



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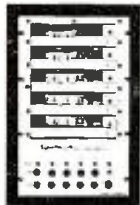


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ING, Aug. 3). In citing what he termed hazards of "sustained passivity" on the part of the child watching TV hour after hour, Mr. Arnold specifically attacked the Children's Television Workshop, producer of *Sesame Street*.

Mr. Hilliard also reported that businessmen around the world looked to TV as a key to increased trade. "Even in countries where there is in part or in whole political isolationism," Mr. Hilliard said, "businessmen told me privately that they hoped television could be developed as an effective link to other countries and eventually provide an understanding and opening for increased trade."

Gulfport in the Fla. fold

Following on the heels of the 20-year franchise it won in New York (BROADCASTING, Aug. 3), Teleprompter Corp., New York, last week reported approval of a 10-year franchise to build and operate a CATV system in Gulfport, Fla., near St. Petersburg. Teleprompter now operates 10 other CATV systems in Florida—in Boca Raton, Boynton Beach, Lake Worth, Lantana, Mangonia Park, Manalapan, Riviera Beach, Pahokee, Palm Springs, and West Palm Beach.

CAB examiner affirms Northeast merger

A Civil Aeronautics Board hearing examiner last week recommended full CAB approval of the proposed merger of Northeast Airlines, 86.1% owned by Storer Broadcasting Co., with Northwest Airlines. The examiner's approval checks off the second step towards the proposed unification.

CAB Examiner Robert L. Park urged the board to approve the merger saying it would be in the public interest and would not result in a harmful competitive situation as suggested by many major airlines.

While the CAB's Bureau of Operating Rights filed a brief in favor of the merger and Examiner Parks now has given his support in the form of an initial decision, more approval is needed, next by the CAB and ultimately by President Nixon since international routes are involved (BROADCASTING, June 15).

Without merger approval, Examiner Parks argued in his decision, Northeast faces "a hand-to-mouth existence with its public service performed on a skeleton basis." Should the merger be approved, the public would benefit most of all, he added, gaining services North-

east alone would be unable to provide.

The examiner said arguments by several other airlines that the merger would result in a monopolistic situation were "unimpressive." He said the merger would not reduce competition since the two airlines currently serve only seven common markets independently. After the merger, he concluded, all seven would retain the services of two or more carriers.

Changing Hands

Announced:

The following sales were reported last week subject to FCC approval:

- WLOB(AM) Portland, Me.: Sold by ASI Communications Inc. to Aurovideo Inc. for \$950,000. Ralph Guild is president of publicly held ASI. ASI owns WRYT(AM) Boston; WLOB-FM Portland, Me.; KMAK(AM) Fresno, KJTV(TV) Bakersfield, and KROY(AM) Sacramento, all California; KFAC-AM-FM Los Angeles; WERE-AM-FM Cleveland, and McGavren-Guild radio representatives. Richard Surprenant heads Aurovideo Inc., division of Adams-Russell electronics firm. Aurovideo owns CATV systems in six cities and is applicant to purchase WYTV(TV) Youngstown, Ohio, pending FCC approval. WLOB is a daytimer on 1310 kc with 5 kw. Broker: R. C. Crisler & Co.
- Wvsc-AM-FM Somerset, Pa.: Sold by Carl L. Lee to T. M. Oppegard for \$537,500. Messrs. Lee and Oppegard are equal partners in WPVI(AM) Painesville, Ohio. Wvsc(AM) is a daytimer on 990 kc with 5 kw. Wvsc-FM is on 97.7 mc with 3 kw and an antenna 270 feet above average terrain.
- Wwow(AM) and WFIZ(FM) both Conneaut, Ohio: Sold by Louis W. Skelly and others to Donald Bruck for \$155,000. Mr. Bruck was formerly a Cleveland radio executive. Wwow(AM) is a daytimer on 1360 kc with 500 w. WFIZ(FM) is on 105.5 mc with 3 kw and an antenna 21 feet below average terrain. Broker: Hamilton-Landis & Associates.
- KvsL(AM) Show Low, Ariz.: Sold by Haskell M. Metz and others to Robert D. Zellmer for \$35,000. Mr. Zellmer has CATV interests. KvsL operates on 1450 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

Approved:

The following transfer of station ownership was approved by the FCC last week (for other FCC activities see "For the Record," page 55).

- WRSV(FM) Skokie, Ill.: 70% sold by Mrs. M. Earlene Stebbins to Bonneville International Corp. for \$79,000. Bonne-

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ville (Arch L. Madsen, president) is owned by the Corp. of the President of the Church of Jesus Christ of Latter Day Saints. The Bonneville stations are KSL-AM-FM-TV Salt Lake City; KIRO-AM-FM-TV Seattle; KBIG(AM) Avalon and KBIG-FM Los Angeles, both California; KMBZ(AM) and KMBR(FM) Kansas City, Mo.; WRFM(FM) New York, and international shortwave station WNYW(AM) Scituate, Mass. WRSV is on 101.9 mc with 12 kw and an antenna 560 feet above average terrain. Bonneville bought the other 30% of WRSV last December for \$195,000.

Two more firms grasp for STV ring

UHF operators tell commission how they will conduct pay services

Two more applications for pay-TV operations have been filed with the FCC, following the first tendered a month ago by Philadelphia-based Vue-Metrics Inc. (BROADCASTING, July 6).

The applications were filed by Boston Heritage Broadcasting Inc., permittee of WQTV(TV) (ch. 68) Boston, and WXON-TV Inc., operator of Detroit channel 62.

WXON(TV) proposed 14 hours of subscription programming a week, comprising a first-run movie each weekday evening (the same film to run for a week) and a sports event on weekends (live on Saturday and a taped repeat on Sunday). Subscribers would be charged a \$5 decoder installation fee. There would be no fee to subscribers who installed their own decoders. However, all subscribers would be required to pay a \$25 deposit on the equipment. WXON asked the FCC for a waiver of the requirement that type-approved equipment be specified in the application, noting the commission has not yet approved any STV equipment.

The company estimated it would need 30,000 subscribers before its system could be self-sustaining, and said about 8,000 installations per month were possible. Until 30,000 had subscribed, it said, STV programming would be limited and on a free basis.

It was also estimated that films would cost \$25,000 per week and production costs for sports would run about \$3,500 weekly.

WXON said total expenses would be about \$43,000 a week and revenues should amount to \$53,000 weekly—based on 30,000 subscribers viewing one \$3.50 program a week.

WXON-TV Inc.'s majority stockholder is Aben E. Johnson Jr., who also has a construction permit for WAXN(TV)

(ch. 62) Hammond, Ind.

Boston Heritage Broadcasting said it would make up to three hours per evening available for STV programming and will also carry special events, such as sports programs, not being held in evening hours. STV operations will be conducted by Universal Subscription Television Inc., two of whose principals own interests in Boston Heritage. Boston Heritage said it would be responsible for signal transmission and Blonder-Tongue Laboratories, Newark, N.J., would provide the reception equipment.

Boston Heritage said time on WQTV would be sold to Universal on an hourly basis. It proposed a \$40 fee for decoders rented from the manufacturer and estimated it would initially have 50,000 subscribers—3% of the area's total TV households. It added that 150,000 more subscribers are expected in the next five years.

Entertainment and sports programming will not be more than 90% of its STV schedule, Boston Heritage said, adding that the remaining 10% would consist of documentaries, children's programs, religious and discussion, and educational and instructional programs.

Universal will spend about \$238,000 for pre-operation expenses and first-year service. Universal stockholders have provided \$250,000 in financing. Boston Heritage said it expects to re-

ceive about \$60,000 in revenues the first year.

Edward H. Mank, a real estate owner and developer, is president and 50% owner of Universal. George Fritzinger, a management consultant and 8.9% owner of group-broadcaster Atlantic States Industries, is secretary and 25% owner of Universal. Messrs. Mank and Fritzinger own 7.41% of Boston Heritage. The remaining 25% stockholder of Universal is Isaac Blonder, board chairman of Blonder-Tongue, a manufacturer of UHF converters and equipment for master-antenna TV, CATV and closed-circuit TV. Mr. Blonder is also a stockholder of WNJU-TV Linden-Newark, N.J.

Seven sign up with ABC radio networks

ABC Radio has picked up seven new affiliates, bringing the total among its four networks to 1,232.

Three new affiliates of the Contemporary Network are KSIS-FM Sedalia, Mo., KSWB(AM) Seaside, Ore., and WGNE(AM) Panama City Beach, Fla. WHAL(AM) Shelbyville, Tenn. is joining the Entertainment Network, and KTXN(FM) Victoria, Tex., WHVM-FM Hyde Park, N.Y., and WQIX(FM) Horseheads, N.Y., will affiliate with ABC's FM Network.

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More opposition to fee schedule

Comsat, broadcasters still don't like it as NCTA loses bid to halt it

Petitions for reconsideration of the FCC's new fee schedule were filed by several broadcasters and the Communications Satellite Corp. last week.

At the same time, a federal district court in Washington granted the commission's motion to dismiss a petition by the National Cable Television Association for a preliminary injunction against the fee hikes. NCTA had also asked the court to require the commission to permit inspection of records on which it allegedly based the new fees (BROADCASTING, May 4, et seq.).

In its petition last week, Storer Broadcasting Co. added another argument to comments it filed April 20 contending the fees were not equitable and were in effect taxes rather than fees. Storer said the increases violate a section of the Administrative Procedures Act, which not only requires an agency to give interested parties an opportunity to present views on a rulemaking, but also requires it to consider the material presented. Storer said the commission's failure to treat most of Storer's arguments and its "merely cursory treatment of the rest" is evidence that the commission did not consider Storer's arguments. The order setting forth the new fees is "invalid for that reason alone," it said.

Other filings by the licensees of WHHO-AM-FM Hornell, N.Y.; WHAP(AM) Hopewell, Va., and a petition by WPOK-AM-FM Pontiac, Ill., and Bret Broadcasting Corp., proposed buyer of the Pontiac stations, noted the commission failed to publish the rule in the *Federal Register* 30 days before its Aug. 1 effective date.

Comsat asked the commission for clarification or reconsideration of three aspects of the new fee schedule. It said the \$50,000 fixed grant fee for earth-station construction permits was "too inflexible to serve as the standard" because the cost of such stations varies widely. Comsat suggested a grant fee of one half of one percent of the construction cost.

The \$100,000 grant fee for authority to construct and launch satellites should be \$10,000 for each satellite that is put in orbit and proves commercially acceptable, Comsat said. If the \$100,000 covers a program involving more than one satellite, as the language of the rule indicates, the fixed fee discriminates against programs involving a

small number of satellites, Comsat argued.

Comsat also questioned the \$30 charge to be paid for each 4 kc channel involved in applications to establish and operate satellite channels. It asked the commission whether this charge would apply to channels installed under an initial CP. Supposedly a grant fee would cover these channels, but if not this would be a double fee and would constitute discrimination against satellite communications, Comsat noted. Comsat also said it presumed the grant fee of applications to establish and operate channels would apply only to the transmitting portion: An earth station's receiver capability is not a meaningful measure of the number of commercial channels operational through the station because its channel receiver capability exceeds the



One of the first reports from the areas of the South devastated by Hurricane Celia last week was that the 145 mile-per-hour storm had flattened the tower of KRIS-TV Corpus Christi, Tex., knocking the station off the air. The structure was wrenched from its position on the roof of the station (top in photo) and strewn over the auto lot across the street. Communications with the storm-struck area were only partially restored by last Friday (Aug. 7) and no estimate of damages was available.

transmit capability. Comsat suggested instead a fee of one-half of one percent of the cost of equipment installed to provide the added channel capability.

Distinctive forces seen in Washington

The FCC took it from all sides last week at the Georgia Association of Broadcasters' ninth annual TV Day (Aug. 7). Its network prime-time rule was called antiproducer by an independent producer whom it is intended to help. Its whole attitude toward media ownerships was flayed by a Washington attorney.

And Jim Victory, president of CBS Films, said the commission had acted unrealistically.

Mr. Victory said the FCC was wrong in its premise that its prime-time access rule will produce "a resurgence of first-run programs of network quality" by independent program producers. "The risks involved in producing a show are too great; checkerboard selling in the top-50 markets is a big gamble and the rising trend of advertisers who are offering first-run programs on a time barter basis has been very attractive to stations," Mr. Victory told the GAB.

Lou Friedland, executive vice president of MCA-TV, said that although the idea of developing independent program sources is "a great one," under the FCC's rule "the independent producers, the very ones they're trying to help, will get hurt, not the affiliates and the networks. . . . The result will be a cheapening of shows and a reduction of quality and supply."

Commenting on the "Washington climate," Marcus Cohn, Washington communications attorney, inveighed against attacks on the broadcast industry from "the regulators who succumbed to the youthful virus of antiestablishment. The fervor, intemperance, and violence of the youth of the country" have "infected" many offices in Washington.

"During the past five years, the commission's use of rulemaking as a regulatory technique—the lumping together of the guilty and the innocent—has grown by leaps and bounds," Mr. Cohn noted.

Movies 'til dawn due on UHF

WUTV(TV) (ch. 29) Buffalo, N.Y., has announced plans to begin broadcasting this fall, with Ellis Advertising there handling its advertising and public relations. Edward Petry & Co. has been named national representative by the station, whose owners are Florian R. Burczynski, Stanley J. Jasinski and Rogert K. Lund. One program feature of the new station will be movies until dawn, six days a week.

Cut-rate politicals now before Rules

Bipartisan support for bill cracks slightly over efforts to apply it to 1970 fall campaign

The political-broadcasting bill (HR 18434) reached the final stop in its route leading to House floor action last week. It was presented to the House Rules Committee by Representative Lionel Van Deerlin (D-Calif.), a strong supporter of the legislation.

The bill was accompanied by the report of the House Commerce Committee, written by a committee staff member, Robert Guthrie, which elaborates on the objectives of the legislation.

The bill provides for spending limits to be placed on candidates for national office—President, Vice President and Congress—as well as governors and lieutenant governors. The limit for general elections would be seven cents for each popular vote cast in the preceding general election or \$20,000, whichever is greater.

According to the Commerce Committee report on the broadcasting bill, candidates for the office of President and Vice President for the 1972 elections would be entitled to spend \$5.1 million under the seven-cents-per-vote rule.

Spending limitations would also be placed on primary elections—at exactly half that of the general elections, three and a half cents per vote or \$10,000, whichever is greater. The limit would be computed by the number of votes for that office in the previous general election, not the primary, and would apply to congressional and gubernatorial, but not presidential candidates.

Under the primary formula of the bill, Representative Richard Ottinger (D-N.Y.), who reportedly paid out \$830,000 on TV time during his successful bid for the senatorial nomination in New York this year and whose TV spending generated considerable complaints among his opponents, would have been limited to approximately \$230,000 for broadcast time (based on 6,500,000 voters in the 1968 New York senatorial election).

The committee report also highlights several important aspects of the spending limitation placed on candidates by the bill: Amounts spent for the use of broadcasting facilities on behalf of a legally qualified candidate for major elective office—or nomination for office

—would be considered spent by the candidate himself. Thus, any time purchased for a candidate by a political committee or citizen's group would be charged to the candidate's spending tab. A broadcast which advocates the election of more than one candidate could be charged proportionately to the accounts of each candidate involved.

The report points out that in determining amounts chargeable to the candidate's limitation, only amounts which the station actually receives would be considered—production costs would not be included. Any commission paid by the station to an advertising agency or other third party out of the proceeds of the sale of the time would be deducted in determining the amount actually received by the station.

The legislation places the burden of proving compliance with the spending limitations upon the candidate, not the broadcaster. No station is to provide a candidate with time unless he can show that the charge does not exceed the limitation. No certification, the report states, would be required for the use of the broadcasting facilities which are provided at no charge, but the fairness

AFL-CIO fears campaign cost

The AFL-CIO executive council, meeting in Chicago last week, took a stand for legislation to provide public financing of presidential campaigns and the equal availability of television time in congressional campaigns. George Meany, AFL-CIO president, charged that President Nixon will have an unfair built-in advantage over other candidates in the 1972 election as a result of his television appearances. He called for restrictions on the TV time of any President except for matters of supreme national interest. Mr. Meany said the executive council is concerned about fund-raising prospects for the November elections. He warned that if campaign costs, escalated especially by trends in the use of TV, are allowed to increase without limitations, only the wealthy could be candidates.

doctrine would apply to such a use.

Violation of the spending limitations would make the candidate liable for up to a \$10,000 fine or one year in jail, or both.

Another main provision of the legislation would require broadcasters to sell time to legally qualified candidates for any political office at the lowest unit rate charged conventional advertisers. The report further states: "Except in cases where other factors, such as additional volume discounts, would result in a lower cost for a candidate, the bill would provide that the highest rate a broadcast station could charge the candidate for fixed time used for political campaign purposes would be the prevailing pre-emptible rate." The legislation does not prohibit stations from offering time at rates below those charged to any commercial account.

In volume or long-term purchases of advertising time and the sale of time in packages the lowest unit charge would be determined by FCC regulations.

It is important to note that while the candidate is restricted to spending limitations, his dollar buying power is increased by the lowered time rates.

The report states that such reduced rates should not be a reason for stations to refrain from accepting political announcements.

The FCC, the report states, should continue to consider the extent to which each licensee has satisfied his public-service obligation when licenses come up for renewal.

The political broadcasting bill also repeals Section 315 of the Communications Act of 1934 as it applies to the candidates for offices of President and Vice President. With repeal of this section, broadcasters are given the responsibility for deciding which candidates for the two offices will receive time.

Repeal of the section, the report notes, would further facilitate the presentation of confrontations between major candidates (such as the 1960 Kennedy-Nixon debates) by avoiding the necessity of giving equal coverage to candidates of minor or splinter parties. The fairness doctrine, the re-

port states, would continue to apply.

Another feature of the political broadcasting bill permits any state, by law to bring candidates for other state and local offices under the broadcast-expenditure limitations. These provisions, however, the report comments, do not in any way pre-empt any authority that the states would have in absence of the provisions.

The bill would go into effect Jan. 1, 1971, and would not affect the current round of 1970 campaigns.

This effective date has been a particular sore spot with some Democrats, according to Commerce Committee sources, who feel that if the bill were applied to this 1970 round of elections, it would help equalize the spending advantage the more prosperous Republicans might have.

Disgruntled Democratic members have gone so far as to suggest that the Senate broadcasting bill, passed earlier this year, which is geared to affect the 1970 fall campaigns, should be substituted for the House bill. The switch would be made after the House bill had come to the floor and passed. A Democratic caucus was called for Aug. 5 to consider this possibility but a quorum did not appear. Among those Democrats who signed the petition for a caucus were five members of the full Commerce Committee, which had earlier passed the measure with one dissenting vote: Representatives John Moss (D-Calif.), Samuel Friedel (D-Md.), Bob Eck-

hardt (D-Tex.), Paul G. Rogers (D-Fla.) and Peter Kyros (D-Me.) None are members of the Communications Subcommittee.

Representative Torbert Macdonald, (D-Mass.), chairman of the House Communications Subcommittee, and a chief molder of the legislation, strongly opposes any move to switch the two bills. Both members and staff of the subcommittee agree that the House version is a well thought out and thorough piece of legislation, vastly superior to the Senate version which, they feel, suffers from serious deficiencies. The Senate bill places no spending limits on the purchase of broadcast time during primaries, a time, House people feel, when excessive spending on broadcast is likely to occur with candidates trying to become better known to the voters.

Reflex-action fairness

Defending network news fairness and balance, ABC News President Elmer Lower observed that many in the TV and radio audience "suffer from severe cases of selective perception" when today's problems are reported. "That which reinforces their own attitudes blends into the general background," said Mr. Lower. "That which tends to contradict their previously held attitudes stands out, infuriates them, goads them to write letters of denunciation . . ." Mr. Lower addressed the Public Relations Institute of the American Medical Association in Chicago.

Keeping sports on free TV

That's aim of broadcasters though not of cables in comments on FCC move

The FCC's proposed amendment to its "antisiphoning" sports rule received support last week from a number of quarters, but was opposed by the National Cable Television Association.

Comments supporting the rule were filed by ABC, the National Association of Broadcasters, NBC and Vue-Metrics Inc.

The proposed amendment would prohibit pay-TV or CATV origination of sports events—for which there is a per-program or per-channel charge—that have been carried on free television during any one of the preceding five years (BROADCASTING, June 29). The present rule sets a two-year limit.

NAB urged the commission to be "extremely wary" of efforts by cable operators to circumvent the rule. It warned that per-program and per-channel charges are not the only methods by which CATV operators could obtain funds to siphon off sports programs. It cited advertising "either solely or coupled with a small monthly assessment" as another method that an eventual CATV network could underwrite siphoning of programs not covered by the proposed rule or existing antisiphoning rules applicable to feature films or other types of programming.

The five-year embargo would provide a greater deterrent to siphoning of sports from free television, NAB said. However, the association recommended that the proposed rule should apply to recorded replays in addition to live programs to prevent STV or CATV operators from "taping a sports event and subsequently feeding it into pay-TV distribution systems as an initial offering to the public."

ABC also supported the five-year embargo and the extension of the rule's applicability to CATV originations for which there is a per-program or per-channel charge. However, it expressed reservations about the commission's stated intention to afford protection only to sports events broadcast live on free TV.

It asked for a further delineation of the term "live," adding that programs such as its *Wide World of Sports* should also be extended protection. It also sought protection for sporting events presented on brief tape delays where the event is not necessarily timely.

ABC said the commission should see that certain new sports events would re-

Virginia Knauer learns of renewal woe at WOOK

The President's special assistant for consumer affairs has agreed to do a regular series of public-service programs on a station that is presently under fire at the FCC.

However, Virginia Knauer was apparently unaware of that fact when she arranged to broadcast consumer tips to low-income families over a group of radio stations owned by United Broadcasting Co. One of those stations, wook (AM) Washington, had its renewal application designated for hearing on charges that its religious programming was a front for a numbers racket.

A spokesman for Mrs. Knauer has confessed that nothing about these charges was known when the programs were arranged. He added, however, that WOOK has promised not to use the programs as ammunition in defense of its broadcast license.

The programs will provide consumer-education information on subjects such as how to shop wisely and get the most for money, and how to cope with fraud-

ulent businessmen in low-income neighborhoods. They will be carried on WOOK and WFAN-FM Washington; WSID (AM) and WLPL-FM Baltimore, and WINX (AM) Rockville, Md.



Mrs. Knauer

Commerce to offer phone-in service

The U.S. Department of Commerce is launching a recorded news service for radio and television stations to supplement its printed news releases.

Herb Koster, Commerce's director of public affairs, has announced that beginning Aug. 19 stations will be able to dial a special Washington number—(202) 967-2222—and obtain news announcements on factors affecting the economy, as well as statements by Secretary of Commerce Maurice H. Stans.

The announcements, which are to be "short, to the point, and ready for airing," will encompass such topics as general business conditions, the outlook on housing construction, consumer buying patterns, and international investment. A schedule of news will be offered beginning at 11 a.m., EDT each week. There will be no answer on the special number. As a backup, news advisories will be furnished to AP Radio and United Press Radio.

When there is news of special local or regional interest, Commerce will notify its field offices, which will in turn contact local stations.

New D.C. production house

A new film and video-tape production company has been formed in Washington, Paladium Independent Productions Inc., with offices at 3419 R Street, N.W., is handling creation, production and distribution of film and tape sequences for radio and television. The new firm was formed by William T. Cladmon, former president of Logos Teleproduction Center, Arlington, Va.; David K. Hartan, past Logos vice president and Robert H. Maxwell, a producer-director.

NBC drops 'Chaparral' for eight-week stretch

NBC-TV will break the run of *High Chaparral* next season by placing one-hour specials for eight straight weeks in that time period (Friday, 7:30-8:30 p.m.) from Jan. 1 through Feb. 19. Specials will include the Orange Bowl parade from Miami on Jan. 1; the annual presentation of the Ringling Brothers circus, sponsored by AT&T; another special to be selected out of next season's AT&T series of specials; three nature shows, two of which are a repeat of *World of the Beaver* sponsored by Quaker Oats and another by Quaker on Abraham Lincoln on Feb. 12; and a General Electric special to be selected from GE's *Monogram* series of specials.

NBC-TV officials said the pre-emptions of *Chaparral* were designed to help relieve pressure of specials on the

regular schedule. The choice of the series was based on several factors, including NBC ownership of the series, thus permitting a reduction of first runs (to about 18) without prolonged negotiations of contractual arrangements. Another factor, they said, was that the time period is favorable for family viewing. *Chaparral* next season goes against *The Brady Bunch* and *Nanny and the Professor* on ABC-TV, and the new *The Interns* on CBS-TV.

Garner series plans

Warner Bros. Television and James Garner's Cherokee Productions have entered into an agreement to cover both TV and motion pictures. First project is a one-hour TV series starring Mr. Garner for showing on NBC-TV during 1970-71.

Cherokee will produce the series in association with Warner, which will have worldwide TV distribution rights.

Finch pinch-hits in 'Game'

Universal Studios couldn't get President Nixon, so they got one of his advisers, Robert E. Finch, to appear in an episode of *The Name of the Game* to be telecast on NBC-TV next season. Mr. Finch, who as secretary of health, education and welfare, was in the forefront in encouraging more governmental-broadcasting interaction in stemming drug abuse, will portray himself welcoming high-ranking news media representatives to a drug seminar in Washington. Entitled "So Long, Baby, and Amen," the *Game* episode will deal with teen-age drug abuse. President Nixon turned down an offer to appear but suggested Mr. Finch or Attorney General John Mitchell, NBC said.

Changing formats

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

■ **Ken(FM) Mountain View, Calif.**—Peninsula Broadcasting Corp., effective June 1, expanded its broadcast day by adding six hours of classical music in stereo. Previously Ken(FM) signed off at midnight. The station is middle-of-the-road from 6 a.m. to 7 p.m. and classical from 7 p.m. to 6 a.m.

■ **KACE-AM-FM Riverside, Calif.**—KACE Radio Inc., effective May 15, adopted a contemporary music format. The licensee told the FCC that previously it programmed pop music with some rhythm-and-blues music and up to three hours of religious programming daily. The stations added that no one in Riverside offered contemporary music and that "the public wanted a brighter, younger, more modern sound."

Program notes:

Warner Bros. Signs ■ Warner Bros. Television has signed writer Abram S. Glines to develop a new prime time TV program. His writing credits include *Naked City*, *Route 66* and motion pictures.

■ **Hallmark** ■ The *Hallmark Cideon of Fame* will present playwright Paddy Chayefsky's *Gideon* on NBC-TV, Friday, March 26, 8:30-10 p.m. (NYT), next year. Actor Peter Ustinov will star in the play packaged by Compass Productions Inc. with George Schaefer as executive producer and director. Sponsor is Hallmark Cards through Foote, Cone and Belding, New York.

■ **Partway Productions Inc.**, Washington-Philadelphia, will syndicate programs originated by WQXR-AM-FM New York to stations throughout the U.S. and Canada. Programs slated for syndication include classical, jazz and folk music presentations. Partway produces weekly broadcasts of the Philadelphia Orchestra and represents several British Broadcasting Corp.-originated programs in this country.

■ **The Harlem Globetrotters**, telecast Saturday mornings. ■ **Nationwide broadcast** of the *Distrophy Telethon* with host Jerry Lewis will be via the Hughes Sports Network with 70 stations airing from the Americana hotel in New York, other portions will be broadcast live from Chicago, Las Vegas and Los Angeles. The broadcast is in its fifth year as a Labor Day event and begins Sept. 6, 10:30 p.m. (NYT), ending Sept. 7 at 6:30 p.m.

■ **WSB(AM) Atlanta** ■ **Hawks-eye view** ■ **WSB(AM) Atlanta** will broadcast the entire 82-game schedule of the NBA's Atlanta Hawks this season. WSB will organize a net-work hook-up to carry the games throughout the greater-Atlanta area. Station General Sales Manager Lee Morris called advance advertising response "tremendous". Skip Carey will handle the play-by-play, assisted during simulcasts by WSB Sports Director Phil Schaefer. A five-minute pre-game show, *Hawk-Talk*, will be aired, as well as a post-game wrap-up, new this season. WSB has teamed the Hawks' games since the team came to Atlanta in 1968. Festival Entries ■ Film entries in the 1970 San Francisco International Film Festival are now being accepted in the

no longer met by networks and these will set the new changes in programming going." Mr. Weaver listed four programming plans he has devised for advertisers who want to get into a major market—such as Pittsburgh—but cannot because there are only three VHF's and the networks have those tied up. The programs would feature major attractions (such as operas, ballets or concerts), coverage of world news in depth, theater and drama presentations and experimental-type material.

"When this plan catalyzes the business, and a few pioneers show what can be made to happen," he said, "we will have a whole new television scene." In its petition for a stay of the prime-time rule, Warner Brothers said the problem in the rule lies in the effort to regulate relationships between networks and some affiliates to stimulate high-quality programming, rather than considering the true reason why there is no such programming: because major program suppliers are disappearing.

"It is not possible to build up an industry of independent producers-distributors by further curtailing their limited market," WB said.

The company proposed that the FCC institute studies of network and station production plans that may affect independent production of daytime programming to determine how reruns of prime-time programming were affecting independent production and distribution.

Warner Brothers endorsed the part of the rule taking the networks out of all domestic and most foreign program syndication and limiting their proprietary rights in outside programming. Indeed it asked the FCC to make it clear that the prohibition extends to network acquisition of merchandising and licensing rights.

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in renting of the Cort Theater in New views the move West as a way to get out views the move west as a way to get out of the daily battle for guests and to increase his ratings. Guest stars will be easier to get in California, he said.

Walter Kempley is the new executive producer of *The Merv Griffin Show*.

Programing reforms urged in viewer study

Unanimous agreement that TV programing can be improved, a desire for content and a willingness to pay "a reasonable fee" to receive TV programs of "box-office quality" were claimed as the public's response in a survey report released last week by the Center of Amer-

networks, "but they have many needs continue to be the top customers of He said "trade mark brands" will bonus basis.

programs that will play the top-50 on a paid basis and move out farther on a network for national coverage and go into programs of their own or shared He said major advertisers will use the television."

predicted "an explosive development in agencies to serve their sales needs. He begin developing shows through their cleared, and "hit" programs can be developed, he said, major advertisers will Once the major markets can be available for a competitive service."

than 20 independent VHF stations are hold in the top-50 markets where less monopoly position the three networks television programming . . . from the Weaver said the prime-time rule will relieve the "blockage of development in posing petitions for reconsideration Mr. In his letter to Chairman Burch op-

gram-practices rule.

of the rule, charging it is inconsistent the commission to stay the effectiveness However, Warner Brothers petitioned hours a night in prime time.

duce network programming to three man Dean Burch. The rule would re-

praised the FCC's new prime-time ac-

board chairman and president of NBC, Sylvester L. (Pat) Weaver, one-time

Weaver applauds network pruning as opening markets to him; Warner Brothers seeks stay

"The furniture business"—that's the way Merv Griffin last week described his CBS-TV late-night show. And he wants to do something about it—namely, find a new approach for the program.

Mr. Griffin said he is shopping for a production house that can develop original comedy-variety features, getting away from the sit-around-and-chat format with guest stars while fighting the other late-night talk shows for guests to do the talking.

Impetus for the new approach and show to California came after CBS-TV dismissed Mr. Griffin's producer, Bob Shacks. Mr. Griffin's sidekick, Arthur Teacher, also is leaving the show.

Mr. Griffin, although uncertain whether CBS will approve the move of the show from New York to California particularly with the expense involved

Merv looks longingly at guest-filled West

ceate protection and said antitrust rules should apply to all CATV originalions.

NBC expressed the fear that pay TV would make it attractive to sports entrepreneurs to revise the structures of their sports to phase out events subject to a waiting period and institute new events immediately saleable to pay TV. It endorsed a five-year embargo on any new event, NBC also said the commission should extend the antitrust rule to all CATV sports programs that would otherwise not be available to subscribers and nonsubscribers.

Vue-Metrics, the first to file for subscription television authorization (Broadcasting, July 6), said it is satisfied it will be able to serve enough subscribers by presenting sports not available on free TV, but felt sports programs not run for a two-year period on conventional television should not be withheld from pay TV.

NCTA maintained the commission has had no practical experience on which to base the actions and that the amendments would be contrary to the FCC's policy of program diversity. It noted that the FCC has found that it would be a substantial period of time before any CATV network could out-siphon off audience and advertising revenues to a detrimental degree. There is no evidence to change that conclusion, NCTA said.

The commissioner's proposed rule change is a "practical elimination of another competitive source of program diversity," NCTA said, adding that such a proposal, if advanced to a private party without government protection, would violate the antitrust laws.

three divisions by festival organizers. In the television category, film products must have been for television entertainment or, outstanding in the documentary field, and may have been produced either by local or network stations. Applications and rules may be obtained from the festival office: Competition Division, San Francisco International Film Festival, 111 Kearny Street, San Francisco 94133. Telephone: (415) 421-6167.

Station translates news to Spanish ■ KOGO-FM-TV San Diego has begun simultaneous Spanish translations on FM of its early evening TV newscast. A group of 12 Mexican-Americans, most of them college students, serve as translators-announcers. Included in the effort for the more than half-a-million Spanish-speaking members of the station's audience is the new NBC nightly news through special arrangement with the network. The broadcasts began Aug. 3.

More spiritual spots ■ A second series of spots, produced by Saint Francis Productions of the Franciscan Order, will be distributed to more than 3,000 radio station in mid-August. The 30- and 60-second spots are non-denominational, public service announcements with the overall theme "Listen for the Sounds of Love in Your Life."

Cable catalog ■ National CATV Programs Inc., Dallas, has released a master catalog of video tape and CBS-EVR cartridge programs for local cable origination. Listing contains over 4,000 titles of feature films, children's shows and other programming, much of it never shown either on commercial television or via cable.

Cable staple ■ A three-way, joint venture to produce original CATV programming has been agreed to by Ivan Tors, Hollywood and Miami; the National CATV Program Library Inc., Dallas, and Interstate Broadcast Network, Ann Arbor, Mich. Under the agreement Ivan Tors will be responsible for production, National CATV for marketing, and Interstate for sponsor sales and certain video tape productions and sales to selected commercial TV markets in the U.S. and Canada. The first product is to be a full-length, "family-adventure-type" motion picture, scheduled for showing over a group of CATV's April 1, 1971.

And you were there ■ *A Day in the Life of the United States*, a film portrait of the U.S. on July 20, 1969, the day man first stepped on the Moon, will be presented on CBS-TV on Tuesday, Sept. 8, at 9:15-11 p.m., following the *CBS Tuesday Night Movies*. CBS used 43 cameras at 33 coast-to-coast locations to record scenes of life on that day.

ABC puts a new emphasis on FM

Network's owned FM's will alter formats, set up new staffs, seek new call signs

ABC pledged last week a greater commitment to the FM operations of its owned radio stations division, and announced that ABC-FM stations would be disengaged from and henceforth independent of its AM stations.

ABC is applying for new call letters for its FM stations, and is already implementing plans for increased attention to public affairs and news, as well as a general revision of their progressive-rock format. Separate FM news staffs will be set up in each of ABC's seven markets, and a daily two-hour telephone-talk show will be added to the schedule in each market. Separate sales staffs will be operating in New York, Chicago and Los Angeles by Oct. 5.

ABC-FM stations are now phasing out "Love," the taped progressive-rock music service carried on all seven outlets since early 1969. In its place ABC-FM will offer a programming line-up of four rock personalities on tape shared by all seven stations, and supplemented by local personalities.

Introduced at a news conference in New York last week was a realignment of personnel within the FM operation: Allen B. Shaw Jr., director of ABC-FM special projects, has been named vice

president, ABC Owned FM Stations. Martin H. Percival, former general manager of WOR-FM New York, will head the new sales operation as vice president, ABC-FM Spot Sales. George Yahraes, director of FM promotion and sales, becomes director of programming and promotion, ABC-FM.

James Smith, who had previously been responsible for marketing and syndication of the "Love" service, is new director of group services, ABC-FM, and Louis A. Severine, national sales manager for WABC(AM) New York, has been named station manager, WABC-FM New York.

Also attending the conference were representatives of the "underground" or anti-establishment press, who seized the opportunity to accuse ABC-FM of exploiting the youth culture. In the heated discussion that ensued at the conference, one youth termed AM "utter exploitation" and FM "controlled exploitation."

ABC owned radio stations are WLS-AM-FM Chicago, WXYZ-AM-FM Detroit, KABC-AM-FM Los Angeles, WABC-AM-FM New York, KQV-AM-FM Pittsburgh, KGO-AM-FM San Francisco, KXYZ-AM-FM Houston.



Chief among those interested in finding the right formula for the ABC-owned FM outlets which are to be separated from the AM outlets are (l to r) Allen B. Shaw Jr., who has been appointed vice president, ABC Owned FM Sta-

tions; Elton H. Rule, president of the American Broadcasting Co.; Martin H. Percival, who has become vice president of the newly formed ABC-FM Spot Sales, and Harold L. Neal Jr., president of the ABC Owned Radio Stations.

July turned out to be a pretty good month

For the first time since last winter, the stock market in July registered a distinct gain over the previous month, and the BROADCASTING stock index managed to

out-step the over-all market gain as indicated by Standard and Poor's Industrial Average. S&P's market monitor climbed 6.5%, while the issues listed in BROADCASTING moved ahead 10.4%.

In the categories, the programmers led with a 15.1% jump, with National General advancing nearly 37%, the Wrather

Corp. 32.4% and Four Star International, trading at 2½, 33.7%. Filmways, however, was off 23.7%. Next category was service firms, with an 11.7% gain.

Among the best advances were Comsat, 28.5%, Creative Management, 23.1%, and MPO Videotronics, 21%. Among those off were PKL Co.'s and

The Broadcasting stock index

A weekly summary of market activity in the shares of 103 companies associated with broadcasting.

	Stock symbol	Ex-change	Closing August 6	Closing July 30	% change Month of July	High 1970	Low	Approx-Shares Out (000)	Total Market Capitalization (000)
Broadcasting									
ABC	ABC	N	23¾	23	+ 8.2	39¼	19%	7,073	162,679
ASI Communications		O	2¾	2¾	-21.5	7	2½	1,789	4,920
Capital Cities	CCB	N	23¼	23¾	+ 2.2	36½	19½	6,061	141,646
CBS	CBS	N	26¾	27½	+ 6.3	49¾	24½	26,512	729,080
Corinthian	CRB	N	26½	26¾	+18.2	33¾	19%	3,384	93,466
Cox	COX	N	13¾	13%	+11.4	24¾	10¼	5,789	77,399
Gross Telecasting	GGG	A	9¾	10¾	- 2.3	17¾	9¾	803	8,632
Metromedia	MET	N	14¾	14%	+38.6	22¾	9¾	5,733	82,383
Pacific & Southern		O	9½	8½	- 5.6	23	7½	1,636	13,906
Rahall Communications		O	6	6	-11.2	16½	6	1,040	6,240
Reeves Telecom	RBT	A	3¾	3¾	-13.8	15¾	2	2,288	7,139
Scrapps-Howard		O	16¾	17½	+ 9.4	24	15½	2,589	45,308
Sonderling	SDB	A	17¾	18¾	+26.1	34¾	10¼	991	18,581
Starr Broadcasting	SBG	M	9	10	+33.3	18	7¾	461	4,610
Taft	TFB	N	19¾	19½	+34.5	29¾	13%	3,712	7,238
							Total	69,861	\$ 1,403,227
Broadcasting with other major interests									
Avco	AV	N	10¼	10¼	+15.4	25¼	9¼	11,469	117,557
Bartell Media	BMC	A	5½	5½	+24.3	14	3¾	2,254	11,540
Boston Herald-Traveler		O	27½	27	- 3.6	43	25	5,74	15,498
Chris-Craft	CCN	N	5½	5½	- 2.1	11½	4¾	3,660	20,130
Combined Communications		O	6	6¾	+ 4.2	16½	6	1,938	12,113
Cowles Communications	CWL	N	3¾	3¾	- 3.5	10¾	3½	3,969	14,368
Fuqua	FOA	N	9	9¼	- 2.6	31¾	9	6,190	57,258
Gannett	GCI	N	23	23	+19.5	29½	18½	7,117	163,791
General Tire	GY	N	16¾	17¼	+13.1	20¾	12%	18,434	317,987
Gray Communications		O	4	4	-11.1	7¾	4¼	475	1,900
Lamb Communications		O	2¾	2¾	-21.4	6	2½	2,650	7,288
Lee Enterprises		A	14¾	14¾	+15.3	20¾	12	1,957	27,633
Liberty Corp.	LC	N	15½	15	+14.3	21¾	13	6,744	101,160
LIN		O	3¾	5¾	+53.3	11	3½	2,244	12,903
Meredith Corp.	MDP	N	19¾	20	-10.7	44¾	18	2,779	55,580
Outlet Co.	OTU	N	10¾	10¾	+ 1.2	17¾	10	1,342	14,427
Plough Inc.	PLO	N	60¾	66½	-	85	55	6,880	455,800
Post Corp.		O	9¼	9½	- 5	17½	8	713	6,774
Ridder Publications		O	13¾	13¾	+10.1	22	9½	6,217	84,676
Rollins	ROL	N	25¾	25¾	+15.1	40¾	19¾	8,034	206,876
Rust Craft	RUS	A	19	18¾	- 5.1	32¼	18½	1,159	21,731
Storer	SBK	N	18	16½	+13.8	30¾	14	4,223	69,680
Time Inc.	TL	N	32¾	36	+31.5	43½	25½	7,257	261,252
Trans-National Comm.		O	¾	¾	-	4½	¾	1,000	870
Turner Communications		O	3	3	-14.3	8¾	2¾	1,328	3,984
Wometco	WOM	N	18½	17%	+10.1	20¼	13%	5,817	102,496
							Total	116,434	\$ 2,165,272
CATV									
Ameco	ACO	A	4¾	5¼	-12.5	16	4½	1,200	6,300
American TV & Comm.		O	12¾	12¾	- 3.9	22¼	10¾	1,775	21,744
Cablecom-General	CCG	A	9¾	10¾	- 3.4	23¾	7¾	1,605	16,243
Cable Information Systems		O	3	3	+50	2¼	¾	955	2,865
Citizens Finance Corp.	CPN	A	11½	10¾	-	17½	9¾	994	10,308
Columbia Cable		O	7¼	7	+ 3.4	15½	6¾	900	6,750
Communications Properties		O	6¾	6¾	- 1.8	10½	6	644	4,186
Cox Cable Communications		O	13¾	13¾	+ 1.9	24	12	3,550	48,813
Cypress Communications		O	7¾	7¾	-22.5	17¾	7¾	1,887	14,624
Entron		A	3¾	3	-22.5	8¾	2¾	1,320	3,960
General Instrument Corp.	GRL	N	14¼	15	+15	30¾	11½	6,250	93,750
H & B American	HBA	A	18¾	18½	+ 7.2	30¾	12%	5,283	97,736
Sterling Communications		O	5	4½	-10	7¼	3	1,100	4,950
Tele-Communications		O	9	9½	- 9.5	20¾	9¼	2,704	25,688
Teleprompter	TP	A	64¾	69	+ 7.4	133½	46	1,161	4,433
Television Communications		O	6¼	6¼	- 3.8	18¾	5½	2,816	17,600
Vikoa	VIK	A	8¾	8	- 3	27½	8¾	2,228	17,824
							Total	36,372	\$ 397,774

Movielab, 30% and 26.1%, respectively.

The service category was closely followed by broadcasters, which posted an 11.6% gain. Metromedia was up 38.6%, Starr Broadcasting, now trading on the Midwest Stock Exchange, 33.3%, and Taft Broadcasting, 34.5%. ASI Communications dropped off 21.5%. Manufacturing companies were next in line showing a 10% increase. Magnovox moved ahead 35.5%, Zenith nearly 30%, and Motorola 22.2%. Visual

Electronics still remains suspended from trading by the American Stock Exchange (BROADCASTING, July 20).

CATV stocks climbed 9.5% during July. Cable Information Systems, trading at \$3, was ahead 50% over June. There were losers in the category: Cypress Communications and Entron, both off 22.5%, and Ameco, down 12.5%. Broadcasting issues with other major interests brought up the rear with a 6.5% gain. Bartell Media was up 24.3%, LIN jumped 53.3%, and Time

Inc. gained over 30%. Losers included Lamb Communications, down 21.4%, and Turner Communications, off 14.3%.

There are no additions to the stock index this month.

Company reports:

John Blair & Co., New York, last week reported that gross revenues increased during the first half of 1970 but earnings declined from the comparable levels

	Stock symbol	Ex-change	Closing August 6	Closing July 30	% change Month of July	High 1970	Low	Approx. Shares Out (000)	Total Market Capitalization (000)
Programming									
Columbia Pictures	CPS	N	9%	10%	- 3.6	31½	8¾	5,942	60,133
Disney	DIS	N	100%	107	-10.6	158	96½	5,133	549,231
Filmways	FWY	A	7	6%	-23.7	18½	6%	1,700	11,679
Four Star International	O		2½	2½	+33.7	4	1½	666	1,665
Gulf & Western	GW	N	12%	12%	+ 4.1	20¾	9½	15,362	193,868
Kinney National	KNS	N	24½	25	+12.4	36	21	9,067	226,675
MGM	MCA	N	13%	14	—	25¾	11%	8,195	114,730
MCA	MGM	N	14½	15%	+17.8	29½	12½	5,843	92,027
Music Makers Group	O		3	3½	-18.7	9	3½	589	1,914
National General	NGC	N	14%	14%	+36.9	20¼	9	4,910	70,556
Transamerica	TA	N	13%	13½	+10.2	26¾	11%	63,630	859,005
20th Century-Fox	TF	N	8½	7%	+ 8.6	20½	6	8,562	67,383
Walter Reade Organization	O		3½	3½	+ 8.3	13½	3½	2,312	7,514
Wrather Corp.	WCO	A	6%	6%	+32.4	10¾	4%	2,211	14,637
								Total	134,122
									\$ 2,271,017
Service									
John Blair	BJ	N	13	13½	+14.1	23½	10¼	2,605	34,178
Comsat	CQ	N	37%	39½	+28.5	57¾	25	10,000	395,000
Creative Management	O		7½	8	+23.1	14½	4½	1,075	8,600
Doyle Dane Bernbach	O		14%	13%	- 3.5	24½	14	1,924	26,455
Foote, Cone & Belding	FCB	N	8	8%	+11.2	12¼	7¼	2,167	18,680
Grey Advertising	O		7½	7%	—	13½	6%	1,207	9,354
LaRoche, McCallery & McCall	O		10	10½	-12.5	17	11	585	6,143
Movielab	MOV	A	2½	2½	-26.1	7½	2	1,407	2,983
MPO Videotronics	MPO	A	6	6½	+21	9%	4%	558	3,627
Nielsen	O		32½	34½	+16.9	42	26½	5,299	182,816
Ogilvy & Mather	O		17½	18%	+17.7	22¼	15	1,096	20,002
PKL Co.	PKL	A	2%	2%	-30	12%	2%	740	1,939
J. Walter Thompson	JWT	N	23½	25	+ 8.7	36	22¾	2,773	69,325
Wells, Rich, Greene	A		6	6%	+15	8%	5½	1,581	10,671
								Total	33,017
									\$ 789,773
Manufacturing									
Admiral	ADL	N	6%	7½	—	14%	6%	5,158	38,685
Ampex	APX	N	14½	15%	- 9.6	48½	13%	10,846	166,307
CCA Electronics	O		1%	2%	-10	5	1½	800	1,800
Collins Radio	CRI	N	11%	11%	- 4.1	37%	9	2,968	34,488
Computer Equipment*	CEC	A	3%	4%	+ 9.2	12¼	3½	2,406	10,514
Conrac	CAX	N	12%	12	- 5.9	32¼	11	1,254	15,048
General Electric	GE	N	75%	77½	+13.8	77%	60%	90,884	7,008,974
Harris-Intertype	HI	N	42½	42	+ 9.5	75	36%	6,357	266,994
Magnovox	MAG	N	29	31	+35.5	38%	22¼	16,401	508,431
3M	MMM	N	80%	80%	+ 9.9	114%	71	56,058	4,526,684
Motorola	MOT	N	39%	39%	+22.2	47½	31	13,334	531,627
RCA	RCA	N	22%	23%	+16.8	34%	18%	66,926	1,564,060
Reeves Industries	RSC	A	5%	3	+ 4.5	5%	2½	3,446	10,338
Telemation	O		10	9%	-11.4	24	9	1,080	10,530
Visual Electronics	VIS	A	†	†	†	10%	1	1,357	2,198
Westinghouse	WX	N	66%	66	+ 3.5	69%	53%	39,685	2,619,210
Zenith Radio	ZE	N	31%	30%	+22.9	37%	22%	19,020	587,147
								Total	337,980
									\$17,903,035
								Grand total	727,786
									\$25,036,348
Standard & Poor Industrial Average			84.51	85.67	+ 6.7				

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

Shares outstanding and capitalization as of July 1.
Over-the-counter bid prices supplied by Merrill Lynch, Pierce, Fenner & Smith Inc., Washington.
† Trading suspended July 16 by American Stock Exchange.

of last year.

Francis Martin Jr., president, attributed the reduction in earnings to the profit dip of City News Printing Corp., its most recently acquired subsidiary. He said that the company has instituted "several operating improvements" at City News Printing.

For the six months ended June 30:

	1970	1969
Earnings per share	\$ 0.69	\$ 0.74
Revenues	31,013,000	29,532,000
Net earnings	1,797,000	1,926,000

Capital Cities Broadcasting Corp., New York-based group broadcaster, reported a 2% increase in revenues, but a 9% decline in net income for the second quarter of this year.

President Thomas S. Murphy attributed the decline in profits to faltering operations by Fairchild Publications due in part to advertising lineage decreases. He added: "At this time it would appear that these pressures on profits will continue through the third quarter of the year,

For the six months ended June 30:

	1970	1969
Earnings per share	\$ 0.76	\$ 0.78
Revenues	44,156,000	41,031,000
Net income	5,602,000	5,730,000

Note: Earned per share figures fully diluted.

Cohu Electronics Inc., San Diego-based broadcast equipment manufacturer, despite an optimistic outlook following a one-cent per-share loss for the first quarter, has announced a drop in both revenues and earnings and a loss of 5 cents per share for the six months ended June 30.

William S. Ivans, president, said the "loss is directly related to the lower level of sales which appears to be due to a general reduction in capital expenditures throughout the U. S. economy." Mr. Ivans was more optimistic last May when he announced the firm was operating "at profitable levels" (BROADCASTING, May 4).

For the six months ended June 30:

	1970	1969
Earnings per share	\$ (0.05)	\$ 0.19
Revenues	3,855,346	4,994,034
Net income	(75,455)	272,395

Cox Cable Communications Inc., Atlanta-based multiple CATV owner and affiliate of Cox Broadcasting Corp., last week reported a 10% increase in revenues and a 6% increase in net income for the six months ended June 30:

	1970	1969
Earnings per share	\$ 0.20	\$ 0.20
Revenues	5,050,744	4,610,306
Net income	733,298	694,875

Electrographic Corp., Chicago-based television and graphic art supplier, reported an increase in net sales but a decrease in net income for the six months ended June 30:

	1970	1969
Earnings per share	\$ 0.70	\$ 0.86
Revenues	19,732,400	19,418,000
Net income	373,000	476,500
Average shares outstanding	537,046	555,597

General Telephone & Electronics Corp.,

New York, reported its Sylvania Electric Products Inc. subsidiary had lower sales and net income in the second quarter due to "a general softening of economic conditions (and) sales declines in two important product areas."

Leslie H. Warner, president, said the industry experienced substantially lower sales of color television sets and severe price competition in the photoflash lamp market which both had a significant effect on Sylvania's results for the six months ended June 30:

	1970	1969
Earnings per share for GT&E	\$ 0.90	\$ 1.04
Revenues (Sylvania)	397,859,000	422,509,000
Net income (Sylvania)	5,065	13,154

Kinney National Service Inc., parent company of Warner Bros., New York, reported record earnings for the nine months ended June 30:

	1970	1969
Income per share	\$ 1.48	\$ 1.26
Net income	26,113,000	21,626,000
Revenues	371,189,000	365,407,000

Media General Inc., Richmond, Va., reported a 10% increase in revenues and a 33% increase in net income for the first six months of this year. Second quarter revenues were up 11% and net income up 34% compared to the second quarter of last year.

Media General also announced completion Aug. 1 and FCC approval June 30 of a complex corporate reorganization in which Media General acquired the remaining 16% of the Tribune Co. (WFLA-AM-FM-TV Tampa, Fla., and Tampa Times and Tribune). Media General previously owned 84% of the Tribune Co. (BROADCASTING, June 8).

For the six months ended June 30:

	1970	1969
Earnings per share	\$ 1.15	\$ 1.00
Revenues	63,808,975	57,855,262
Net income	3,892,152	3,058,301

Ridder Publications Inc., New York, owner of newspaper and broadcasting properties in eight states, reported an increase in revenues for the six-month period ended June 30, but a slight decline in net income for period.

	1970	1969
Earnings per share	\$0.63	\$0.64
Revenues	\$58,218,000	\$55,373,000
Net income	4,330,000	4,393,000
Shares outstanding	6,844,973	6,853,323

Note: Net income includes equity increases in 50%-owned companies of \$754,000 in 1970 and \$788,000 in 1969.

PKL Co.'s, New York-based diversified company, again reported continued declines in revenues and income for the six months ended May 31. Frederic Papert, chairman of the board, however, added that the firm is now operating profitably "and expects to eliminate the six month loss by the end of the year."

The firm, of which Papert, Koenig, Louis Advertising is a division, had a "poor start" in the first quarter of this year, reporting a drop of \$6.9 million

A look at stock trading

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for May (all common stock unless otherwise indicated):

■ Admiral Corp.—J. M. Daly bought 100 shares, giving him a total of 100.

■ Ampex Corp.—C. P. Ginsburg bought 2,000 shares, giving him a total of 2,000. H. A. McMicking sold 2,000 shares, leaving 4,505. H. W. West Jr. sold 2,440 shares, leaving 4,000.

■ Bartell Media Corp.—Downe Communications acquired in private transaction 170,025 shares, giving it a total of 893,745.

■ Burnup & Sims—C. W. Cox through trading account bought 7,381 shares and sold 7,523 shares, leaving 50 short. Mr. Cox personally owns 150 shares. Mr. L. Pieper bought 125 shares, giving him a total of 825. E. A. Rincon bought 750 shares, giving him 750 total.

■ Cablecom-General Inc.—Mrs. H. J. DeLynn bought \$10,000 worth of 6½% convertible subordinate debentures both as individual and as trustee, giving her a total of \$10,000 (individual) and \$10,000 (trustee) worth of 6½% convertible subordinate debentures.

■ Capital Cities Broadcasting Corp.—H. K. Deusch bought 2,000 shares giving him 4,000. E. W. Fairchild bought and sold 10,000 shares, leaving none and bought 5,000 shares of 50 cent cumulative convertible preferred stock, giving him 138,950 shares of 50 cent cumulative convertible preferred stock. J. B. Fairchild sold 1,500 shares, giving him 12,986, and as custodian bought 4,000 shares totaling 4,000 as custodian. J. B. Fairchild as custodian sold 2,000 shares of 50 cent cumulative convertible preferred stock, leaving 16,206 shares of such stock as custodian. Mr. J. Fairchild personally owns 29,835 shares of 50 cent cumulative convertible preferred stock. R. W. Gelles sold 500 shares, leaving 1,000.

■ CBS—R. O. Briscoe bought 5,244 shares, total-

in gross billings compared to the three months ended Feb. 28, 1969.

For the six months ended May 31:

	1970	1969
Earnings per share	\$ (0.257)	\$ 1.105
Gross billings	2,386,734	13,143,079
Net income	(191,661)	76,272
Average shares outstanding	742,720	723,104

Notes: 1969 figures restated to reflect recent sale of 80% of voting shares of British subsidiary to key employees of subsidiary.

Post Corp., Appleton, Wis., publisher and group broadcaster, reported that a 13% increase in second quarter earnings has pushed the firm's profits for the first six months of 1970, 4.4% ahead of the comparable period last year.

President V. I. Minihan said Post's two new subsidiaries, All-Star Insurance Corp. of Milwaukee and the Granite City (Ill.) Press Record, were primarily responsible for the increase in earnings. He added the newspaper properties are "holding their own" in earnings during the current economic turn-down, while television stations are feeling the effect of reduced spending by national advertisers.

Net earnings for the second quarter of 1970 were \$254,894, or \$0.34 a share, compared with 1969's earnings of \$224,803, or \$0.30 a share. Net

ing 8,169. R. W. Jencks bought 1,325 shares, giving him a total of 3,312 shares. Leon Levy through Delaware River Terminal Inc. bought 3,000 shares, giving it a total of 3,000 shares. Mr. Levy owns no stock.

■ Columbia Pictures—Harbor Fund Inc. bought \$250,000 worth of 5¼% convertible subordinate debentures, giving it a total of \$4 million worth of 5¼% convertible subordinate debentures.

■ Commonwealth United—Peter Gettinger sold 2,000 shares, leaving him 101,594.

■ Conrac Corp.—F. F. Robinson sold 700 shares, leaving him 100.

■ Creative Management Associates Inc.—L. M. Rosenthal through trading account bought 21,085 shares and sold 12,815 shares, leaving 15,994.

■ Doyle Dane Bernbach—Dorothy Parisi bought 100 shares, giving her 7,012.

■ Filmways Inc.—Richard St. John bought 1,275 shares, totaling 4,335. L. D. Nolan, through bonus plan, bought 725 shares, giving him a total of 3,930.

■ Foote, Cone & Belding Communications Inc.—B. F. MacCabe personally sold 16,140 shares, giving him 37,081; his wife and son acquired 16,140 shares, giving them 16,140 shares. J. E. O'Toole acquired 460 shares, totaling 6,000.

■ Fuqua Industries Inc.—E. D. Kenna sold 10,200 shares, leaving 102; Mr. Kenna sold 500 warrants, leaving five.

■ General Electric Co.—Mrs. Neil McElroy bought 100 shares, giving her a total of 400.

■ General Instrument Corp.—Herman Faiklov sold 3,362 shares, leaving 10,000. P. A. Garrison sold 1,002 shares, leaving 3,400.

■ Grass Valley Group Inc.—W. T. Bacon Jr. sold 500 shares, leaving 2,500. His wife and children hold 1,300 shares.

■ Gray Communications Systems Inc.—A. W. Holway sold 1,000 shares, leaving 100.

■ Gray Advertising Inc.—R. E. Wolfe sold 180 shares, leaving 10,000. J. M. Young sold 472 shares, leaving 2,925.

■ Gulf & Western Industries Inc.—R. T. Abbott Jr. sold 400 shares, leaving 2,400; Mr. Abbott Jr. sold 400 warrants, leaving 11,550. J. D. Barnett, bought 100 shares, giving him a total of 100. D. F. Gaston bought 1,000 shares, totaling 19,259. E. W. Kelley bought 4,700 shares, giving him a total of 4,900; Mr. Kelley holds 400 shares through holding company. M. S. Davis bought 1,000 class A shares, totaling 4,850. Mrs. O. C. Carmichael Jr. sold \$133,700 worth of 5¼% convertible subordinate debentures, leaving \$35 million worth of such stock; Mr. Carmichael Jr., through trust, sold

\$482,000 worth of 5¼% convertible subordinate debentures, leaving \$7,198,100; through foundation, Mr. Carmichael Jr. owns \$1,895,300 worth of such stock; individually, \$376,700 worth. F. V. Rogers sold 1,000 warrants, leaving 7,750.

■ Harris-Intertype Corp.—W. R. LeMasters sold 310 shares, leaving 2,330.

■ Kansas State Network—M. A. Isern bought 300 shares, giving him a total of 372 held personally and 200 by his wife.

■ Kinney National Service Inc.—C. A. Agegian bought 10,000 shares, giving him a total of 27,083. Morris Feld bought and sold 800 shares, leaving none; Mr. Feld sold 400 convertible preferred series A shares, leaving 16,100. A. J. Frankel bought and sold 8,000 shares, leaving 3,500; Mr. Frankel sold 8,000 shares of convertible preferred series A, leaving 62,075; as custodian he bought 300, leaving 1,822, and as co-trustee he bought 5,200, leaving 15,734 shares of convertible preferred series A. Alfred Golden sold 100 shares, leaving 5,134. M. R. Walden bought 400 shares, totaling 850 shares. Jacques Hess bought 538 and sold 100 convertible preferred series A shares, leaving 3,095. W. S. Harrison sold 500 shares of \$4.25 series B convertible preferred stock, leaving 8,934.

■ Lee Enterprises Inc.—Earl English bought 500 shares, totaling 500. D. K. Gottlieb bought 100 shares, giving him a total of 15,404; Mr. Gottlieb's family owns 11,772 shares. Alfred Magnusson bought 100 shares, giving him a total of 500. Mr. Magnusson's wife owns 1,100 shares.

■ Liberty Corp.—B. C. Hipp sold 900 shares, leaving 609,536 personally, 63,780 in trust.

■ Magnavox Co.—A. C. Nelson bought 200 shares, leaving 1,122.

■ Metromedia Inc.—J. B. Sias personally bought and sold 500 shares, totaling 520; through Skyview Associates. J. B. Sias bought 5,000 shares and sold 2,958, leaving 5,000.

■ 3M—C. B. Sampair sold 1,000 shares, leaving 15,139 held personally, 4,735 by his wife and 3,338 by his wife as custodian.

■ Motorola Inc.—J. A. Hubeny bought 300 shares, giving him a total of 800 held personally, 300 jointly with wife and 24 as custodian. J. P. Jones bought 300 shares, totaling 600.

■ A. C. Nielsen Co.—A. C. Nielsen, through trusts, sold 13,730 class A shares, leaving 84,407 in trusts, 451,675 personally and 1,250 by wife. H. E. Nickelson sold 100 class A shares, leaving 3,181 personally, 600 in trust, 1,100 by wife and 63 by child. A. C. Nielsen Jr. through trust sold 13,730 shares, leaving 84,407 in trust, 14,050 personally and 2,000 by wife and child. P. R. Nielsen through trust sold 3,432 leaving 16,568 in

trust, 5,465 personally and 6,500 by child.

■ RCA—Bennett Cerf sold 2,153 shares, leaving 95,000 personally and 5,000 by wife.

■ Reeves Telecom Corp.—A. L. Emlen sold 100 shares, leaving 400 shares personally and 100 through C. F. Emlen. Duane M. Weise bought 500 shares, giving him a total of 500.

■ Republic Corp.—C. F. Bourland sold 2,000 shares, leaving 13,000. C. A. Hofflund bought 3,000 shares, totaling 13,150.

■ Rollins Inc.—H. Timothy Crow bought 1,125 shares, giving him a total of 7,751.

■ Signal Co.'s Inc.—C. R. Hansen bought 1,000 shares, giving him a total of 72,004 personally, and 400 by his wife. H. H. Wetzel as executor sold 50,000 shares, leaving 102,000 as executor and 44,094 personally.

■ Sonderling Broadcasting Corp.—Alan Henry sold 300 shares, leaving 3,875.

■ Technicolor Inc.—Tirso Del Junco sold 1,000 shares, leaving him a total of 1,204. William R. Frye bought 92,340 shares, totaling 92,340. George L. Murphy sold 1,100 shares, leaving 457.

■ Telcom Inc.—G. E. Boggs sold 300 shares, leaving 78,252 personally and 800 through family. H. B. Gram Jr. through trading account bought 5,177 shares and sold 1,166, leaving 23,925.

■ Tele-Tape Productions Inc.—W. J. Marshall Jr. sold 5,000 shares, leaving 115,580.

■ Time Inc.—Rhett Austell bought 650 shares, leaving 4,000 held personally; Mrs. Austell bought 100 shares, giving her a total of 800. Henry Luce III through estate sold 11,000 shares, leaving him 269,001 held in estate, 30 in trusts and 117,987 personally.

■ Triangle Corp.—Mrs. H. A. Bellows Jr. bought 5,000 shares, giving her a total of 5,100.

■ 20th Century-Fox Film Corp.—M. M. Thomas sold 300 shares, leaving none.

■ Viko Inc.—A. L. Danzig sold 402 shares, leaving 2,150.

■ Walter Reade Organization Inc.—S. L. Highleyman sold 1,500 warrants, leaving 2,018.

■ J. Walter Thompson Co.—R. T. Emory sold 375 shares, leaving none. T. E. Schulte III sold 500 shares, leaving 600.

■ Wometco Enterprises—Harvey Fleischman sold 500 shares, leaving 67. A. H. Hertz sold 200 shares, leaving 1,411. R. F. Wolfson bought 64 shares and sold 600 shares, leaving 9,225; Mr. Wolfson through 27th Ave. Drive-In sold 1,200 shares, leaving 2,625; through 27th Ave. Connection Co. sold 139 shares, leaving none; through foundation bought seven shares, totaling 262.

revenues were \$3,194,751 compared to 1969 second quarter revenues of \$2,767,775.

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.51	\$ 0.49
Revenues	5,865,006	5,234,666
Net income	379,073	363,011

Sonderling Broadcasting Corp., New York, after suffering a substantial decline in profits for the first three months of 1970, last week reported record highs for second quarter revenues and earnings.

Egmont Sonderling, president, reported a 43% increase in revenues and a 33% increase in net income for the second quarter of 1970 compared to a similar period last year. He attributed the company's improved financial picture to increased revenues from its drive-in theater business, "which is seasonal in nature and operates at a loss in the first quarter."

For the six months ended June 30:

	1970	1969
Earned per share	\$ 0.71	\$ 0.71
Revenues	10,918,000	8,245,000
Net income	713,000	698,000

Times Mirror Corp., Los Angeles, group broadcaster, reported decreased earn-

ings and income for the 28-week period ended July 12. Figures for the 1969 period have been restated to reflect a pooling of interests as a result of the acquisition of the *Dallas Times Herald*, KDFW-TV Dallas (formerly KRLD-TV) and a 51% interest in *Newsday*.

	1970	1969
Earned per share	\$ 0.81	\$ 1.06
Consolidated revenues	219,900,000	206,800,000
Net income	12,200,000	15,900,000
Shares outstanding	15,142,927	14,995,365

Note: Not included is extraordinary gain of \$4,627,262 or 30 cents per share applicable to both periods from the sale of KRLD-AM-FM Dallas.

Financial notes:

■ An Ampex Corp., Culver City, Calif.-based computer products division has acquired Clasco Inc., Sunnyvale, Calif., a subsidiary of Computer Learning and Systems Corp., Chevy Chase, Md., for an undisclosed amount of cash and Ampex stock. Eugene Prince, vice president and general manager of Ampex Computer Products, said Clasco has developed a computer disc drive system that is interchangeable with the IBM 2314 disc system. That system is used in IBM 360 and 370 series computers. Mr. Prince said the acquisition will permit Ampex to offer core tape and disc memory equipment to both end users

and original equipment manufacturers.

■ Combined Communications Corp., wholly owned subsidiary Eller Electric Sign Co., Phoenix, has purchased A&A Sign Co. there for an undisclosed amount. Acquisition of the newly-re-modeled A&A plant will double Eller's production capabilities in Phoenix, the firm reported. A&A specializes in custom design and production of electric signs and displays for national regional and local clients. The A&A plant will continue operating under Eller Electric.

■ Rollins Inc., Atlanta-based group broadcaster, disclosed last week plans to repurchase for \$22.5 million a \$2.5 million note it issued to Prudential Insurance Co. of America in 1964. The note, carrying interest of 6.25%, was issued in connection with purchase of the Orkin Exterminating Co. in September 1964. Under terms of agreement one-half of note was purchased Aug. 3, 1970, for \$11,250,000 cash. Remaining half will be paid off with \$5 million on Aug. 2, 1971, and balance of \$6,250,000 in equal installments of \$1,250,000 over 5 years, starting Aug. 1, 1972, with 10% per annum interest on unpaid balance.

Blueprint for savings by satellite

Page report shows ways networks can beat AT&T's cost increases

The three commercial TV networks received last week massive documentation of a feasibility study concluding that they could save 25% to 35% of their current television and radio program-distribution costs by replacing their use of AT&T facilities with either a domestic-satellite system or a specialized microwave system.

The study, a report by Page Communications Engineers, Washington, estimated that over a 20-year period the total annual cost of either system—including amortized capital investment and other expenses—would range between \$50 million and \$55 million. That compares with approximately \$70 million the networks expect to pay AT&T this year, following a 40% rate increase last October.

ABC, CBS and NBC spurred by the AT&T increase, retained the Page firm last winter to conduct the feasibility study (BROADCASTING, Feb. 2, et seq.).

The basic and, to some authorities, surprising conclusion that the costs of an all-satellite and an all-terrestrial system would be about the same—and the less surprising conclusion that either of these would cost substantially less than AT&T's charges—leaked out a few weeks ago ("Closed Circuit," July 20).

Copies of the report were delivered to the three networks last Monday (Aug. 3). Page officials also made an individual presentation to top management of ABC the same day and to CBS's top management on Thursday (Aug. 6), and are scheduled to make one to NBC today (Aug. 10).

Highlights of the report, as revealed in a joint announcement by the networks and other authoritative accounts, include the following:

The domestic-satellite system envisioned by Page contemplates the initial launching of three synchronous, "stationary" satellites, each capable of handling 12 TV programs, in color, plus TV and audio and other communications facilities.

Both the satellite and terrestrial systems would not only be capable of handling the three networks' programs but would also carry educational network programs to noncommercial sta-

tions in all cities having commercial network affiliates, and would have capabilities to accommodate other broadcast users, such as Hughes Television Network. The study did not assume nonbroadcast or common-carrier uses of either system.

Requirements for ABC-TV, CBS-TV, NBC-TV and the Corp. for Public Broadcasting Services (PBS, the educational network) were determined to be 12 channels for normal operations plus 12 additional channels for peak periods, such as football weekends.

Total capital investment to establish the microwave system was put at \$160 million to \$215 million; for the satellite system, \$145 million to \$160 million. Operating costs would be much lower for the satellite system, but new satellites would have to be launched with some frequency—Page estimated as many as 25 "launch attempts" would

Hughes, Teleprompter set up joint unit

Hughes Aircraft Co. announced last week the formation of a new space and communications group "to develop opportunities for new business and new services to the community."

Hughes, which in conjunction with Teleprompter Corp. (major multiple-CATV owner) is preparing to file an application with the FCC for a domestic communications satellite system (BROADCASTING, Aug. 3), said the new group would explore potential uses for broadband-video satellite relays.

Comsat's Intelsat 4 series of communications satellites is being built by Hughes, which did pioneering work on the synchronous-orbit concept in the early 1960's and built Early Bird, the first commercial communications satellite. The first launch is scheduled for early 1971.

The new group will have headquarters in El Segundo, Calif., and will be headed by Dr. Albert D. Wheelon, formerly vice president of engineering, who now becomes vice president and group executive.

be required over a 20-year period—and in the end the total costs of the two systems would be about the same.

From the time the final FCC or other governmental permit had been granted, the satellite system could be fully operational in three years, and the microwave system could be one-third operational in three years, fully operational in four.

The microwave system would encompass more than 18,000 "system miles" and require approximately 600 towers.

The satellite system would require approximately 160 Earth stations. About 30 of these would be capable of both receiving from and transmitting to the satellites; the others would receive only and relay to broadcast stations. The blueprint assumes ground-station locations requiring only one microwave hop to reach broadcast stations in most cases, but in a number of instances several hops would be necessary.

Except for the master terminal projected for New York, the complete cost of the ground stations—from site acquisition to and including links to affiliates—would range from \$400,000 to \$800,000 each. The master terminal envisioned for New York would cost more than \$2.5 million.

The three-network announcement said either system could be substituted for AT&T facilities "without compromising flexibility, reliability or signal quality," and that "in many instances" the Page blueprint would provide greater program-origination capabilities than the networks currently buy through AT&T.

Page also considered the possibility of a "hybrid" system—one using satellites to cover all or most of the continental U.S. but also supplemented by microwave facilities on the ground—and concluded that this would be the least desirable approach.

The possibility of a complementary usage of satellites and terrestrial facilities—satellites to reach some areas and microwave on the ground to reach others with no significant overlap—was advanced for further study, however.

The idea of using satellites to reach affiliates on the West Coast, for example, has long appealed to network au-

thorities, not only because of the high line costs currently involved but also because the West Coast requires a separate feed anyway. The Page satellite blueprint apparently did not contemplate immediately live service to stations in Hawaii and Alaska. The network announcement said expansion of service to such areas "appears to be feasible at some future time."

Now that the networks have the feasibility report, their next step is to decide how to act on it. There was some speculation that despite the report's lure of 25% to 35% savings in interconnection costs, they would not rush to set up either system.

This speculation did not question the possibility that they eventually would move ahead on their own. Rather it took into account such factors as belief in some quarters that important changes in hardware costs may occur in the next year or so, hard pros and cons as between satellites and microwave, and the possibility that it might prove even less expensive for networks to use channels on somebody else's satellites—all of which factors seemed to work against precipitate action.

Western Union has already applied to the FCC for a domestic satellite (BROADCASTING, Aug. 3), and the Communications Satellite Corp., AT&T and Teleprompter Corp./Hughes Aircraft Co. are among those preparing applications.

Should the networks decide to file for their own system, the technical volume of the Page report was said to present sufficient detail to permit its filing with the FCC.

At the Page presentation at ABC last Monday the ABC delegation included

President Leonard H. Goldenson and Simon B. Siegel, executive vice president of ABC Inc.; Everett H. Erlick, group vice president; Elton H. Rule, president of the ABC Broadcasting Division, and James E. Duffy, president of ABC-TV.

President Frank Stanton and John A. Schneider, executive vice president of CBS Inc.; Richard W. Jencks, president of the CBS Broadcast Group, and Robert D. Wood, president of CBS-TV, headed the CBS group at Thursday's presentation. A similar top-level delegation, led by President Julian Goodman, is expected to be on hand for the presentation to NBC today.

Slide machine via CATV

Five variations of a TV studio that can feed 35-mm color slides to standard TV sets through CATV, closed-circuit and conventional broadcast systems has been introduced by Sylvania Electric Products Inc. The color-slide studios are said to use a flying spot scanner, a special cathode-ray tube, which assures that color-slide displays are reproduced accurately on the TV screen without costly setup procedures at the broadcast source. Price for the studio ranges from \$2,750 to \$3,800.

RCA awarded cable contract

RCA, which entered the cable-TV equipment business only two months ago, has announced an agreement with Cable Information Systems Inc. to install a \$450,000 CATV system serving 5,000 homes in Marion, Ill. RCA will supply and install a 20-channel, solid-state system covering about 75 miles. The order also includes equipment for origination of local programming.

Technical topics:

To repeat ■ Automated Learning Inc., Fairfield, N.J., has introduced Automatic Repeating Cassette. Company says cassette can be dropped into any type cassette player or recorder, with recorded message repeated automatically over thousands of hours with "no appreciable difference in sound quality" using firm's Microcron tape.

Automated recorders brochure ■ Design specifications of the ABR series of broadcast audio recorders is available from Ampex Corp. The ABR-10 and ABR-15 recorder-reproducers are described as applicable for automated production and studio uses. Brochure A-392 may be requested from M.S. 7-13, 401 Broadway, Redwood City, Calif. 94063.

Instant studio ■ TV Dolly-Lite Systems, Lodi, Calif., has announced new unit on wheels, TV Dolly-Lite, providing mount for TV camera and monitor, platform for VTR gear, five integral quartz lamps and microphone input on extension boom. 220-pound unit, which firm says converts any room into "instant television studio," has simplified control panel and accepts all TV cameras except large RCA studio color model. It will accept all VTR's on market with exception of Ampex 7800 series and takes any microphone. Further information is available by writing: 321 North California, Lodi, Calif. 95240.

CBS Lab brochure ■ The professional products department of CBS Laboratories has issued a new broadcast products brochure describing a complete line of audio and video products. Copies are available from 227 High Ridge Road, Stamford, Conn. 06905.

Promotion

Limelight on new citizens

To strengthen community citizenship, WGHQ-AM-FM Kingston, N.Y., for the past two and one-half years has presented live coverage of the naturalization proceedings at the Ulster county supreme court chambers. Station President Harry M. Thayer said other stations should incorporate coverage of public naturalization ceremonies into their special programming. The Ulster county program takes place four times a year. The ceremony includes a color guard, a choral recitation of the national anthem and a judicial commendation for each new citizen.

Promotion Tips:

A global community ■ Planned Parenthood—World Population will be en-

dorsed for media support in the Advertising Council's September-October Radio-TV bulletin. In addition to the 15 major public service campaigns currently highlighted by the Ad Council, the radio-TV bulletin suggests to stations numerous other public service causes worthy of free air time. Planned Parenthood—World Population, a voluntary family-planning organization, has applied to the Ad Council for major-campaign status. Eventual elevation to top-priority campaign is all but assured.

TV spots offered ■ NBC-TV will offer to noncommercial TV stations in the U.S. carrying the *Civilisation* series this fall the promotional announcements it has created for the one-hour special it will telecast on Sept. 8 (7:30-8:30 p.m.) titled *Civilisation: A Preview*.

The special, which is sponsored by Xerox Corp., through Needham, Harper & Steers Inc., New York, calls attention to the 13-week BBC-produced series on noncommercial outlets, which was made possible by a Xerox grant of \$300,000 to National Educational Television.

New agency ■ Two Minneapolis PR executives have joined forces to create Bailey and Favaro Public Relations. Principals James D. Bailey and R. W. Favaro have, combined, 45 years of experience in the field. The agency said last week that it had set up headquarters at 212 S. Sixth Street, Minneapolis, 55402.

New BPA awards ■ The Broadcasters Promotion Association has added a new category of awards—community involvement awards—to be given to sta-

tions in recognition of promotion managers participating in and helping to solve local problems. Entry forms are available from Howard Coleman, Lutheran Church in America, 231 Madison Ave., New York. Entry deadline is Sept. 15.

Drug education ■ Broadcast Plaza Inc. (WTIC-AM-FM-TV Hartford, Conn.) has embarked on a large-scale public-service project in which the company has printed and distributed, at its own expense, nearly 18,000 copies of the Stanford Drug Curriculum to interested parties in 49 states and 12 foreign countries. *The Curriculum*, a 96-page report on drug addiction and abuse prepared by teachers in Stanford public schools, is designed to indoctrinate young people to the hazards of using illegal drugs.

New release ■ The National Retail Merchants Association's 1971 *Merchandising Planbook and Sales Promotion Calendar* and *Action Record Book*, will be available for shipment in early September, reported NRMA. Books, for use by manufacturers, media and advertising agency executives, are guides on how, what and when department, chain and speciality stores promote.

Honors broadcasters ■ The American Podiatry Association commended the nation's broadcasters for "contributions to health through generous donations of public service time" during the organization's 58th annual meeting in San Francisco on Aug. 9. James T. McKnight, regional manager for NAB accepted the award on behalf of the industry. The award cited broadcasters

for assisting podiatrists in improving foot health. It also noted broadcasting's 50th anniversary.

Speakers on tape ■ The Video Tape Production Association announced last week formation of a speakers' bureau, with speakers drawn from VPA membership. Gaylord Creedon of Teletape Productions heads the new bureau.

Pounce on poverty ■ The Interfaith Communications Committee on Poverty, a national Protestant-Catholic-Jewish coalition, formed in March to undertake a 100-day media campaign to inform the public of the need for immediate action on the national issue of hunger and poverty, has extended its operation through the end of 1970.

Dwarfing fantasy ■ An additional first-run unit of the "Disney on Parade" presentation, live arena show that opened in Chicago Dec. 25, 1969, will be produced in a joint venture by Walt Disney Productions and NBC Films under the name of Newal Productions. The new show "Snow White Unit," scheduled to open in Chicago Dec. 26, will include live adaptations of many Disney favorites including Snow White, Mickey Mouse and Pinocchio. An additional "Alice unit" is currently touring the U.S.

A big response in Boston

WNAC-TV Boston has received more than 1,100 requests for copies of excerpts of a commencement address read over the station five times in late June and early July by general manager John

J. McCrory. In one of his commentary programs, Mr. McCrory read excerpts from a talk given by Dr. Eric A. Walker, president of the Pennsylvania State University. Dr. Walker cited the achievements of the graduating class's parents and grandparents in improving the health of the country and working conditions and fighting injustices, and exhorted the youths to emulate their forebears in tackling the unsolved problems that still beset the world.

Antidrug drive heeds youngsters' advice

WFIL-TV Philadelphia, finding in a survey that many teen-agers regard drug-abuse messages prepared by government agencies, broadcasters and welfare organizations as "prejudiced . . . inaccurate . . . stuffy . . ." is producing its own—with the advice and consent of a panel of youngsters, 13-19.

Arguing that antimarijuana campaigns would have no value among teen-agers because pot is so widely accepted in their society, the panel suggested that campaigns be directed against hard drugs.

Agreeing with this proposal, Triangle Stations and the Lewis & Gilman agency prepared messages telling addicts where to go for treatment if it is wanted.

Three 30-second spots were scheduled to begin last week on WFIL-TV. WFIL-TV plans to run 25 to 30 spots weekly, with Triangle making them available free to all U.S. stations supplying blank tape for dubbing.

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Broadcast advertising

Bruce Dodge, president, Dodge & Delano, New York, named chairman of board. **Lester Delano**, executive VP, succeeds Mr. Dodge as president.



Mr. Dodge

Mr. Delano

William C. Overend, senior VP, Grey Advertising, New York, elected executive VP.

Stanley Furness, senior VP, Daniel &

Charles, New York, elected president, Herbert Arthur Morris Advertising there.

John LaPick, associate creative director, Benton & Bowles, New York, named VP.

Roger O'Connor, president, O'Connor Radio and TV Representatives, New York, named VP, Young Radio, division of Adam Young there.

Anne Wright, associate media director; **Patricia Slevin**, manager of broadcast traffic; **Marion Preston**, supervisor of broadcast union and labor relations, and **Marie Luisi**, manager of spot buying, J. Walter Thompson, New York, elected VP's.

James W. North, general manager, Creative Marketing Management, division of Litton Industries, New York, joins Al Paul Lefton, New York agency, as VP and management supervisor.

Tom Lawson, **Abe Jones**, **Ken Roman** and **Bill Whitney**, VP's at Ogilvy & Mather, New York, appointed management supervisors.

Mike Jones, executive copy director, and **Lawrence J. Bur**, marketing director, W. B. Doner and Co., Baltimore, elected VP's.

Edward L. Niner, with American Airlines marketing, New York, appointed manager of advertising to handle airline's corporate advertising program.

Dale Arvidson, executive VP, Grubb Advertising, Champaign, Ill., named president, Blackard, Brown and Plaster Creative Advertising, Peoria, Ill.

Jerry Firestone, VP and associate media director, Richard K. Manoff Inc., New York, named media director.

Richard Trea, VP and director of media and broadcasting, Richard K. Manoff Inc., Chicago, joins MacManus, John &

Adams, New York, as associate media director.

James P. Fagan, VP, Grey Advertising, New York, named associate media director.

Jack Hansen, with WCCO-TV Minneapolis, appointed national sales manager.

John Reed, media supervisor, Grey Advertising, New York, joins ABC Radio as director of sales development there, succeeding **Josh Mayberry**, appointed account executive with ABC Radio.

Arthur G. Weber, product manager, R. J. Reynolds Co., Winston-Salem, N.C., appointed marketing services manager. **Raymond B. Hooker**, assistant media manager, appointed media manager.

Judi Collins, with W. B. Doner and Co., Baltimore agency, joins Firestone and Associates, Philadelphia, as media buyer.

Sally Luttrell, media planner, Henderson Advertising, Greenville, S.C., named media supervisor.

William F. Miller, local sales manager, KMOX-TV St. Louis, joins KTVI(TV) there in same capacity.

John F. Anderson, with WSBK-TV Boston, appointed local sales manager.

Terry Lalley, sales manager, KMEG(TV) Sioux City, Iowa, joins KLZ-AM-FM Denver as director of sales.

David Nelson, with WINS(AM) New York, appointed New York sales manager, CBS Radio Spot Sales there.

H. Richard Favret, with WKRC-AM-FM Cincinnati, named local sales manager.

Austen G. Smithers, general sales manager, WINS(AM) New York, appointed to newly created position of manager, sales development.

Dennis Faltis, PR director, Bear Manufacturing, Rock Island, Ill., joins Sperry-Boom Advertising, Davenport, Iowa, as media buyer.

Carter Jones, manager, WIGO(AM) Atlanta, joins Atlanta office of Bernard Howard & Co., New York station representatives, as manager.

Jack Gregson, with WAVS(AM) Fort Lauderdale, Fla., appointed sales manager.

Ilene Sherman, traffic manager, Boylhart, Lovett and Dean, Los Angeles agency, named media coordinator.

Edward I. Rabin, with Ogilvy & Mather, New York, appointed brand manager of Chesebrough-Pond's Inc. there.

Hank Gahn, assistant regional sales manager, Central Division, Falstaff Brewing Corp., St. Louis, named assistant brand manager.

Media



Mr. Blair

J. Birney Blair, VP, KHQ Inc., Spokane, Wash., licensee of KHQ-AM-FM-TV, named president and general manager of the company. He will succeed **Dick Dunning**, who is retiring.

Eugene H. Bohi, station manager, WKYC-TV Cleveland, named executive VP and general manager of WAST(TV) Albany, N.Y. He succeeds **Julian Kanter**, who resigns.

Robert L. Maynard, VP and general manager, KOA-TV Denver, named manager of corporate planning, General Electric Broadcasting Co., Schenectady, N.Y. He is succeeded by **A. Donovan Faust**, VP and general manager, WSIX-AM-FM-TV Nashville. WSIX and KOA are General Electric stations.

Gilbert A. Robinson, VP-communications, Gulf & Western Industries, New York, resigns to work in New York gubernatorial campaign. He is succeeded by **Robert G. Shortal**, director of public relations.

Arthur Hamilton, general manager, WSV-AM-FM-TV Harrisonburg, Va., Gilmore Broadcasting station, named VP of Gilmore.

Dr. Douglas W. Webbink, assistant professor of economics at University of North Carolina, Chapel Hill, joins FCC's central planning staff for one-year term. He is first fellow assigned to commission under Brookings [Institution] Economic Policy Fellowship Program.

Karl Richards, VP of broadcast operations, WCOV-AM-FM-TV Mobile, Ala., named VP and general manager.

Clyde G. Payne, general sales manager and station manager, KTHI-TV Fargo-Grand Forks, N.D., joins WLTV(TV) Bowling Green, Ky., as executive VP and general manager.

Paul L. Naas, systems consultant, Westinghouse Broadcasting Co., named manager of systems.

Ralph L. Clark, acting associate director for international communications in Office of Telecommunications Management, retires after 36 years of government telecommunications service, including posts with Commerce Department, Federal Radio Commission and FCC. Mr. Clark will engage in consulting work, with his first client new Office of Telecommunications Policy.

Gordon H. Hastings, VP and general manager, WAAB(AM) and WAAF(FM) Worcester, Mass., joins WROR(FM) Boston as station manager.



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Glenn Gilbert, formerly with Avery-Knodel, Detroit, appointed manager, WJEF(AM) and WJFM(FM) Grand Rapids, Mich., succeeding **Roger Hoffman**, appointed local and regional sales manager, WKZO(AM) Kalamazoo, Mich. WJEF, WJFM and WKZO are Fetzer Broadcasting stations.

Don H. Darnell, with KHEY(AM) El Paso, joins KLUR(FM) Wichita Falls, Tex., as general manager.

Hector Hamilton, general sales manager, KPOI-AM-FM Honolulu, joins KKUA(AM) there as assistant general manager.

Arnold Labaton, head of network operations of National Educational Television, New York, joins Public Broadcast Service, Washington, as director of operations. PBS, which was set up last March to take over NET's distribution functions, has established new headquarters at 955 L'Enfant Plaza North, S.W., Washington 20024. Telephone: (202) 484-9500.

John R. Lease, production manager, WKBS-TV Philadelphia, joins WPGH-TV Pittsburgh as operations manager succeeding **N. Neil Kuvin**, who joins WATL-TV Atlanta in same capacity. WPGH-TV and WATL-TV are U.S. Communications stations.

Gary A. Dent, with National Trans-Video, group-CATV operator, appointed director of operations.

Thomas P. Willett, director of news and public affairs, noncommercial WBGU(FM) Bowling Green, Ohio, joins Continental Cablevision of Ohio, Norwalk, as regional manager.

Gerald G. Yokom, with office of information, U.S. Air Force, appointed associate director, National Educational Radio, National Association of Educational Broadcasters, Washington. He will be engaged primarily in station relations.

Cheryl L. Van Tiem, with National Association of Educational Broadcasters, Washington, named coordinator of personnel services.

AP radio-TV board elected

The following were elected to AP Radio-TV Association board of directors: at large for eastern district, **Tom Powell** (incumbent), WDAU-TV Scranton, Pa.; eastern district TV stations, **C. Glover Delaney**, WHEC-TV Rochester, N.Y.; western district radio stations over 5kw, **Bill Armstrong**, KOSI-AM-FM Aurora, Col.; central district radio stations under 5kw, **George Volger** (incumbent), KWPC-AM-FM Muscatine, Iowa; southern district TV stations, **Jack Clifford**, KTAR-TV Phoenix.

Thomas Petry, general manager, non-commercial WCNY-TV New York, appointed as consultant to Instructional Television Center of Ministry of Education, State of Israel. He is succeeded by **Richard H. Thomas**, program manager, noncommercial KERA-TV Dallas.

Ray Alexander, director, WBRZ(TV) Baton Rouge, appointed operations manager.

Stanley R. Barrett Jr., program manager, WBMJ(AM) San Juan, Puerto Rico, appointed assistant general manager.

James Miles, from payroll department of ABC-TV Hollywood, becomes business manager of KABC(AM) there.

Programing

Paul R. Schreier, program administrator, ABC-TV, New York, appointed director of program administration, succeeding **Leonard E. Maskin**, who had been elected VP-administration for network (BROADCASTING, July 27).

Martin E. Pinsker, director of program practices, CBS Radio, New York, appointed director of programing.

Edward G. Aiken, with WBAY-TV Green Bay, Wis., joins WNEM-TV Flint-Saginaw-Bay City, Mich., as program/promotion director.

Roy LaMere, with WVEC-AM-FM-TV Norfolk, Va., joins KTVE(TV) El Dorado, Ark., as program director.

Ted Moore, program director, WTMJ-AM-FM Milwaukee, resigns to become play-by-play announcer for Baltimore Colts. He is succeeded by **Jack Lee**, formerly with WOKY(AM) Milwaukee.

Ted Atkins, program director, KFRC(AM) San Francisco, joins KHJ(AM) Los Angeles in same capacity. **Walter Meyer**, broadcast standards director, KHJ(AM), named director of public service. KFRC and KHJ are RKO General stations.

Paul Drew, program director, CKLW-AM-FM Windsor, Ontario-Detroit, joins KFRC-AM-FM San Francisco in same capacity. CKLW and KFRC are RKO General stations.

Meridee Herman, music director, WOR-FM New York, RKO General station, appointed music coordinator, RKO Radio division. She will be based at RKO's KHJ-FM Los Angeles.

Jack Murphy, general manager, Lewron Television, New York, joins Transmedia International there as VP, production services.

Will Roth, general manager, Recording Studios Inc., New York, named director of operations, Teletronics International Inc., New York, video-tape production and services company.

Howard M. Jaffe, with WNEW-TV New York, joins WJZ-TV Baltimore as public affairs and special projects producer.

Jeff Berman, VP, Wendell L. Craig Inc., audio-production firm, New York, named executive VP.

Albert G. Hartigan, general manager, WBBU-TV Buffalo, N.Y., joins Telcom Associates, New York, broadcasting service organization, as general program executive.

Michael B. Levine, advertising and promotion manager, WMAL-TV Washington, and **Glenn Esterly**, with Carl Byoir & Associates, Los Angeles PR firm, appointed director and associate director, respectively, for *The Advocates*, non-commercial series. Mr. Levine will operate from noncommercial WGBH-TV Boston and Mr. Esterly from noncommercial KCET(TV) Los Angeles, stations which coproduce series.

Herman Grizzard, 71, air personality with WLAC(AM) Nashville since 1927, retires.

Norman Cohen, traffic manager, Screen Gems International, New York, appointed sales service manager.

Bruce Fox, with L. E. Johnson and Associates, agency and PR firm, Boise, Idaho, joins Telescene Inc., Salt Lake City, as manager.

Marc Werboff, with WBAB-AM-FM Babylon, N.Y., appointed music director.

Robert G. Carlisle, West Coast director, WCD Inc., New York production firm, appointed to newly created position of creative director of Barbre Productions division of Mullins Broadcasting, Denver.

News

Al Mann, news director, KMOX-TV St. Louis, joins WBBM-TV Chicago in same capacity, effective Aug. 24. Both are CBS-owned stations.



Mr. Mann

Mr. Harrison

Charles Harrison, associate news director, WAVE-TV Louisville, Ky., joins WGN-AM-TV Chicago as manager of news succeeding **Robert Manewith**, appointed to newly created position of editorial director.

Richard P. Spratling, director of special projects and documentaries, KUTV(TV)

Salt Lake City, appointed managing editor of news.

John R. Digman, senior news editor, KTOE(AM) Mankato, Minn., joins WOAI-TV San Antonio, Tex., as cameraman-reporter.

Brook Stanford, with KGW-TV Portland, Ore., joins KOMO-TV Seattle as general assignment reporter.

Promotion

Wallace R. Westphal, advertising manager, ABC Radio, New York, appointed advertising-sales promotion manager for ABC's WABC-AM-FM there.

Phil Drinkwine, promotion director, KFRE-AM-FM Fresno, Calif., joins WMAL-AM-FM Washington as advertising and sales promotion director.

Bill Wills, with WALA-TV Mobile, Ala., appointed promotion director.

Dan Silverman, with WCCO-TV Minneapolis, named assistant publicity director.

Equipment & engineering

Jack E. Shilling, assistant chief engi-

neer, WXIX-TV Cincinnati, named chief engineer, WPGH-TV Pittsburgh.

Robert E. Swayze, assistant chief engineer, WJRT-TV Flint-Saginaw-Bay City, Mich., appointed chief engineer.

James J. Rooney, VP, operations, Zenith Radio Corp. of Missouri, Springfield manufacturing subsidiary, named VP, manufacturing, Zenith Radio, Chicago. **John S. Macpherson**, production control manager, Zenith, Chicago, named VP, materiel, newly created position.

Robert E. Leach, director of engineering, U.S. Communications Corp., Philadelphia, has also been appointed to serve on technical committee, Association of Maximum Service Telecasters, Washington.

James J. Noble, VP, engineering, Altec Lansing, division of LTV Ling Altec, Anaheim, Calif., named Fellow of Audio Engineering Society.

Allied fields

Lionel Kestenbaum, former Department of Justice antitrust lawyer who headed

government team that fought against merger of ABC and ITT in 1966-67 and who joined Washington law firm of Bergson, Borkland Margolis & Adler last year, has become member of firm.

Rose Blyth Kemp, director of television, radio, films, California Institute of Technology, Pasadena, named VP, planning and development, Columbia College, Los Angeles.

Deaths

Eugene S. Mittendorf, 69, VP, KOPO(AM) Tucson, Ariz., died July 29 at Tucson Medical Center after lengthy illness. He put KOPO on air in 1947 and TV affiliate, KOPO-TV, on air in 1953. KOPO-TV later became KOLD-TV and was sold to *Detroit Evening News*. He is survived by his wife, Virginia, and two daughters.

Louis A. Marget, 38, director of development, noncommercial KFME(TV) Fargo, N.D., died there July 28 after lengthy illness. He had also been associated with WDAY-TV and KTHI-TV Fargo. He is survived by his wife, son and daughter.

ForTheRecord®

As compiled by BROADCASTING, July 28 through August 4 and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, PSA—presunrise service authority, SA—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

Final action

■ **Battle Creek, Mich.**—Channel 41 Inc. FCC granted UHF ch. 41; ERP 724 kw vis., 72.4 kw aur. Ant. height above average terrain 320 ft.; ant. height above ground 1,070 ft. P.O. address: 1609 Security National Bank Building, Battle Creek, Mich. 49016. Estimated construction cost \$722,500; first-year operating cost \$375,000; revenue \$300,000. Geographic coordinates 42° 19' 25" north lat.; 85° 22' 15" west long. Type trans. Ampex TA-15BT. Type ant. Jampro J22-4-C4B. Consulting engineer David L. Steel. Principals: John W. Lawrence, president (8%); James R. Searer, executive vice president-general manager (20%), et al. Mr. Lawrence owns 80% of envelope company and has other business interests. Mr. Searer owns moving and storage firm and has other business interests. Action July 29.

Action on motion

■ **Hearing Examiner Forest L. McClenning** in Jacksonville and Miami, both Florida, and Asheville, N.C. (Florida-Georgia Television Co. et al.), TV proceeding, granted motion by Antwin Theatres Inc. and extended to Sept. 11, time to file proposed findings of fact and conclusions of law and to Sept. 28, time to file reply findings (Docs. 10834, 17582-4 and 18185-6). Action July 22.

Other action

■ **Review board in High Point, N.C.**, TV proceeding, granted motion for extension of time filed July 28 by Southern Broadcasting Co. (Docs. 18906-07). Action July 29.

Rulemaking petition

■ **Broadcast Bureau on request by The New Jersey Public Broadcasting Authority**, extended through Aug. 4, time to file comments and through Aug. 21, time to file reply comments in matter of amendment of section 73.606(b), Table of Assignments, Television Broadcast Stations (Glen Ridge, N.J., and Bowling Green and Toledo, Ohio) (Doc. 18862). Action July 30.

Rulemaking actions

■ **Terre Haute, Ind.**—FCC denied petition by


Alpha Broadcasting Corp. asking for amendment of TV table of assignments to permit shift of non-commercial educational reservation of ch. *26 to ch. 66, both Terre Haute, Ind., to make lower channel available for commercial use (Doc. 18808). Action July 29.

■ **Jackson, Miss.**—FCC denied Lamar Life Broadcasting Co. petition seeking reconsideration and modification of FCC order designating for comparative hearing Lamar's application and applications of four other parties for CP for ch. 3 Jackson. Action July 29.

Call letter applications

■ **Boise, Idaho**—Boise State College. Requests *KAID(TV).

■ **San Angelo, Tex.**—SRC Inc. Requests KBUK(TV).

	
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New York—60 East 42nd St., New York, N.Y. 10017 212-687-4242	
West Coast—1357 Jewell Ave., Pacific Grove, Calif. 93950 408-375-3164	

Summary of broadcasting

Compiled by FCC, July 1, 1970

	On Air			Total On Air	Not On Air CP's	Total Authorized
	Licensed	STA*	CP's			
Commercial AM	4,275	2	11	4,288	82	4,370 ¹
Commercial FM	2,089	0	37	2,126	134	2,260
Commercial TV-VHF	493	2	15	510	13	524
Commercial TV-UHF	137	0	44	181	115 ²	299
Total commercial TV	630	2	59	691	128	823
Educational FM	395	0	21	416	46	462
Educational TV-VHF	76	0	6	82	7	89
Educational TV-UHF	97	0	11	108	15	123
Total educational TV	173	0	17	190	22	212

* Special Temporary Authorization.

¹ Includes 25 educational AM's on nonreserved channels.

² Includes two licensed UHF's that are not on the air.

Existing TV stations

Final actions

■ Broadcast Bureau granted licenses covering changes for following: KHVH-TV Honolulu; WMAR-TV Baltimore; *WENH-TV Durham, N.H.; *WTVI-TV Charlotte, N.C.; KXMB-TV Bismarck, N. D. Actions July 28.

■ WKAB-TV Montgomery, Ala.—Broadcast Bureau granted license covering CP which authorized new commercial TV; change name to Montgomery Independent Telecasters Inc. and granted license covering changes. Action July 29.

■ KHVH-TV Honolulu—Broadcast Bureau granted license covering utilization of formerly licensed main trans. as auxiliary trans. at main trans. location. Action July 29.

■ WGN-TV Chicago—Broadcast Bureau granted license covering utilization of previously authorized main trans. and ant. as auxiliary trans. and ant. at 130 E. Randolph Dr., Chicago; granted licenses covering changes in main trans. and main and auxiliary ants. Action July 28.

■ WCBS-TV New York—William B. Ray, chief of FCC complaints and compliance division, in reply to complaint on behalf of Martin R. Fine, Republican candidate for New York Assembly for 64th District, charging station WCBS-TV violated equal time provisions, said there appeared to be no basis for concluding licensee was in violation of statute. Action July 31.

■ WKTV(TV) Utica, N.Y.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 28, 1971. Action July 28.

■ WOLE-TV Aguadilla, P.R.—Broadcast Bureau granted license covering utilization of formerly licensed main trans. as auxiliary trans. at main trans. location for emergency, test, and maintenance purposes only. Action July 27.

■ *KESD-TV Brookings, S. D.—Broadcast Bureau granted CP to change vis. ERP to 257 kw. Action July 29.

■ KDFW-TV Dallas—Broadcast Bureau granted mod. of licenses covering change in names to The Times Herald Printing Co. Action July 29.

Actions on motions

■ Hearing Examiner Jay A. Kyle in Norfolk, Va. (WTAR Radio-TV Corp. [WTAR-TV] and Hampton Roads Television Corp.), TV proceeding, rescheduled hearing conference for Sept. 10 (Docs. 18791-2). Action July 23.

■ Hearing Examiner James F. Tierney in Charleston, S.C. (South Carolina Educational Television Commission [*WITV(TV)] et al.) TV proceeding, granted petition by Broadcast Bureau and extended to Aug. 14 time to file proposed findings of fact and conclusions of law and to Sept. 11 to file replies (Docs. 18569-72). Action July 21.

Network affiliations

ABC

■ Formula: In arriving at clearance payments ABC multiplies network's station rate by a compensation percentage (which varies according to time of day), then by the fraction of hour substantially occupied by program for which compensation is paid, then by fraction of aggregate length of all commercial availabilities during program occupied by network commercials. ABC deducts 205% of station's network rate weekly to cover expenses, including payments to ASCAP and BMI and interconnection charges.

■ WEAR-TV Mobile-Pensacola, Fla. (Rollins Telecasting Inc.) Contract dated July 2, 1969, replaces one dated Aug. 15, 1967; effective Aug. 1, 1969 to Aug. 1, 1971. First call right. Programs delivered to Mobile, Ala. studios. Network rate, \$725; effective Dec. 1, 1970, \$678; compensation paid at 30% prime time.

■ KMVT-TV Twin Falls, Idaho (KLIX-TV Corp.) Contract dated June 9, 1966; effective Oct. 1, 1966, to Oct. 1, 1968. First call right. Programs delivered to station. Network rate, \$250; effective Jan. 1, 1971: \$275; compensation paid at 30% prime time.

■ WAND(TV) Decatur, Ill. (WAND Television Inc.) Amendment dated June 1, 1970, reduces network rate from \$450 to \$421; effective Dec. 1, 1970.

■ KATC(TV) Lafayette, La. (Acadian Television Corp.) Contract dated March 21, 1968; replaces one dated May 11, 1966; effective Sept. 19, 1968, to Sept. 19, 1970. First call right. Programs delivered to station. Network rate, \$375; effective Sept. 1, 1970: \$400; compensation paid at 30% prime time.

■ KTBS-TV Shreveport, La. (KTBS Inc.) Amendment dated June 1, 1970, reduces network rate to \$725, effective Dec. 1, 1970.

■ KODE-TV Joplin, Mo. (Gilmore Broadcasting Corp.) Amendment dated June 1, 1970, reduces network rate by 6.5%, effective Dec. 1, 1970.

■ KTHI-TV Fargo, N.D. (Spokane Television Inc.) Contract dated June 30, 1969, replaces one dated Aug. 18, 1967; effective Aug. 18, 1969 to

Aug. 18, 1971. First call right. Programs delivered to Minneapolis AT&T testboard. Network rate, \$435; compensation paid at 30% prime time multiplied by 33 1/3%.

■ WAST(TV) Albany, N.Y. (Sonderling Broadcasting Corp.). Amendment dated June 1, 1970, reduces network rate to \$982, effective Dec. 1, 1970.

■ WENY-TV Elmira, N.Y. (WENY Inc.). Contract dated Feb. 26; effective Nov. 19, 1969, to Oct. 1, 1970. First call right. Compensation: ABC will contribute \$250 a month toward maintenance of WENY-TV's microwave facility at Binghamton, N.Y.

■ WGHP-TV High Point, N.C. (Southern Broadcasting Co.). Contract dated March 11, 1970, replaces one dated Aug. 23, 1967; effective Oct. 15, 1969 to Oct. 1, 1970. First call right. Programs delivered to station. Network rate, \$900; effective Sept. 1, \$850; compensation paid at 30% prime time.

■ WRAL-TV Raleigh, N.C. (Capitol Broadcasting Inc.). Amendment dated June 1 reduces network rate to \$1,262, effective Dec. 1, 1970.

■ KTBC-TV Austin, Tex. (Texas Broadcasting Corp.). Contract dated June 17, 1968, replaces one dated Dec. 5, 1966; effective Dec. 15, 1968 to Dec. 15, 1970. First call right. Programs delivered to Austin, Tex. AT&T testboard. Network rate, \$584; compensation paid at 30% prime time multiplied by 111.1%.

■ KWTX-TV Waco, Tex. (KWTX Broadcasting Co.). Contract dated July 1, 1970, replaces one dated March 3, 1970; effective Oct. 1, 1970 to Oct. 1, 1972. First call right. Programs delivered to station. Network rate, \$475; effective Dec. 1, 1970: \$446; compensation paid at 30% prime time.

CBS

■ Formula: Same as ABC.

■ KMVT-TV Twin Falls, Idaho (Klix Corp.). Contract dated Feb. 28, 1967; effective Jan. 29, 1967 to Dec. 1, 1968, and self-renewable for two-year periods thereafter. First call right. Programs delivered to station. Network rate, \$225; compensation paid at 32% prime time.

■ WBOC-TV Salisbury, Md. (WBOC Inc.). Amendment dated reduces network rate from \$242 to \$292.

NBC

■ Formula: NBC pays affiliates on the basis of "equivalent hours." Each hour broadcast during full rate period is equal to one equivalent hour. The fraction of total time available for network commercials that is filled with such announcements is applied against the equivalent hour value of the program period. Then, after payment on a certain number of hours is waived, the resulting figure is multiplied by the network station rate. NBC pays station a stated percentage of that multiplication—minus, usually, 3.59% for ASCAP and BMI payments.

■ KVIQ-TV Eureka, Calif. (California Northwest Broadcasting Co.). Contract dated May 13, 1968, replaces one dated April 26, 1965; effective June 1, 1968 to July 1, 1969 and self-renewable for two-year periods thereafter. First call right. Programs delivered to KCRA-TV. Network rate, \$211; compensation paid at 30% of all equivalent hours by prime-time rate.

■ WCWB-TV Macon, Ga. (WTVY Inc.). Contract dated June 3, 1970, replaces one dated Nov. 1, 1968; effective June 1, 1970 to June 1, 1972 and self-renewable for two-year periods thereafter. First call right. Programs delivered to WSB-TV. Network rate, \$125; compensation paid at 30% of all equivalent hours multiplied by prime-time rate.

■ KMVT-TV Twin Falls, Idaho (Klix Corp.). Contract dated May 8, 1968, replaces one dated Aug. 8, 1960; effective May 10, 1968 to Oct. 1, 1968. Programs delivered to KUTV. Network rate, \$250; compensation paid at 30% of all equivalent hours multiplied by prime-time rate.

■ WBOC-TV Salisbury, Md. (WBOC Inc.). Contract dated June 25, 1970; effective April 1, 1970 to April 1, 1972. First call right. Programs delivered to WRC-TV. Network rate, \$250; effective Oct. 4, 1970, \$300; compensation paid at 25% (effective July 1, 1970, 30%) of all equivalent hour multiplied by prime-time rate.

■ KDUH-TV Hay Springs, Neb. (Duhamel Broadcasting Enterprises). Contract dated July 10, 1970; effective Sept. 13, 1970 to Sept. 13, 1972. First call right. Programs delivered to KOTA-TV Rapid City, S.D. Network rate, \$100; compensation paid at 33 1/3% of all equivalent hours multiplied by prime-time rate.

■ KCRL-TV Reno (Circle L Inc.). Contract dated Dec. 15, 1967; replaces one dated May 15, 1962; effective Dec. 15, 1967 to Sept. 30, 1968 and self-renewable for two-year periods thereafter. First call right. Programs delivered to KCRA-TV. Network rate, \$258; compensation paid at 30% of all equivalent hours multiplied by prime-time rate.

■ KOTA-TV Rapid City, S.D. (Duhamel Broadcasting Enterprises). Contract dated July 10, 1970.

(Continued on page 63)

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Help Wanted 30¢ per word—\$2.00 minimum.

All other classifications 35¢ per word—\$4.00 minimum.

Display ads. Situations Wanted (Personal ads)—\$25.00 per inch. All others—\$40.00 per inch. 5" or over billed at run-of-book rate.—Stations for Sale, Wanted to Buy Stations, Employment Agencies, and Business Opportunity advertising require display space. Agency commission only on display space. No charge for blind box number.

Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

RADIO

Help Wanted Management

Sales manager—w/successful personal sales record in medium, or metro market. Ability to build and direct sales staff. Excellent money deal, including salary, override, bonus. Write: Irv Schwartz, WCLU, 1st Natl Bk Bldg., Cincinnati, O. 45202.

Sales manager for top rated fulltime AM Negro programed station in Richmond, Va. Starting salary \$15,000, plus both monthly and annual bonuses. We want a man who can both sell and supervise sales. Company insurance and many other benefits. If you want a good job with a hard working little company where you're important contact George Lund, WENZ, 111 N. 4th St., Richmond, Va. 23219.

Wanted, station manager, experienced, sales background; for new, large, FM stereo, C/W station in New England. Excellent opportunity. Phone sister station at (603) 889-4900.

Help Wanted Sales

Before school starts and before you endure another long cold winter make that move to Florida now! A beautiful tropical city on the ocean working with the best radio station in town will make life pleasant and rewarding. But it will only be a beautiful thing if you can sell and if you will work. Substantial base plus commission. Write Box H-116, BROADCASTING today and give full resume! Yes... management opportunity but prove yourself first.

Exp. radio salesman seeking a "home" with quality Chicagoand station in affluent market. Opportunity to grow. Submit resume and salary requirement. Box H-117, BROADCASTING.

Exceptional opportunity for experienced local radio sales manager at well established, highly profitable midwestern station, number one in market, MOR format... company stock listed... fringe benefits, including company paid profit sharing plan, life, hospitalization and disability insurance. Salary plus incentive bonus. Successful applicant must have previous personal and administrative sales experience... this is a lifetime position and opportunity. Send resume, references and other important information to Box H-136, BROADCASTING.

Needed: Dependable floater. Mature representative to implement proven programing concept at medium market radio stations. Excellent salary, expense account, bonuses. Prefer single man, or married man who enjoys extensive travel. Minimum three years radio experience suggested—sales experience helpful but not required. Clean record, good voice, neat appearance, enthusiasm, essential. Wonderful opportunity with growing, progressive company. All replies confidential. Photo, resume, voice check to Box H-162, BROADCASTING.

New jingle company in the midwest needs on the road salesman to develop nationally. Young and creative, this company offers a superior product at extremely competitive rates. An excellent chance to get in on the ground floor of what will be the nation's number one production house. Must be willing to work yours as well as neighboring states. We've got a quality product, now here's your opportunity to sell it. Box H-165, BROADCASTING.

Salesman looking for opportunity. Midwest station needs one salesman to cover the area and one additional salesman in town. We offer nice fringe benefits and an opportunity to earn better than average earnings. If you can do play-by-play you'll earn even more. Only those who aren't afraid to make ten calls a day need apply. Send complete resume, past sales history and salary requirements to Box H-173, BROADCASTING.

Wanted, salesman or radio man wanting to learn sales. Midwest only. Dale Low. KLS/KSMN. Mason City, Iowa.

Once-in-a-lifetime sales opportunity. Opportunity for ambitious, experienced salesman to get in on the ground floor with Florida's hottest radio station. Radio sales experience helpful but not required. \$10,000 annual salary plus generous commission and fringe benefits. Send resume to WAPE Radio, Prudential Building, Jacksonville, Florida 32207.

Sales continued

Experienced salesman for fulltime AM station in Richmond, Va. Start with \$10,000 guarantee, company insurance and many other benefits. Only hard worker with ambition and desire to make money need apply. Call or write George Lund, WENZ, 111 N. 4th St., Richmond, Va. 23219.

Wanted experienced salesman for new MOR FM in center of Ohio. Salary and or commission open. Management possible, call or write C. Chamberlain, WOGM, Box 69, Bellefontaine, Ohio 43311.

WTFF-AM-FM in Tiffin, Ohio has an opening for a full-time advertising sales executive. Please send complete resume, picture etc. to 185 S. Washington St., Tiffin, Ohio 44883.

Announcers

Medium market station looking for P.D. to help regain lost numbers—excellent opportunity for right man—mild climate—salary commensurate with background & ability—personal production important. Send resume, tape and photo to Box G-208, BROADCASTING.

We're looking for a guy with training and maybe 3 to 6 months experience. He will be an addition to our announcing staff and frankly, he will be starting at the bottom (around \$80.00 per week), but he will be working with a top notch staff in a way-above average small market station. If he does the job, the raises will come regularly and there is plenty of room to advance. Send complete resume for full details. Box H-1, BROADCASTING.

All-around man, announcing and production. Need experienced up-tempo MOR personality with play-by-play ability. Ideal working conditions in modern studios. Number one AM in expanding county near large eastern metro market. Good salary and fringe benefits. Box H-61, BROADCASTING.

Announcer-copywriter-newsman: South Carolina regional station has opening for September. Prefer experienced applicant, but will consider all applications. Send resume, photo, tape that will be returned. Salary open depending on qualifications and experience. Agricultural area, hour's drive from beach. Write Box H-118, BROADCASTING.

We have a place in the sun for you if you measure up to our standards. One of Florida's leading full-time modern country stations is looking for a personality with a first phone who knows country music—no "howdy neighbor" types. Excellent starting salary, paid vacations, free insurance—many fringe benefits including great weather all year. Send tape and resume to Box H-151, BROADCASTING.

Ohio major market swingin' MOR has fine opportunity for experienced personality. Should have interest in music programing. Send tape, picture and resume. Box H-188, BROADCASTING.

Reno's #1 rocker needs morning man by September 1st. Bright mature adult rock, heavy production. Resume, air check and production samples to KCBN, Box 5998, Reno, Nevada 89503.

Immediate opening for pro announcer excelling in all phases of broadcasting. Top pay for right man. Ideal location for family men. Send tape and resume to KIMB Radio, Box 1006, Kimball, Nebraska 69145.

1st class midwestern station is looking for a 1st class top 40 announcer with some news experience. If you are a young man with 1 to 2 years experience and are willing to work hard with a professional staff, contact: Manager, KOKX, Keokuk, Iowa 52632.

Unusually good smaller market station needs morning drive personality to gather local news, conduct interviews, produce "actualities", and do bright, informative morning show. This station has been responsible for developing several nationally known heavyweights. Must be bright, aggressive, stable, articulate and mature. Contact Buddy Deane, KOTN, Pine Bluff, Arkansas.

WBBQ AM/FM, Augusta, Georgia, 30903, is accepting applications for the morning show. 24 hour personality contemporary station with top equipment and working conditions. Solid number one for nine years. A friendly professional operation. Send tape and resume to Harley Drew, Box 1443.

Announcers continued

Up state New York station looking for bright morning man, production, possible play by play and some news. We are an up-tempo MOR station, small market with two colleges... a beautiful place to live. Prefer some experience but not necessary. If interested send tape, resume, photo and salary requirements to Jim Conforti, WODS, 104 Chestnut Street, Oneonta, New York 13820.

This damned yankee manager wants southern voiced dj with 3rd, who digs modern country music for 50 KW stereo operation in midwest. Exclusive sound in market. Plush studios and gear. Contact Bud Sunkel, WIAI, Danville, Illinois.

Announcer, radio. Modern country deejay. Excellent working conditions with group ownership. Good salary, other benefits. Sharp, with good voice and commercial delivery. First phone license required. Contact Mr. Hill, WJAZ Radio, Albany, Georgia.

C & W announcer with first ticket, no maintenance, call Mr. Van, WLVP Radio, Franklin, N.J., 201-827-6500.

Replacement needed for announcer being promoted in our corporation. Better than average salary, forty two hours, five day week. All fringe benefits with this multiple ownership. Must be strong on commercials and good board man. MOR music policy. Immediate opening. Good opportunity for reliable man. Send recent tape, picture, and complete experience record and all personal information including references. No phone calls but include phone number. Address: Hal Barton, P.D., WTAD Radio, Quincy, Illinois 62301.

Technical

Chief engineer, AM-FM multi-station chain. Excellent salary, paid hospitalization and advancement opportunities. Box H-84, BROADCASTING.

Wanted desperately engineer with maintenance capabilities. I have AM, I have FM, I have background music, and I soon look to go into CATV origination. If you think you can fill the bill and if you would like relaxed living of a community of some 20,000 people in North Carolina, please contact me at once. Box H-156, BROADCASTING.

Chief engineer for AM and FM, Washington, D.C. area. Also, opening for qualified operating and maintenance technician. Mail complete resume with references. BROADCASTING Box H-167.

Qualified first class for chief. Light air work. Start \$175 weekly. All details, experience, references, picture, first letter. Box H-175, BROADCASTING.

Tacoma calling: KTAC 10,000 watt 850 KC rocker needs chief engineer for 4 antenna directional remote operation plus FM. Man must be able to climb towers. Prefer Northwest man with rock-lock experience and sound know how. Contact: Jim Neely, General Manager, 206-475-7737.

Chief engineer—announcer, list ticket, modern country format. Two tower directional. Excellent facilities and working conditions. Single working location, in town. Maintenance. Full charge of equipment and technical operation. Contact: Irv Schwartz, WCLU, 1st Natl Bk Bldg, Cincinnati, Ohio 45202.

Engineer 1st ticket. 5000 watt AM radio and CATV. Must be good with head and hands. Will be installing new studios soon. Good fringe benefits. WCOJ, Coatesville, Pa. 215-384-2100.

Chief engineer, radio. First phone license, maintenance experience required. Excellent working conditions with group ownership. Good salary, other benefits. Some announcing. Contact Mr. Hill, WJAZ Radio, Albany, Georgia.

Wanted, qualified, reliable technician to assume duties at four (4) tower daytimer, remote. Prefer man that could handle short board shift. Top salary and benefits, ideal working conditions, pleasant college community. Call or write, WJLL, P.O. Box 235, Jacksonville, Illinois 62650, (217) 245-5119.

Experienced chief engineer-announcer. Religious FM station with format of sacred music and programs desires a dedicated chief engineer/announcer capable of performing preventive maintenance. Write or call WRBS-FM, Baltimore, Md. Area Code (301) 433-6800.

Technical continued

Chief engineer, full responsibility. 5000 watts non-directional days. 1000 watts directional nights. Midwest medium market. Good money for right man. Call 812-425-2221.

News

Morning newsmen with first phone. Must be mature. Must project. Immediate opening in medium-large upstate New York market. Box H-9, BROADCASTING.

Excellent opening for newsmen who can also operate the board. A great opportunity for an alert aggressive young man to learn the radio business. Located in the southeast in the heart of a great vacation area! Rush tape, photo, resume. Box H-163, BROADCASTING.

Want to live in Phoenix? Fine opportunity for experienced news announcer/reporter—morning slot at one of country's top independent FM operations. Must have minimum three years news broadcasting experience in top 100 market and be self-starter in getting interviews with newsmakers. Send tape, resume, photo and salary requirements to Tom Churchill, KRFM, P.O. Box 10098, Phoenix, Arizona 85016. An equal opportunity employer.

Large, medium market station in Midwest wants experienced newsmen to join seven-man news staff. Man we are seeking must be an excellent writer, reporter and air man. Send resume, air check and writing samples to: Jerry Reid, News Director, KSTI, Inc., P.O. Box 3788, Davenport, Iowa 52808.

Programing, Production, Others

Sports personality—Major market station looking for an experienced sportscaster. Requirement number one is being an "Extrovert". Other requirements will include ability to produce a top rated sports program that will cover all sports activities. Send complete resume to Box G-200, BROADCASTING.

Professional basketball play by play—Top rated station in top 30 market with heavy sports involvement seeks top caliber sports director to originate network broadcasts, do daily sports show as well as cover other top-flight sporting events year round. Send tape, resume airmail to Box G-209, BROADCASTING.

Program director for modern country music station in southeast. Must be sound citizen and know radio. Five figure salary plus many added benefits. Send resume, air check of show and station. Box G-229, BROADCASTING.

Sports director must be able to dig out the local sports news over a wide area. Play-by-play of all sports. Emphasis on high school. Big station in small town covering a big area. Job is 80% sports and 20% production and board work. Send complete resume, tape and salary requirements to: Manager, KMA, Shenandoah, Iowa.

Women's director needed for big station in small town. Variety of assignments. Must be able to communicate effectively with rural and small town people in the midwest. The good life is here. None of the urban problems. Group owner. Send complete resume, tape and salary requirements to: Manager, KMA, Shenandoah, Iowa.

Production manager—1st ticket. Creativity, showmanship. Modern country format. Strong commercial voice. Send tape, resume, references, to: Irv Schwartz, WCLU, 1st Natl Bldg, Cincinnati, Ohio 45202.

Production manager. Our production expert leaving after ten great years of service. Can you fill his shoes? Modern plant, studios, production aids, services. Experience in writing, preparing, producing all commercials, station promotion, spec tapes. Some air work. Send resume with tape of recent productions to Playground of Michigan, WHFB, Box 608, Benton Harbor, Michigan 49022.

3 exceptional opportunities for program director at well established regional MOR NBC affiliated station in Mississippi's fast-growing capitol city. Require on the air and program experience in competitive market. Contact Monroe Looney, WJDX, Jackson, Miss.

Contemporary program director for hit-bound Indiana day timer. Must have successful programing experience and no audience analysis or have five years contemporary experience right voice first phone talk show ability helpful. 317-664-9466.

Situations Wanted Management

General manager radio—seeking challenge. Success based on hard work, dedication, and honesty. 12 years experience, 10 in management. Presently employed, can give excellent references . . . there must be a need somewhere. Box G-172, BROADCASTING.

Management continued

19 years experience . . . salesman . . . sales mgr. . . general mgr. Prefer Utah, Colorado, Oregon, Washington . . . small or medium market . . . have managed markets from 15,000 to 600,000 . . . Hard working go getter runs a tight but pleasant atmosphere ship . . . \$20,000.00 plus fringe benefits to start . . . Write Box H-12, BROADCASTING.

Creative black station manager, 1st phone, with strong track record. Knows all phases of radio. Soul programing on FM a specialty, ready to travel in September. Box H-108, BROADCASTING.

Knowing that we all start somewhere, where does a young veteran begin? Collage; third; relocate. 312-282-0621. Box H-121, BROADCASTING.

Station manager—first phone—15 years experience sales, programing, FCC rules and regulations, engineering, live sports, production—top references—prefer Ohio—all inquiries will be answered—Box H-155, BROADCASTING.

Once in a lifetime managerial buy! Reduce station overhead with this ten year pro, top ten personality, programing, engineering—first phone & sales. Will run entire station operation, or top notch programing and/or engineering department increasing station signal and producing polished sound, with greater revenues and ratings. Documented proof of major market rating success. I can put you on top! W. Matchek, 35 Grandview, Daly City, California 94015. 415-755-2102.

Announcers

Versatile. Dependable. 5 years experience. Play-by-play, all sports, jazz, MOR, Classical DJ. All shifts. Excellent references, 3rd endorsed. Box G-211, BROADCASTING.

Young black announcer, third endorsed, five years experience, ready to relocate. Box G-233, BROADCASTING.

Would I lie? Personality, good news, good production. Top 40 or Progressive Rock. Married. Third. Box G-278, BROADCASTING.

First, MOR, New York, Florida, anywhere. 315-478-8896. Box H-5, BROADCASTING.

Experienced announcer, with personality and ambition. Broadcast degree. Third endorsed. Mid twenties, married, mature, stable, aggressive . . . good on production. Easy to listen to voice. Seeking permanent home in MOR radio or radio/TV with opportunity to advance with your station. Box H-38, BROADCASTING.

Ebony radio personality with ability will serve you with top forty, jazz, rock or MOR. Good news delivery, eager learner, draft free, will relocate. Box H-53, BROADCASTING.

Ten year pro. Heavy on news—talk—play-by-play—(212) 945-3057. Box H-64, BROADCASTING.

Avail immediately recent graduate Don Martin School of Radio & TV. Have 1st phone, can run tight board, handle any format, news, sports, etc. Like sales and promo's. Mature and willing. Go anywhere for situation with potential. Call collect 213-462-6027 or write Box H-65, BROADCASTING.

Young, personable family man, any format, tight board, 3rd class. Box H-96, BROADCASTING.

Black P.D. or operations manager, 6 yrs. experience, first phone fast pace, college, draft exempt, married. R&B's with low ratings. Answer now. Box H-103, BROADCASTING.

Production whiz. Smashing copy. Name the format. Four years experience. First, no maint. BA, 27, will relocate. Box H-112, BROADCASTING.

Southwest—West. Sixteen years, solid references. Strong on news. Know production. Veteran with college. Finest background. Salary open. Box H-120, BROADCASTING.

First phone—one year experience on FM in San Diego—want dj or dj and news—western states. Box H-122, BROADCASTING.

Let me be me at your station and we'll both make money. Experienced announcer. Box H-125, BROADCASTING.

Don Martin graduate with 1st, 23, married, military complete. Lively, young, sports-minded sound. Seeking first job with desire to learn all facets of radio. (213) 281-1495. Box H-126, BROADCASTING.

Eleven years experience—first phone. Have worked in most phases of radio. Looking for stability. Family man. Box H-130, BROADCASTING.

Professionally trained announcer seeks position with FM progressive art or Net affiliate TV station. Interest—production. Third endorsed. Box H-134, BROADCASTING.

Announcers continued

Talkmaster—radio-TV, top rated pro. Phone or studio interviews. Master ad-lib. Humor or contemporary. Topical. Number one Pulse. Top d.j. (MOR-top 40). Valid reason leaving after 4 years. 5 years 1st station. Hard worker. Much preparation. Tapes. Brochure, etc. Box H-141, BROADCASTING.

Announcer/newsmen. MOR/country format. Tight board. Permanent. Box H-147, BROADCASTING.

First phone, music director, college graduate, have tight board prefer up tempo MOR. Young, married, draft exempt, no floater. Box H-148, BROADCASTING.

Twelve successful years of radio broadcasting! Now I want to try a new location—New England preferred. Sponsors will attest to the results of my doing their commercials—writing and announcing—because I do commercials that sell. Box H-150, BROADCASTING.

Experienced personality, 1st phone, looking for morning or drive position. Midwest, East. Humorous, unique format. Box H-152, BROADCASTING.

Progressive FM—5 years experience radio, covering MOR, news, talk show, progressive rock (2 years), 23, third phone, 5 years college, single, draft-free. Salary open. Prefer West coast. Available Mid-September. Box H-154, BROADCASTING.

MOR announcer want nightrick, AFN, college trained, 37, single, well rounded air personality, heavy musical experience, professional manner, rated #1 in my market now, want bigger station all night gig, 6¢ stamp will bring prof I'm good. Hurry! Box H-157, BROADCASTING.

Help—12 years experience going down the drain—please rescue me—play-by-play all sports—married—family. Box H-169, BROADCASTING.

Announcer, experienced, versatile, energetic. News, sports play-by-play, MOR. Tight board. 3rd endorsed. Box H-179, BROADCASTING.

Florida majors—Miami, Tampa, etc. First-phone mid-west good music host, wants sunshine-security. Married-stable. 219-456-2449 or write Box H-183, BROADCASTING.

Drive jock at top 10 rocker is looking. Prefer air work in major but will consider air and/or P.D. job in medium. Salary negotiable. Box H-184, BROADCASTING.

Doesn't anybody rock anymore? Straight young single pro with third, many talents and ideas, three years experience and honorable discharge. Now in 350,000 market, relocate anyplace, firm, if right. College area rockers only, prefer personality AM. Will consider progressive FM. Box H-185, BROADCASTING.

First phone entertainer—fourteen years pleasing housewives. Adult sound. Married. No beginner. 219-456-2449 or write Box H-189, BROADCASTING.

Experience counts, right??? Need a talk master? On the phone or in the studio a straight talker, for person to person radio. Music too? Call collect, (212) 297-5136. Inform your listeners, build an audience now! Call today!

Experienced first phone announcer available. 413-739-8241 from 4PM to 6PM or James R. Taylor, Maple Avon Apartments, Apt. 22, 52 Westfield Street, West Springfield, Massachusetts 01089.

D.J./Announcer, 22, single, TV experience. Not a floater. Willing to relocate. Prefer news, willing to do your thing. Resume/tape on request. Tom Stephens, 313-693-3689 between 10 & 4 PM.

Black dj/rookie (20) versatile, dynamic voice—-anxious. Broadcasting school, 3rd class. Oscar Twitty, 2774 Dewey Ave., Apt. 3A, Bronx, N.Y. 10465.

Experienced jock, married, wishes to settle down, prefer south or west. Country or MOR. All size market experience. Professional, dependable. 1-517-686-3904.

Prima Donna, No! Versatile staffman who has "reached his level of incompetence". Authoritative news, copv, sounds of the big bands. Old pro, 408-758-3097. 200 W. Romie, Salinas, Calif.

1st phone, broadcast school graduate. Willing to relocate, desires easy listening, up-tempo MOR or rock format. 25, single, military complete. Ira Maxwell, 8822 Canby Ave., Northridge, California 91324, (213) 343-2357.

Experienced—black dj R&B gospel, news-production. Seven years experience 3rd ticket—prefer Calif. area top jock for top pay—813-238-6896.

C&W announcer, looking for friendly station; draft exempt, 3rd ticket, currently M.D. at Va. C&W station. 3 years experience. Mike Higgins, 429 E. Ridgeway Street, Clifton, Virginia.

Situations Wanted

Announcers continued

1st phone seeks play-by-play. Some experience. Dean McMann, 901 Audrey Lane, Prescott, Arizona 86301.

Need first job as staff announcer. Young, ambitious, 3rd endorsed, broadcast school graduate. Good voice, reads well, runs tight board (Gates Yard II). Will relocate. James Banks, 409 Rosedale St., Pittsburgh, Pa. 412-243-8414.

Play-by-play, college grad., experienced, photogenic, reliable, enthusiastic, knowledgeable, 24; personality, asset, to your station. Write c/o Stuart, P.O. Box 112, Cleveland, Ohio 44121.

Experienced disc jockey-writer, third endorsed, 29, married, seeking medium market. Available now. Tape. Resume. Write: Obie Yadger, 6705 California, San Francisco, Calif. 94121. Phone: 415-387-0308.

First phone, vet., relocatable. Top 40, up MOR, bcst. school grad. Bobby Dean, 1926 Palm Ave., Nat'l City, Calif. 714-477-1429.

First phone—Don Martin Grad seeks rock or jazz show. Refer Darryl Despie, 3340 Country Club Dr., Glendale, California 91208.

Stable family man with 11 years experience in announcing, sports casting and P.D. work looking for permanent position. 319-366-3832 after 6 PM.

1st phone—broadcasting school, college, Marine Corps; mature; needs experience; will relocate. References upon request. Joseph Amba, Dushore, Pa., 717-928-8632.

1st phone—6 mo. experience; eager, conscientious, dependable. Draft exempt. Will consider all offers. Call Paul Krakus—1-513-492-4101. Resume, tape, recommendations available.

1st, 6 years experience 1,000 directional. Gone remote. Announcer schooling. (No Ex.) Family man. Musician-songwriter. Medium-large market. Prefer days. 575 Pearl, Denver, Colorado.

Technical

Experienced first phone technician available immediately. Married, draft exempt, car. West, Midwest preferred. Box H-3, BROADCASTING.

Experienced chief engineer-announcer, \$140 week current earnings, available. Box H-8, BROADCASTING.

Chief engineer/announcer wanting to relocate . . . six years experience . . . prefer country or MOR formats. Hill and wooded areas. Box H-83, BROADCASTING.

Chief engineer—all phases construction—maintenance—AM/FM—directionals. Box H-158, BROADCASTING.

Chief engineer, air personality, medium market, directional. Desires position in small or medium market in mid Atlantic. Box H-166, BROADCASTING.

Mature, young professional engineer seeks CE or director of engineering position with major market rocker or C&W operation. Staple, experienced high power, multi-tower DA, FM stereo automation, complete construction. Top 75 markets paving five figures only need apply. Box H-178, BROADCASTING.

Mature 1st. phone seeking radio-tv chief and/or operator-maintenance duties. Prefer West. Modest salary. Box H-182, BROADCASTING.

News

News director seeks opportunity. 12 years radio/TV, presently in midwest. Box G-181, BROADCASTING.

R-TV grad, University Illinois, seeks radio or TV news position. No commercial experience. Strong on writing, production, sports. Thorough, competent, married, 24. Box H-111, BROADCASTING.

Experienced professional seeking permanent position with advancement opportunities. Hard worker with pride in his and station's position in community. Box H-127, BROADCASTING.

4 sale—one hard working radio outside reporter, and writer, tired of new management attitude that it's okay to get beat by the paper. Will consider news director, or opportunity to learn TV. Box H-131, BROADCASTING.

Successful record building news departments. Want medium to large market. College graduate, married. Box H-142, BROADCASTING.

News continued

Currently working as writer in major market. Want to get back on the air. College degree. Young. Aggressive. Can do outside and inside work. Tape and resume on request. Reply Box H-171, BROADCASTING.

Young, enthusiastic newsman seeks R-TV reporting slot. Have experience, college, military. Tape-resume available. Write or call Jim Gibbons, 612 Mather Street, Green Bay, Wisconsin, 414-432-6956.

Programing, Production, Others

All phases pro—over 15 years experience including production director 50 KW Detroit. Sales oriented, want programing/production top 30 markets—married—stable—good financial/personal references. Box H-109, BROADCASTING.

Copywriter, resume and samples on request. 203-658-6196 or Box H-115, BROADCASTING.

PD/music experienced major market jock, 24, college, first phone, professional. Seeks substantial contemporary or progressive station with challenge, responsibility, stability. Will prove I'm worth over \$16,000. Box H-133, BROADCASTING.

Losing out to the competition? I have the format, creativity and knowledge to put you ahead. If you're willing to try something different, contact Box H-143, BROADCASTING.

Top 15 market program director, 8 yrs. experience first phone, college, knows music, sports, news, promotion. Single draft deferred. Presently doing top 40, would prefer same or MOR. Looking for personality position not time-temp. Salary negotiable but must be five figures. Will accept P.D., production, or jock. Excellent references. Box H-160, BROADCASTING.

Attention Wyoming and Montana! If your station is not a winner, give it the big sound! Chicagoland PD, skilled in production, sales, and programing, will come to the big sky country and build you a winner! You can sell my sound. Box H-186, BROADCASTING.

First phone will PD/jock at New York state station. Adult oriented big sound rock/MOR. Details: Dave 315-455-1885.

KOMA made an offer and I turned it down. Looking for a PD slot with a future. Charlie Brown, 806-266-8898; first phone—brilliant record.

Morning duo/successful major market track record/person to person/temporarily in military town/looking to return to million plus market/production/play by play/contact Tom Gilbert/601-863-3522.

Television Help Wanted

Management

New studios, full color facilities, strong network affiliation, good market, fine UHF signal. Need manager who can lead sales, control expenses, provide leadership, understand figures, and grow with a group operation. Write Box H-138, BROADCASTING.

Excellent opportunity for ambitious television executive to represent major broadcast corporations in their search for executives. Sales experience necessary and good knowledge of station operations. Interesting position with considerable corporate involvement. Income potential of \$50,000.00 per year. Send resume to Dr. White, Management Consultant, Box H-164, BROADCASTING.

Sales

Top upstate N.Y. group-owned CBS affiliate desires aggressive broadcast-oriented salesman with management potential. Salary plus commission, with many fringe benefits. Call: Sales Manager—315-474-8511.

Technical

Immediate opening . . . experienced TV transmitter engineer . . . Salary to \$180 per week, depending upon experience. Contact W. G. Alliss, C.E., KCRG Stations, Cedar Rapids, Iowa.

News

TV newsman. Ohio VHF with 20 man department. Must be experienced air man and reporter. An equal opportunity employer. Send picture and resume. Box G-266, BROADCASTING.

Experienced reporter—photographer for south Florida TV station. Require journalism degree or comparable experience. Complete resume and salary requirements 1st letter. Box H-54, BROADCASTING.

News continued

Television station needs experienced consumer reporter who can relate marketing trends to the public in laymans language and analyze economy impact upon viewers. Send detailed resume and salary requirements in 1st letter. Equal opportunity employer. Box H-105, BROADCASTING.

TV newsman—UHF with small aggressive staff. Well equipped newsroom. Send picture and resume. Box H-145, BROADCASTING.

Major market station . . . East coast needs: Experienced street reporter with knowledge of production techniques. Top flight producer, must be experienced. Equal opportunity employer. Box H-187, BROADCASTING.

Programing, Production, Others

Producer-Director for major Alabama PTV production center feeding state ETV network. Minimum requirements include some experience and Bachelors degree or Masters without experience. An equal opportunity employer. Auburn Television, Auburn University, Auburn, Alabama 36830.

Television

Situations Wanted Management

Immediately available totally experienced television/radio general manager/general sales manager. Single, 41, no location preference. References and employment background furnished upon request. Box H-82, BROADCASTING.

Station manager. Strong management background with group and independent stations, both VHF and UHF—large and small markets. Best references. Box H-113, BROADCASTING.

Operations/program manager. Excellent references in every phase of both. Background includes affiliated and independent stations. Small to large markets. Box H-114, BROADCASTING.

Programing or production staff position. Currently in major eastern market seeking medium/large Midwest to West coast market. I have solid experience in network, local TV and with show packagers. 31, college degree, outstanding industry references. Box H-161, BROADCASTING.

Small/medium market. mgmt.—11 yrs., pgm., sales, promotion, PA, applications, ascertainment, billing, operations. Radio, TV, both. Box H-174, BROADCASTING.

Operations-production director for medium to medium-large station. 16 years production knowhow and management ability, solid in all phases. Creativity a way of life. Family man, references. Resume, photo and salary on request. Box H-181, BROADCASTING.

Sales

Sales executive TV firm with major company. Desire change to aggressive creative company within TV industry. Young, experienced, Box H-85, BROADCASTING.

Announcers

Recent sports director, television and radio announcer for armed forces network in Vietnam. Best suited for television news and sports announcing. Am 25, single, a veteran, with masters degree in radio-tv. Will send resume and tapes upon request. Box H-135, BROADCASTING.

TV variety show hostess available. University degree. Network experienced interviewer, news, commercials. Want local ratings? Write Box H-177, BROADCASTING.

Network caliber, Griffin type performer. Talented, top rated major market radio personality-musician looking for TV show. Can perform & produce as well as host. Play several musical instruments. Some TV experience. Magic, 35 Grandview, Daly City, California 94015—415-755-2102.

Technical

Broadcast engineer with 15 years experience in all phases of television looking for opportunity as chief engineer for station on the move. Box H-104, BROADCASTING.

Young ambitious engineer. Network experience as projectionist, video operator and cameraman. East coast. Box H-146, BROADCASTING.

News

Street reporter: Black, excellent background, master's degree—journalism. Box G-205, BROADCASTING.

News continued

Dependable, versatile pro . . . news or sports . . . anchor or reporter. Box H-4, BROADCASTING.

News director. Top-notch anchorman, efficient, experienced news manager. Imaginative, creative production, both media. Outstanding record in community affairs, special events, documentaries. Finest references. VTR, resume available on request. Box H-52, BROADCASTING.

Dedicated young professional seeking break! Hard worker who cares. Experienced in news, announcing and commercial production. Box H-128, BROADCASTING.

Want to move from writing at large major market station to street work . . . possibly with weekend or other anchor. Young. Degree. Enjoy digging for the news. 16mm. and resume on request. Reply Box H-172, BROADCASTING.

Young, enthusiastic newsman seeks R-TV reporting slot. Have experience, college, military. Tape-resume available. Write or call Jim Gibbons, 612 Mather Street, Green Bay, Wisconsin, 414-432-6956.

I was wrong! I used to think that all I needed to get started in broadcast journalism was talent, ambition, education and the desire to learn. But every news director I have talked to also wants experience. However, none of these news directors want to be bothered taking the time to give me that experience. What I am looking for is a professional and concerned newsman who is willing to provide that opportunity within his television (or radio) news department. In exchange for that opportunity, he will get a young, mature, single, college-educated, Army veteran who is no stranger to hard work or unusual hours. Prove to me that somewhere there is a news director who has not gone so far up the ladder that he has forgotten what it is like to be at the bottom of it. Ed McDonough, 27 Curtis Place, Lynbrook, New York 11563. 516-593-4715.

Programing, Production, Others

Young director (26). Wants to work! Needs challenge and responsibility with progressive broadcaster where atmosphere is conducive to practical creativity. Can and will produce. B.A. in RTF. Ready now! Tape and resume available. Married. Box H-62, BROADCASTING.

Producer/director currently in top 15 market. Interesting combination of heavy news directing background and creative documentary and variety show producing-directing experience. Box H-129, BROADCASTING.

Award winning, enthusiastic, operations mgr. P.D. in major market desires new challenge. Background in all phases of TV and advertising including art, photo, cine, live, programing, production, layout, copy, film buying and scheduling as well as staff management. Will consider any position, any market, in any locale including CATV. Excellent references. Contact Box H-139, BROADCASTING.

Art director with values for management, sales promotion and production, plus training and experience in TV, graphic art and photography. Box H-140, BROADCASTING.

Producer-director. Degree. Public affairs minded stations please note. Experienced all phases commercial-ETV. Box H-159, BROADCASTING.

Production manager. Degree. Experienced ETV-commercial program production. Box H-170, BROADCASTING.

Former college instructor desires film production position. Camera, lighting, sound, editing experience. Owns Arriflex, syncsound. Curry, 1418 Main, So. Bend, Ind. 46613.

BA, MA; film and broadcast workshop at Stanford. Seek documentary or investigative reporting. Apprenticeship acceptable. Greg Byrnes, 3181 Waverly, Palo Alto, Calif. 94306.

Wanted To Buy

Equipment

We need used 250, 500, 1 kw & 10 kw AM and FM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: New 1 KW CP needs all equipment . . . used but clean. Immediate cash. Box G-239, BROADCASTING.

5 or 10 KW TV transmitter needed for Channel 10. Used but clean. Box H-119, BROADCASTING.

FOR SALE Equipment

Rigid Transmission Line—6 1/8" -50 ohm, 20 ft. Lengths, flanged, Andrews 573, unused. 500 ft. available—bargain. Sierra-Western—Box 23872, Oakland, Calif. 94615. Tele. (415) 832-3527.

FOR SALE

Equipment continued

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.

GE color film island complete with Eastman multiplexer and splinder dual slide projector, excellent condition, used less than 100 hours, has not been in service for last 9 months. Contact Howard Zuckerman, National Teleproductions, 5261 North Tacoma Ave., Indianapolis. 317-257-1581.

Bolex H16 professional 16MM camera, 17MM, 25MM, and 105MM lenses, pistol grip, Sekonic light meter, filters, carrying case, other extras. Perfect condition. \$400. Box H-110, BROADCASTING.

Color TV mobile unit. 40' custom built trailer complete with 4 Marconi Mk VII cameras. Custom switcher with special effects. Custom audio console. 10 tons air conditioning. 40 kw Onan generator. \$450,000.00. Box H-132, BROADCASTING.

TV mobile unit. 35' trailer. 6 monochrome Marconi Mk IV cameras. 2 Ampex videotape machines. Custom audio console. 12-input switcher with special effects. 10-ton air-conditioning. 40 kw Onan generator. \$29,500.00. Box H-153, BROADCASTING.

Ampex designed Model 450 background music tape reproducers both new and factory reconditioned models available from VIF International, Box 1555, Mtn. View, Calif. 94040. (408) 739-9740.

MISCELLANEOUS

Deejays! 11,000 classified gag lines. \$10.00. Unconditionally guaranteed. Comedy catalog free. Edmund Orrin, Mariposa, Calif. 95338.

"1970 Test Answers" for FCC First Class License Plus Command's "Self-Study Ability Test." Proven \$5.00. Command Productions, Box 26348, San Francisco 94126.

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.

FCC news releases . . . We can make them available to you. Will mail daily to your office. Chittenden Press Service, 1067 National Press Building, Washington, D.C. 20004, (202) 737-4434.

Wow! 25 pages best one liners only \$3.00! Shad's House of Humor, 3744 Applegate Ave., Cincinnati, Ohio 45211.

Contemporary Comedy now in 9 of the top ten major markets! The heavy guys making the maxi bread know where it's at—how about you? Current issue \$3.50. 130 recorded wild tracks, \$5.00. Details free. Contemporary Comedy, 726 Chestnut Street, Suite "B", Philadelphia, Pa. 19106.

INSTRUCTIONS

Advance beyond the FCC License level. Be a real engineer. Earn your degree (mostly by correspondence), accredited by the accrediting commission of the National Home Study Council. Be a real engineer with higher income, prestige, and security. Free catalog. Grantham School of Engineering, 1509 N. Western, Hollywood, California 90027.

First Class FCC License theory and laboratory training in six weeks. Be prepared . . . let the Masters in the nation's largest network of 1st class FCC licensing schools train you. Approved for veterans* and accredited member: National Association of Trade and Technical Schools**. Write or phone the location most convenient to you. Elkins Institute*** in Texas, 2603 Inwood Road, Dallas, Texas 75235. Phone 214-357-4001.

Elkins*** in California, 160 South Van Ness, San Francisco, California 94102. Phone 415-626-6757.

Elkins in 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 612-721-1687.

Elkins* in Tennessee, 66 Monroe, Memphis, Tennessee 38103. Phone 901-274-7120.

Instructions continued

Elkins* in Tennessee, 2106-A 8th Avenue, South, Nashville, Tennessee 37204. Phone 615-297-8084.

Elkins in Texas, 1705 West 7th Street, Fort Worth, Texas 76101. Phone 817-335-6569.

Elkins* in Texas, 3518 Travis, Houston, Texas 77002. Phone 713-526-7637.

Elkins in Texas, 503 South Main, San Antonio, Texas 78204. Phone 512-223-1848.

Elkins in Washington, 404 Dexter, Seattle, Washington 98109. Phone 206-622-2921.

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 \$25.00 buys a copy of mine, plus instructions for use in your market, interview format in amendment form. Meets and exceeds FCC Primer requirements. My attorney's comment: "sensational!" Commission granted C.P. 16 days after submission.
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BOX H-176, BROADCASTING

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Tenn.	small	daytime	75M	29%	East	medium	TV	1.1MM	nego
Wash.	medium	fulltime	160M	29%	Ida.	metro	daytime	100M	29%
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(Continued from page 56)

1970; effective Sept. 13, 1970 to Sept. 13, 1972. First call right. Programs delivered to station. Network rate, \$500; compensation paid at 33 1/3% of all equivalent hours multiplied by prime-time rate.

New AM stations

Actions on motions

■ Hearing Examiner Millard F. French in Green Bay, Wis. (Frank M. Cowles), AM proceeding, dismissed as moot petition by applicant for extension of time to file amendment (Doc. 18790). Action July 28.

■ Chief Hearing Examiner Arthur A. Gladstone in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.), AM proceeding, designated Hearing Examiner Charles J. Frederick as presiding officer in place of Hearing Examiner Thomas H. Donahue who is retiring (Docs. 18204-05). Action July 28.

■ Chief Hearing Examiner Arthur A. Gladstone in Warren, Ohio (Howard L. Burris), AM proceeding, designated Hearing Examiner Lenore G. Ehrig as presiding officer in place of Examiner Donahue who is retiring (Doc. 18369). Action July 28.

■ Hearing Examiner Isadore A. Honig in Elmhurst and Wheaton, both Illinois (Dupage County Broadcasting Inc. and Central Dupage County Broadcasting Co.), AM proceeding, postponed Aug. 18 hearing on remand issues to date to be specified by further order; other scheduled procedural dates remain unchanged (Docs. 16965-6). Action July 27.

■ Hearing Examiner Forest L. McClenning in Jacksonville, N.C. (Seaboard Broadcasting Corp. and Sencland Broadcasting Systems Inc.), AM proceeding, on request of parties, scheduled further prehearing conference for July 29 (Docs. 18549, 18813-4). Action July 28.

Other actions

■ Review boards in Alexander City, Ala., AM proceeding, denied motion for additional time to appeal adverse ruling of hearing examiner, filed July 20 by Clanton Broadcasting Corp. (Docs. 18782-83). Action July 21.

■ Review board in Shenandoah, Iowa, AM proceeding, granted letter-request filed July 27 by Sandern of Iowa Inc. to extent that time for filing exceptions to the initial decision is extended to Aug. 6 (Docs. 18746-48). Action July 29.

■ Review board in Lebanon, Pa., AM proceeding, granted request for extension, filed July 17 by Radio Catonsville Inc. (Docs. 15835-15839). Action July 21.

Call letter applications

■ Nome, Alaska—Catholic Bishop of Northern Alaska. Requests KNOM.

■ Knox, Ind.—Kankakee Valley Broadcasting Co. Requests WKVI.

■ Somerville, N.J.—Somerset Valley Broadcasting Co. Requests WBRW.

Call action

■ Luverne, Ala.—Crenshaw County Broadcasting Co. Granted WLVN.

Existing AM stations

Final actions

■ WCIT Lima, Ohio—FCC informed that WCIT did not violate fairness doctrine in news coverage of Jan. 1970, school boycott in Lima. Irv. Joyner, representative of United Church of Christ Commission for Racial Justice in New York charged WCIT distorted coverage of school boycott. Action July 31.

■ KVAN Vancouver, Wash.—FCC granted petition by Mrs. Cathryn C. Murphy, licensee of KVAN for addition of forfeiture issue to order designating station application for license renewal for hearing. Action July 10.

■ WTIP Charleston, W.Va.—Broadcast Bureau granted license covering installation of new trans. as alternate-main nighttime and auxiliary daytime with remote control. Action July 28.

Actions on motions

■ Office of Opinions and Review in Milton, Fla., (Milton Broadcasting Co.), renewal of license of WEBY, granted petition by Broadcast Bureau and extended to Aug. 31 time to file exceptions and supporting briefs to initial decision released July 1 (Doc. 17613). Action July 28.

■ Hearing Examiner Isadore A. Honig in Perry, Fla. (WPRY Radio Broadcasters Inc.), 9 AM proceeding, renewal of license of WPRY, on examiner's own motion, postponed Aug. 11 prehearing conference and Sept. 8 hearing which was to be

held in Perry, Fla., to dates to be set by subsequent orders (Doc. 18885). Action July 27.

■ Hearing Examiner Jay A. Kyle in Ft. Collins, Calif. (Metro Communications Inc. (KDEO)), AM proceeding, continued without date, hearing conference now scheduled for Aug. 4 (Doc. 18879). Action July 27.

Fine

■ WOOK Washington—FCC issued notice of apparent liability for monetary forfeiture, for 19 alleged violations of rules, directed against United Broadcasting Co., licensee of WOOK at United's request (Docs. 18559, 18561-3). Action July 22.

Call letter applications

■ KRNO San Bernardino, Calif.—San Bernardino Broadcasting Corp. Requests KBON.

■ KBRN Brighton, Colo.—Southwestern Broadcasters. Request KWOM.

■ WSLC Clermont, Fla.—Lake County Broadcasting Corp. Requests WWFL.

■ KAFM Salina, Kan.—Salina FM Inc. Requests KSKG.

New FM stations

Final action

■ Rapid City, S.D.—Broadcast Bureau granted Rushmore Broadcasting Inc. 93.9 mc, ch. 230, 30.24 kw. Ant. height above average terrain 319,522 ft. P.O. address: c/o Ralph Macy, 2612 Grandview Drive, Rapid City 57701. Estimated construction cost \$25,158,10; first-year operating cost \$24,600; revenue \$25,000. Principals: Ralph E. Macy, president (85%), et al. Mr. Macy owns lumber company and 48% of KVRB and of KVRB(FM) both Vermillion, S.D. Action July 17.

Actions on motions

■ Hearing Examiner Millard F. French in Catlettsburg, Ky. (K & M Broadcasting Co.), FM proceeding, granted petitions by applicant for leave to amend application to update and correct plan of financing, provide current information concerning applicant's resources and separate FM application from applicant's pending AM application (Doc. 18440). Action July 23.

■ Hearing Examiner Jay A. Kyle in Gahanna and Delaware, both Ohio (Christian Voice of Central Ohio and Delaware-Gahanna FM Radio Broadcasting Station Inc.), FM proceeding, scheduled oral argument for Aug. 26 (Docs. 18308 and 18793). Action July 27.

■ Hearing Examiner Jay A. Kyle in Pittston, Pa. (P. A. L. Broadcasters Inc.), FM proceeding, rescheduled evidentiary hearing for Aug. 19 (Doc. 17885). Action July 23.

■ Hearing Examiner Herbert Sharfman in Flora and Salem, both Illinois (Flora Broadcasting Co. and Salem Broadcasting Co.), FM proceeding, granted petition by Flora Broadcasting and severed application from consolidated proceeding (Docs. 18288 and 18290). Action July 21.

Call letter applications

■ Mountain Home, Ark.—Mountain Home Broadcasting Corp. Requests KTLO-FM.

■ Santa Rosa, Calif.—Redwood Empire Stereo-casters. Requests KLVF(FM).

■ Marion, S.C.—Swamp Fox Broadcasting Corp. Requests WATP-FM.

Call letter actions

■ Falmouth, Mass.—Cape & Island Broadcasting Co. Granted WCIB(FM).

■ Aguadilla, P.R.—Ricardo Vega. Granted WTPM(FM).

Existing FM stations

Final actions

■ KCHV-FM Coachella, Calif.—Broadcast Bureau granted mod. of CP to make changes in transmission line; change trans. and ant.; make changes in ant. system; ant. height minus 255 ft.; condition. Action July 29.

■ WPTH(FM) Fort Wayne, Ind.—Broadcast Bureau granted request for SCA on 67 kc. Action July 20.

■ WYCA(FM) Hammond, Ind., and WDAC(FM) Lancaster, Pa.—Broadcast Bureau granted mod. of licenses and CP's to change names to Ruth Crawford Porter, executrix of estate of Percy B. Crawford. Action July 28.

■ KHBT(FM) Humboldt, Iowa—Broadcast Bureau granted mod. of CP to change trans. and ant.; change ant. height to 275 ft. Action July 29.

■ KNOE-FM Monroe, La.—Broadcast Bureau granted request for SCA on 67 kc. Action July 20.

■ WYCA-FM Gloucester, Mass.—FCC authorized Simon Geller, licensee and sole operator of sta-

tion WVCA-FM to conduct limited broadcast through Oct. 26, while he recovers from major surgery. Action July 22.

■ WSBM(FM) Saginaw, Mich.—Broadcast Bureau granted CP to make changes in ant. system; ant. height 423 ft. Action July 29.

■ WBAQ(FM) Greenville, Miss.—Broadcast Bureau granted license covering new FM. Action July 28.

■ KLJC(FM) Kansas City, Mo.—Broadcast Bureau granted CP to replace expired permit. Action July 29.

■ KSRN(FM) Reno—Broadcast Bureau granted license covering auxiliary trans. Action July 16.

■ KBOX-FM Dallas—Broadcast Bureau granted request for SCA on 67 kc. Action July 21.

■ KERI(FM) Bellingham, Wash.—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant. system; ant. height 2,310 ft.; remote control permitted. Action July 29.

Action on motions

■ Hearing Examiner Lenore G. Ehrig in Hartford, Conn. (WHCN Inc. [WHCN-FM] and Communicom Media), FM proceeding, denied request by Communicom Media for leave to amend application (Docs. 18805-6). Action July 22.

■ Chief Hearing Examiner Arthur A. Gladstone in Lincoln, Neb. (Corbett Broadcasting Corp. and KFMQ Inc. [KFMQ-FM]), FM proceeding, designated Hearing Examiner Basil P. Cooper as presiding officer in place of Examiner Donahue who is retiring (Docs. 17410 and 18174). Action July 28.

■ Chief Hearing Examiner Arthur A. Gladstone in Albany, N.Y. (Regal Broadcasting Corp. [WHRL-FM], Functional Broadcasting Inc. and WPOW Inc.), FM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. as presiding officer in place of Examiner Donahue who is retiring (Docs. 18210-2). Action July 28.

■ Hearing Examiner Jay A. Kyle in Sacramento, Calif. (Town and Country Broadcasters Inc.), FM proceeding, granted request by applicant that application of KJML(FM) for renewal of license be dismissed and terminated proceeding (Doc. 18773). Action July 27.

Call letter applications

■ KRPM(FM) San Jose, Calif.—Contemporary Communications Corp. Requests KOMF(FM).

■ WAQB-FM Atlantic Beach, Fla.—WKTJ Inc. Requests WKTJ-FM.

Call letter action

■ KINS-FM Eureka, Calif.—Eureka Broadcasting Co. Granted KFM1(FM).

Other actions, all services

■ Broadcast Bureau's chief of complaints and compliance division denied a request, on behalf of Los Angeles businessman, asking FCC to prohibit broadcasts of results of public opinion polls attempting to measure candidate popularity 30 days prior to any election. Action July 31.

CATV

Application

■ Cox Cablevision Corp.—Seeks distant signals of WCIX-TV Miami to Avon Park, Fla. (Tampa-St. Petersburg, Fla. ARB 31). Action July 30.

Final actions

■ Avon Park, Fla.—FCC granted waiver of hearing requirements and authorized Cox Cablevision Corp. serving Avon Park and Sebring, both Florida, to import distant Florida signals of WPLG-TV and WAJA-TV both Miami; WSMS-TV Ft. Lauderdale; and WEAT-TV West Palm Beach. Action July 29.

■ Pine Grove, Pa.—FCC directed Pine Grove TV Cable Service, operator of five-channel system at Pine Grove, Pa., to show cause why it should not be ordered to cease and desist from further violation of carriage and program exclusivity requirements of rules. Action July 22.

Translator actions

■ Broadcast Bureau waived certain sections of translator rules and granted CP for following translators: WPJX Inc., New York, to serve Upper Manhattan and Bronx on ch. 73 by re-broadcasting WPJX-TV New York. Action July 28.

■ Covelo, Calif.—Broadcast Bureau granted CP for VHF translator to serve Covelo, Calif., on ch. 9 by re-broadcasting KTVU(TV) Oakland, Calif. Action July 29.

■ Yreka, Calif.—Broadcast Bureau granted CP for UHF translator to serve Yreka-Shasta valley, on ch. 70 by re-broadcasting KIXE-TV Redding, Calif. Action July 29.

■ Beowawe, Nev.—Broadcast Bureau granted CP for VHF translator to serve Beowawe and Crescent City, both Nevada, on ch. 4 by re-broadcasting KTVN(TV) Reno. Action July 29.

Ownership changes

Applications

■ KKF(FM) Colorado Springs—Seeks assignment of license from KKF Inc. to Sky Hi Inc. for \$30,000. Sellers: James H. Childers, president, et al. Buyers: Richard H. Sucher, sole owner. Mr. Sucher owns 86% of oil corporation. Ann. July 27.

■ WFFM(AM) Fort Valley, Ga.—Seeks transfer of control of Rocket Radio Inc. from Paul Reehling (100% before, 50% after) to his wife, Mrs. Mary Jo Reehling (none before, 45% after) and to Edmond G. Suelzer (none before, 5% after) for purpose of corporate reorganization. No consideration involved. Ann. July 27.

■ KNIR-FM New Iberia, La.—Seeks assignment of license from Techeland Broadcasting Inc. to KNIR-FM Inc. for purpose of future expansion and recapitalization. No consideration involved. Principals: S. A. Lopez, president, et al. Ann. July 27.

■ WCBX(AM) Eden, N.C.—Seeks assignment of CP from Radio Eden to Radio Eden Inc. for legal and tax purposes. No consideration involved. Principals: Ray A. Childers (75% before, 75% after) and Robert L. Purcell (25% before, 25% after). Ann. July 27.

■ WTOF(FM) Canton, Ohio—Seeks transfer of control of Christian Broadcasting Assoc. Inc. from Dr. E. M. Mortenson (75% before, none after) to Reverend Jack Mortenson (25% before, 25% after) and Mrs. Marie E. Mortenson (none before, none after). No consideration involved. Rev. and Mrs. Mortenson will assume E. M. Mortenson's stock (75%) as co-executors of estate. Ann. July 27.

■ KFLW(AM) Klamath Falls, Ore.—Seeks assignment of license from David F. Snow to Lloyd L. Wynne for \$110,000. Principals: Mr. Wynne is former radio sports announcer, commercial director, newspaper editor and publisher. Ann. July 27.

■ WVSC-AM-FM Somerset, Pa.—Seek transfers of control of WVSC Inc. from Carl L. Lee (50% before, none after) to T. M. Opeggard (50% before, 100% after). Consideration: \$537,500. Messrs. Lee and Opeggard are equal stockholders of WPVI(AM) Painesville, Ohio. Ann. July 27.

■ WXMT-AM-FM Merrill, Wis.—Seek assignments of license from North Central Broadcasting Corp. to Northwoods Enterprises Inc. for \$150,000. Sellers: John A. Hoppe, secretary, et al. Buyers: Charles K. Heath, president (98%), and Mrs. Victoria E. Heath, treasurer (2%). Mr. & Mrs. Heath own respective interests in WJMS-(AM) Ironwood, Mich. Ann. July 13.

Actions

■ KRDU(AM) Dinuba, Calif.—Broadcast Bureau granted transfer of control from Egon A. Hofer (50% before, none after) to David Hofer Jr. (50% before, 100% after). Consideration \$112,500. Action July 24.

■ KIEV(AM) Glendale, Calif.—Broadcast Bureau granted transfer of control of Southern California Broadcasting Co. from Allen O. Dragger (26.9% before, none after) to William J. Beaton (39.6% before, 53.9% after), George P. Landegger (29.91 2/3% before, 40.75% after), Donald W. Beaton (1.45% before, 1.975% after) and Mrs. James G. Damon (0.96 2/3% before, 1.31% after). Consideration: \$200,970. Action July 29.

■ KVON(AM) Napa, Calif.—FCC granted assignment of license from KVON Inc. to Young Radio Inc. Consideration: \$530,250. Sellers: Arthur C. Youngberg Jr., president, et al. Buyers: Thomas L. Young, president and controlling stockholder, et al. Mr. Young is vice president-general manager of KAUS-AM-TV Austin, Minn., and KWVL-TV Waterloo-Cedar Rapids, Iowa. Action July 24.

■ KKOP(FM) Redondo Beach, Calif.—Broadcast Bureau granted assignment of license from Barry Broadcasting Co., Jack Barry, president (100% before, 100% after) to Jack Barry for liquidation and dissolution of Barry Broadcasting Co. Action July 24.

■ KDLA-AM-FM DeRidder, La.—Broadcast Bureau granted assignment of license from Sabine Broadcasting Co. to Century Broadcasting Co. Principals: Cyril W. Reddoch (51% before, none after) and C. Winslet Reddoch (24% before, none after) to Ralph L. Hooks (25% before, 100% after). Consideration: exchange of holdings in partnership dissolution and assumption by R. L. Hooks of \$2,000 bank note and \$57,468 note. Action July 29.

■ KGMV(AM) Missoula, Mont.—Broadcast Bureau granted transfer of control of Mission Broadcasters Inc. from Carl E. & Melba Perry, Lawrence I. & Irene E. Larson, et al. (as a group, 100% before, none after) to Louis C. Erck (none before, 52% after), et al. Consideration: \$5,000. Principals: Mr. Erck owns KHAP(AM) Ateac, N.M., and 58.75% of KRAE(AM) Cheyenne, Wyo. Action July 24.

Ralph Daniels is a network executive who understands every facet of local operations. As president of the CBS Television Stations Division, it is part of his job; as a man who arrived at his present position after many years with CBS owned stations, it is part of his background.

Although 18 months have passed since Mr. Daniels left a job as vice president and general manager of WCBS-TV New York to assume his present post, he still travels constantly to local stations as part of what he terms the "learning chore" that goes with his job.

The visits reflect his intense desire "to know what is going on. The stations have autonomy, but it is important to know the people. Some of these executives are our future management people."

Ralph Daniels should know. He followed that road over a 15-year period in moving from account executive at KNXT(TV) Los Angeles to the post he now holds.

Today, however, Mr. Daniels is as likely to dwell on the subject of news and community involvement as to discuss the strict business side of broadcasting. News, he says, "is the heart of a station."

"We are not satisfied with what we are doing now in news or in editorials" at the CBS-owned stations, Mr. Daniels says. "In editorials, we seek to develop a dialogue and stir opinions on an issue, not just get a station's view over. We seek replies, impact—we ought to get in with gut issues and present the viewer with both sides."

It is apparently an interest that developed as Mr. Daniels grew into the business.

A few months ago, Lee Hanna—who was WCBS-TV news director when Mr. Daniels was manager—offered a few words on the subject when he attended a George Polk Memorial Awards Luncheon at New York's Hotel Roosevelt. The award to WCBS-TV was for the documentary *Guess Who's Coming to Great Neck*, and concerned the reaction of an affluent community faced with the busing of up to 60 New York City black children into its schools.

Mr. Hanna told the assembled guests, in part: "Ralph Daniels . . . decided to take the commercials out and let the documentary run three minutes into the 11 p.m. news. (The broadcast had been cut to run 37 minutes, including spots.) Vice Presidents who make those kinds of decisions go on to become presidents. But news directors who make 37-minute documentaries when they're supposed to fit into 30 minutes remain news directors."

But Mr. Daniels, though knowledgeable in the broadcast business, does not pretend to have all the answers. After a

He knows local TV from the inside—and from the top

year and a half on the job, he finds himself confronted with the thousands of details that go into planning for an always unpredictable future.

There is, for example, the problem of administrative glut. As Mr. Daniels observes, the broadcast business is be-

Week's Profile



Ralph Hereford Daniels—president of CBS Television Stations Division; b. Dec. 22, 1927, San Francisco; BA in economics, Pomona College, 1950; ensign and carrier pilot, U.S. Navy, 1951, served through Korean conflict, received discharge in 1955 with rank of lieutenant junior grade; studied political science at graduate school, University of California at Berkeley, and worked at KROW(AM)—now KABL(AM)—Oakland, Calif., as merchandising manager in sales department; joined CBS as account executive, KNXT(TV) Los Angeles, 1956; sales positions with CBS-TV Stations National Sales in San Francisco and New York, 1959-61; rejoined KNXT as national sales manager, 1961; general sales manager, 1966; VP-general manager, WCBS-TV New York, 1967-69; present post, Feb. 17, 1969; m. Rosemary Sheedy; children—Katherine, 11, Elizabeth, 5, Margaret, 4; hobbies—skiing, golf, tennis.

coming more and more clogged with paperwork. To cope with this problem, he notes, "CBS is proceeding with computerization, and this includes on-air operations and billings tie-ins with computers.

"We (broadcasters) are currently operating in a prehistoric fashion. But by the end of the year we at CBS should be squared away."

He notes that the computer eventually must be used in TV for the long range—"not only as an adding machine but as a tool in management strategy."

Another issue of immediate concern to Mr. Daniels is the FCC's plan to cut down network prime-time programming. He fears that all but the biggest stations will have to fill the extra time period with syndicated properties of questionable quality. "The syndicators and distributors don't want the rule and are not being helped, and the little guy gets hurt. Since the rule would effect no real change and accomplishment, who gains?"

To these problems and many others, Ralph Daniels brings an active mind and an energetic, quick, decisive manner. His associates, with appreciation if not exceptional originality, tab him "a listener and a doer." Yet the man also manages to seem quite unpretentious—a tall, lanky individual who enjoys a good cigar after evening meals.

Away from 51 West 52d Street, CBS's headquarters building, Mr. Daniels channels at least some of his energy onto the tennis court (he plays for the Larchmont, N.Y., Recreational League), dabbles in golf and has been battling the ski slopes for several years.

He moved to suburban Larchmont after coming to New York and discovering that the city was less than ideally suited to his tastes apart from work. When he took over the WCBS-TV job, he recalls, "I tried to live in New York City but could not find a place where I could like what I wanted to like."

But this nonresidency did not deter him from plunging into community affairs. He still is president of World Youth Forum (which gives young students the opportunity to go abroad, and receives in the U.S. their counterparts from throughout the world).

His long-time interest in skiing has yielded at least one anecdote that might be regarded as typical of the man. Several snowstorms ago, the Daniels family was able to drive as far as the foot of a steep hill but a good haul short of the ski lodge for which they were headed. Abandoning the car, Mr. Daniels determinedly carried his children on his shoulders, in turns, through snowdrifts until they reached shelter.

No heroics, but determination. And this seemingly best describes Ralph Daniels and his performance at CBS.

The right kind of access

Attempts by politicians to capture the medium of television for their private use have reached the stage of unembarrassed flagrancy. Senator Edmund S. Muskie (D-Me.) laid it out for everyone to see when he testified last week in support of the Fulbright resolution to require broadcasters by law to give prime time to members of Congress for speeches on subjects of their choice.

"We're talking about controlled time," said Senator Muskie, and his meaning was clear: He and his like-minded colleagues want no interference from broadcasters when taking to the air. They are obviously assuming that members of the Congress—especially those who disagree with opposition-party Presidents—have proprietary rights to the television system of this country.

No one, of course, has given them such rights, as no one has deeded them access on their own terms to the pages of the nation's magazines or newspapers.

Still it is disturbing in the extreme that senior legislators, including at least one presidential possibility, should be going through the kind of exercise that went on last week at the Senate Communications Subcommittee. It bespeaks an appalling misunderstanding of the essential difference in the roles of elected officials and of the journalism media. The whole point of the First Amendment was to prevent the capture of the press by government.

The network presidents who testified last week attempted patiently to define the fundamental imperfections of the Fulbright resolution. They steadily adhered to the principle that their function was journalism and the Congress's the passing of laws. It remained for the Republican National Committee, through its special counsel, W. Theodore Pierson, to emphasize the simplest solution to the problem of getting more congressional views on television: Let Congress schedule major debates on major issues in prime time and admit television coverage.

That would also meet the problem of equal-time demands by opponents of congressmen who may be running for reelection. As Mr. Pierson pointed out, a debate in prime time would be a bona fide news event, and coverage of it would therefore be exempt from Section 315.

At about the time the Republican committee testimony was being heard, Senator Hugh Scott (R-Pa.) and Representative William Springer (R-Ill.) introduced bills to open the chambers of both houses to television coverage of special debates on issues of national significance. If the new legislation had stopped at that point, it would be supportable. Unhappily, it did not. It contains a requirement that broadcasters cover at least four debates in each house per year. In that provision it is as defective as the Fulbright resolution.

Needed: a writer

In the nation's capital the station that showcases ETV is Channel 26 WETA. Its letterhead lists a board of trustees that reads like a Washington "Who's Who."

WETA made news itself a few months ago when William Woestendiek, editor of its *Newsroom* program, was fired following disclosure that his wife had become the press agent for Martha Mitchell, the lively wife of the attorney general. (Later it was learned that Mr. Woestendiek, as editor of *Newsroom*, drew a salary of \$50,000—far in excess of the going pay for any editor of any commercial TV in the news-oriented town of Washington.)

WETA, like other ETV's, draws its wherewithal from public funds, foundation grants (Ford, for example, underwrites *Newsroom* with a \$750,000 grant) and of course, public solicitations over the air and by direct mail.

The form letter used as recently as last week caused one broadcaster who got it to comment that WETA "scorns the profit motive while soliciting our charity."

The direct-mail pitch, which should interest the Federal Trade Commission for disparagement, recites that the programs on WETA won't be seen on other local stations because "they are not the type of programs that make lots of money for a station or sponsor." It goes on: "Channel 26 can present this kind of television—without interruption by advertising announcements, and without benefit of any income from advertising on the air—because it is not operated to make money."

What WETA really needs is an advertising agency (for a fee) to sell its wares professionally and without knocking the philosophy that it may be a virtue to earn a profit in a nation built on the principle of free enterprise.

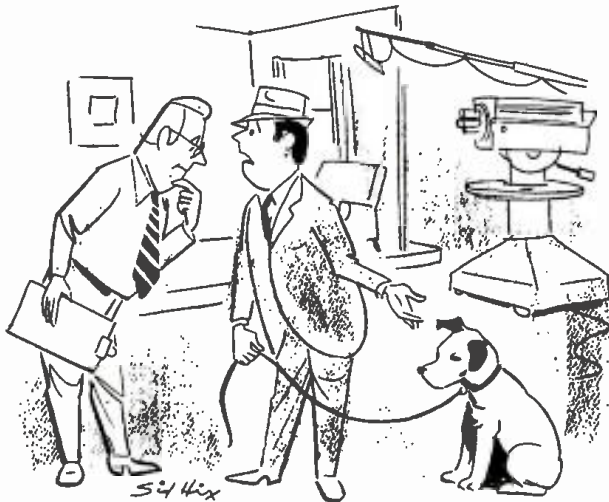
The real target

Senator Frank E. Moss's Consumer Subcommittee, it now becomes evident, is dedicated to the destruction of television advertising.

That was the subcommittee, it will be recalled, that took credit for outlawing cigarette advertising on the air—despite evidence that the action would have little or no effect on smoking. Now it is going after cereal advertising.

Two weeks ago it wildly welcomed testimony from Robert Choate Jr., a personally financed and self-proclaimed expert, asserting that most cereals were worthless and that their television advertising was misleading. Last week qualified nutrition experts destroyed all of Mr. Choate's findings, but that hasn't changed subcommittee minds.

Senator Moss later found another nutritionist to testify that although cereals were not bad, other foods were better and to propose that the federal government make cereal advertising educate the public in the use of other foods. Senator Moss's enthusiastic agreement with that added thinking was a true reflection of his bias.



Drawn for BROADCASTING by Sid Hix

"He's been out at RCA for some time. Couldn't you use him in some dog-food commercials?"

Even a Texas Ranger can't
give you protection
like this-

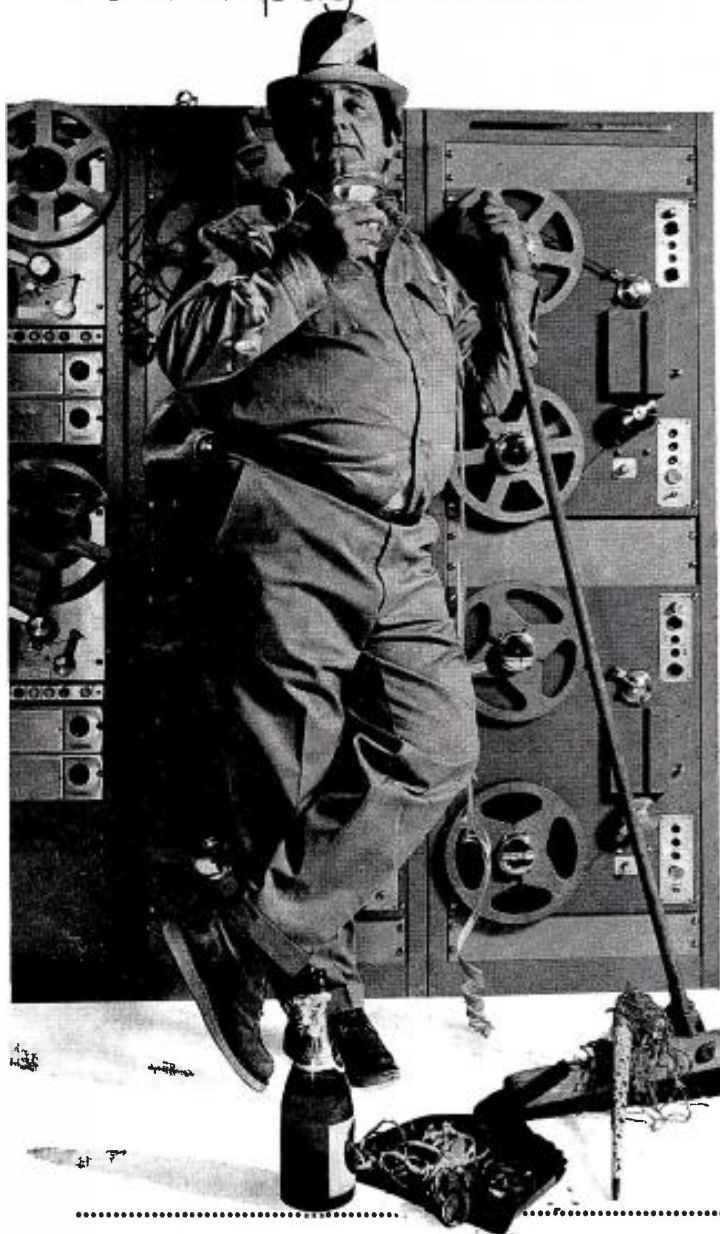
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Yet KTAR-FM, which features the very popular Hit Parade '70 sound 24 hours each day, comes on so "live" that the station gets many phone calls asking if there are openings for disc jockeys.

Although KTAR-FM has been on the air with the Schafer Broadcast Automation System and Hit Parade '70 programming for just a few months, it is number 8 in ratings out of 31 stations in the booming Phoenix-Mesa-Scottsdale market.

KTAR operations manager, Jack Kelly sums it up quite simply . . . "Schafer automation gives us a better quality sound at a lower cost with greater reliability and that adds up to profit."

The KTAR story is *must* reading for anyone in FM—or AM—radio. It's yours for the asking. Just mail the coupon.

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